

Stem Cell Registry Awareness Event Guide

2023-10-20

Public (P)

Introduction

This document is intended to aid recruitment teams with the factors that need to be considered when planning and executing Stem Cell Registry Awareness Events. Hosting an event is a very detailed undertaking that can take 8 – 12 weeks of planning. Recruiters may be employees or volunteers and are responsible for educating potential stem cell registrants, verifying registrant eligibility, ensuring informed consent, maintain confidentiality of registrant data and the collection and storage of samples for HLA typing.

Canadian Blood Services relies on individual and community volunteer groups to help plan, recruit, and promote the event. These volunteers must be trained and adhere to all the requirements of running a Stem Cell Recruitment Awareness Event. Third party recruitment partners who organize awareness events on their own, without CBS overseeing the event, require formal agreements to be approved prior to hosting their own event. They must also adhere to all the requirements related to being a recruiter. A Service Level Agreement or Memorandum of Understanding outlines the requirements and expectations of all parties involved and must be signed and approved prior to partner supporting events.

Activity Planning & Preparation Considerations

VENUE CONSIDERATIONS

- Location & demographics
- Size/Square footage
- Tables and chairs
- Cost
- Accessibility
- Availability
- Contract & Insurance
- Promotion limitations (roving, advertisement, etc.)
- Wi-Fi/LTE connectivity

SUPPLIES & EQUIPMENT

Swabbing	Shipping	Recruitment	General
<ul style="list-style-type: none"> Stem Cell Registry Information for New Registrants (Required languages) IM-00064 Buccal Swab Kits (BSK) L800105 Barcode labels Form F800204 Event Reconciliation: Summary of Collected Buccal Swab Kits Form F800205 Tracking Log: Collected Buccal Swab Kits Stem Cell Registry Event Registration Instructions (Required languages) 	<ul style="list-style-type: none"> Shipping Labels Tamper Indicator Stickers Shipping box Clear garbage bags (for completed BSK) Black (or another colour) garbage bags (for trash) Elastics Packing tape 	<ul style="list-style-type: none"> Branded tablecloth Banners Tabletop Banners Infographics/Tabletop mats/info sheets Multiproduct info (nearby donation events, etc.) Swag Volunteer T-Shirts Games/Draws 	<ul style="list-style-type: none"> Hand sanitizer Disinfectant wipes Paper and pen Charge cords Business cards

VOLUNTEER TRAINING

Stem volunteers should be onboarded through the Volunteer Onboarding and Training process and have completed the training for Stem Cell Recruiter – II. At minimum, stem cell volunteers should complete the [eLearning Modules](#) Stem Cell Recruitment Awareness and Stem Cell Recruitment Awareness Event. Community Development Manager/Lead Volunteer should have available paper copies of these modules for volunteers who were not able to take the training beforehand. Volunteers must be trained before the event begins.

SAFETY

- Dress appropriately for the weather.
 - For outdoor venues, remember to wear sunscreen and drink plenty of water (summer).
 - Always wear closed-toed shoes.

- Keep valuables at home or secured.
- Don't use headphones or earbuds.
- Minimum of 2 volunteers.
 - Roving volunteers should stay in pairs when possible.
- Be aware of your surroundings.
- Keep personal information off the table and away from public view.
- If you feel unsafe, move to a secure area and contact security/police.

SOCIAL MEDIA

If volunteers will be creating their own content using social media to recruit or create awareness for an event, please consider the following:

- Photos and videos perform better than branded social tiles.
- Users like to engage and connect with stories.
- Ensure your photo or video has good lighting and is clear.
- Capture “action” photos (i.e., someone who is swabbing).
- Ask before taking photos and videos.
- Amplify the message – ask followers to share.
- Informative series content (i.e., the registration process).
- Tag and hashtag back to national or local accounts.
- Ensure only current branding is used.

