

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.

LET'S MAKE OUR BLOOD DONATION EFFORTS SIZZLE DURING THE SUMMER SEASON

KEVIN RIGBY, *Coalition Chairman*

Typically, the blood supply drops to a critical low by the Fourth of July when student donors are out of school and workers are busy with vacations and other seasonal activities and overlook donating blood. That is why – as the summer months approach – we must gear up our efforts to promote blood donation at the workplace.

How can we engage employers and their staff members to host drives and encourage donations during the summer so that the 1200 donations needed daily in New Jersey are replenished and available for those who need transfusions?

As you develop your communication plans, consider reminding your audience that for all of the reasons below, this is the time when workplace colleagues must step up, roll up their sleeves and donate blood.

- The need for blood never takes a vacation, as hospital use of blood products remains high while, at the same time, the supply declines.
- Summer marks the height of “trauma season”, the busiest time of year for emergency rooms and trauma centers nationwide.
- According to the Centers for Disease Control (CDC), trauma accounts for 37 million emergency department visits and 2.6 million hospital admissions each year, nationwide. Approximately two-thirds of these injuries occur during the month surrounding the Fourth of July.

- Car accident and trauma victims may need as many as 50 or more red cell transfusions.

- The need for Type O negative blood – which can be transfused to patients with any blood type, especially in emergencies – becomes even more critical during the summer season. For this reason it is important to encourage Type O negative donors to give blood in July and August.



In a world bombarded with causes and issues, and people wondering how they can make a difference, let's remind them that when you give blood, you're helping to save as many as three lives. This is a priceless gift, and – no matter what the season – means everything to the spouses, children, parents, and friends of someone in need of a transfusion. And, be sure to make a personal request to a colleague to donate with you. Once a new donor gives, it often becomes a good habit.

Visit www.njsave3lives.com today to see a list of blood collection facilities and dates, and other useful information about planning workplace blood drives.

I wish you and your families a happy and healthy summer season, and thank you for all that you do to help increase blood donation.

FEATURED IN THIS EDITION

- RWJUH Hosts Blood Drive
- New York Giants Fans Ready and Willing
- Safety, Purity of Blood Part of FDA Process
- Twilight Vampire Looks for Blood at Quakerbridge Mall
- News Drops

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RWJUH HOSTS COMMISSIONER ALAIGH, HIGHLIGHTS NEED FOR BLOOD DONATIONS

The New Jersey Department of Health and Senior Services (DHSS), the New Jersey Workplace Blood Donor Coalition and Robert Wood Johnson University Hospital (RWJUH) joined forces during National Blood Donor Month to remind New Jerseyans to donate blood and ask employers to hold more blood drives now and throughout 2011. According to Health and Senior Services Commissioner Dr. Poonam Alaigh, snowstorms and holidays combined to lead to a critical shortage in blood donations in January.

“Sixty percent of New Jerseyans are qualified to donate blood and it only takes ten minutes, said Dr. Alaigh. “Workplace blood drives like this one make it more convenient for people to donate on the job.”

To encourage greater participation in blood donation, Robert Wood Johnson University Hospital opened their workplace blood drive to the public and encouraged those who could not attend the event to contact their local blood center or hospital blood collection unit to schedule an appointment to donate.

“As a Level 1 Trauma Center and leading academic medical center, RWJUH is critically aware of the need for a stable blood supply and supports the efforts of DHSS and the Coalition to partner with the business community to increase donations,” said RWJUH Chief Medical Officer Dr. Joshua Bershad.

“The Workplace Blood Donor Coalition encourages employers to hold more blood drives to improve the state’s blood supply,” said Kevin Rigby, Vice President and Head of Public Affairs and Communications at Novartis Pharmaceuticals Corporation, who chairs the Coalition. “For compa-



Several hundred members of the public attended the event at RWJUH which yielded more than 70 units of blood.



Student advocate and blood recipient Ryan Berardi speaks to attendees while NJWBDC’s Kevin Rigby and RWJUH’s Richard A. Drachtman, MD, Interim Chief Pediatric Hematology/Oncology look on.



RWJUH staff Odenis Marte-Nunez assists donor during the drive.

nies, supporting blood donation is an easy and relatively inexpensive way to maintain their commitment to corporate citizenship during tough economic times. Moreover, blood drives boost employee morale by enabling participation in a voluntary activity that saves lives.”

