

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.

THE NEW JERSEY WORKPLACE BLOOD DONOR COALITION CALLS ON BUSINESS AND INDUSTRY

A Message from the Coalition Chairman Kevin Rigby

I am pleased to share the introductory issue of *The Unit* with you. This e-newsletter is the latest in a series of Coalition initiatives created to help New Jersey businesses conduct successful workplace blood donation drives.

When Novartis Pharmaceuticals Corporation and the New Jersey Department of Health and Senior Services launched the New Jersey Workplace Blood Donor Coalition in June 2008, we had one primary objective: to help eliminate New Jersey's severe and chronic blood shortage by engaging the business community in increasing workplace blood drives.

We began by establishing a public-private partnership of leaders in government, business and healthcare with experience in organizing, planning and promoting workplace blood drives. The Coalition meets on a quarterly basis. There are currently 17 members who participate in strategic planning and resource development to create tools that help businesses organize blood drives, and in public information campaigns to increase blood donation.

We ask businesses that have never held blood drives to start by conducting one or two a year. Small businesses might choose to work together to coordinate joint blood drives or might encourage their employees to attend community blood drives or give blood at a hospital or blood center.

For businesses that already hold blood drives, we thank you for your involvement. Your contribution is critically important. If

you can add even one more drive to your schedule and/or increase the number of employees who participate, it will help move New Jersey closer to its goal of ensuring a self-sustaining blood supply.

Workplace donor campaigns are an integral part of our culture at Novartis. I have found that employees who donate blood take great satisfaction in participating in a worthy cause that saves lives. Donating blood at the workplace only takes about an hour, so the business loses little in worker time while making a significant contribution to the community.

Save 3 Lives: All in a Day's Work is the Coalition's motto. It means that by giving a pint of blood – the standard for blood donations – in the course of an otherwise routine workday the donor may save up to three lives.

As Chairman, I would like to introduce the members of the New Jersey Workplace Blood Donor Coalition:

NOVARTIS PHARMACEUTICALS CORPORATION
KEVIN RIGBY, *Chairperson*
New Jersey Workplace Blood Donor Coalition and Vice President, Public Affairs and Communications

BLOOD BANK TASK FORCE OF NEW JERSEY
MERCY KURIYAN, MD, MHA,
Chairperson
Professor of Pathology and Laboratory Medicine; and Medical Director, Transfusion Medicine, Robert Wood Johnson Medical School

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CAPITAL ONE

JACK HORNEY, *Senior Vice President*

CHAMBER OF COMMERCE

SOUTHERN NEW JERSEY

DEBRA P. DILORENZO, *President & CEO*

EDUCATIONAL TESTING SERVICE

ROBERT MALINOWSKI, *Community Service Associate*

HEALTHCARE INSTITUTE OF NEW JERSEY

HASKELL BERMAN, *Chief of Staff to the President*

METLIFE

BRUCE L. PEYSER, *Chairman, Blood Drive Committee*

NEW JERSEY ASSOCIATION OF REALTORS®

TERESA M. TILTON, RCE, *Director of Member Services and Federal Liaison*

NEW JERSEY BUSINESS & INDUSTRY ASSOCIATION

MELANIE WILLOUGHBY, *Senior Vice President – Government Affairs*

NEW JERSEY DEPARTMENT OF HEALTH AND SENIOR SERVICES

DENNIS McDONOUGH, *Director, Clinical Laboratory Improvement Services*

PUBLIC HEALTH AND ENVIRONMENTAL LABORATORIES

NEW JERSEY HOSPITAL ASSOCIATION

MARY DITRI, *Director, Professional Practice*

NEW JERSEY SOCIETY FOR ENVIRONMENTAL, ECONOMIC DEVELOPMENT (NJ SEED)

MICHAEL DRULIS, *Executive Staff*

NEW JERSEY STATE AFL-CIO

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OCCUPATIONAL SAFETY & HEALTH

EDUCATION PROGRAM NEW JERSEY STATE

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RUTGERS UNIVERSITY

DOROTHY KOZLOWSKI, *Assistant Director, Rutgers University Health Services*

VIRTUA HEALTH

ROBERT A. NERI, *Assistant Vice President, Laboratory Services*

I look forward to sharing the work of the Coalition with you in future issues of The Unit. In the meantime, please visit our website at www.njsave3lives.com or sign up for our listserv by contacting the New Jersey Hospital Association at WorkPlaceDonor@njha.com.

