

Héma-Québec has introduced a new procedure to collect double red blood cell donations or multiple product donations from a single donor.



Cultural communities A major challenge

In March, Statistics Canada stated that the proportion of Canada's foreign-born population could increase four times faster than the rest of the population from 2006 to 2031, due mainly to sustained immigration and the slightly higher fertility rate of foreign-born citizens.

This fact has already had an impact on the management of Québec's collective blood supply, the Stem Cell Donor Registry and the Public Cord Blood Bank.

It is generally well known that each blood donation or stem cell transplant can make a difference in the quality of life of ill people who need these components to recover their health.

The chances of finding donors and recipients whose blood share similar characteristics are greater if they come from the same cultural community.

The changing face of Québec is a challenge, since the chances of finding donors and recipients whose blood share similar characteristics are greater if they come from the same cultural community. This also applies to the Stem Cell Donor Registry and the Public Cord Blood Bank.

As a result of this new demographic reality, it is all the more important to recruit donors from the various ethnic communities that make up Québec today and tomorrow.

Héma-Québec took the lead last fall by implementing an action plan that involved consultation sessions with cultural communities. Our goal is to develop the best strategy to recruit and retain more

donors who have come from abroad and now live here.

Moreover, we must not neglect the essential contribution of our volunteers, without whom Héma-Québec will not be able to resolve

the situation. By organizing blood drives in the various cultural communities, these volunteers will help save the lives of thousands of Quebecers.

Proactive risk management remains our best ally in the face of these challenges. It is this ongoing vigilance that will enable us to preserve the trust of the public and our partners.

.....
DR. FRANCINE DÉCARY
PRESIDENT AND CHIEF EXECUTIVE OFFICER



The many faces of volunteering
page  8



The four components in the gift of life
page  10



New "star donors" join the advertising campaign
page  13

Members of cultural communities: your blood is precious

Héma-Québec recently launched a campaign to raise the awareness of the cultural communities about the importance of giving blood. It is seeking to diversify the collective blood supply so that it better represents the multicultural make-up of Québec.

At present, the blood supply is still primarily composed of white donors, whereas the other cultural communities represent a growing proportion of the Québec population.

This situation poses a major medical challenge. The chances that a donor's blood will be compatible with a recipient's blood are greater if they both come from the same racial group. This donor-recipient compatibility is essential for the success of certain innovative treatments for hereditary blood diseases, such as sickle-cell anemia.

Some blood diseases affect certain ethnic groups to a greater degree. The equation is simple: insufficient supply (blood donations), but a large demand from hospitals (specific blood products).

Quebecers of all kinds can remedy this imbalance by:

- giving blood regularly;
- helping to organize blood drives in their community; and
- becoming blood donation ambassadors and spreading the word to their loved ones.

These simple gestures, which everyone can do, can make all the difference for our fellow citizens, friends and family.



LUDOVIC, RECIPIENT, AND HIS FAMILY

Priceless information!

The blood donation record includes a new question intended to identify the ethnic groups of donors.

This identification makes it easier to match the blood group between a donor and a recipient. Why is this important? Because several characteristics that define each individual's blood (phenotypes) are much more similar among people from the same cultural community.

This compatibility between donor and recipient is all the more crucial in treatments involving numerous transfusions at regular intervals. In these cases, regular blood group compatibility is not sufficient. The red blood cells must also be compatible in terms of ethnicity; otherwise, over the long term, patients may develop antibodies against the transfused blood and reject it.

Search for ambassadors from the cultural communities

Héma-Québec could not fulfil its mission without the contribution of thousands of Québec volunteers who, each year, organize more than 2,000 blood drives.

In order to reach out to donors from all of the nationalities, Héma-Québec is looking for partners to organize blood drives and make their peers aware of the importance of giving blood.

Through their commitment in their community, members of cultural communities can make a real difference for patients that require blood from a specific group from donors of the same origin.

For more information or to organize a blood drive:

Montréal region:

1-800-585-8283, ext. 145

Québec region:

1-800-267-9711, ext. 2222

Organizing a blood drive in your community means making a commitment to saving lives!

Double red blood cell donations and multiple product donations

Maximize the gift of life

YVON RENAUD,
FIRST MULTIPLE
PRODUCT DONOR
IN QUÉBEC.



In order to make the most out of each apheresis donation, Héma-Québec has introduced a new procedure to collect double red blood cell donations or multiple product donations from a single donor. As a result, donors can safely give several blood components during their appointment at a Globule Centre.

