



Association of Donor
Recruitment Professionals

ADRP

TO: ASSOCIATION OF DONOR RECRUITMENT PROFESSIONALS
BOARD OF TRUSTEES

FROM: ROLF KOVENETSKY, VICE PRESIDENT
CORPORATE & COMMUNITY RELATIONS
NEW YORK BLOOD CENTER

DATE: MAY 2007

SUBJECT: AMERICA'S BLOOD CENTERS LIAISON REPORT

1. Newly elected ABC President, Donald Doddridge, CEO Florida Blood Services (FBS) replaces Merlyn Sayers.
2. America's Blood Centers (ABC) annual meeting March 24-7 2007 Ritz Carlton Hotel, Arlington VA.
3. Awards of Excellence were given out to a variety of individuals and organizations
4. David Allen (President & CEO of Mississippi Blood Services) follows John Guthrie as the new President of Foundation for America's Blood Centers (FABC)
5. Gulf Coast Regional Blood Center received FABC's Award of Excellence in donor recruitment for its "Commit for Life" program.
6. ABC interim meeting will be held in Vancouver BC in July
7. ABC annual meeting for 2008 will be held in NYC

Report submitted by,

Rolf Kovenetsky
America's Blood Centers Liaison



To: Association of Donor Recruitment Professionals
Board of Directors

From: Kelly High, Director of Donor Strategy
American Red Cross Liaison

Date: May 2, 2007

Re: **American Red Cross Liaison Report**

AMERICAN RED CROSS APPOINTS NEW PRESIDENT AND CEO

As reported by Bonnie McElveen-Hunter, Chairman, Board of Governors:

WASHINGTON, DC, April 18, 2007 – The American Red Cross Board of Governors has unanimously approved Mark W. Everson, currently serving as Commissioner of Internal Revenue, to become the next president and CEO of the Red Cross, effective May 29, 2007. The vote was taken at a regularly scheduled meeting of the full Board.

“On behalf of the entire Board, the Red Cross is delighted to welcome such a capable and compassionate leader whose proven experience and leadership skills will bring valuable expertise to better prepare the American Red Cross to prevent, prepare and respond to the nation’s critical needs,” said Bonnie McElveen-Hunter, Chairman of the Red Cross. “We know Mark will bring new energy and drive terrific results when his tenure officially begins next month.”

Mark Everson brings to the Red Cross an accomplished management record in both the public and private sectors. Everson has served as the 46th Commissioner of the Internal Revenue Service since May 5, 2003. In this capacity, he developed and implemented a five-year strategic plan for the \$10 billion, 100,000 person agency, which connected vision with measurable results. Everson earlier served as Deputy Director of the Office of Management and Budget where he chaired the President’s Management Council and was charged with strengthening and improving federal management and program performance. In the private sector, Everson served as Group Vice President – Finance for SC International, a \$2 billion privately-owned food services company with leading market positions in airline catering and home meal solutions.

American Red Cross Liaison Report January 2007

Respectfully submitted by Kelly High

Red Cross Chairman Addresses House Committee

On March 14, Bonnie McElveen-Hunter, Chairman of the American Red Cross, along with Karen Hastie-Williams, Chair of the charity's Independent Governance Advisory Panel, participated in an open hearing of the House Committee on Foreign Affairs on Capitol Hill. Addressing the committee, McElveen-Hunter urged Congress to take legislative action to help the Red Cross modify its existing Congressional charter and enact pivotal changes to the size and structure of the Red Cross governing board.

In early 2006, the American Red Cross Board of Governors created the Independent Governance Advisory Panel to complete a "deep-dive" audit of Red Cross governance and create examples of "best practices" used in both the non-profit and for-profit sector. In late October 2006, the Board produced American Red Cross Governance for the 21st Century: A Report of the Board of Governors, a comprehensive and scholarly report that proposed a streamlined Board focused on governance and strategic oversight.

"Our goal," explained McElveen-Hunter, "was not to simply look at governance reform but to become the governance 'gold-standard' and to lead by example in the not-for-profit arena." McElveen-Hunter emphasized and the Board's full backing for the governance changes, which had not been previously reviewed since 1947. McElveen-Hunter also fielded questions from committee members.

In her remarks to the committee, Karen Hastie-Williams asserted her full support for the proposed governance changes. She believes that narrowing the Board of Governors from 50 members down to 12-25 by 2009 is a necessary step in strengthening American Red Cross leadership.

On March 15, the Senate passed its version of the governance changes, known as "The American National Red Cross Modernization Act of 2007." The bill now heads to the House.