KEVIN RIGBY, *Vice President of Public Affairs and Communications*

NOVARTIS PHARMACEUTICALS CORPORATION



**CHAIRMAN,
New Jersey Workplace
Blood Donor Coalition**

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CAPITAL ONE

CHAMBER OF COMMERCE

SOUTHERN NEW JERSEY

EDUCATIONAL TESTING SERVICE

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NEW JERSEY DEPARTMENT OF HEALTH AND
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NEW JERSEY HOSPITAL ASSOCIATION

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RUTGERS UNIVERSITY

VIRTUA HEALTH SYSTEM

INAUGURAL LAUNCH OF THE UNIT

Welcome to the first issue of The Unit, the quarterly e-newsletter of the New Jersey Workplace Blood Donor Coalition (NJWBDC).

This newsletter will feature best practices, tips for conducting workplace blood drives and increasing employee participation in giving blood, upcoming community events that promote blood donation, and news of successful blood drives.

Articles in each issue will provide tools you can use. You will find information sharing opportunities, expert advice, and people you can contact for guidance. Quarterly blood collection data will keep you up-to-date on the status of New Jersey's blood supply.

The theme running through each issue will be the importance of the business community's participation in blood donation in New Jersey. Workplace blood drives are among the leading contributors to New Jersey's blood supply. Yet the demand for blood exceeds the supply. Businesses are being asked to play the leading role in helping to ensure New Jersey has an adequate blood supply at all times throughout the year.

This issue highlights the need for blood donation in New Jersey and the resources and expertise available to employers interested in organizing a workplace blood drive. Throughout January, which is National Blood Donor Month, the NJWBDC in concert with its partners has been working to raise awareness of the critical need for blood donation year-round.

RELY ON THE EXPERTS: NEW JERSEY'S BLOOD CENTERS AND HOSPITALS KNOW WORKPLACE BLOOD DRIVES

New Jersey's blood centers and hospitals collect the life-saving blood supply and blood products that are used every day in the state's hospitals and medical centers. The collections are held at their facilities, in the community, in schools and at workplace drives throughout the year.

Blood drive recruitment specialists are on hand to assist employers in coordinating and conducting workplace blood drives. Call a location nearest you to learn more about what your business can do to donate blood. They will show you how easy and rewarding sponsoring a blood drive can be.

AMERICAN RED CROSS/PENN JERSEY REGION
1-800-GIVELIFE (1-800-448-3543)

BLOOD CENTER OF NEW JERSEY
45 South Grove Street
East Orange, NJ 07018
1-800-BLOOD-NJ

CENTRAL JERSEY BLOOD CENTER
494 Sycamore Avenue
Shrewsbury, NJ 07702
1-732-842-5750

COMMUNITY BLOOD COUNCIL
OF NEW JERSEY
1410 Parkside Avenue
Ewing, NJ 08638
1-609-883-9750

COMMUNITY BLOOD SERVICES
970 Linwood Avenue
Paramus, NJ 07652
1-201-444-3900

HACKENSACK UNIVERSITY
MEDICAL CENTER
30 Prospect Avenue
Hackensack, NJ 07601
(201) 996-4818

HUNTERDON MEDICAL CENTER
2100 Wescott Drive
Flemington, NJ 08822
(908) 788-6405

MILLER-KEYSTONE BLOOD CENTER
1465 Valley Center Parkway
Bethlehem, PA 18017
1-800-223-6667

MORRISTOWN MEMORIAL HOSPITAL
100 Madison Avenue
Morristown, NJ 07960
(973) 971-5621

NBAH BLOOD CENTER
Clinical Academic Building
125 Paterson Street
New Brunswick, NJ 08901
1-732-235-8100

NEW JERSEY BLOOD SERVICES/A DIVISION OF
THE NEW YORK BLOOD CENTER
167 New Street
New Brunswick, NJ 08901
1-800-933-2566

OVERLOOK HOSPITAL
99 Beauvoir Avenue, P.O. Box 250
Summit, NJ 07902
(908) 522-3509

SOMERSET MEDICAL CENTER
110 Rehill Avenue
Somerville, NJ 08876
(908)685-2926

ST. JOSEPH'S REGIONAL MEDICAL CENTER
703 Main Street
Paterson, NJ 07503
(973) 754-3538

UNIVERSITY MEDICAL CENTER
AT PRINCETON
253 Witherspoon Street
Princeton, NJ 08540
(609) 497-4366

The Coalition works with New Jersey's blood centers and hospitals to ensure the state has an adequate and self-sustaining blood supply. This collaboration involves information sharing, resource development and public education initiatives.