SATISFYING NEEDS BETTER

This new process is a big help for Héma-Québec when it comes to planning the collective blood supply. This highly safe technique allows the organization to collect a larger quantity of specific blood components, according to the hospitals' needs.

Donation by apheresis: giving more

Donation by apheresis makes it possible to selectively collect blood components from a single donor. During the donation, the blood is separated into its components using a device connected to the donor's arm. The desired components are kept and the others are returned to the donor's circulatory system.

For more information or to make an appointment

Montréal region:

514-832-5000, ext. 408 or 1-888 646-2237, ext. 408

Québec City region:

418-780-4362, ext. 2275 or 1-800 267-9711, ext. 2275

You can also consult the *Blood Drives* tab on the Héma-Québec website at www.hema-quebec.qc.ca.

For example, there is a large demand for red blood cells from O Rh negative donors.

RED BLOOD CELLS: DOUBLE THE GIFT

Eligible donors can make a double red blood cell donation at one of the three Globule Centres. However, the waiting period between two visits doubles as well, going from 56 days to 112 days. This type of donation, which only requires 5 to 7 minutes longer on average than a single donation, is a good idea for donors who will appreciate to help as much with less visits.

HELPING MORE PEOPLE WITH ONE GOOD DEED

Donations of multiple products have been implemented at the Place Laurier Québec Globule Centre since November 9, 2009, and more recently, at the Place Versailles Globule Centre in Montréal as well. Within a few weeks, this new procedure will also be available at the Laval Blood Donor Centre.

Eligible donors can give up to three blood components during the same visit. For example, a double platelet donation can be combined with a plasma donation, or a platelet donation can be combined with a red blood cell donation and a plasma donation.

This way, it only takes a few more minutes for donors to add one or two blood components and increase their number of donations. More than 1,000 donors have already adopted this way of maximizing the impact of their gesture.

The Place Versailles Globule Centre is expanding!

Work to expand the Globule Centre at Place Versailles, in Montréal, was completed on January 15. The size of the Centre has been increased by almost one-third, providing, among other things:

- a more spacious collection room for donors and personnel;
- better registration and snack areas; and
- more blood collection chairs.

With these new spaces, we have also been able to implement new blood collection procedures: double red blood cell donations and multiple product donations.

The introduction of such new techniques in the Globule Centres is actually a first in Canada!



Chagas disease on the Héma-Québec radar screen



RECORD OF BLOOD DONATION

In spring of 2009, Héma-Québec increased the safety of blood products by introducing a donor selection criterion concerning Chagas disease. This measure is intended to identify people who may have been exposed to this disease, which can be transmitted through blood transfusions, and is present mainly in Mexico and Central and South America.

This new selection criterion will not impact on Québec's collective blood supply since it is estimated that fewer than 3% of donors will be affected by this new measure.

ONGOING VIGILANCE

The implementation of this new measure demonstrates the vigilance exercised by Héma-Québec to ensure the safety of blood products. *"It is a priority at all times, which is why we are closely monitoring the emergence of new blood-borne diseases and do not hesitate to apply the necessary precautions,"* stated Dr. Francine Décarv, President and Chief Executive Officer.

What is Chagas disease?

Chagas disease is an infectious illness mainly transmitted by an insect bite. The first symptoms of this disease are flu-like. Antiparasitic treatment can combat this disease which, if undiagnosed, can lead to serious long-term complications.

The countries currently targeted by this selection criterion are: Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Guyana, French Guyana, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, El Salvador, Suriname, Uruguay and Venezuela.

Hemoglobin test

A new way of combining safety and efficiency

In order to improve the blood donation experience, Héma-Québec has modified its collection process and moved up the hemoglobin test (blood iron level) at several blood drives in order to avoid pointless waits for donors whose levels are too low on the donation day.

DONOR SAFETY: A PRIORITY

The donor's hemoglobin level must be high enough at the outset so that giving blood poses no danger. If it is too low, the donor will unfortunately have to skip a turn.

This temporary exclusion on giving blood affects almost only women. It is a fact that their hemoglobin levels are lower than those of men, due mainly to their menstrual cycles (blood losses lower the level).

Héma-Québec has acted on comments made by several female donors regarding the collection process. As a result, a nurse measures the hemoglobin level immediately after registration, before the health questionnaire, at blood drives:

- with objectives of 200 donors or more; and
- organized in cegeps and universities with objectives of 125 donors and more. In these institutions women account for 60% of donors, compared to 46% for all blood drives.