Event Execution

EVENT SET UP

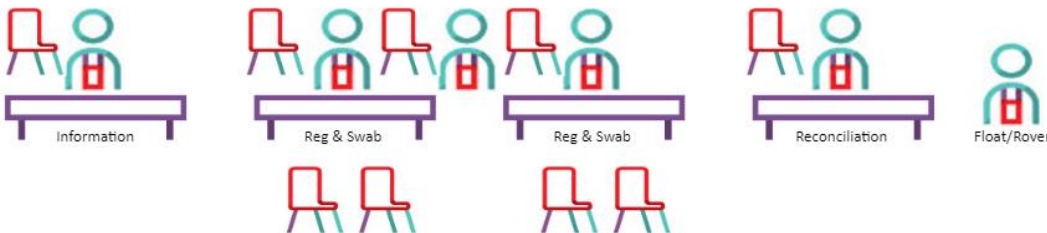
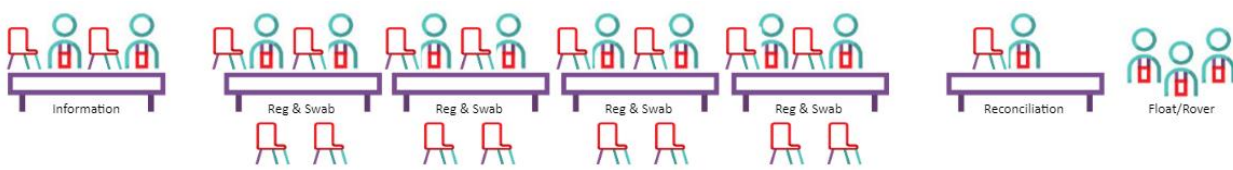
Tables should be set up so that there are clear stations and flow left to right.

- **First station: Information.** This is where a potential registrant will talk with a CBS representative about stem cells, the registry and information on how to sign up.
- **Second station: Registration & Swabbing.** At this station, the registrant will view the Stem Cell Registry Event Registration Instructions and register using their cell phones. Once that is completed, they will perform the cheek swab. It is recommended that no more than 3 registrants per table swab at one time as to not get Buccal Swab Kits and labels mixed up.
- **Third Station: Reconciliation.** This station is dedicated to ensuring that BSKs are sealed and accounted for. If possible, this station should be away from the other stations.

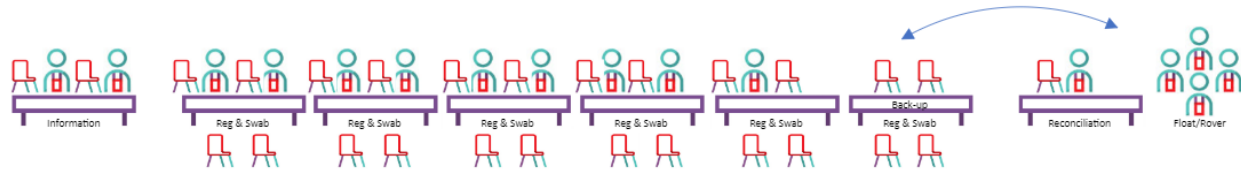
ROLES & RESPONSIBILITIES

- **Rovers:** These volunteers are responsible for getting people to the event. They need to understand what stem cells are, how they are collected, and what is involved with joining the registry. They should be outgoing and comfortable approaching people. Rovers should travel in pairs when possible. Some venues may not allow rovers.
- **Information:** Similar to the rovers, these volunteers need to understand the ins and outs of the registration process so it can be explained to the potential registrants. They need to ensure the registrants understand and consent to what is involved with being on the Registry. They should be comfortable reaching out to passersby to get them to come to the table. There needs to be at least one person at this station, as they can address a crowd, although it is helpful to have a second person who can take time with potential registrants who have more questions.
- **Registration & Swabbing:** The volunteers working at this station will need to be familiar with how the online registration process works and be able to troubleshoot minor issues. Major issues should be escalated to the National Contact Centre. They will also be labelling swabs and envelopes and ensuring the registrants are doing their cheek swab properly. They need to pay attention to detail and ensure labels and swabs do not get mixed up. They should also be able to inform registrants about any next steps involved (i.e., when to expect a welcome letter, reminding registrants to keep their contact information up to date, etc.) They will pass the sealed BSK to the volunteer at the next station. Swabs and envelopes should not be labelled in advance.
- **Reconciliation:** Volunteers who complete the reconciliation should be able to pay attention to detail and understand how to complete the reconciliation paperwork. At the end of the event, they are responsible for ensuring the swabs are sealed in the clear plastic bag and put in the shipping box and adhere the label and tamper stickers.
- **Float:** These volunteers can be assigned where needed based on the number of registrants at the event.