Association of Donor Recruitment Professionals Board Meeting

African Liaison Report

May 2006 – April 2007

1. **African Regional Donor Recruitment Training workshops in collaboration with WHO and the International Federation of the Red Cross and Red Crescent Society**
 - a) Lusophone workshop (Portuguese)
Held in Maputo, Mozambique, in June 2006, attended by 30 delegates representing Angola, Mozambique and Guinea Bissau (SBFAF – PEPFAR multi-country funding)
 - b) Nigerian National workshop
Held in Abuja, Nigeria, in June 2006, attended by 29 delegates from all states of Nigeria (SBFAF – PEPFAR funding)
 - c) Ethiopian National workshop
Held in Addis Ababa, Ethiopia, in August 2006, attended by 24 delegates (WHO PEPFAR funding)
 - d) Francophone workshop (French)
Held in Accra, Ghana, in October 2006, attended by 31 delegates from Burkina Faso, Guinea, Senegal, Mali, Chad, Central African Republic, Burundi, Togo, Congo, Cote d'Ivoire, Cameroon (SBFAF – PEPFAR multi-country funding)
 - e) Anglophone workshop (English)
Held in Accra, Ghana, in October 2006, attended by 27 delegates from Ghana, The Gambia, Ethiopia, Cameroon, Eritrea, Nigeria (SBFAF – PEPFAR multi-country funding)
2. **African In-country Training on Donor Recruitment/Blood Donation for:**
 - a) Safe Blood for Africa Foundation in Nigeria and Botswana as part of the PEPFAR project
 - b) Safe Blood for Africa Foundation in Angola, Swaziland, Lesotho as part of the PEPFAR multi-country funding
 - c) World Health Organisation in Ethiopia and Namibia as part of the PEPFAR project
 - d) European Union in Malawi
 - e) Swiss Red Cross in Ethiopia
3. **African Club 25 Society**

Club 25 was born in Zimbabwe in 1989 when a pilot programme entitled "Pledge 25" was introduced to retain young blood donors. The concept rapidly

spread to other parts of Africa and even across the world. As the Pledge 25 strategy gained popularity on the continent of Africa and around the world, the need for guidance and support in establishing the Pledge 25 programme within individual countries arose.

It is in view of this that the African Club 25 Society, which is the first initiative of the African Institute of Transfusion Medicine under the umbrella of Safe Blood for Africa Foundation was established.

The aim of the African Club 25 Society is to support the establishment of youth blood donor clubs (YBDC) to educate, motivate, recruit and retain young blood donors (preferably between 16 and 25 years).

In addition to promoting voluntary blood donation, these youth blood donor clubs also promote positive lifestyle behaviour as part of HIV/AIDS prevention and control.

The society supports African countries in establishing youth blood donor clubs through:

- the training of club members and blood centre personnel
- the provision of a resource centre for information, educational and communication materials on Pledge/Club 25 and blood donation in general
- creating an awareness of and promoting youth blood donor club activities by utilizing available media resources in Africa
- the provision of networking opportunities to facilitate communication, sharing of ideas and activities of youth blood donor clubs, both regionally and globally.

The African Club 25 Society was launched during the ISBT conference in Cape Town, South Africa on the 6th of September 2006. More than 14 countries attended the launch activity.

Currently the society is supporting 10 African countries in establishing and strengthening their youth blood donor clubs. The society has also assisted countries “out of Africa”.

Assistance has been provided through sharing information on:

- establishing and strengthening youth blood donor clubs
- planning and implementing Club/Pledge 25
- promotional materials and sharing of ideas, success stories and the templates of club commitment forms
- presentations on the Club/Pledge 25 programme
- developing country Club/Pledge 25 guidelines

In addition to the above, the society has also managed to develop a logo for the society and a website which is accessible at www.africanclub25society.com. A database of all Africa blood donor recruiters and managers has been developed.

The society's next exciting activity is the annual Pledge 25 Workshop to be held around July 2007.