These blood drives have been targeted since there are enough female donors there to justify the presence of an additional nurse.

Creation of a no-fault compensation regime Everyone wins

The very first recommendation contained in the report of the Commission of Inquiry on the Blood System in Canada, chaired by Judge Horace Krever, was the creation of a no-fault compensation regime for eventual victims of blood transfusions.

This desire is being realized since the adoption, on November 19, of a bill creating a no-fault compensation regime for eventual victims of blood transfusions, grafts of human tissues or stem cells distributed by Héma-Québec.

Quebec is the first Canadian province to adopt such a plan, which is intended to guarantee equitable compensation for all.

Under the plan proposed by the Government of Quebec, eligible individuals will be compensated without having to go through the judicial process. Access to compensation will be universal, easy and accelerated. The procedures for applying for compensation under the regime will be published in draft regulations in the coming months.

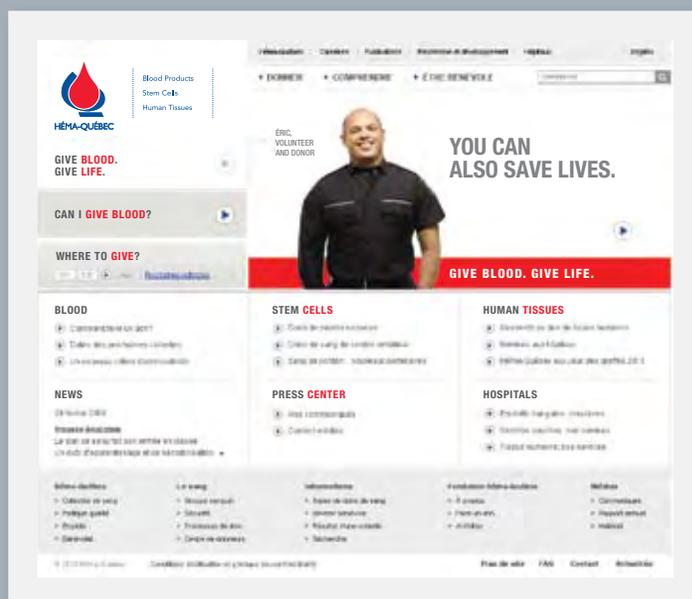
Héma-Québec website gets a makeover

With a few clicks of the mouse you will soon have at your fingertips a completely updated and improved Héma-Québec website, offering a more user-friendly platform and a completely revamped browsing experience.

The new look of the Héma-Québec website is intending, among other things, to provide greater visibility to activities related to stem cells and human tissues, two sectors of activity that are constantly evolving.

In terms of functionality, for now on the site will have a search tool. Blood donors will certainly appreciate the ability to search for blood drives by postal code and the use of *Google Maps* to locate the results on a map.

Keep an eye open over the coming weeks...



www.hema-quebec.qc.ca

Stem Cell Donor Registry: Registry of life!

Over the past ten years, the Stem Cell Donor Registry, managed by Héma-Québec, has saved the lives of more than 480 Quebecers. The Registry has not only found compatible donors for these gravely ill individuals, it has also enabled them to beat their disease.

Often, the Registry is the last resort for an individual who suffers from cancer such as leukemia, for example, and has undergone a series of treatments that have failed.

In this case, the only option left is a stem cell transplant. Initially, an effort is made to find a compatible donor in the patient's family (usually a brother or a sister). However,

matches are only found three times out of ten, due to reduced family sizes. A donor is therefore sought from the Registry.

This computerized database contains the names and special blood group profiles of approximately 30,000 potential Québec donors who have agreed to be

listed in it. It also provides access to the 240,000 individuals registered with the Canadian registry, One Match, and the 14 million people registered with international registries.

DEFYING THE ODDS

Each time, finding a compatible donor is a colossal challenge for the Héma-Québec Stem Cell Donor Registry team. The chances of finding this rare pearl are slim outside the patient's family. They can be as low as 1 out of 750,000, depending on the genetic profile of the patient and the origins of his or her ancestors. Hope often rests on a winning combination.

In order to overcome this mathematical imbalance, the Héma-Québec team focuses a great deal of effort on recruiting more potential donors.

