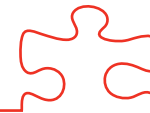




## A life saved by 200 transfusions



Winter 2011/12

*Bruce Kingsley's life spared after being crushed by a forklift*

Seven years ago, Bruce Kingsley's life was changed forever.

Owner of a trucking company on Vancouver Island, Bruce regularly transported materials on behalf of other companies. Just like any other day, Bruce was in Courtenay to pick up a load from a local mill.

"That's when everything went sideways," says Kathy, Bruce's wife.

While Bruce was mindful of a forklift attendant driving quite fast around the mill, he was not aware at the time that the vehicle's back-up beeper wasn't working.

"Bruce was walking alongside his 80-foot truck and didn't hear the forklift put in reverse," notes Kathy. "The forklift's driver didn't see Bruce and he was run over."

Bruce was rushed to the hospital with a crushed leg and severe internal bleeding, which later caused his heart and kidneys to fail.

"His doctors at Victoria General Hospital said he really shouldn't have

***"If he didn't have that blood, he would have never survived."***

survived," remembers Kathy. "He had internal bleeding and his stomach had swelled up like a woman who was eight months pregnant."

Bruce spent five weeks on life support and underwent 22 surgeries over the next 14 months. Throughout his extensive treatment, Bruce received more than 200 units of blood.

While it was a long road to recovery, including dialysis, a wheelchair and many doctors' visits, Bruce is doing well today and enjoys motorcycling and vacationing with Kathy. When at home, Kathy regularly volunteers at the Parksville blood donor clinic and always tells new donors about her husband's harrowing

experience.

"If he didn't have that blood, he would have never survived."

### Did you know?

- Canadian Blood Services receives tens of thousands of requests for blood products every year in B.C., including standing order, urgent and emergency requests.
- Transportation of all kinds is used to deliver blood: trucks, couriers, charter planes and even taxis.

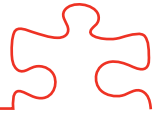


Kathy Kingsley (with husband Bruce) regularly shares her husband's story of the need for blood with donors while volunteering at the Parksville blood donor clinic.

### In this issue:

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# Finding a life-saving match



## OneMatch Stem Cell and Marrow Network searches for Aboriginal donors

Gabe Callicum is an energetic four-year-old from Comox, B.C. His carefree smile lights up the room, to the amazement of those who know his story.

In 2010, the young boy was diagnosed with leukemia and although currently in remission, if his illness returns Gabe's only hope for survival will be a bone marrow transplant from an unrelated donor.

**The Assembly of First Nations' support will help spread the message of immediate need across Aboriginal communities.**

Because of his Aboriginal descent Gabe cannot rely on an international donation due to Aboriginal peoples' unique genetic make-up. With only 0.9 per cent Aboriginal representation on the OneMatch Stem Cell and Marrow

Network, the need for more Aboriginal registrants is urgent.

To help support patients like Gabe, OneMatch and the Aboriginal Nurses Association of Canada have been working together since 2009, raising awareness of the need for more Aboriginal stem cell donors. This July, the Assembly of First Nations (AFN) has endorsed the collaboration of the two groups by passing a resolution that encourages Aboriginal people to register on the network.

The AFN's support will help spread the message of immediate need across Aboriginal communities and provide more hope to patients and their families.



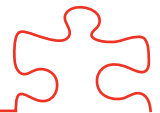
Gabe Callicum and his mom, Jeannine Lindsay, film a Public Service Announcement to help spread the word about the need for OneMatch registrants.

For more on Gabe's story and the work of OneMatch in Aboriginal communities visit [www.youtube.com/18882Donate](http://www.youtube.com/18882Donate) and look for the video titled "A Journey to Inspire - Gabe's Story."

## Did you know?

- The OneMatch Stem Cell and Marrow Network is the 10th largest stem cell registry in the world.
- There are more than 311,000 registrants on the Canadian network; there are more than 19,000,000 on international registries.
- Males between the ages of 17 and 35 provide the healthiest product for patients in need of stem cell transplants.
- Only 25% of patients have a chance of finding a stem cell match within their own family.
- Unrelated donors are often from the same ethnic background as the patient.

