

Atlantic Regional Liaison Committee

Meeting Date: May 27, 2019

Location: Charlottetown, PE

Attendees:	Clay Corney Ahmed Elballushi Charles Leger	Collin Dares Gordon Jenkins Alysha Pelley	Fraser Eaton Tim Lea Calvin Taylor
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Absent:	Janice Davidson Heather Mingo Morley Reid	Alexa MacKay Will Njoku Karen Turner-Lienaux	Lawrence McGillivray Jessica Pelley
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Presenters:	Jillian Adler Moira MacIntosh	Chris Brennan	Peter MacDonald
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Welcome and Introductions:

Peter MacDonald (Director, Donor Relations Atlantic and RLC Co-Chair) welcomed all to the Atlantic RLC meeting and introduced Moira MacIntosh, Director, Corporate Brand & Social Responsibility.

Review of Task Tracking Calendar & Agenda / Approval of Summary Notes:

The October 2018 Atlantic RLC summary notes were sent to committee for review/acceptance prior to the meeting and have been posted to blood.ca.

National Liaison Committee (NLC) Update:

Fraser Eaton (RLC Co-chair and NLC representative) provided an update from the April 2019 NLC meeting held in Ottawa, Ontario. Topics discussed included branding, Plasma collection plans, Hepatitis E (a newly identified risk to some immune compromised patients), MSM and Plasma Protein Products (how they will be considered and added to the formulary in the future).

A new consumer representative, Bob Atkins, has joined the Board of Directors. He and his family are lifelong users of blood and blood products. Patient groups will be well served with him in the role.

NLC update has been posted on Basecamp.

Syntegration and Diversity Project:

RLC member, Will Njoku, was unable to attend the May 27th Atlantic Regional Liaison Committee meeting. Topic deferred.

Brand Workshop:

Moira MacIntosh (Director, Corporate Brand & Social Responsibility) presented on Canadian Blood Services brand renewal.

Prior to the launch, feedback was gathered from key stakeholders. Eight focus groups comprised of members from the general population, donors and health care professionals were held in Ottawa, Toronto and Vancouver. Stakeholders felt it was important to know the full scope of services because spontaneous awareness of services beyond blood collection is limited among donors and the general public.

MSM and Corporate Strategy Updates:

Chris Brennan (Manager, Stakeholder Relations) provided MSM and Corporate Strategy updates.

MSM:

Following Health Canada's approval, the deferral period for MSM will change from one year to three months on June 3, 2019. Research projects are currently underway to gather data to help inform the next potential evolution of the MSM deferral policy.

Corporate Strategy:

Five buckets of activity have been established which will define where Canadian Blood Services goes over the next five years and beyond:

- ♦ *Meet changing patient needs by providing lifesaving products and services.*
- ♦ *Build and deepen relationships with the donors of the future.*
- ♦ *Ensure a secure supply of Canadian plasma for immune globulin.*
- ♦ *Create an engaging and empowering employee experience.*
- ♦ *Achieve organizational excellence.*

Regional Updates:

Peter MacDonald (Director, Donor Relations Atlantic and RLC Co-Chair) provided a regional update and reported on some key accomplishments that had taken place since the October 2018 Atlantic RLC meeting.

Key accomplishments:

- ♦ *Implementation of Donor Concierge*
- ♦ *Growth of digital appointments*
- ♦ *Donor wellness initiative – salty snacks, applied muscle tension*
- ♦ *Donor experience – net promoter score, revised feedback system, Director-lead workshops in each region with frontline staff.*
- ♦ *Moving swabbing events to online.*
- ♦ *Employee survey results.*
- ♦ *Current inventory position.*
- ♦ *Trigger messaging campaigns.*

Hepatitis E:

Chris Brennan (Manager, Stakeholder Relations) provided the committee with an overview of Hepatitis E. This was followed by consultation with the committee on whether they felt the risks associated with transfusion transmission of HEV in Canada warranted risk mitigation measures and if so, what risk mitigation options they supported.

Plasma Update:

Jillian Adler (Associate Director, Plasma Operations) provided an update on the immune globulin (Ig) risk in Canada, Canadian Blood Services' risk mitigation steps and Plasma vision 2024.

Committee Terms Discussion:

The Atlantic RLC was polled on what they felt was an appropriate committee size and whether they felt the current RLC membership term was appropriate.

Round Table:

On June 4, 2019, Peter MacDonald will present Ewan Stewart with his 1000th donation pin in Charlottetown.

Dr. Calvino Cheng will be bringing 28 home-schooled children and their parents for a tour of the Canadian Blood Services facility in Dartmouth, NS.

Gordon Jenkins will be retiring from the committee following the October 2019 Atlantic RLC meeting.

Next Meeting:

The next Atlantic RLC meeting has been scheduled for October 28, 2019, at the Canadian Blood Services site in Dartmouth, NS.

Meeting adjourned at 2:15 pm.