RECOMMENDED LAYOUT FOR A SUCCESSFUL EVENT

Expected Registrants	Resources	Minimum		Ideal	
0 - 50	Tables	3		4	
	Chairs	6		9	
	Volunteers	4	1 – Information 1 – Registration & Swab 1 – Reconciliation 1 – Float/Rover	6	1 – Information 3 – Registration & Swab 1 – Reconciliation 1 – Float/Rover
					
50 – 100	Tables	4		6	
	Chairs	12		20	
	Volunteers	10	2 – Information 5 – Registration & Swab 1 – Reconciliation 2 – Float/Rover	14	2 – Information 8 – Registration & Swab 1 – Reconciliation 3 – Float/Rover
					

Expected Registrants	Resources	Minimum		Ideal	
100+	Tables	6		8 (7 + 1 back-up)	
	Chairs	20		26	
	Volunteers	14	2 – Information 4 – Registration 4 – Swab 1 – Reconciliation 3 – Float/Rover	16	2 – Information 9 – Registration & Swab 1 – Reconciliation 4 – Float/Rover



Quick Reference Guide

KEY POINTS ABOUT STEM CELLS

- Blood stem cells are immature cells that can develop into red blood cells, white blood cells and platelets.
- A stem cell transplant is often the last course of treatment for a patient.
- Over 80 conditions can be treated with stem cells, including blood disorders, genetic conditions, immune system disorders, lymphomas, myelomas and leukemias.
- Stem cells can be collected through peripheral blood, bone marrow and umbilical cord blood.
- Peripheral stem cells are collected in hospital in a way that is similar to donating blood. This is the preferred method of collection.
- Bone marrow is collected from the back of the pelvic bones and is performed under general anesthetic. This is done about 10% of the time, usually for small children.
- Cord blood is collected from the umbilical cord and placenta after the safe delivery of a baby.
- Less than 25% of patients will find a match within their family.
- Matches are more likely to occur with donors who share the patient's ethnic background.

THE OPTIMAL DONOR

- Willing to help any patient, anywhere in the world,
- Willing to donate either through peripheral blood or bone marrow, and

- Are between the ages of 17 and 35.
- All potential donors must be asked if they are:
 - Between the ages of 17 and 35.
 - In general good health.
 - Willing to help all patients in need.
 - Willing to provide a tissue sample using a cheek swab.

PRIVACY

- Never email personal information.
- Never include personal information on reports.
- Never record personal information other than in webforms on blood.ca.
- Do not repeat any of the information discussed during recruitment, even to the prospective donor should you encounter them later.

TROUBLESHOOTING

What do I do if:

The registrant is already on the Stem Cell Registry?

- Have them update their profile. No other action is required.

The bar code is linked to another registration?

- The registrant will need a new bar code label and need to redo their registry profile. If the bar code was put on the kit in advance, write a note on the kit that it must be discarded and write the bar code number on form F800204, Event Reconciliation: Summary of Collected Buccal Swab Kits.

The registrant is not eligible to join the Stem Cell Registry?

- Have the registrant return the bar code labels and thank them. Inform them about other opportunities to be part of Canada's Lifeline.

The registrant decides to cancel their registration?

- Affix the label on form F800204, Event Reconciliation: Summary of Collected Buccal Swab Kits. Inform them about other opportunities to be part of Canada's Lifeline.

Who should be contacted if there are issues with the registration process?

- For any issues during the registration process, call 1 888 2DONATE (1-888-236-6283)

KEY THINGS TO REMEMBER WHILE SWABBING

- All four swabs, front of cardboard kits, and the outside of the envelope (bottom right below the seal) need to be labelled with bar code labels.

- All swabs need to be fully inserted into the cardboard holder and the cardboard holder must be inserted with the open end down.
- Do not put the extra bar code labels in the envelope.
- Make sure the registrant is swabbing properly by brushing the cheek for 20-30 seconds, using the same force as you would brushing your teeth. They should not be sucking, swirling or gently rubbing the swab.
- Don't touch the end of the swab and don't let it touch any surfaces.

KEY THINGS TO REMEMBER WHILE WRAPPING UP THE EVENT

- Remember to review all forms for errors before packing. The number of labels on the Tracking Log must match the total number of swab kits recorded on the Event Reconciliation form.
- The date format used on all forms is yyyy-mm-dd.
- Completed swab kits are bundled with elastic bands and placed in a clear plastic bag, along with the completed forms.
- The clear plastic bag with swabs is tied up and goes into a shipping box.
- Ensure that any previous information on the box has been removed or covered up, strong packing tape is applied to all seams, and a completed shipping label and tamper indicator labels are affixed to the box. The tamper indicators must be applied to all seams.
- If there is an error on a form that needs to be corrected, draw a single line through the error, write in the correct information next to it, and date and initial. Do not use correction tape, scribble out or write over the error.

Like this!

DEPARTMENT	ITEM #	RE
LAB 2	11767	20
LAB 2	11873	20
LAB 2	12477	20

Not like this!

DEPARTMENT	ITEM #	RECEIVED
LAB 2	11767	2007-11-22
LAB 2	11873	2007-11-22
LAB 2	12477	2007-11-22