

Happy holidays!

Info HÉMA-QUÉBEC



HÉMA-QUÉBEC

Information Bulletin for
HÉMA-QUÉBEC partners,
volunteers and donors
Volume 4 N02 - Autumn 2001

A message from the Executive Director



Hello,

The International Year of Volunteers, which is drawing to a close, is an ideal opportunity to recognize the immense contribution of those who give generously of their time, whether to recruit donors, organize blood drives, give blood or look after donors at blood drives.

At HÉMA-QUÉBEC, we are honoured to be able to count on the support of over 300,000 volunteers—donors, organizers, blood drive and telephone recruiting volunteers—to carry

out our mission. It is to thank them that we are publishing a special issue on volunteers, in which some of them explain why they find donating blood to be so important.

Volunteering is an act of mutual assistance and solidarity. As such, I would like to recognize the extraordinary support from donors following the events of September 11 in the United States. You came out in great numbers, a testimony to the tremendous generosity of Quebecers

during difficult times.

If you gave blood for the first time on this occasion, we strongly encourage you to give again. Your help is invaluable to us. Remember, someone in Québec needs blood every 80 seconds!

Francine Décaray
Executive Director

Special issue on volunteers

As part of the International Year of Volunteers, *Info HÉMA-QUÉBEC* would like to introduce you to some of the many people who volunteer for HÉMA-QUÉBEC. Read about the generous men and women who spare no effort to help HÉMA-QUÉBEC fulfill its mission.

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CONGRATULATIONS TO OUR VOLUNTEERS!

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The Montréal blood donor centre is moving Globule opens its doors!



Since October 29, HÉMA-QUÉBEC has had a brand new type of donor centre. Called Globule, this innovative centre enables you to give blood in a warm, friendly atmosphere, located at the very heart of Place Versailles shopping centre.

Easily accessible, Globule is located at 7275 Sherbrooke Street East, Montréal, opposite the Radisson métro station. The centre is open to donors seven days a week.

Business hours

Sunday: 10 a.m. to 5 p.m.
Monday to
Wednesday: 9:30 a.m. to 6 p.m.
Thursday-Friday: 9:30 a.m. to 9 p.m.
Saturday: 9 a.m. to 5 p.m.

Blood-type compatibility

		DONOR							
		O-	O+	B-	B+	A-	A+	AB-	AB+
RECIPIENT	AB+								
	AB-								
	A+								
	A-								
	B+								
	B-								
	O+								
	O-								

If, for example, you are a donor and your blood group is type O-, you are considered a universal donor because recipients of all blood groups can receive type O- blood.

However, as a recipient you can only receive blood given by a type O- donor. Patients generally receive blood from donors of the same blood group.

Donor information

How long do I have to wait before giving blood if...

- I had a dental cleaning or a filling? You must wait until the following day to give blood.
- I had an extraction, dental surgery or root canal? You must wait 72 hours after the treatment.

Can I give blood if...

- I have diabetes? Yes, provided your diabetes is controlled with an oral hypoglycemic or by diet; you cannot give blood if you inject insulin.
- I have oral herpes (commonly called a cold sore)? Yes.
- I take medication to control hypertension? Yes.
- I have previously had jaundice? Yes, if you had jaundice before age 11 and were not diagnosed with hepatitis B or C.
- I drank alcohol? Yes, provided you are not impaired and are able to give blood with informed consent.
- I take antihistamines to treat an allergy? Yes, provided you feel well at the time you give blood.

Info-Drive

For information about blood drives **in the Montréal region** (514) 832-0873 or 1 800 343-SANG www.hema-quebec.qc.ca

For information about blood drives **in the Québec City region** (418) 650-7230 or 1 800 761-6610 www.hema-quebec.qc.ca

Customer service (donor information): 1 800 847-2525

Blood donation awareness campaign

Focus on recipients!

Patrick



Launched in late May 2001, the new blood donation awareness campaign features adults fully enjoying life and for whom blood donation is especially significant.

“The goal of this campaign is to encourage donors to give blood more often,” says Sylvie Daigneault, head of Direct Marketing. “We also want to encourage potential donors to make that first donation.”

She continues: “This time again, the ads feature real recipients. We wanted to illustrate what I would call the amazing impacts that blood donation has on life and emphasize the important role of the donor.”

Émilie



Sophie



Specifically targeting people aged 18-45, the advertising concept innovates by exploiting complementary media. The television commercials showcase recipients, radio spots give them a forum to talk about the importance of blood donation in their life, and print advertisements take the form of a note left by the recipient for the reader.

This campaign has not only had a positive impact on donors, but also on recipients’ commitment to promoting blood donation. All over

Carolyn



Johanne



Québec, recipients frequently volunteer to work at blood drives.

