

The UNIT...

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SAVE 3 LIVES
ALL IN A DAY'S WORK

Working Together to Save Lives

A publication of the New Jersey Workplace Blood Donor Coalition in partnership with the New Jersey Hospital Association. A public private partnership whose mission it is to increase workplace blood drives in order to eliminate New Jersey's reliance on imported blood products.

BE PART OF THE FIRST ANNUAL NEW JERSEY WORKPLACE HOLIDAY BLOOD DRIVE CAMPAIGN

KEVIN RIGBY, *Coalition Chairman*

This holiday season, let the spirit of giving begin with blood donation! Be a part of the First Annual New Jersey Workplace Holiday Blood Drive Campaign.

Blood is traditionally in short supply during the holiday months. As an employer, you can help to meet the need for blood donations in your community by hosting a workplace blood drive before the end of the year or planning to host one in the coming year.

The holiday season provides a perfect opportunity to promote blood donation in the spirit of giving. Further, the workplace is ideal for holding blood drives because

they are convenient, make people aware of the need for blood and provide an opportunity for employees to donate with minimal interruption to their day.

Founded by the New Jersey Department of Health and Senior Services and Novartis Pharmaceuticals Corporation in 2008, the New Jersey Workplace Blood Donor Coalition is working to increase the state's blood supply by increasing employer engagement in blood donation. While 5 percent of those eligible donate blood on a regular basis, in New Jersey, only 3.6 percent do so. This holiday campaign is the perfect opportunity for employers to come together to increase blood donations in the state.

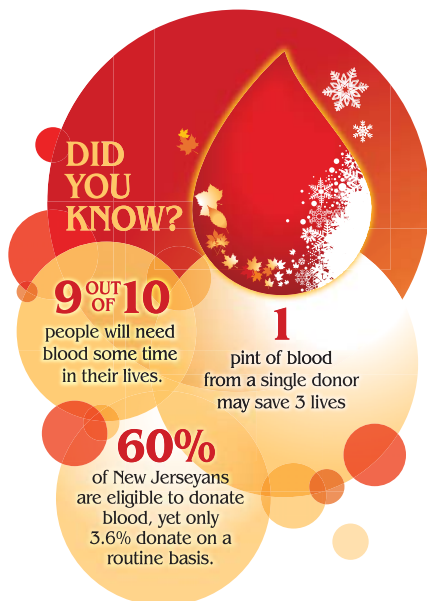
Please consider holding or planning a blood drive during this campaign. For tools, contacts and best practices you can use to promote your holiday blood drive, visit the Coalition's website at www.njsave3lives.com.

By working together we can help to ensure an adequate blood supply for New Jersey during the holidays and throughout the year. I wish you and your family a happy and healthy holiday season.



FEATURED IN THIS EDITION

- A Local Gift to Donors
- Workplace Drives Build A Sense of Community
- Morgan Stanley Smith Barney Hosts 11th Blood Drive
- Health Commissioner O'Dowd Urges Blood Donations



Visit www.njsave3lives.com today!

This newsletter will be circulated via email in .pdf formats.
Visit our website ~ www.njsave3lives.com ~ for archived editions.

A LOCAL GIFT TO DONORS

When staff at the New Jersey Hospital Association are ready to roll up their sleeves, local New Jersey resident Elaine Taylor is ready to take what they have to offer! A role model to blood donors for nearly 30 years, Elaine faced a career change with a clear vision. It was time to find out what it was like on the other side of the needle. Now working for Community Blood Council of New Jersey for more than six years as a Certified Medical Assistant and Certified Phlebotomist., she comforts and reassures donors at NJHA's drives as they donate. Her positive outlook and sense of humor engage employees, calming fears and lifting spirits. As a leader among her team, it is clear that her sense of pride in her work and enthusiasm for supporting donors is contagious.