It targets all Quebecers between the ages of 18 and 50 who are in good health and have no history of cancer. At the same time, it works to increase the representation of the cultural diversity of Québec, since certain genetic characteristics are more common in certain communities.

Despite these poor odds, the Stem Cell Donor Registry team often manages to find a compatible donor. In 2009, their efforts made it possible for 95 Quebecers to be matched with donors outside their families and survive.

Each donor-recipient match provides a wonderful opportunity to rejoice but also to think about all the additional lives that could be saved if the Registry included more people.



The Registry of life... in three easy steps

1. Order the information and registration kit by calling 1-800-565-6635, ext. 279.
2. Complete and sign the registry consent form.
3. Submit the form by mail or fax.

Joining the Registry: a simplified process

Before the end of 2010, potential donors will no longer have to go to a Héma-Québec blood drive for a blood test. Very soon, they will only have to provide a buccal swab for the analysis of his or her HLA (analysis of special blood groups) profile.

The new method is simple, quick and as painless as brushing your teeth. To join the Registry, the potential donor will be mailed an oral sampling kit with all the necessary instructions. In the comfort of one's own home, a small sample of cells inside

the cheek is taken with a cotton swab. The kit and the registration form are then returned to Héma-Québec using the envelope provided for this purpose. And that's it!

The results of this analysis are kept strictly confidential. They are used solely to identify the donors who are compatible with people waiting for transplants.



Stem cell donation step by step

Most people in the Stem Cell Donor Registry will never be asked to donate, for lack of compatibility with the patient who needs a transplant. On September 10, 2009, 12 years after joining the Registry, Mr. Alain Baril had a chance to donate stem cells.

CONSENT FOR THE DONATION

In February 2009, Mr. Baril received a call from Héma-Québec: a seriously ill individual needed him. He confirmed that he still consented to a donation. He was informed that, in his case, stem cells circulating in his peripheral bloodstream would be collected through apheresis. The equipment keeps the stem cells and the rest of the blood is injected back into the donor. In 2009, this safe procedure was used for 83% of stem cell donations.

PREPARING THE FILE

In March, Mr. Baril answered a questionnaire about his health. He met with the medical team at the hospital to find out exactly what the donation entailed. Following a thorough physical examination and blood tests, Mr. Baril was informed that he was a suitable donor.

A VITAL INJECTION

During the week prior to the donation, Mr. Baril had to inject himself every morning and every night for four days with a substance called G-CSF (Granulocyte colony stimulating factor). This medication multiplied the number of stem cells circulating in his blood. This injection, which is not painful, can be given in an arm, a leg or the abdomen. Following this, Héma-Québec analyzed his blood to make sure there were enough stem cells circulating in it. If not, an additional injection of G-CSF would have been necessary.

DONATION PROCEDURE

On donation day, Mr. Baril went to the hospital. He sat in the collection room, where a nurse explained the procedure to him. She then inserted a needle into each arm. The blood collected was passed through a device that centrifuged the blood and kept the stem cells. The other components in Mr. Baril's blood were injected back into him. The stem cells were then filtered and transfused into the sick patient within 24 to 36 hours.

Mr. Baril used the four hours required for the procedure to listen to music, eat and read, while a nurse monitored the donation.

NO SIDE EFFECTS

Mr. Baril experienced no side effects, pain or fatigue. Most donors do, however, have slight to moderate side effects, mainly related to the G-CSF injections. Headaches and bone and muscle pain, which subside after a few days, can be relieved by taking acetaminophen.

All in all, the donation went well. "It was an extraordinary, emotion-filled experience," said Mr. Baril. Donating stem cells is a simple gesture, with a generous reward: the pride of knowing you have done something concrete to save a life.

It was an extraordinary, emotion-filled experience.

—Mr. Alain Baril

ALAIN BARIL,
STEM CELLS DONOR



Stem cells: two ways of donating

In Québec, there are two ways of donating stem cells. People can join the Stem Cell Donor Registry or, in the case of future mothers, they can join the Public Cord Blood Bank (umbilical cord blood).

To learn more, consult the *Stem Cells* section of Héma-Québec's website at www.hema-quebec.qc.ca, or call 1-800-565-6635, extension 280 to reach the Stem Cell Donor Registry, and extension 253 for the Public Cord Blood Bank.

The Many Faces of Volunteering



Le Club des aiguilles Two may be great... but fifteen is even better

Éric Daoust works just a few short steps from the Place Versailles Globule Blood Donor Centre, and he's made it a habit to stop by after work to give blood.

