

# Partner toolkit: COVID-19

*Last updated April 17, 2020*



**Canadian  
Blood  
Services**

BLOOD  
PLASMA  
STEM CELLS  
ORGANS  
& TISSUES



**@CanadasLifeline**

# Thank you to all our partners during this unprecedented time

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The need for blood will remain strong over the next few weeks and months ahead.

We are relying on you, our partner, for support. Consider asking your networks to book an appointment to donate blood in late April or May to maintain a healthy national blood supply.

Book your appointment at [blood.ca](https://blood.ca), on the **GiveBlood** app or call **1 888 2 DONATE**.



We are immensely grateful for your support in these uncertain times and invite you to recognize the passion and dedication of Canada's blood donors and our volunteers. We also ask that you consider thanking our frontline staff for their incredible commitment to **Canada's Lifeline**.

Please take the opportunity to share your donation experience or express your gratitude on social media in hopes that you may inspire others in your network to do the same. Don't forget to tag us **@CanadasLifeline**



# Key messages

- Current evidence indicates COVID-19 is not transmitted by blood or blood products. If you are in good overall health, please book and keep your appointment to donate blood.
- The need for blood is constant. Donated blood lasts no longer than 42 days. Platelets, a component of blood, have a shelf life of only seven days.
- Appointment cancellations can have a dramatic impact on patients in Canada who continue to need blood products for cancer treatment, trauma and surgeries.
- Donors who may be impacted by blood donation event cancellations in their community, due to venue closures and/or other unforeseen related issues can reschedule their appointment online at **blood.ca**.
- We understand the growing concern surrounding COVID-19 across our communities. Our hearts go out to all those impacted.
- Blood donation can help address feelings of helplessness you may have in the face of COVID-19. Gaining a sense of control during this situation can help contribute to an overall sense of wellbeing.
- At this time, we can only welcome people with appointments. This is in compliance with public health authorities' requests to practice healthy physical distancing.
- Book your appointment at **blood.ca**, on the GiveBlood app or by calling **1 888 2 DONATE**.

# Appointments only, please

In compliance with the Public Health Agency of Canada to enable physical distancing, at this time, we can only welcome people with appointments.

- Appointments help minimize the number of people at donor centres.
- Appointments also allow people to complete the pre-screening questionnaire before they arrive at a donor centre and self-defer if necessary in keeping with health and safety recommendations.
- We ask all eligible donors to book their appointment at [blood.ca](https://blood.ca), on the GiveBlood app, or by calling **1 888 2 DONATE**.

**Please note, gathering bans do not apply to our blood donor centres during a State of Emergency.**

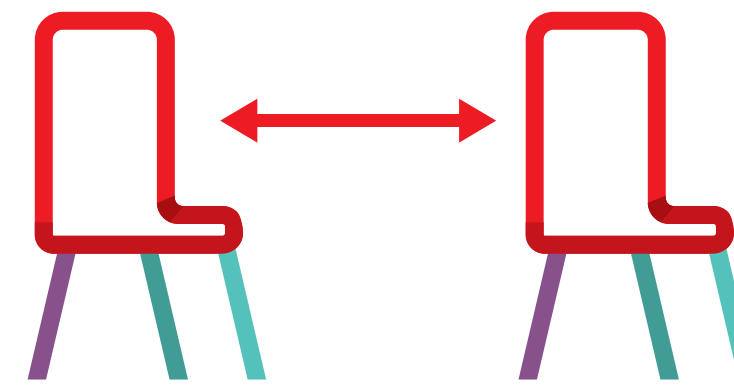
Several provinces have called for a 'State of Emergency' to limit the number of people attending social and recreational gatherings. Blood donor centres are neither a social nor recreational gathering. Given our unique role within Canadian healthcare, we are committed to welcoming donors during a declared State of Emergency.

