

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.

A NEW YEAR BRINGS FRESH START FOR BOTH GIVERS AND RECEIVERS

A Message from the Coalition Chairman, Kevin Rigby

What thoughts does a new year conjure up for you? For me, it marks an opportunity to elevate awareness of the need for blood donations in the State of New Jersey. As employers, we each can make a New Year's resolution to promote blood donation in our workplaces.

January is National Blood Donor Month – a time set aside to salute, honor and thank blood donors who make it part of their routine to give blood. It is a great time to have a blood drive, or to plan blood drives throughout the year.

National Blood Donor Month provides a perfect framework for promoting blood donation: to encourage those eligible who have never donated to make a pledge that they will give blood this year, and to encourage regular donors to step up their number of donations during the year.

It is also an opportunity to remind company associates that if they are not available to give blood during a company-sponsored drive, or wish to contribute more often via platelet donation, they can do so at drives in their own communities or through a blood center or hospital with a donating facility.

At Novartis Pharmaceuticals Corporation, I am looking forward to our annual Blood

Donor Recognition Breakfast in mid-January, when givers are recognized for their blood donations during the previous year, ranging from one to as many as our all-time record of 24 times. This is always a festive and heartwarming event, and it is my privilege to celebrate the everyday heroes whose gifts allow others to live or raise their quality of life.



I wish you and your families a happy and healthy holiday season, and thank you for your dedication and support in 2010. Let's start off 2011 with a renewed commitment to blood donation.

I truly believe that we can significantly increase the number of blood donors if every person would envision saving three persons with one pint of blood. We owe it to ourselves, our loved ones, and all New Jersey residents to make blood donation a #1 priority.

FEATURED IN THIS EDITION

- A New Year Brings Fresh Start
- RWJUH Recognition Event
- Blood Donation is Family Tradition
- Save the Date
- News Drops

Visit www.njsave3lives.com today!

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

RECOGNITION EVENT DRAWS MORE THAN 150 ATTENDEES TO RWJ UNIVERSITY HOSPITAL

The New Brunswick Affiliated Hospitals Blood Center (NBAH), which partners with both Robert Wood Johnson University Hospital (RWJUH) and Saint Peter's University Hospital, recently held a donor recognition event to publicly applaud those who so generously give blood and platelets that help countless patients. The event drew more than 150 people and was held in the Arline and Henry Schwartzman Courtyard at RWJUH.

The individuals recognized at the event have donated blood or platelets multiple times during the past 18 months. Those who have donated more than 20 times were recognized as lifetime donors and had their names placed on a tree of life that will be hung outside the entrance to the donor room. Donors also were heralded for sustaining or saving more than 10,000 patients at RWJUH alone.

Speakers at the recognition event included RWJUH President and CEO Stephen K. Jones; UMDNJ-Robert Wood Johnson Medical School Dean Peter S. Amenta, MD; Saint Peter's University Health System Senior Vice President and COO Patricia Carroll; and Susan Tonry, a survivor of Acute Myelogenous Leukemia who lives in Robbinsville.



Tonry, who was treated at RWJUH and The Cancer Institute of New Jersey (CINJ), spoke of how her life was saved thanks largely to the generosity of volunteer blood and platelet donors. In appreciation and to help others in need, she has been involved in the planning of several blood drives in her community and started a quilting group with the goal of making and donating 40 quilts to RWJUH by the time she turned 40. "We exceeded my original goal of '40 by 40' and were able to donate 60 quilts," she said.

While the theme of the event was gratitude, the evening also served as a reminder that the supply of available blood and platelets continuously needs to be replenished. The state of New Jersey has had a chronic shortage for the past several years, especially around the holidays through mid-January.



CHAIRMAN, New Jersey Workplace Blood Donor Coalition

KEVIN RIGBY
*Vice President
Public Affairs and Communications,
Novartis Pharmaceuticals Corporation*

EDITORS

MARY DITRI
*Director, Professional Practice
New Jersey Hospital Association*

LILLIAN PFAFF
*New Jersey Department of Health
and Senior Services*

OPERATIONS

KATHYJO HAYDEN
*Director, Public Affairs,
Novartis Pharmaceuticals Corporation*

LILLIAN PFAFF
*Communications Manager, New Jersey
Department of Health & Senior Services*

