

Filipino Heritage Month

CHAMPION TOOLKIT 2021



Canadian
Blood
Services

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES



@CanadasLifeline

Join the **Partners for Life** program

How members can join:

1. Set up an account on **blood.ca** or on the **GiveBlood app** for Apple or Android.
2. Select “partners” from the menu.
3. Select “join a team” and search for your organization– a drop down list will appear.
4. Select the team you wish to join.
5. Book your next appointment either through your team bookings (visible under your team) or as an individual.

BOOK NOW



Key messages

Canadian Blood Services provides essential products and services for patients in Canada.

- Blood and blood products are needed for patients undergoing surgery, cancer treatments, routine medical treatments for various diseases and disorders, and much more.
- O-negative blood donors are especially needed because this blood type can be transfused to any patient. In times of emergency or for newborn patients, O-negative blood, the universal blood type, makes a lifesaving difference.
- Another meaningful way to support patients is by making a one-time or recurring financial donation to Canadian Blood Services or launching an online fundraising campaign or event — charitable Registration no. 870157641RR0001. For more information, visit give.blood.ca.
- Our donor centres remain open throughout the pandemic, even during lockdowns. Safety is our highest priority. Enhanced wellness measures are in effect throughout all our donor centres to ensure the wellbeing of donors and our teams is safeguarded.
- All blood types are needed. Everyone who can is encouraged to donate. Encourage a family member, friend or colleague to try something new by donating blood for the first time. Together, you can make saving lives your new meaningful tradition.
- Appointments are required to ensure physical distancing. Currently, only donors with scheduled appointments can enter our centres. You cannot bring a friend or family member with you unless they have an appointment booked at the same time as you.
- Book your appointment at blood.ca on the [GiveBlood app](#), by calling **1 888 2 DONATE**, or by clicking below:

BOOK NOW

Enhanced wellness measures in effect

In addition to our routine cleaning, infection-control and screening practices, we have introduced enhanced cleaning measures, wellness stations and physical distancing measures to better protect anyone who comes through our doors.

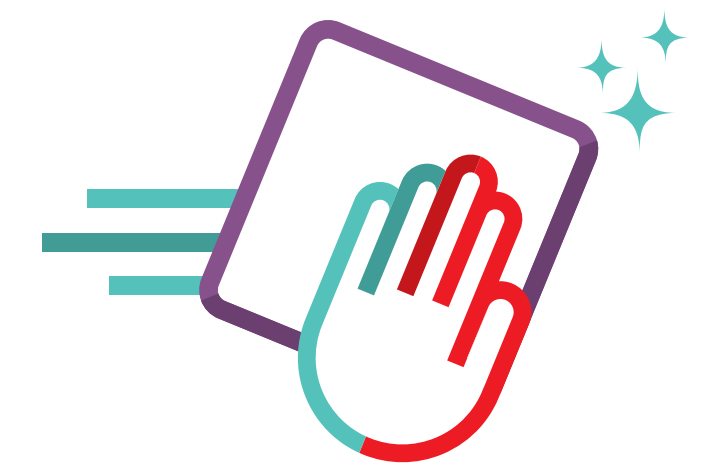
For our latest updates, visit blood.ca/COVID19



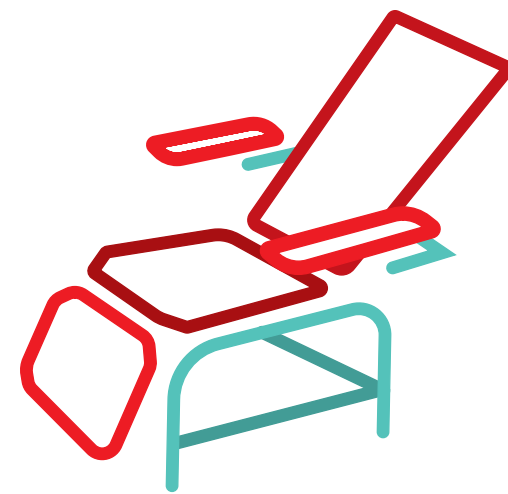
Active wellness screening at our building or venue entrances