One day, he came up with the idea of inviting some colleagues to come with him. Sometimes there are two, and other times five, who answer the call. And the group has been growing, one new donor at a time. Moreover, Éric came to the realization that he shoulders a certain amount of responsibility when a colleague reminded him that the 56-day waiting period between two blood donations had expired. The Club des aiguilles (needle club) was born...

The Club has only one rule: members have to make a commitment to give blood at least three times throughout the year. The key to success for this recruiter and his associate Pascal Laforest, Co-Chair of the Club, is that their group blood donation is always followed by a dinner among friends. *"The Members are looking forward to the next time they give blood so they can get together and share their experience,"* explains Éric.

Through word of mouth, the Club now has 15 members. It has its own logo, and a time slot has been reserved for it at the Place Versailles Globule Centre.

This year, the Club des aiguilles's objective is 75 donations.

Collège Clarétain

Learning its lessons well

José Boisvert is a science instructor at Collège Clarétain in Victoriaville. This year, the theme of blood was going to be covered in depth. He decided to organize a blood drive and ask his 139 students to contribute!

After he first contacted Héma-Québec, he was sent the BLOOD RED! educational guide, a learning and awareness tool intended for teachers. Mr. Boisvert quickly began using the proposed educational activities in class to give students basic knowledge about the vital role of blood. The section on organizing a blood donor clinic in schools would be especially useful to him.

The students' mission was to make those around them aware of the importance of giving blood. *"They were more proactive than I had expected,"* says Mr. Boisvert. On February 12, Collège Clarétain welcomed 238 generous donors. 114 were new donors. The set objective of 225 was exceeded.

José Boisvert and his group describe the organization of this first blood drive as a rewarding experience. *"We've already started to change a few things, and next year we're aiming for 400 donors!"* he concludes.



Jasmyn Beauséjour

Committed volunteer and active citizen

He's 18 years old and he's already organized six blood drives. On January 24, his birthday, he gave blood for the first time. Despite his young age, Jasmyn Beauséjour sets an example as a committed volunteer and active citizen.

He was only 11 years old when he was initiated to the cause of giving blood. His Grade 6 class organized the first blood drive at the École Bernard-Corbin, in Terrebonne. "Since I really enjoyed the experience, I wanted to continue my involvement," he says. And for that reason, he decided to make giving blood a tradition at Collège Saint-Sacrement. Backed by the school's administrators and a committee of volunteers he recruited himself, Jasmyn has helped almost 500 people contribute to Québec's collective blood supply through four blood drives. Before he completed his high school studies, he made sure to prepare the next generation.

Jasmyn stands out because of his creativity and his entrepreneurial abilities. "I wanted my blood drive to be different from the others," he says. Among his many initiatives, the concept of the "double donation" clearly illustrates this thinking.

The Chesterville *Comité au sang chaud* Knowing how to create an event

"We're all very energetic people and we want to make things move." That's how Patrice Desrochers describes the *Comité au sang chaud*, formed by a dozen or so volunteers who organize blood drives. On December 28, they welcomed 327 donors at their annual blood drive, one-third of the population of Chesterville!

Dynamic and creative they sure are. The volunteers of the *Comité au sang chaud* do a lot to make the blood drive the event of the year. Their initiatives include renting casino tables to make the waiting time more pleasant and obtaining sponsorships to finance, among other things, a snackbar that provides sandwiches and sweets. Recruiting spokespersons also has something to do with their success. Citizens who enjoy a certain amount of renown in the community have agreed to loan their images to the cause, making for striking promotional campaigns. Recently, they were decked out as *Superman*, *Spiderman* and



For each blood donation, a sponsor approached by Jasmyn will make a donation to the *Fondation Bon matin*, which distributes healthy snacks to primary school students in his region.

Jasmyn Beauséjour is now continuing his studies at Collège André-Grasset, where, between preparing for a trip to Mali for L'Oeuvre Léger and home schooling a young girl who is waiting for a transplant, he is also responsible for organizing blood drives.



other famous personalities on posters displaying the slogan "Become a superhero."

But, according to Patrice Desrochers, committee coordinator, their success can be attributed to the relationship developed with the donors over the years. For example, the committee members sent Christmas cards to all of the citizens. "These gestures really touch people's hearts," says Mr. Desrochers.

It's a safe bet that the people of Chesterville are eager to discover what the *Comité au sang chaud* has in store for them in 2010.