“Although HÉMA-QUÉBEC is an essential partner, giving blood is above all a community and humanitarian act,” concludes Sylvie.

Our Web site gets a makeover!

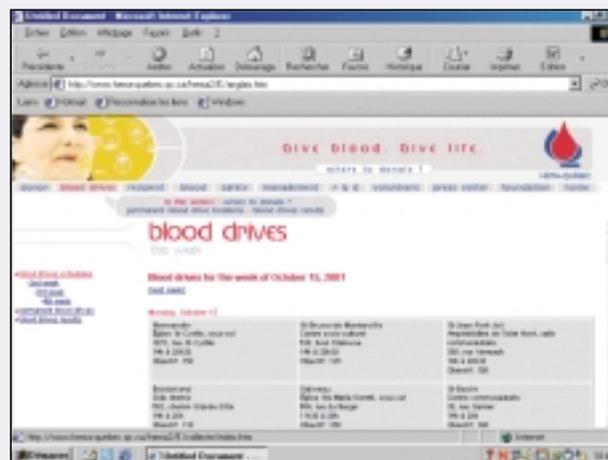
If you recently visited HÉMA-QUÉBEC’s Web site, you no doubt noticed that it has a new colourful and dynamic look! This new graphical presentation makes the site more user friendly and facilitates browsing.

In terms of content, we took advantage of the opportunity to make the following changes:

- a home page featuring images from our new advertising campaign
- the site now provides visitors with a quick link to the schedule of blood drives for the next four weeks, directly from the home page
- a brand new section on R&D will be available by the end of January 2002

Approximately 6,000 people visit HÉMA-QUÉBEC’s Web site every month. The results from previous weeks’ blood drives are available, along with a complete press section for media representatives looking for information about the organization.

We have a new look, but the address stays the same: Come pay us a visit!



Congratulations to our volunteers!

As part of the International Year of Volunteers, *Info HÉMA-QUÉBEC* met with volunteers who spoke about their commitment to donating blood.

Life-long donors

Recognizing a pair of very active donors



Francine and Marc-André Limoges

On September 7 at the Montréal donor centre, Marc-André Limoges gave blood for the... 400th time! With more than 530 donations between them, the Limoges are among our most active donors.

Every second Friday around 2 p.m., Mr. Limoges leaves his work as a lithographer at Ross Ellis to head for the Montréal donor centre. Once there, he settles comfortably in an armchair for the next two hours, the time required to donate platelets. A donor since age 18, Marc-André Limoges has given

whole blood, plasma, platelets and granulocytes over the years.

With 128 donations of blood and plasma to her credit, Mr. Limoges' wife, Francine, is also a career donor. Introduced to blood donation by her husband in March 1968, when they were courting, Francine Limoges has never stopped giving.

"I feel it is important that blood donors know that they can give products other than whole blood, such as platelets and plasma," states Mrs. Limoges. "The opening of Globule, the new donor centre at Place Versailles, will allow me to start donating platelets, because Globule will be open on weekends."

What is the secret to reaching 400 donations? According to Mr. Limoges, you just have to start! "I made a commitment to myself and I am keeping it," he explains.



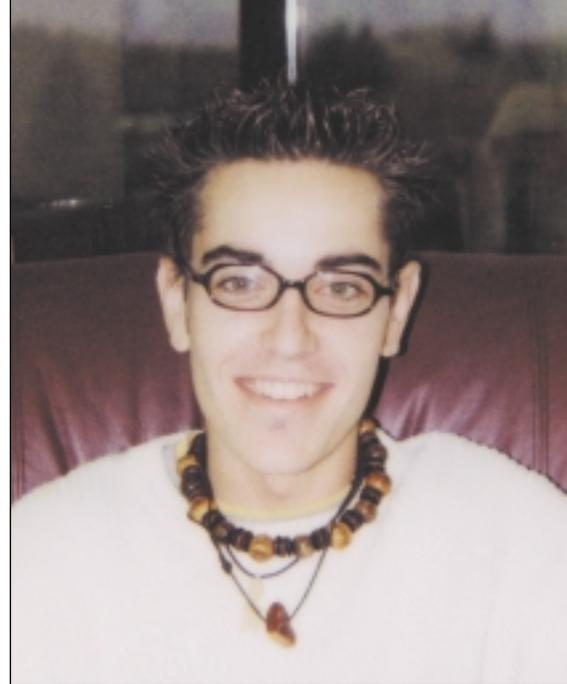
Mr. Limoges, photographed September 7 with Lise Cotton-Robert, R.N.

Ian Poudrier,

111 donations as at October 31

Québec City

"The first and last time I gave whole blood... was two days after I turned 18. I then started to give plasma once a week. My brother, who is a nurse, told me I have nice veins. My family knows how important it is for me to respect my commitment to donate plasma. I recently met Patrick Bérard, one of the recipients who appear in HÉMA-QUÉBEC's ad campaign, and found him truly inspiring. As long as I'm healthy, I plan on giving blood until I'm 71!"