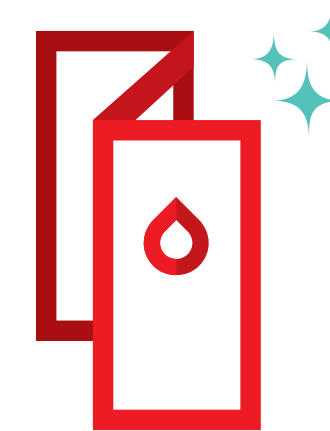
Face masks **provided by Canadian Blood Services** must be worn while within our donor centres



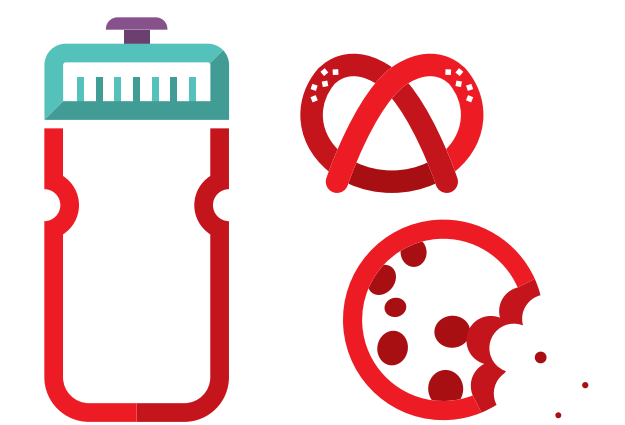
Increased cleaning frequency of all equipment and surfaces



Seated waiting areas and donor chairs are spaced **2 metres apart**



Laminated donor information pamphlets **are wiped down after each use, or discarded** after each use if they are not laminated



You will still be provided with post-donation drinks and snacks, but we ask that you do not consume them until you are outside our centre

Facts about blood

- Every 60 seconds, someone in Canada needs blood.
- Half of all Canadians will need blood or know someone who will.
- Every year in Canada, over 100,000 new blood donors are needed to ensure patients have safe and reliable access to blood and blood products where and when they need them.

- Approximately half of all Canadians are eligible to donate blood and yet only 4% of those who can donate sustain Canada's national blood system.
- Every blood donation makes a lifesaving difference.
- One blood donation from a single donor equals one unit of blood. It often takes more than one generous donor to help treat a patient.

How blood donors save lives

[Up to 5 donors]



Leukemia

[Up to 8 donors/week]



Brain surgery

[Up to 2 donors]



Blood disorder

[Up to 4 donors/month]



Crash victim

[Up to 50 donors]



Am I eligible?

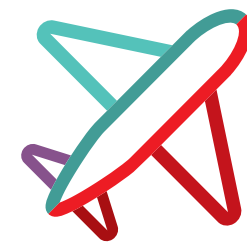
Let's find out! Depending on your responses to the following questions, you may be able to donate as of today. Please note, your eligibility will also be confirmed by a Canadian Blood Services representative at the time of your appointment. Learn more at blood.ca/am-i-eligible.

17+

Are you 17 years or older?



Have you had a tattoo or piercing in the last three months?



Have you travelled outside Canada or the continental United States in the last three months?

Please note: Donors who are temporarily deferred from donating blood due to their recent travel history outside of Canada or a malaria exposure risk may be eligible to donate plasma.



Have you spent three months or longer in the United Kingdom or France from 1980 to 1996? Six months or longer in Saudi Arabia from 1980 to 1996? Five years or longer in Western Europe from 1980 to 2007?

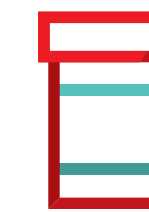


Have you been to the dentist for an extraction, surgery or root canal in the last three days?

Please note: If you have had a cleaning, filling, brace adjustments or crown restoration (such as bonding or veneers), you are not eligible to donate until the day after your treatment. There is no deferral period for visiting the dentist for plasma donors.



Are you pregnant, have been pregnant or had a baby in the last six months?



Are you taking prescription medications?



Do you weigh more than 50 kg (110 lb.)?

Please note: If you are a new donor between the age of 17 to 23, you must meet the height and weight requirements.