The four components in the gift of life



Red blood cells



Plasma



Platelets



Cryoprecipitate



Every day, hundreds of Quebecers receive transfusions. They don't receive "whole" blood, but one or more of the components produced by its separation: red blood cells, plasma, platelets and cryoprecipitates.

By separating the components of blood, we can ensure a treatment that is targeted and therefore more effective since the patients receive only the components they need for their condition.

for...

- treating hemorrhages (surgery, trauma)
- people suffering from severe anaemia
- patients with cancer, such as leukemia

role...

Red blood cells carry oxygen to the tissues and cells in exchange for carbon dioxide (CO₂), which is returned to the lungs.

Storage time: 42 days between 1°C and 6°C

for...

- people with blood coagulation problems
- treating hemorrhages in people suffering from liver disease

role...

Plasma is rich in proteins, including those involved in blood coagulation (formation of blood clots). It helps fight infections and carries nutritive substances to the tissues.

Storage time: 1 year frozen

for...

- treating hemorrhages in people with a decreased platelet count
- replacing platelets with function abnormalities
- people with cancer, such as leukemia

role...

Platelets help in blood coagulation by forming a blood clot that stops the bleeding of an injured blood vessel. They also help heal wounds.

Storage time: 5 days between 20°C and 24°C

for...

- treating massive hemorrhages in patients with a fibrinogen (protein that plays an important role in blood coagulation) deficiency.

role...

This blood component is used to treat various hemorrhagic problems. In addition to fibrinogen, cryoprecipitate contains other coagulation proteins (factor VIII and von Willebrand factor). They are extracted from defrosted plasma.

Storage time: 1 year frozen

Donating organs and tissues: **leave a legacy of life**

Every year, thousands of adults and children await for tissue or cornea grafts to preserve or improve their quality of life. Héma-Québec made the most of National Organ and Tissue Donor Awareness Week, this April, to encourage the blood donors and volunteers who took part in blood drives to indicate their intention to donate organs and tissues at the time of their death.

Through this initiative, the first of its kind, Héma-Québec wanted to highlight the importance of signing the consent sticker distributed with the health insurance card renewal.

This awareness-raising week, which is also supported by Québec-Transplant, is an ideal time to speak to your loved ones about your wishes to donate organs and tissues at the time of your death.

When the time comes, the potential donor's family will be responsible for making the decision. Taking the time to inform them now about your desire to allow life to continue can make all the difference.

People can also join the *Registre des consentements au don d'organes et de tissus* established by the Chambre des notaires du Québec at www.cdnq.org/en.

ROLLAND PELLETIER,
CORNEA TRANSPLANTEE



To learn more about human tissues, click on the Human Tissues tab on the Héma-Québec website at www.hema-quebec.qc.ca

The 2010 Canadian Transplant Games in Québec City

Héma-Québec is proud to be one of the partners for the fifth Canadian Transplant Games to be hosted by Québec City. From August 9 to 14, close to 400 athletes from across Canada, and almost as many supporters, will take part in this event initiated by the Canadian Transplant Association.

While the event is intended to raise awareness about human organ and tissue donations, the Canadian

Transplant Games also bring hope to transplant recipients seeking to return to a normal and active life.

As a supplier of human tissues for transplants, Héma-Québec will make the most of this opportunity to remind the public that human tissue transplants helps improve quality of life. The human organ and tissue donation is an extremely generous gesture that represents a new breath of life for the thousands of people waiting for transplants.

To learn more, consult www.jeuxcanadiensdesgreffes.ca



Donors and volunteers... **Here's to you!**



FROM LEFT TO RIGHT:
YVAN CHARBONNEAU, VICE-PRESIDENT,
OPERATIONS, MARIE-JOSÉE SALVAIL,
BLOOD RECIPIENT, YVON DUHAMEL,
HONORED ON MARCH 30 IN BOUCHERVILLE
FOR 650 DONATIONS, AND GERMAIN
BONNEAU, MONTRÉGIE REGIONAL
COUNCIL PRESIDENT, ASSOCIATION OF
BLOOD DONATION VOLUNTEERS.

Without a doubt, Héma-Québec's strength lies in the incredible sharing chain that characterizes it: the generosity of some 300,000 blood donors and the commitment of its network of 16,000 volunteers. Without these thousands of inspiring Quebecers, Héma-Québec could not fulfil its mission and provide more than 485,000 blood products each year to hospitals throughout the province.