In her free time Elaine enjoys spending time with her husband Andy and their dog Buddy. When Elaine wants some relaxation time, she likes to escape to a remote lakeside cabin in Michigan where there is absolutely no cell phone service. The secluded cabin provides Elaine with a peaceful and quiet getaway from the hustle and bustle of her everyday life. Some may be surprised that she is an avid ball-



room dancer and scuba diver, but are not when others celebrate her outstanding commitment to her role as an advocate for blood donation.

Elaine and her team are a gift to the donors who come in contact with her every day.

WORKPLACE DRIVES BUILD A SENSE OF COMMUNITY

Workplace blood drives are not just about bringing donors together in the workplace. They are also about bringing communities together – communities of employees, students, colleagues and friends.

On September 7th, 8th and 9th the community of New Brunswick came together to host a series of collaborative drives in commemoration of the 10th anniversary of the 9-11 attacks, giving employees, residents and students in New Brunswick three opportunities to donate blood in

memory of those lost in the tragedies of the day.

Robert Wood Johnson University Hospital, Rutgers University's Student Health Services and the Johnson & Johnson company worked in concert with the New Brunswick Affiliated Hospital's Blood Center and the New Jersey Blood Services to host the three-day event. "Working together on promotion, and the message to the community, was a real benefit. We had a very successful turnout," said Dorothy Kozlowski, chair of

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VIRTUA HEALTH SYSTEM

9/11 Commemorative Community Blood Drives



the University Blood Drive Committee and member of the New Jersey Workplace Blood Donor Coalition.

Commemorative lapel pins and t-shirts were designed and offered to everyone that presented to donate on the days of the drive. The message and them, Give Blood to Honor the Heroes We'll Never Forget, was embraced by the community, as was evident from the more than 175 units of blood collected. Press releases, flyers, telephone campaigns and letters

from each organization's senior management were co-branded. Every donor contacted was offered all three dates and locations so that appointments could be conveniently scheduled.

The life-saving donations, given on the days following the Labor Day weekend, helped to ease traditional post-holiday blood shortages. During this time of reflection and sadness, it also served as a positive, life-affirming memorial tribute.

MORGAN STANLEY SMITH BARNEY HOSTS 11TH ANNUAL COMMUNITY BLOOD DRIVE

Morgan Stanley Smith Barney's (MSSB) New Brunswick office hosted its 11th annual community blood drive on July 26. Thirty-six pints of blood were collected from MSSB employees and members of the public, including eight first-time donors.

MSSB's annual blood drive was founded by Senior Vice President Mark Sherman in response to a family need. "Although I had been an active blood donor for many years, I came to realize the true need for

blood when my sister-in-law was in an accident. That's when MSSB held its first blood drive and it has become an annual event ever since," said Sherman. "Educating people on the importance of donating blood and getting them to become regular donors is critical."

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Due to the long-running success of the New Brunswick office's blood drive program, MSSB is looking at hosting community blood drives at its other offices around the state.



Arielle Sherman, 17, is a blood captain at Rutgers Preparatory school and has been volunteering at the MSSB blood drive for the last 7 years.

"Morgan Stanley Smith Barney has a long tradition of community involvement. We view blood drives as another way to give back to the community," added Sherman.



Jeff Crystal, Short Hills Complex Manager and Senior Vice President, MSSB.

HEALTH COMMISSIONER O'DOWD URGES BLOOD DONATIONS THIS HOLIDAY SEASON

To raise awareness of the need for blood donations during this holiday season, Health and Senior Services Commissioner Mary E. O'Dowd recorded a video urging New Jerseyans to donate through workplace and community blood drives and at blood centers and hospital collection sites throughout the state.

The video highlights the importance of blood for surgeries and to treat illnesses and injuries. Nine out of 10 people will need blood at some time in their lives.

Employers are invited to post this video throughout the holiday season to promote workplace blood drives and encourage their employees to give the gift of life this holiday season.



To view the Commissioner's holiday blood appeal and access the embed code to incorporate this video onto organizational websites simply click on <http://www.nj.gov/health/njsave3lives/campaign.shtml>.

A unit of blood from a single donor can save up to three lives.