Travel deferral information

Malaria-risk deferral information

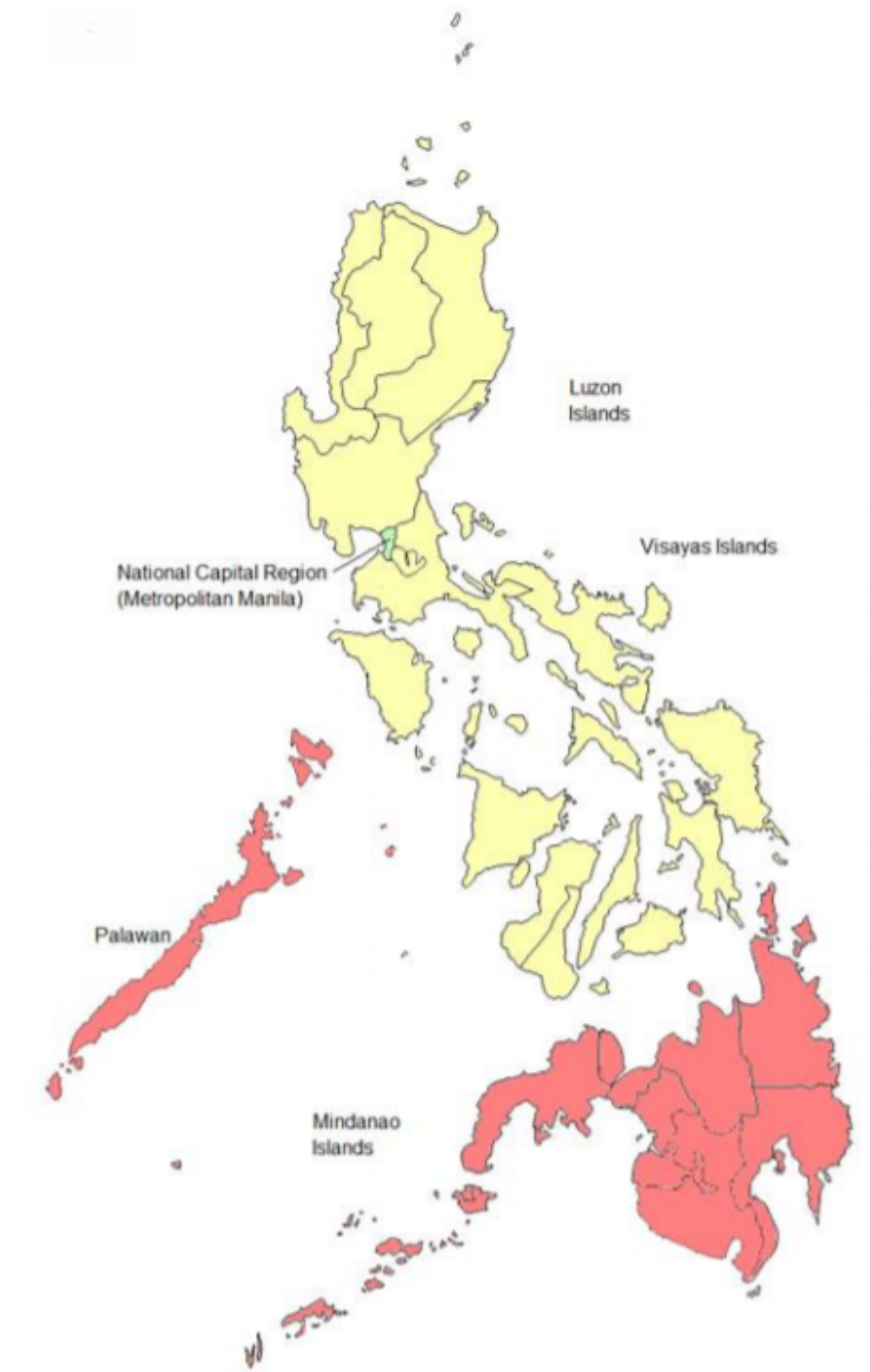
If you spend time in a region affected by malaria you will be temporarily ineligible to donate blood. Depending on how long you were in the affected region, the waiting period to donate again can be three months to three years.

- If your stay in a malaria risk area was less than one day, you may be able to donate depending on where you were.
- If your stay in a malaria risk area was less than 6 months, you will need to wait 3 months from the date of your return.
- If your stay was 6 months or more, you will need to wait 3 years.

Did you actually have a malaria infection?