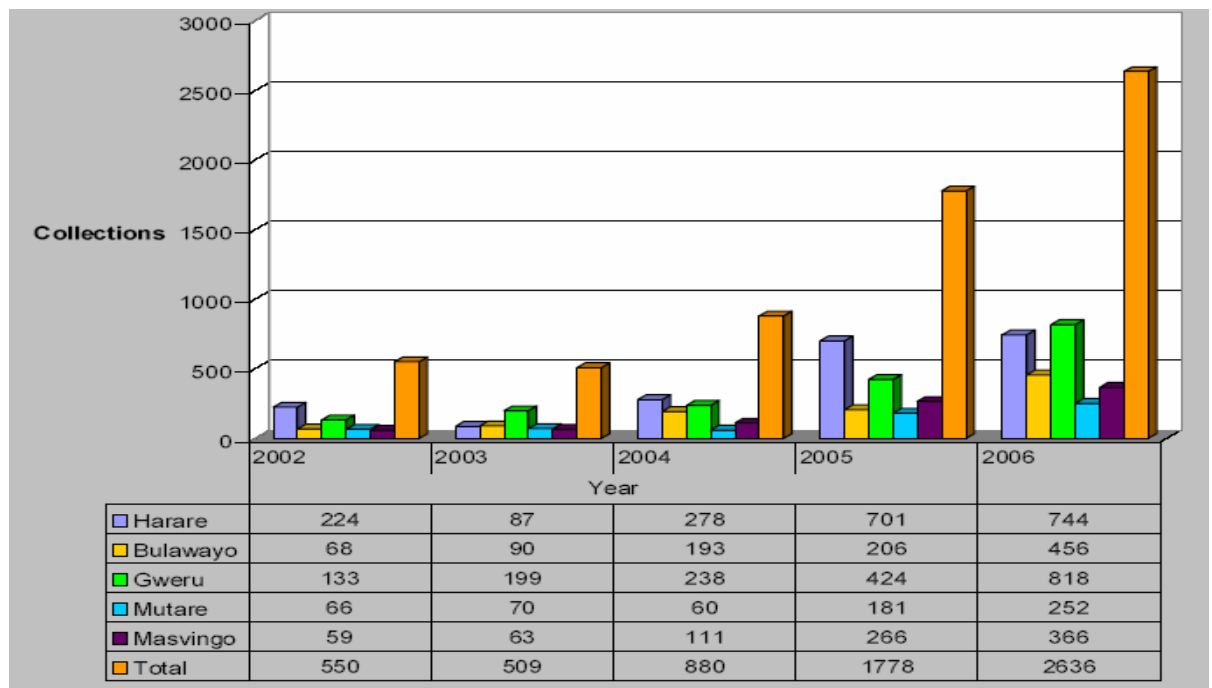
The Pledge/Club 25 is a new concept to most countries. This club concept is constantly being accepted and adopted by most countries that are exposed to the concept. African countries continue to send in their membership forms to affiliate and register with the African Club 25 Society. These and other countries throughout Africa need to be encouraged, supported and assisted in establishing this undeniably worthwhile concept - Pledge/Club 25.

The African Club 25 Society will continue to assist all countries in Africa and others who request assistance, and endeavour to source funding and other resources to assist these countries in creating an effective and sustainable blood donor base through the establishment of youth donor clubs.

The society strives to provide appropriate opportunities for networking between its members and for the promotion of voluntary non-remunerated blood donation not only on the continent of Africa but globally.

4. African Youth Blood Donor Day Celebrations (YBDD)

Zimbabwe, Malawi and Botswana hosted YBDD celebrations in December 2006. This is traditionally a crisis period for most African countries as the high schools are on vacation (60 – 90% of the blood collected in Africa is from high school students). Malawi collected 900 units of blood in their 2 centres, while Botswana collected 250 units in their Francistown Centre. The Zimbabwe results are exceptional, showing how this successful donor recruitment strategy has developed over the years (see chart below)



5. World Blood Donor Day

The 29 countries that I have had personal contact with in Africa all put their heart and soul into the World Blood Donor Day celebrations in 2006 and are planning to do the same this year.

6. Upcoming Events

a) **African Regional Donor Recruitment follow Up Training workshops in collaboration with WHO and the International Federation of the Red Cross and Red Crescent Society scheduled for:**

July 2007 – 9 x Southern African countries in Lesotho

July 2007 – 6 x Lusophone countries in Angola

October 2007 – 11 x Francophone countries in Cameroon

October 2007 – 6 x Anglophone countries in Cameroon

b) **African In-country Training on Donor Recruitment/Blood Donation:**

Training will continue to be held in Botswana and Nigeria as part of the PEPFAR project and in Lesotho, Cameroon, Swaziland and Angola as part of the PEPFAR multi-country funding. Both the Malawi and Egypt projects ended in April 2007.

c) **African Club 25 Society**

Will host the first African Club 25 training workshop in Swaziland in July 2007

d) **The Transfusion Medicine Institute for Africa (TMI)**

Will be established in the second half of 2007, with the aim of standardising all training in Africa as well as catering to the needs of all African countries as far as their blood transfusion training requirements are concerned

e) **African participation in 2007 ADRP**

Kenya and Zimbabwe's participation in the 2007 ADRP.