ONE BLOOD DONATION, SEVERAL LIVES

Every spring, Héma-Québec highlights the contribution of exemplary donors during its annual recognition evenings. Each of the 768 guest donors of the 2010 edition has achieved the extraordinary feat of donating blood, plasma or platelets at least 100 times.

These events, which recently took place in the cities of Lévis, Québec, Boucherville, Montréal and Laval are intended to remind our blood donors just how important their contribution to the Québec's collective blood supply is for hospitals, but most of all, for the thousands of patients who benefit from this irreplaceable resource.

MAKING A DIFFERENCE IN THE COMMUNITY

The Héma-Québec team seeks donors throughout the province. This is possible thanks to the contribution of thousands of volunteers who devote numerous hours to organizing blood drives according to the set guidelines and recruiting donors in their community. Whether they work on the blood drive organizing committee, serve as members of the Association of Blood Donation Volunteers, or volunteer at one of the call centres, Héma-Québec counts on the support of an extraordinary network of partners for life. As part of the National Volunteer Week, held in April each year, Héma-Québec highlights the vital contribution made by more than 950 volunteers during two recognition evenings, respectively taking place in Montréal and in Québec City.

Regional Public Meetings 2010 tour

While the volunteers located in the Québec City and Montréal metropolitan areas will be honoured as part of National Volunteer Week in April, those in the regions will be honoured next fall as part of nine Regional Public Meetings. This series of meetings allows Héma-Québec to not only recognize the years of service of its valuable partners, but also provide a report on the organization's most recent accomplishments and present the main upcoming projects. Moreover, it is an opportunity for the participants to speak with Héma-Québec personnel about their experiences in their territory and the challenges of managing the blood supply.

Starting September 1, 2010, the Héma-Québec team will stop in the following municipalities: New Richmond, Rimouski, Rouyn-Noranda, Gatineau, Joliette, Vaudreuil, Saint-Eustache, Lévis, and Saint-Georges.

Michel Thérien ... **a donation record**

Blood donation reached new heights on October 21, when Michel Thérien made his 1000th blood donation! A veritable ambassador for the cause of blood donation, he makes a plasma donation every week at the Place Laurier Québec Globule Centre.



To highlight this first in Canada, Dr. Francine Décary, President and Chief Executive Officer of Héma-Québec, was present on site to congratulate this exceptional donor. Mr. Thérien was also named *La Presse* personality of the week last November.

Fortunately for the thousands of Quebecers who need one or more transfusions to recover health, Mr. Thérien does not plan to stop there. Strongly inspired by the plight of sick children, he wants to share his health as long as he can.

New faces shine!



MAXIME, 6 DONATIONS

**EVERY 80 SECONDS
SOMEONE NEEDS BLOOD.**



GIVE BLOOD. GIVE LIFE.



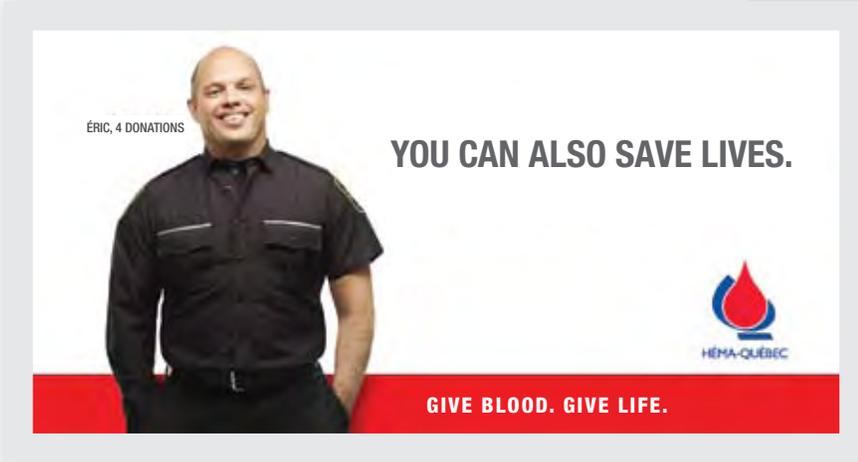
TERESA,
4 DONATIONS

ANTONELLA,
3 DONATIONS

**GIVE A SECOND TIME
AND FEEL TWICE
AS GOOD!**



GIVE BLOOD. GIVE LIFE.