NEW JERSEY WORKPLACE BLOOD DONOR COALITION MEMBERS

NOVARTIS PHARMACEUTICALS CORPORATION

BLOOD BANK TASK FORCE OF NEW JERSEY

CHAMBER OF COMMERCE
SOUTHERN NEW JERSEY

EDUCATIONAL TESTING SERVICE

HEALTHCARE INSTITUTE OF NEW JERSEY

METLIFE

NEW JERSEY ASSOCIATION OF REALTORS

NEW JERSEY BUSINESS AND INDUSTRY
ASSOCIATION

NEW JERSEY CHAMBER OF COMMERCE

NEW JERSEY DEPARTMENT OF HEALTH AND
SENIOR SERVICES

NEW JERSEY FOOD COUNCIL

NEW JERSEY HOSPITAL ASSOCIATION

NEW JERSEY SOCIETY FOR ENVIRONMENTAL
ECONOMIC DEVELOPMENT

NEW JERSEY STATE AFL-CIO

NEW JERSEY STATE LEAGUE OF MUNICIPALITIES

NOVITA ISSUE COMMUNICATIONS

PRESS COMMUNICATIONS

RUTGERS UNIVERSITY

VIRTUA HEALTH SYSTEM

BLOOD DONATION IS FAMILY TRADITION FOR BOUND BROOK MEN

For Timothy Braden, donating blood used to be a solitary experience. Since 1974, Braden would come to Somerset Medical Center's Blood Donor room every eight weeks.

However, in February 2010, his once solitary experience became a family affair when he convinced his son-in-law Jim Bremer, 45, and grandson Jimmy Bremer, 16, both of Bound Brook, to donate with him.

"I felt like donating blood was just the right thing to do," Braden, 65, of Bound Brook, a 12 gallon donor said. "I couldn't donate my money but I could donate my time and help save lives in the process."

"Donating with my father and grandfather has been a great experience," Jimmy, a junior at Bound Brook High School, said. "It feels great to know that I'm helping a good cause. My grandfather and I also always get a kick out of watching my dad give blood because he's afraid of needles."

Despite initial fears of the needles, the Bremers have been donating blood at Somerset Medical Center with Braden for several months and plan to continue on a regular basis.

"Donating with my family has been very fun," Jim said. "Once I get past the fear of

the puncture, the donation is a breeze. The staff is very friendly and makes sure that you are comfortable. I will keep going as long as they will continue to take my blood."

The need for blood is increasing much faster than the number of donors. Your donation of blood can minimize these shortages and help save the life of someone in need. Somerset Medical Center is one of only a few hospital-run programs of its kind in the state, and relies on the support of individuals and area service organizations to provide most of the blood used annually at the medical center.

"Reaching out to new donors is very important," said Christina Leung, supervisor of the blood donor program at Somerset Medical Center. "The 16-17 year old population represents 8% of whole blood donations. The transition of grandfather, to father, to son is an important example for the younger generation."

To donate blood, you must be at least 16 years old and weigh 120 pounds. Those older than 16 must weigh at least 110 pounds and present valid signature identification. If you are 16, you also need parental consent.

SAVE **3** LIVES
ALL IN A DAY'S WORK

NEW JERSEY NEEDS YOU!

- While many people donate blood during a disaster, blood is needed 365 days a year.
- Blood is in constant demand for treatment of injuries, cancer, hemophilia and for use during surgery.
- Nine out of 10 New Jersey residents will need blood some time in their lives.
- Nationally, the blood type most often requested by hospitals is Type O.
- Healthy bone marrow makes a constant supply of red cells, plasma and platelets. The body will replenish the elements given during a blood donation - some in a matter of hours, and others in a matter of weeks.



Save The Date



New Jersey Society of Blood Bank
Professionals, NJSBBP
Spring Seminar & Annual Meeting
**"Transfusion, Transplantation
and Donor Dilemmas for the 21st Century"**

Continuing Education Credits Available!

TUESDAY MAY 17, 2011

UMDNJ
Clinical Academic Building
125 Paterson Street
New Brunswick, NJ 08901

NEWS DROPS ...

- Keeping the United States blood supply the world's safest is the ultimate responsibility of the nation's more than 3,000 blood establishments, which collect and process 14 million units of whole blood donated by volunteers each year. The Food and Drug Administration, however, has the vital role of ensuring that the 3.5 million patients who receive a blood transfusion in a year are protected by five layers of overlapping safeguards. Read about those safeguards at <http://www.fda.gov/BiologicsBloodVaccines/SafetyAvailability/BloodSafety/ucm095522.htm>.
- Access free downloadable public service announcements about the importance of

blood donation at <http://www.nj.gov/health/njsave3lives/assets.shtml>. The PSA's, which are formatted for radio play, are available for your use in promoting blood drives in your workplace or community.

- Dr. Poonam Alaigh, the Commissioner of the New Jersey Department of Health and Senior Services, recently recorded a public service announcement (PSA) to encourage more people in the state to donate blood. The PSA is posted on the Coalition's Website - www.njsave3lives.com - and can be downloaded and used to promote workplace and community blood drives.