During the event, Mr. Rigby introduced the first online calendar to help employers and donors find blood drives open to the public throughout New Jersey. The e-calendar lists current blood drives by county and can be found on the Coalition website, www.njsave3lives.com.



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WHEN IT COMES TO SAVING LIVES, GIANTS FANS ARE READY AND WILLING!

Hundreds of volunteer blood donors – the most in Giants blood drive history – came to the New Meadowlands Stadium on Saturday, December 18th, for the Annual New York Giants American Red Cross Blood Drive. Organized by the American Red Cross and the Giants, the massive blood drive began at 7:00 a.m. and continued non-stop until 2:00 p.m.



A blood donor gets some support from a young Giants fan.



Blood donor, Alfred Silver (second from left) poses with his father (second from right) and former NY Giant, Bart Oats (center) as they were chosen to win a pair of tickets to the Giants vs. Eagles game on Sunday, December 19th. Bob Kaufman, President of Bob's Discount Furniture, is pictured on the far right. Bob's Discount Furniture was a sponsor for the blood drive.

The Giants organization and their fans donated hundreds of units of blood during the annual event. All presenting blood donors received a limited edition special event t-shirt, interacted with New York Giant Alumni Football players and had the opportunity to view the Giants history and memorabilia in the exclusive Legacy Club. Also two lucky donors received a pair of tickets each to see a classic NFL game between the Philadelphia Eagles and the New York Giants on Sunday December 19. The tickets were provided by Bob's Discount Furniture.

SAFETY, PURITY OF BLOOD PRODUCTS PART OF FDA OVERSIGHT

In a recent webinar given by Richard J. Davey, MD, director of the division of blood applications, Office of blood research and review at the FDA's Center for Biologics Evaluation and Review, participants were educated on the FDA's responsibility for ensuring the safety, purity and potency of blood products, which are subject to biologics and drug regulatory oversight.

"Blood is highly regulated, not just by the FDA, but also by state regulation. In addition, there is oversight by the CDC, the Occupational Safety and Health Administration and the American Association of Blood Banks," Davey said.

In New Jersey about 60% of people are eligible to donate blood, but only 3.6% actually

donate. This leads to periodic shortages and appeals for blood donors and, sometimes, the postponement of surgery when blood will be needed.

The FDA employs five layers of safety to ensure the availability of safe blood components, according to Davey. The first is the selection of suitable donors, which includes a donor history questionnaire and a limited physical evaluation. The second is donor deferral registries that identify people who are permanently deferred from donating blood. The third layer of safety is the testing of blood for infectious agents. The fourth is quarantining blood while verifying suitability. Lastly, the FDA takes corrective actions to address errors.



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.
- There is no substitute for blood as the human body is the only "manufacturer."



TWILIGHT VAMPIRE LOOKS FOR BLOOD AT QUAKERBRIDGE MALL

Prompting the collection of more than 70 units of blood from fans of the popular series Twilight, actor Peter Facinelli, known as the vampire Dr. Carlisle Cullen, visited Quakerbridge Mall recently to help Community Blood Council of New Jersey raise awareness of the importance of blood donation.

Passionate about the cause, Facinelli said that he is trying to use his fan base to support causes such as blood donation and others he feels passionate about, such as Alex's Lemonade Stand for Childhood Cancer. "We've sucked a lot of blood out of a lot of people," he said about his appearances, which he said have raised more than \$100,000. "That feels great, and that's part of the reason why I do it."

Facinelli openly acknowledged the connection between his role in the film series and his support of the blood council. "There's an irony in a vampire asking for your blood," he said.



Twilight series star Peter Facinelli speaks on the importance of donating blood at a recent event at Quakerbridge Mall. For more details go to http://www.nj.com/mercer/index.ssf/011/03/twilight_vampire_out_for_blood.html. (photo courtesy of: Brandi Lukas/107.7 The Bronx)



A donor participates in a recent event at Quakerbridge Mall. For more details go to http://www.nj.com/mercer/index.ssf/2011/03/twilight_vampire_out_for_blood.html. (photo courtesy of: Brandi Lukas/107.7 The Bronx)

NEWS DROPS

- Not a believer that blood supplies are problematic in the cold weather? Area blood centers reported that donations were down more than 12,000 units due to snow cancellations and winter weather ...
- In February, Rutgers University's "RU has Heart" drive collected 628 pints of blood in just 7 hours ...
- On Feb. 16, the Community Blood Council of New Jersey was honored by the Hamilton Township Patriotic Committee as a "Premier Patriotic Company" for providing support to military and military family organizations ...

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