ÉRIC, 4 DONATIONS

YOU CAN ALSO SAVE LIVES.



GIVE BLOOD. GIVE LIFE.

Surveys have confirmed it: Quebecers like the Héma-Québec advertising campaign. For this reason, again this year, Héma-Québec will use the concept of the cut sleeve, developed in collaboration with advertising firm Ig2.

This time, however, new “star donors” have joined the campaign to make Quebecers aware of the importance of giving blood. Since September 21, 2009, Eric, Daniel, Maxime and twins Teresa and Antonella have appeared on various billboards along highways, in bus shelters, on metro platforms and other locations.

Four new television commercials are also being broadcast, starring donors Kia, Jonas, Martin, Carole and Kathleen.

Like thousands of other blood donors, let yourself be inspired by these remarkable individuals who proudly endorse the cause of giving blood!



DANIEL, 8 DONATIONS

Grand Prix québécois de la qualité Héma-Québec amongst the best-performing organizations in Québec

On November 12, President and Chief Executive Officer of Héma-Québec, Dr. Francine Décary, received a Grande Mention from the Minister of Développement économique, de l'Innovation et de l'Exportation, Mr. Clément Gignac, as part of the 2009 Grands Prix québécois de la qualité.

The Grands Prix québécois de la qualité are awarded every year to the most successful private companies and public organizations. The purpose is to encourage and recognize organizations that apply the best management practices to all aspects of their activities and achieve outstanding results.

This distinction caps eleven years of daily effort to provide a safe, sufficient supply of blood products in order to meet the substantial needs of Québec hospitals and their patients. Héma-Québec is proud that its rigorous management efforts, its pursuit of excellence and its determination to be a leader have earned it the most prestigious recognition awarded to Québec companies.

Dr. Francine Décary made it a point to emphasize that this award is the fruit of labor of the Héma-Québec employees and of the dedication of thousands of blood donors and volunteers.



Défi Climat 2010 Doing our part for the environment



Once again this year, Héma-Québec is joining hundreds of organizations and Québec public institutions who have signed up for the third

Défi Climat. As part of this challenge, it encourages donors, volunteers, employees and partners to take part in the fight against climate change.

HÉMA-QUÉBEC'S COMMITMENT

Taking part in Défi Climat means helping to build a more sustainable society and reducing greenhouse gas emissions. For its part, Héma-Québec is playing an active role in the "green revolution." For example, it is committed to replacing the small bottles of water used at its blood drives with cups made from recycled materials and eight-litre water bottles. This measure, implemented on April 26, will save thousands of bottles per year!

TAKE UP THE CHALLENGE

Until April 30, donors, volunteers, employees and partners are invited to visit the Défi Climat 2010 website at www.deficlimat.qc.ca and click on "Héma-Québec". The site proposes some thirty or so simple yet concrete actions that can have a positive impact on the environment, health and society.

Every little bit counts...!



Héma-Québec : a greener organization

The highest distinction under the ICI ON RECYCLE! recognition programme was awarded last fall to Héma-Québec's Québec City facility. It attained level 3 of the RECYC-QUÉBEC programme, the "performance" level, certifying that Héma-Québec achieved very high results in terms of the recycling of residual materials. It should be noted that the Montréal facility received a similar certification in May 2008.

Héma-Québec is therefore reaping the benefits of its efforts to make the environment a priority, particularly through the implementation of measures to recycle and re-use waste.

June 10, 2010

Espaces Dalhousie — Old Port of Québec City

Come celebrate the arrival of spring!

La soirée 
DIAMANT
ROUGE
pour la vie

Join us for an evening of elegance as we celebrate the arrival of spring at the soirée *Diamant Rouge pour la vie*, in the unique settings of Dalhousie terminal, in the Old Port of Québec City while a figurehead in the influence of the Québec gastronomy, Chef Jean Luc Boulay of the Saint-Amour will delight all table companions.

An Augenstern Red Diamond Certificate, a \$5,000 value, will be drawn amongst our guests.

A spectacular evening awaits you!

Tickets are limited so order now!

Information and Reservation: 1-888-666-4362 ext. 372

All proceeds go to Héma-Québec Foundation.

FONDATION
HÉMA-QUÉBEC



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 BLOOD DRIVE
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LOUISE,
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ADNAN,
 DONOR

THANK YOU
 for the time devoted
 to saving lives.

PARTNERS FOR LIFE.



Blood Products
 Stem Cells
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