# Enhanced wellness measures in effect

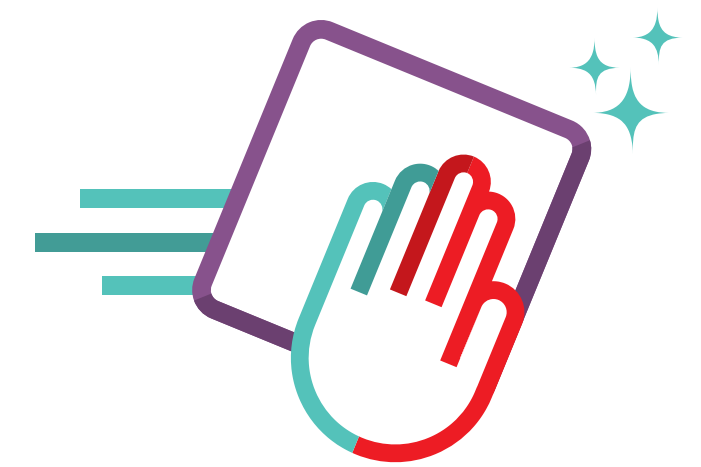
In addition to our routine cleaning, infection-control and screening practices, in light of recent developments with COVID-19, we have introduced enhanced cleaning measures, wellness stations and physical distancing measures to better protect anyone who comes through our doors.



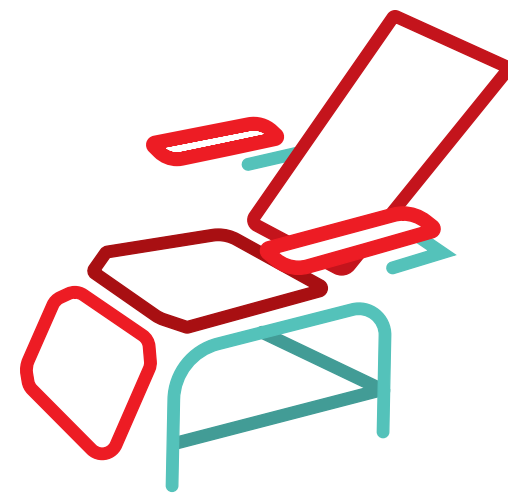
**Active wellness screening**  
at our building or venue  
entrances



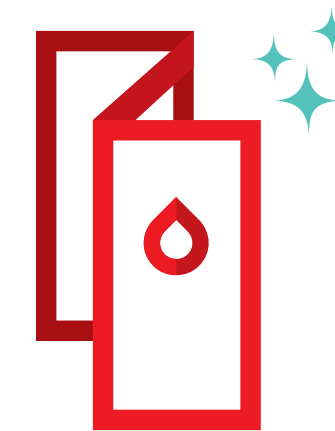
Chairs in sitting and  
waiting areas are spaced  
**2 metres apart**



**Increased cleaning frequency**  
of all equipment and surfaces



Donors are seated  
**2 metres apart**  
from one another  
while donating



Laminated donor information  
pamphlets **are wiped down after  
each use, or discarded** after each  
use if they are not laminated



**Single-use Ziploc bags**  
are being used to hold  
blood donation bags



# Recent updates to the donor eligibility requirements

## Effective Monday, March 30, 2020:

- People who have tested positive for COVID-19 are ineligible to donate until 14 days after their complete recovery. This also includes people who have not been tested for COVID-19, but who have developed a fever and cough within 14 days of having
  - travelled outside of Canada,
  - been in close contact with another person who has tested positive for COVID-19, and
  - been in close contact with a person who has a cough or is experiencing difficulty breathing, and who has travelled outside of Canada in the two weeks before their symptoms started.
- People, other than asymptomatic health care workers and first responders using protective equipment, who have been exposed to the people described above are also temporarily ineligible to donate.
- People who have been exposed to symptomatic people who have not been tested and who have not travelled, are eligible provided they do not have symptoms themselves.
- Two new questions are being added to the 'donor questionnaire' asking if they (donors) have had COVID-19 in the last 28 days, or if they have had contact in the last 14 days with a person who has tested positive for COVID-19.
- For the latest information on our preventive measures, visit **[blood.ca/COVID19](https://blood.ca/COVID19)**

# Social media assets

*Share these graphics with the messaging below*

Donated blood lasts no longer than 42 days. Platelets have a shelf life of only 7 days.