## Cord blood banks to open



### Canadian Blood Services takes on new service

Provincial and territorial ministries of health will invest a combined \$48 million over the next eight years, including \$12.5 million in fundraising, to create a national public umbilical cord blood bank in Canada, to be managed by the OneMatch Stem Cell and Marrow Network.

Cord blood is collected from newborn babies' severed umbilical cords immediately following birth. Found to be a rich source of healthy stem cells, cord blood has significant health advantages for patients requiring a stem cell transplant.

Currently there are more than 950 Canadian patients in need of a stem cell transplant, with only one quarter likely to find a match from within their own family.

Additionally, patients are much more likely to find a matching donor from within their own ethnic group. Developing a

national cord blood bank will help provide a more ethnically diverse bank of stem cells due to Canada's diverse population.

Currently, all umbilical stem cells for Canadian patients supplied by Canadian Blood Services are currently imported from other countries at a high cost.

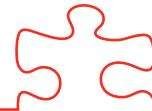
The national public bank will first begin in Ottawa in 2013 and then expand across the country to have collections of cord blood in Vancouver, Toronto and Edmonton hospitals over the next eight years.

Canadian Blood Services has agreed to raise \$12.5 million over the next three years to help fund the project.

The fundraising department is currently looking for major donors to help move the project forward. To learn more, visit [www.blood.ca/fundraising](http://www.blood.ca/fundraising).

# Spotlight on Partners

## Donating blood with a mission



*Hemochromatosis sufferers turn iron overload into life-saving donations*

A group of Canadians suffering from a genetic, metabolic disorder called hemochromatosis have banded together to use their circumstances for good.

While iron is an essential nutrient for the human body – and an integral part of being eligible to donate blood – those with hemochromatosis suffer from iron overload. Their bodies absorb and retain too much dietary iron. Over time, excess

***“It gives an opportunity to turn their circumstances into a positive outcome.”***

iron can have a detrimental affect on many organ systems, including the liver, pancreas, heart, endocrine glands and joints. While the disorder can be fatal, it is easily treatable if diagnosed early.

Common treatment for hemochromatosis involves the removal of excess iron through phlebotomy,

which is essentially the same technique of drawing blood used at blood donor clinics. As red blood cells are removed, so too is the iron contained within the cells. This repeated procedure gradually depletes the stores of excess iron in the body and eventually phlebotomies are required less frequently. This is where Canadian Blood Services comes in.

Within the last year, the Canadian Hemochromatosis Society (CHS) has made a concerted effort to promote the natural link between hemochromatosis patients and the need for blood products. Once in the maintenance phase of treatment (where phlebotomy frequency aligns with donor eligibility criteria), those with hemochromatosis are perfectly healthy to donate their blood to those in need rather than throwing it away at a medical clinic.

As a national *Partners for Life* group, CHS has donated 133 units of blood in 2011, surpassing their initial goal of 75

donations.

“This is an excellent partnership because it gives an opportunity for those with hemochromatosis to turn their circumstances into an extremely positive outcome for others in need,” says Kathy BroadScott, Regional Partnership Specialist.

For more information on hemochromatosis, visit [www.toomuchiron.ca](http://www.toomuchiron.ca).

### New Partners

#### ***New members since Oct. 1, 2011:***

##### **Vancouver:**

Norwest Corporation  
Stratford Hall  
St. George's School  
UBC Sigma Chi Fraternity  
Gladstone Secondary School  
Sohi Family & Friends  
Jazz Aviation LP  
IVs for Ivy Club