Mr. Jean-Guy Duclos and Jean-Paul Brazeau

Jean-Guy Duclos, 436 donations as at October 9 L'Assomption

"I donated blood for the first time on December 5, 1957 while I was a fireman in Montréal. In the 1980s, I started to give platelets, plasma and granulocytes. What would I tell someone who has never given blood? Just try it! At blood drives, I encourage new donors and tell them that the most important donation is the next one you plan to make."

Jean-Paul Brazeau, 302 donations as at October 9 Montréal

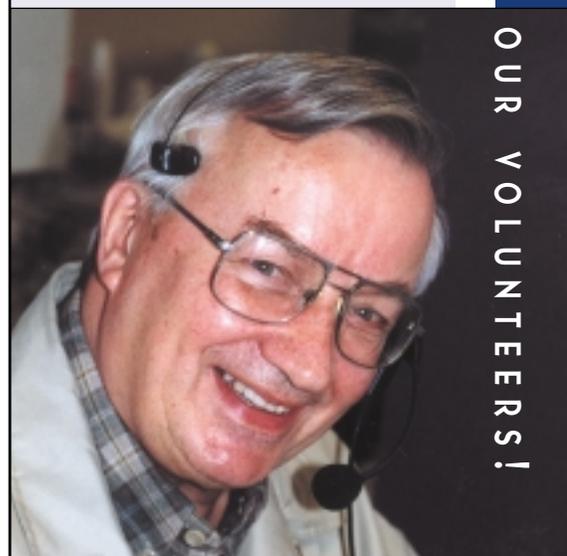
"My father took me to Mayor Drapeau's blood drive when I was 18. Like my father, I've taken this cause to heart. You know what they say: Like father, like son! As I began to donate more, I learned how the blood was being used. I didn't want to stop giving. For me, donating blood is a social responsibility and an ongoing commitment. We must encourage others to donate."

Émile Paquet Québec City

*Telephone and plasma donor
recruiting volunteer*

*56 whole blood donations and 450
plasma donations*

"I'm glad to do something that I'm not paid for. I feel that I have a debt to society as I have never been out of work. This is my way of saying thank you to society, which has been good to me. I like meeting people and I'm happy to put my communication skills to work for HÉMA-QUÉBEC, especially to recruit plasma donors."



CONGRATULATIONS TO OUR VOLUNTEERS!



Ms. Jacqueline Villeneuve and Christiane Loranger

Jacqueline Villeneuve Joliette

**blood drive organizer
for 39 years**

"I organize blood drives to make up for the fact that I cannot give blood. As long as I am healthy, I will do my part. This is my way of contributing. Since HÉMA-QUÉBEC was founded, this has been even easier! I think that the advertising campaign is working well."

Christiane Loranger Crabtree

**blood drive organizer
for five years**

"I understood the importance of donating blood when I was told what happened to the blood and the many ways in which it is used, especially to help sick children."

Céline Simard Sainte-Foy

**Volunteer at mobile blood drives
and at Sainte-Foy blood donor
centre**

"When I retired, I was looking for an activity that would make me feel useful. I started volunteering for HÉMA-QUÉBEC and I liked it. Then, my husband Paul-Émile joined me. I have built strong friendships at blood drives."



Céline Lemay-Massicotte Cap-Santé

**Blood drive organizer for 40 years
and donor**

"My years spent with blood donor volunteers have been good ones, as donating blood is a cause I strongly believe in. The volunteers who work with me are extraordinary, as are the HÉMA-QUÉBEC personnel who come out to meet us. I would also like to thank the Filles d'Isabelle for their support, as well as the organizations with which we work."

Jeunes d'action: The next generation!

Did you know that, thanks to the Jeunes d'action program, close to 20% of the 17,000 calls every week by the Montréal telephone recruiting team are made by high school students?

Started two years ago, the objective of Jeunes d'action is to prepare the next generation by raising young people's awareness about donating blood and by getting them to do volunteer work. Even though they are too young to give blood, the teenagers can make a difference by recruiting blood donors by telephone.

Jeunes d'action is currently aimed at high school students at international schools, where students have to do community work in order to earn their high school diploma.

The young volunteers receive close guidance, which includes training in telemarketing, constant supervision, an evaluation and a letter of reference to add to their résumé.

This fall, HÉMA-QUÉBEC relied on the collaboration of 25 young volunteers every week to help it recruit donors. For more information about Jeunes d'action, contact Claude Leboeuf at (514) 832-5000, ext. 133.