If you had a malaria infection, you will not be able to donate whole blood or platelets. If you've had malaria more than 6 months ago or are in the waiting period to donate whole blood or platelets because of travel to a malaria risk country, you may be eligible to donate source plasma.

Learn more at blood.ca/am-i-eligible.



NO RISK	ALL RISK	PARTIAL RISK AREAS	
National Capital Region (Metropolitan Manila)	All Islands shown in red, including island groups of Mindanao and Palawan	All islands shown in yellow, including island groups of Luzon and Visayas	No risk in urban areas.

How rare is your blood?

[BOOK NOW](#)

Filipinos are much more likely to have a rare blood type called Jka negative Jkb negative. Currently, there a number of patients in Canada who are Jka-Jkb- but very few are donors.

This phenotype in the general population occurs at less than 1 in every 10,000. Whereas, in Filipino and other Polynesian populations it occurs as frequently as 1 in every 400.

If more donors of Filipino background donate blood, Canadian Blood Services' Rare Blood Program could perform an extended blood group typing and find more donors with the rare Jka-Jkb- negative blood type.

Roshlind,
*blood and stem
cell recipient*



Join the national stem cell registry

REGISTER NOW

Each year, hundreds of patients in Canada with blood diseases and disorders, including cancers, need a stem cell transplant to save their life — many of whom are facing challenges finding a matching donor.

Patients with Indigenous, Asian, South Asian, Hispanic, Black Canadian, and mixed-race backgrounds find it especially challenging to find a match, because currently, only 33 per cent of prospective donors on the Canadian Blood Services Stem Cell Registry are from these diverse groups.

If you are between the ages of 17 to 35, join today:

- 1.** Get all the facts and confirm your eligibility at blood.ca/StemCells.
- 2.** Start your registration online by creating or logging in to your donor profile account.
- 3.** Follow the instructions to complete your cheek swab sample (delivered right to your door) and return your swab samples using our prepaid postage return envelope.

Not everyone who registers will be matched and asked to donate, but every new registrant brings hope to patients waiting for a lifesaving stem cell match.



Crystal,
*blood, platelet and
stem cell recipient*

Social media assets

Share these graphics with the messaging below

To all celebrating, we wish you a happy Philippine Independence Day!

Thank you for being part of **#CanadasLifeline**

[CLICK TO DOWNLOAD](#)

**Blood
for Life**

Facebook



Instagram



Twitter



Social media assets

Share these graphics with the messaging below

Filipinos are much more likely to have a rare blood type called Jka negative. Currently, there a number of patients in Canada who need Jka-Jkb blood but very few are donors.

Find out if you can help by donating blood. Your donation will be tested for the special blood type needed to support patients in need.

Book now at blood.ca

[CLICK TO DOWNLOAD](#)