##### **New Westminster:**

Thrifty Foods #28

##### **Langley:**

In Memory of Ron Dunkley - Langley  
City Fire Hall

##### **Victoria:**

Sikh Nation - Victoria  
Spectrum Community School

##### **Nanaimo:**

ICBC Nanaimo  
Mid Island Co-op

##### **Saanichton:**

Stelly's Secondary School

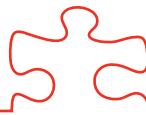
##### **Sidney:**

Parkland Secondary School

### ***12 reasons to renew your PFL pledge in 2012!***

- 1) It's a completely **free** way to give back to your community.
- 2) It's a great way to build up **camaraderie** within your organization or community group.
- 3) It's a **simple** program; no elaborate fundraising campaigns here!
- 4) It's **easy** to book appointments - with a Partnership Specialist, on the phone (1 888 2 DONATE) or online ([www.donatenow.blood.ca](http://www.donatenow.blood.ca)).
- 5) We have **new tools and resources** in 2012 and an easy-to-use resource room online at [www.blood.ca/partnersforlife](http://www.blood.ca/partnersforlife) (click "Champion Tools" tab)
- 6) You'll be **invited** to our fun and meaningful recognition events.
- 7) You can grow your skill set through **development** opportunities.
- 8) The opportunity to meet **blood recipients** through lunch 'n learns and special events.
- 9) **Recognition** opportunities through our publications, website and social media sites.
- 10) The opportunity to be a **leader** in your industry or community.
- 11) Easy access to endless, guilt-free **cookies and juice**.
- 12) You're guaranteed to **save lives**.

# Time to bleed and feed!



## Fill two banks at once at B.C. blood donor clinics

Do two good deeds at once by donating a non-perishable food item when donating blood at any B.C. blood donor clinic this holiday season.

In December, Canadian Blood Services will need 9,750 blood donors to give blood at clinics across the province and Food Banks British Columbia will need enough food to feed 70,000 people.

"The needs of both the blood bank and the food bank are great," says Ed Yee, Director of Donor & Clinic Services for the B.C. & Yukon region of Canadian Blood Services. "But by rallying together, British Columbians can help fill up both of these banks at blood donor clinics across the province this December."

Bleed & Feed food collection boxes will be at the front reception desk at all B.C. blood donor clinics from Dec. 1 to 31. Food

collected at each clinic will go to the closest community food bank.

"We're thrilled that Canadian Blood Services is partnering with us for a second year in a row," says Don Armstrong, President, Food Banks British Columbia.

"By acting as a food drop-off location, they're making it very simple for British Columbians to do two good deeds at once – bleed and feed!"

Blood is not only needed for trauma victims over the holiday season, but for patients undergoing chemotherapy treatments, cardiac surgeries and organ transplants – procedures that all routinely take place around the Christmas and New Year's holidays.

Call 1-888-2-DONATE (1-888-236-6283) or visit [www.blood.ca](http://www.blood.ca) to book an appointment to give.



All clinics will collect food in December.

## News updates!

- Our Online Champion Resource Room is now available for all Partners for Life champions and members. Visit [www.blood.ca/partnersforlife](http://www.blood.ca/partnersforlife) and click on "Champion Tools" to access the page. Tools include logos, poster templates, stock photos and more!

- Our online appointment booking system is now available at [www.donatenow.blood.ca](http://www.donatenow.blood.ca). You can also access the booking system from our website's homepage. While an excellent tool for individual donors, group bookings will still go through your local Partnership Specialist.

- *Partners for Life* recognition events are currently being planned for early in the New Year. Please look for paper invitations in the mail this year. We hope to celebrate with you soon!

## You Ask, We Answer

**Q: I've heard the Blood Signal on the radio. What is it for?**

A: The Blood Signal is an aural and visual icon designed to highlight the need for blood products. It's used in radio ads and print ads and through social media channels at various times throughout the year. The Blood Signal is just one facet of Canadian Blood Services' new three-year marketing and recruitment campaign called Rallying Together to Save Lives. We're encouraging donors to rally their friends and family to donate whenever they see or hear the Blood Signal (and throughout the year!). Learn more at [www.bloodsignal.ca](http://www.bloodsignal.ca).

## Recruitment 101

Plan a Blood Donor Awareness Day within your office or community group. Have donors wear red clothing (or better yet, T-shirts with their blood type printed on them) and provide handouts and treats for those who ask questions about the campaign.

Or, similarly, plan a Blood Donor Appreciation Day, where recognition is provided to blood donors with your company or group. Send e-mail messages congratulating the team and hold a special luncheon or coffee hour where donors are rewarded for their community spirit.

Of course both days should also recognize those who are ineligible to give blood but are involved in the program in other ways.

## Contact Us



Canadian Blood Services  
*it's in you to give*

For more information, please contact your local Partnership Specialist:

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