To ensure we can continue to meet the needs of patients in Canada, we need everyone who is healthy to book and keep their blood donation appointment for weeks and months ahead.

Book now at **blood.ca**

**CLICK TO DOWNLOAD**

**Blood  
for Life**

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## Twitter



## Instagram





# Social media assets

*Share these graphics with the messaging below*

Blood and blood products are needed every day, even during the #COVID19 outbreak.

Help patients in Canada who continue to need blood for cancer treatments, trauma and surgeries.

If you are in good health and can donate, book now at **blood.ca**

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# Social media assets

*Share these graphics with the messaging below*

At this time, we can only welcome people with appointments. This is in compliance with public health authorities' requests to practice healthy physical distancing.

Scheduled appointments support physical distancing and help minimize the number of people in our donor centres.

Book now at **blood.ca**

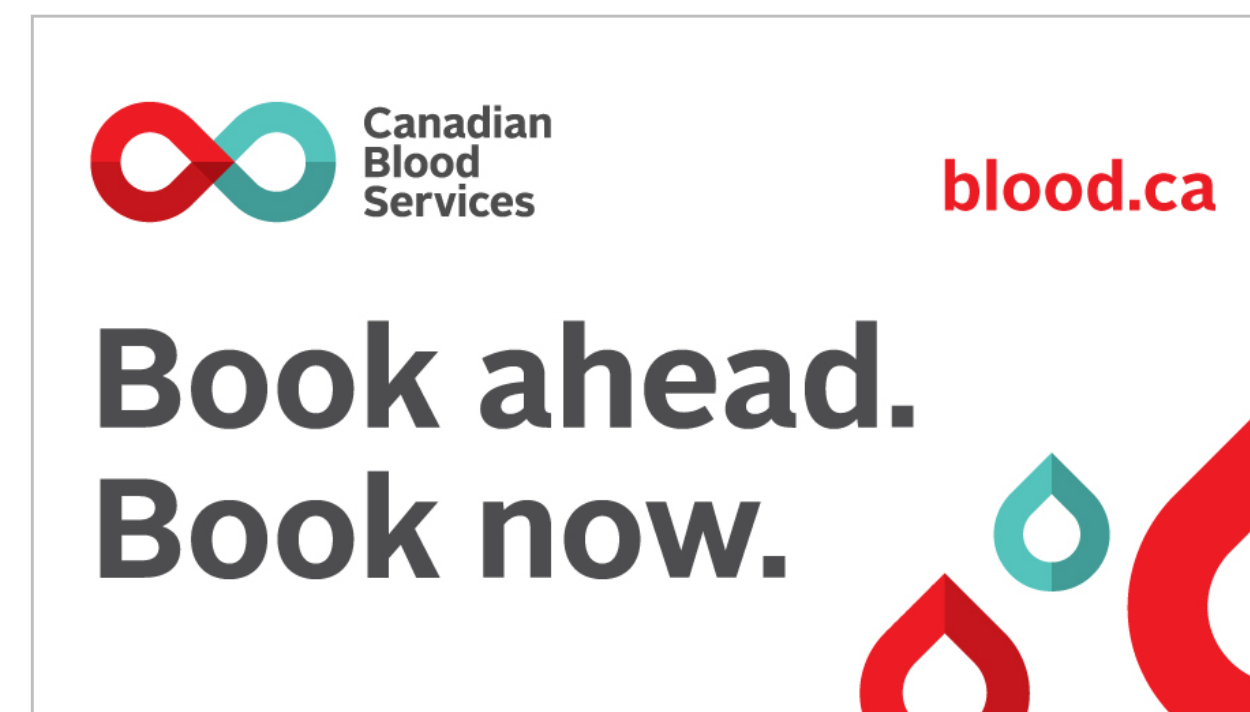
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# Social media assets

*Share these graphics with the messaging below*

We've established additional wellness checkpoints at the entrances of our donor centres and continue to ensure robust cleaning and infection-control practices, including increased cleaning frequency of surfaces and equipment.

Learn more at [blood.ca/COVID19](https://blood.ca/COVID19)

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# About Canadian Blood Services



Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians.

Visit [blood.ca](https://blood.ca) to learn more.