**Blood
for Life**

Facebook

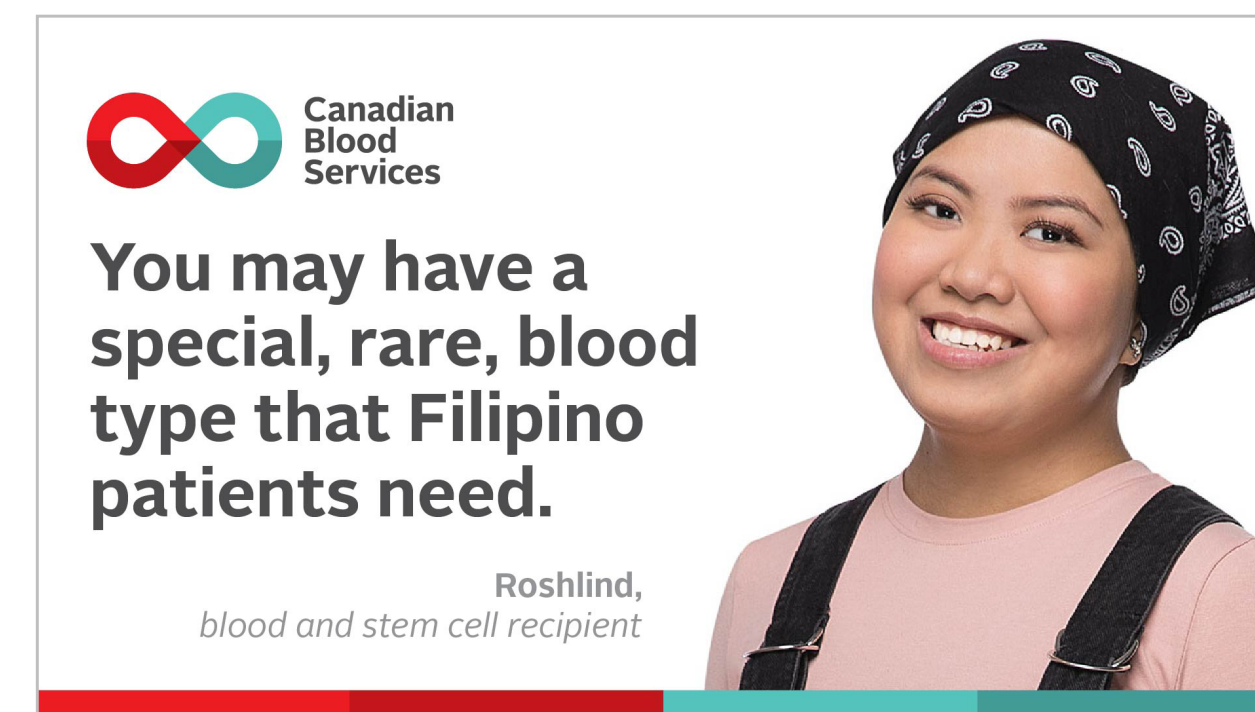


Canadian Blood Services

You may have a special, rare, blood type that Filipino patients need.