MAKING WORKPLACE BLOOD DRIVES A YEAR-ROUND PRIORITY

New Jersey is facing a severe and chronic blood shortage. For 15 years, the state's blood collections have failed to keep pace with the growing need. As a result, at most times throughout the year New Jersey hospitals have less than a two-day supply of blood on hand. This limited reserve leaves patients vulnerable to any disruption in the collection or importation of blood products.

Nine out of 10 people will need blood sometime in their lives. New Jersey hospitals must have an adequate blood supply to treat an array of patients from accident victims to recipients of cancer treatments and surgeries.

In 2008, the latest year for which complete data is available, New Jersey needed 35,000 more units of blood than it collected. The state had to import this blood from other states at an average cost of \$350 per unit. Now these states are experiencing blood shortages of their own making this alternative supply less dependable. For example, the H1N1 flu has caused decreased blood collections in a number of areas across the cross the country.

There are positive signs that New Jersey is making progress in educating the public about the need for blood donations. In 2008 donations increased by 9.3 percent over the previous year. Over 344,000 units of blood were collected.

The data suggest that New Jersey can attain its goal of collecting an adequate blood supply to meet its transfusion needs. However, there is still a lot of work to do.

Sixty percent of New Jerseyans are eligible to donate blood, yet only 3.6 percent do so on a routine basis. If we could increase donor participation to the national average of 5 percent, we would eliminate New Jersey's blood shortage.

To achieve this target, efforts to increase public awareness and provide more opportunities for people to donate must continue. Workplace blood drives offer one of the best ways to reach people including many different ethnic groups.

Workplace blood drives address the three reasons most people give for not donating blood: they are unaware of the need, donating is inconvenient, and no one ever asked them to donate.

Employers can make blood donation convenient by holding workplace blood drives and making time available for employees to donate. Employers can invite workers to donate and explain the need for their participation. Through incentive programs, buddy systems and recognition events, employers can reassure first-time donors and reward regular donors.

Workplace blood drives are most successful when supported by top management. Employees need to know that the leadership wholeheartedly endorses their participation in workplace blood drives.

Visit www.njsave3lives.com today!

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



TIPS ON ORGANIZING WORKPLACE BLOOD DRIVES

Visit Our Website: www.njsave3lives.com

Workplace blood drives can inspire collaboration, a sense of shared purpose and good-natured competition among your employees.



- Ensure success by making workplace blood drives fun and pleasant.
- Assign staff responsibilities and establish the blood drives as “real work” rather than an add-on to do if time permits.
- Announce the drive at staff and group meetings and emphasize the importance of donating.
- Foster a buddy system that makes donation easier for first-time donors.

Please take a moment to check out the Blood Drive Resources section of our website, www.njsave3lives.com, to find many tips, tools and ideas for successful blood drives.

The Best Practices, compiled by Coalition members, offer lessons learned by organizations with experience in conducting workplace blood drives.

The Blood Drive Tool Kit includes a how-to manual and all the downloadable materials you need to conduct a successful blood drive.

Audio/Video Assets offers motivational messages from business leaders, donors and blood donation recipients that can be downloaded and posted on your company’s website during workplace blood drive campaigns.

You will also find factual information about blood donation in New Jersey, answers to frequently asked questions, where to donate, who is eligible to donate and how frequently a person can donate blood.

DID YOU KNOW?

During the month of January, New Jersey's citizens had a choice of more than 4,000 hours to donate blood. Imagine if 5 people donated during every one of those 4,000 hours! That would mean 20,000 pints of blood, 60,000 lives saved, in just one month!

Throughout the year blood centers and hospitals offer opportunities for the public to donate blood – either at fixed locations, community sponsored drives or workplace locations. Plan your drive today and help to maintain a consistent supply of blood in New Jersey all year long!