Doris Croteau Longueuil

Recruiting and blood drive volunteer for 20 years

"I like talking to people. At blood drives, when a donor is afraid, I hold his hand and talk to him. Once, at a blood drive, I saw that HÉMA-QUÉBEC was looking for recruiting volunteers. I started doing it and I enjoy the experience."



Myriam Circé Carignan

Telephone recruiting volunteer as part of the Jeunes d'action program

Grade 10 student at St-Hubert International School



Bernard Leclerc Montréal

Telephone recruiting volunteer since January 2000, and active donor

"I do telephone recruiting because it helps save lives, and it is important that we do our share for others. One day I might need blood!"



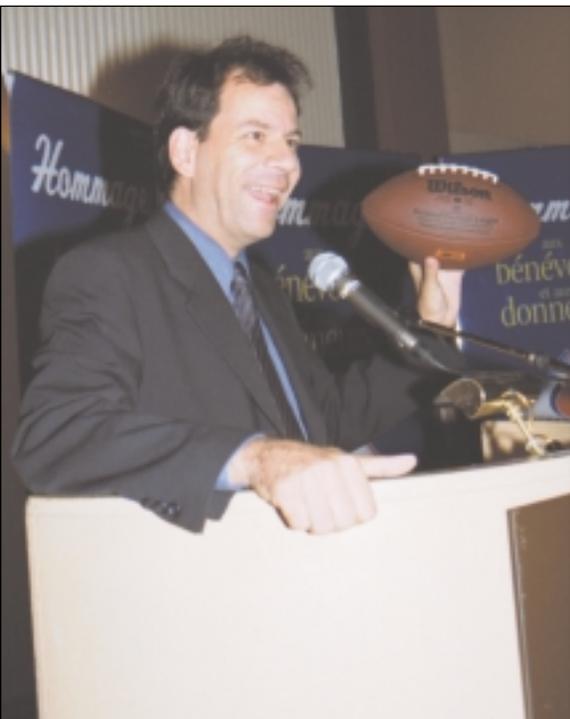
"My parents cannot give blood, so I thought I would do my part. I have to do a total of 20 hours of volunteer work as part of the program, but I'm sure I'll do more. Some donors are very happy when we remind them that it's time to give blood again. Later on, I'll give blood if I can."

Recognition for life-long donors

In honour of the International Year of Volunteers, HÉMA-QUÉBEC launched a year-long program of activities aimed at recognizing the generosity of donors who have given blood 100+ times. The program included a series of appreciation evenings in 11 cities across Québec.

Held from April through November in Québec City, Longueuil, Laval, Montréal, Trois-Rivières, Montréal West, Saint-Hyacinthe, Sherbrooke, Joliette, Gatineau and Saint-Jean-sur-Richelieu, these occasions were a means for us to recognize in a special way the indispensable support of hundreds of donors who have shown exceptional commitment to giving blood. Thank you!

Patrick Bérard, recipient,
speaking to donors in Sherbrooke



In short

In October, HÉMA-QUÉBEC donated some 8,000 unused collection devices to the organization Collaboration Internationale. HÉMA-QUÉBEC now uses new collection devices which enable deleukocytation, i.e. the filtration of white cells. Collaboration Internationale will see that the devices are sent to developing countries.

In June, HÉMA-QUÉBEC received the Équinoxe award in the Internal program category at a gala organized by the Société des relationnistes du Québec. This award was for excellence by the Public Affairs team in developing and implementing a communications plan to set up PROGESA, a blood management software by Mak System.

HÉMA-QUÉBEC won the *Coup de cœur du jury* award in the category for Outgoing Call Centres at the *Gala Flèche d'Or 2001* held in June by the *Société de marketing direct et des centres d'appels de Montréal*.

The Association of Blood Donation Volunteers (ABDS) will host the conference of the International Federation of Blood Donor Organizations (IFBDO), to be held in Québec City from May 23-26, 2002 under the theme "Blood donors, anonymous heroes". Some 50 countries belong to the IFBDO and Québec, by way of the ABDS, is the only North American representative.

HÉMA-QUÉBEC launches Hématech

To fulfill its mission, HÉMA-QUÉBEC needs to use the most effective instruments and procedures so as to maximize the safety and availability of blood components.



Given the diversity and constant evolution of technologies, choosing the best instrument or the optimum procedure often requires prior testing.

To meet this need, HÉMA-QUÉBEC created Hématech, a test group dedicated to evaluating new technologies aimed at increasing the quality and availability of blood components.

Hématech is comprised of personnel from blood drives, laboratories, Quality Control, Administration & Finance, Medical Affairs and R&D. Currently, work groups are participating in the implementation of three projects involving the evaluation of a collection device with derivation of the first millilitres of blood, thrombapheresis devices, and a new test to identify IgA serum deficiency in blood donors.

For more information on Hématech's work, contact the R&D secretariat at (418) 650-7235.

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