Roshlind,
blood and stem cell recipient

Twitter

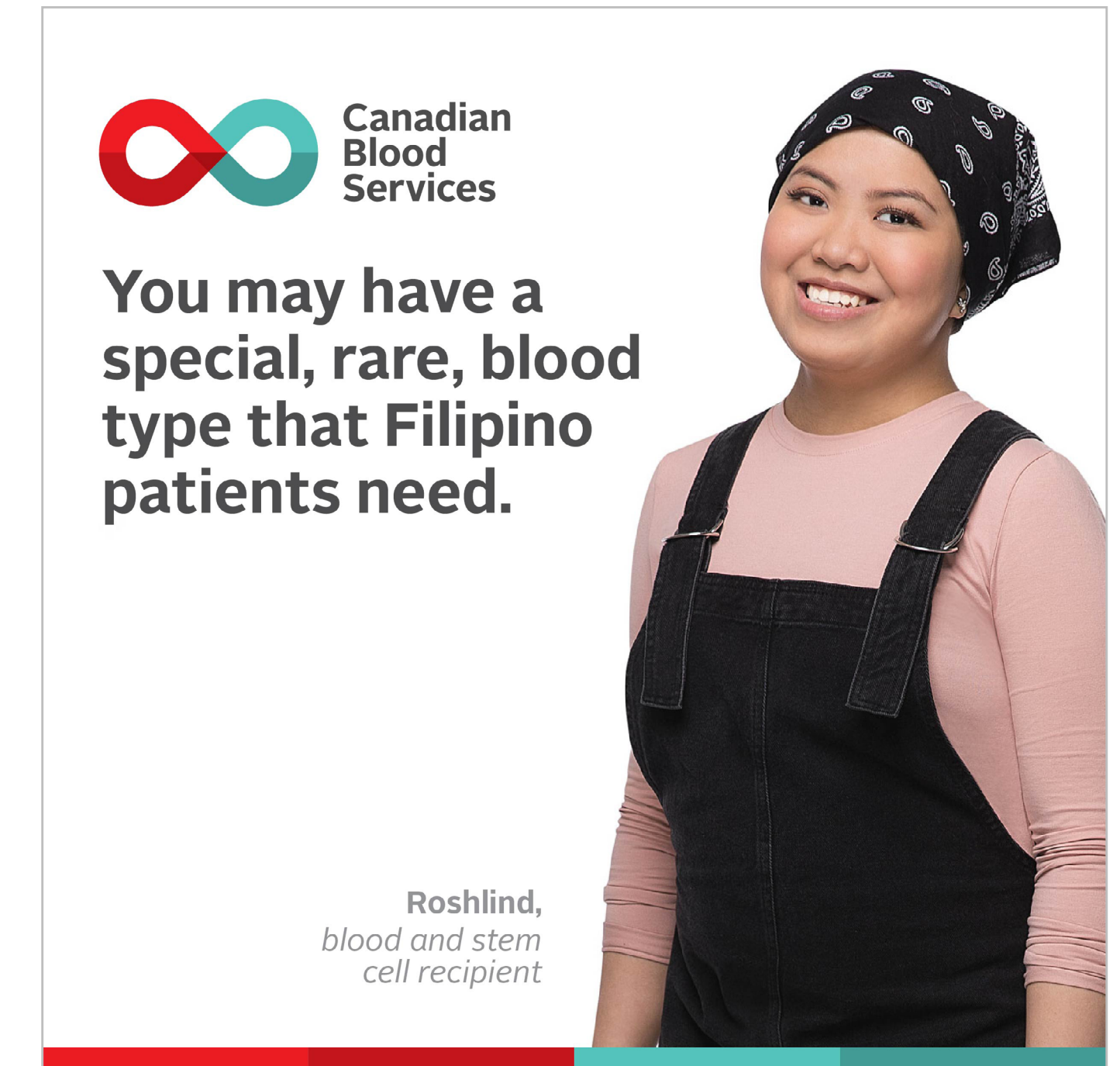


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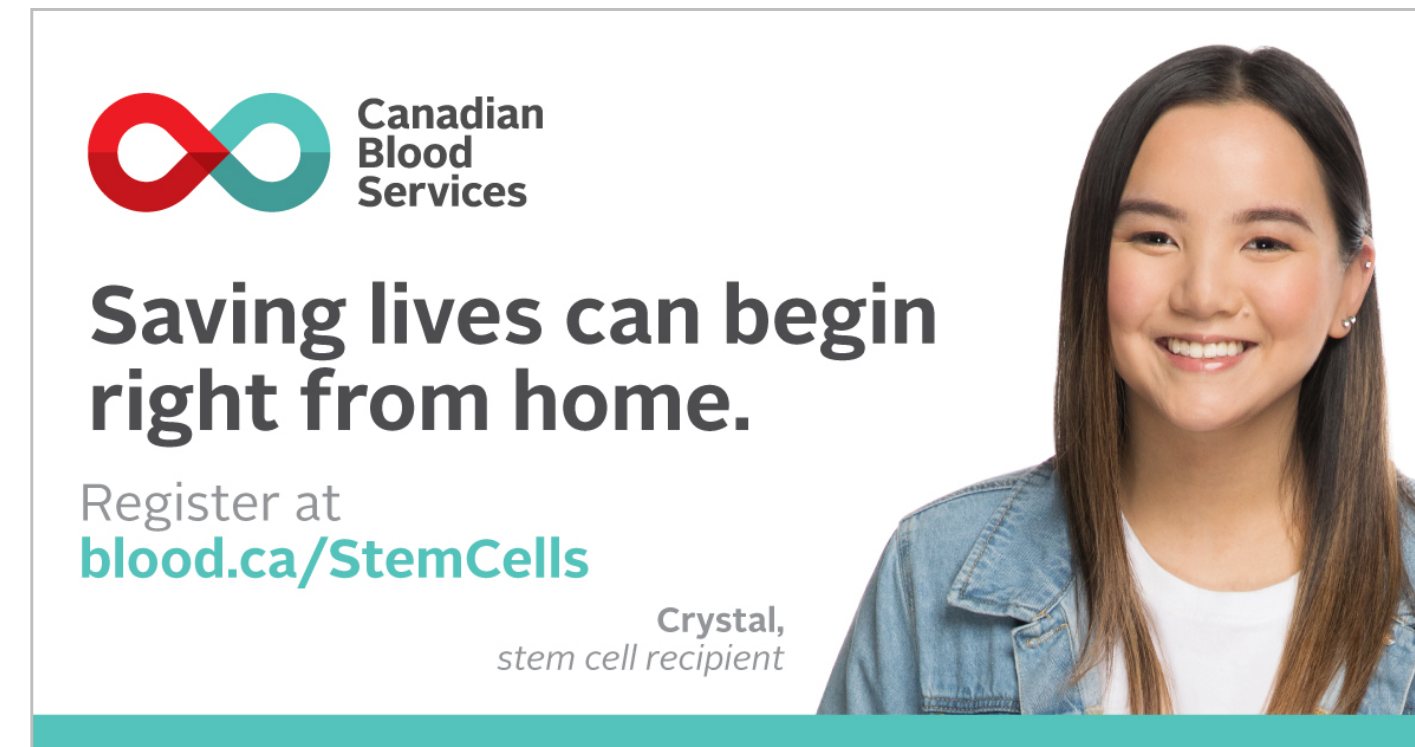
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Patients are more likely to find a match with a donor who shares their ethnic background and, statistically, young healthy male donors provide the most successful transplant outcomes. Join Canada's national stem cell registry at blood.ca/stem-cells