Diane de Coning

2 May 2007



Association of Donor
Recruitment Professionals

ADRP

ADRP Board Meeting, May 2007
Canadian Blood Services Liaison Report

Respectfully Submitted by Carol Mitchell, CBS Liaison

Recruitment/Marketing Initiatives:

- ❑ 2006-07 fiscal year collections were: Whole blood - 875,143 units or 99.5%, an increase of .4% over last year: platelets collected 97.1% which was increase of 10.4% over previous year: plasma collections hit 98.7% of target
- ❑ Canadian Blood Services and Hema Quebec are the joint hosts of World Blood Donor Day this year on June 14. We will work with Health Canada and the World Health Organization as well as other blood organizations to thank blood donors around the world for their selfless gift and to raise awareness of the universal need for safe blood and blood products. Celebrations will be held in Ottawa to showcase the importance of blood donation. This also falls within our National Blood Donor Week.
- ❑ In April we launched our national brand awareness campaign "The Beauty of Blood". This new social change campaign strongly communicates our positioning (what we stand for) and helps to differentiate ourselves from other causes. This idea will carry through all of our external donor-related activities for a number of years. It is based on our unique selling proposition – the difference between us and other causes – which is: "Donating to someone in need through Canadian Blood Services has a more direct impact on someone's life than any other contribution you can make". **Our creative idea: 'The Beauty of Blood'. Our tagline: "it's in you to give"**
- ❑ Summer Campaign "Save Lives, Make Memories" runs June 18 to end of August. The promotion begins with a direct mail piece to our youth donors (17-24 years) encouraging them to attend one of several summer clinic events convenient to them. All donors attending clinics during this campaign will be eligible to win one of several digital cameras. No donation is necessary. Donors will also be encouraged to visit us online to post a story about donating blood and saving lives.
- ❑ Nationalizing our various Emergency Services Challenges across the country under one brand "Sirens for Life". In addition to the new brand, a variety of collateral pieces are being developed for use in each region.
- ❑ Partnership Development and growth continues to be a major focus of regional strategic planning as well as at the National level. Currently almost 1800 corporate and community partner organizations have formalized their commitment to blood donation through the Partners for Life program.
- ❑ National Standards and specific training for the WYT? Recruitment Program is being implemented in all regions in Q1, 07-08. In addition, a new national WYT? Database was implemented in April 2007. The WYT? Program involves the ABO typing of all participants as a means to educate the public and recruit them to a specific clinic event. A high school specific curriculum component is also available to support high school biology curriculum. We currently type ABO but continue to investigate the best product to also identify the Rh factor during these sessions.

Customer Service Initiatives

- ❑ A 'Donor Flow Working Group' continues to meet to develop national business rules around the management of our donor appointment system and improve donor flow in all clinics. This group has recommended 22 business rules for implementation across the country and is currently working on a communication plan and additional design detail around specific business rules. This initiative will also include work on tools such as clinic flow planning tool to support standardized approach to deployment of resources at clinics.
- ❑ Research and review is ongoing around a new Donor Appointment Management system to replace PDSI currently in use at Canadian Blood Services.
- ❑ The Employee Readiness Project has focused on our Donor Services Representatives who in-clinic manage the appointment system. DSR specific training has been developed and is currently rolling out across the country during the month of April as a means to acknowledge the importance of this role to our overall success and to improve the quality of donor appointments by reducing the no show rate in our clinics.

CBS Volunteer Program

- ❑ The Donor Ambassador training materials and role has now been standardized nationally as part of the move to standardize the fundamentals for the volunteer program. Currently working on the role for Volunteer Speakers Bureau.
- ❑ We are also looking at standardizing the process for volunteer scheduling and for Incident and Accident reporting for volunteers.
- ❑ We are doing a national Volunteer Satisfaction Survey . Volunteers have been surveyed twice in the past - once in 2004 and again in February 2007. The survey will now be done annually.
- ❑ This year we will review our volunteer recognition program based on the survey results noted above and an earlier survey on Volunteer Recognition at Canadian Blood Services by Linda Graff and Associates.
- ❑ Our Central Ontario region highlighted recruitment efforts of their "Apprentice Program" as an AABB abstract at the 2006 conference and again the poster will be displayed here at ADRP conference.

Other News

- ❑ Canadian Blood Services implemented a change to our malaria deferral policy on April 2, 2007. Previously donors were able to donate WB at the six month mark of their deferral for the purposes of collecting plasma for fractionation. The huge increase in malaria deferrals over the last several years and the impact of this 'partial gift' on both donor time and staff resources initiated this change in approach.