[CLICK TO DOWNLOAD](#)

Stem Cells
for Life

Facebook




Canadian Blood Services

Saving lives can begin right from home.

Register at blood.ca/StemCells

Crystal,
stem cell recipient

Twitter



Canadian Blood Services

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Social media assets

Share these graphics with the messaging below

Sometimes it takes more than one generous donor to help save a life. Encourage your friends and family to donate blood with you!

Book now at blood.ca

[CLICK TO DOWNLOAD](#)

**Blood
for Life**

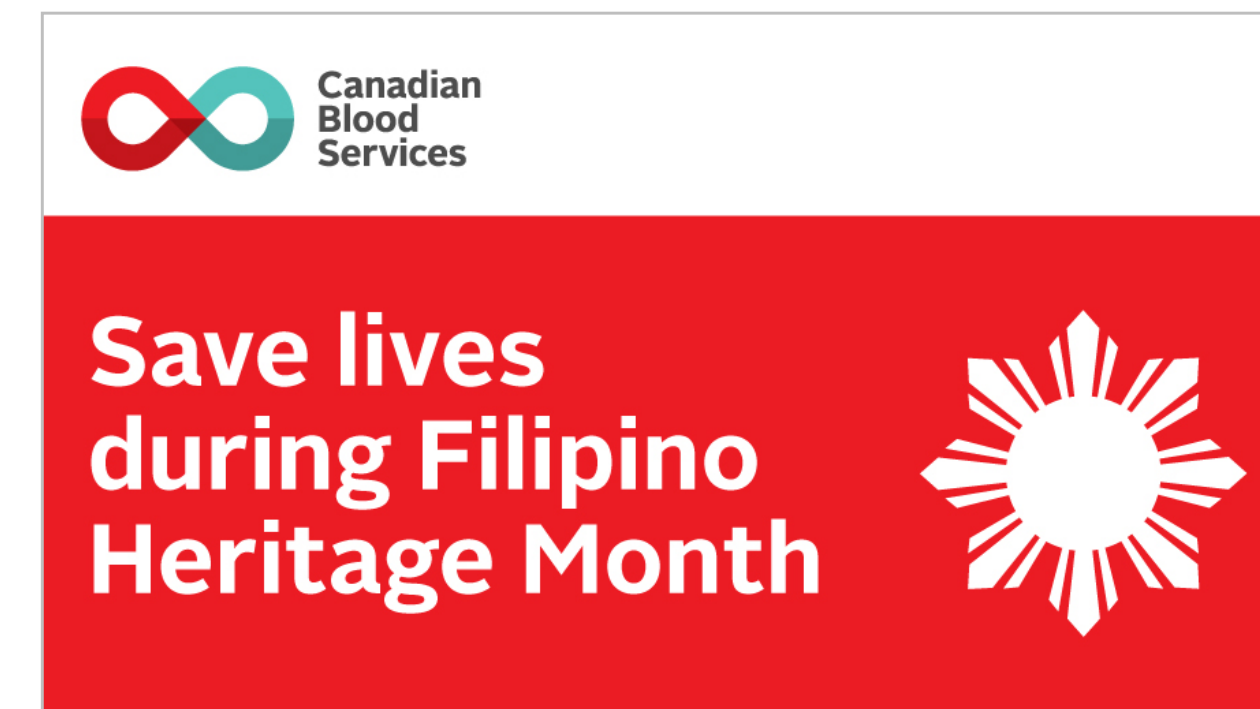
Facebook



Instagram



Twitter



About Canadian Blood Services



Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians.

Visit blood.ca to learn more.