Respectfully Submitted:

Carol Mitchell
ADRP Liaison, Canadian Blood Services

Association of Donor Recruitment Professionals Board Meeting

Héma-Québec Liaison Report

August 2006 – April 2007

1. New Awareness Campaign 2006 - 2009

This campaign was launched in Fall 2006. It will run for the next 3 years. For the first time, this campaign is unique in that the donor carries the message to the community. This was based on the research done among the population and the donor population on the determinants that would impact the most the behaviour of giving blood. Besides increasing the number of donors per blood drive, we identified through a campaign awareness study, which we conduct each year, that the level of awareness as well as the intention to donate blood within a certain time frame increased in general and more specifically among our target groups.

2. World Blood Donor Day

Co-hosting this global launch with CBS and the Federal Ministry of Health of Canada in Ottawa on June 14. The main event will host more than 400 participants from all over Canada and from all over the world.

3. Re-engineering communication /marketing

Until October 2006, marketing reported to Operations, this has now been moved to Public Affairs. Héma-Québec is still in the re-engineering phase which should be completed by Fall 2007.

4. Pre-Summer campaign and a Summer campaign

Piloted a new strategy in 2006 aiming at increasing the blood inventory to a certain level, before launching the Summer campaign. This proved to be very promising as it enabled us to have a steady blood supply all through Summer and to better manage our resources. Based on the 2006 pilot, the 2007 pre-Summer campaign has been launched in late April in order to consolidate this approach.

The Summer campaign will be launched around WBDD. WBDD will position blood donation among the population, with the launch of the Summer campaign following the event. In other words we are using WBDD as a firewall between the two campaigns, giving the spirit of WBDD an opportunity to be fully appreciated.

5. Development of an Educational Strategy from Elementary, High Schools to University students.

Currently developing a strategy, including the required educational material, to prepare the next generation of blood donors, as well as reinforcing the involvement of the current young blood donors. This will be launched in Fall 2008.

6. International involvement

ISBT working party

Involvement in the motivation and direction of the formation of this working party. Representing North American blood programmes. Participation in the first working party group meeting in Spain in June 2007.

My Blood Your Blood Project

Héma-Québec has accepted the offer to work with ABC and Safe Blood for Africa Foundation in developing an African/French African version of My Blood Your Blood.

International Excellence in Blood Collection Working Group – ISBT September 2006

We are supportive of participating in benchmarking activities in order to improve our operations. This includes our involvement in the International Excellence in blood Collection Working Group. Participated in the first meeting in September 2006 and preparing for the second meeting in May 2007.

French Society of Blood Transfusion Conference

This will be the first international opportunity for me to present in French!!! And to learn more about the blood donation realities within the French community.

African Donor Recruitment Training workshops

Facilitated the first Francophone workshop in Africa plus the Anglophone workshop in October 2006. I will be facilitating the follow up Southern African workshop in July 2007 in Lesotho. ABC offered Héma-Québec the opportunity to present on the work I am doing in Africa at their recent annual meeting in Washington DC. This was an opportunity for the North American Blood Centres to be made more aware of the African situation.

Sylvie Daigneault
Héma-Québec
2 May 2007

ADRP European Liaison Report, May 2007

National Blood Service (England)

The restructure of marketing/recruitment activity discussed previously has entered an implementation phase. To create greater accountability, responsibilities are to be split between 38 Area teams, 8 Area Support teams and a National Support function.

Operational strategies to streamline the collection service include:

- removal of doctors/nurses from sessions and the introduction of remote clinical supervision
- the introduction of forward appointment booking on session and proactive confirmation/telemarketing to get the proportion of donors-by-appointment to > 80%
- re-engineering collection to increase opportunities to donate and also donor-facing staff time by introducing smaller more frequent sessions closer to where staff are located
- full multitasking of collection staff with a reduction in overall numbers

Additional strategies include concentrating production capacity into 3 “super” centres from the current network of 14 sites.

The move of the European liaison to a new position within NHS Blood and Transplant, the holding organisation, remains delayed due to the serious illness of the senior individual within that business area. There is some doubt now that this will happen.

Demand/stock

Demand continues to fall, and with a “Better Blood Transfusion III” initiative recently launched to hospitals this is expected to continue. However, the donorbase is falling faster – by over 6% in 2006/07 – despite the recruitment of c.250,000 new donors to a 1.4 M donorbase. It has been possible to maintain stock only at levels well below target, and this only by deploying every available tool. The outlook for the summer therefore appears somewhat bleak. However, this position is not unique to the NBS – Scotland ended w/c 23 April with O neg stock of only 1.8 days.

European Engagement

Contact has been made with a number of European countries to establish the level of support for an ADRP European conference. Details reported by the Global Programs Committee.

Respectfully Submitted

Gavin Evans