

Save 3 Lives...All in a Day's Work Campaign Fact Sheet

The Statewide Campaign

- New Jersey created the "Save 3 Lives...All in a Day's Work" campaign to address a severe and chronic blood shortage in the State.
- This campaign marks the establishment of the *New Jersey Workplace Blood Donor Coalition* to increase workplace blood donations in the state.
- The overall goal of the Coalition is to ensure that New Jersey has an adequate blood supply at all times by:
 - Encouraging corporations to increase their involvement in building an adequate and sustainable blood supply in New Jersey by adding more workplace blood drives and increasing employee donor participation.
 - Increasing the number of New Jersey residents who routinely donate blood from 3.6 percent to the national average of 5 percent.
- The Coalition is focusing on workplace campaigns to overcome the barriers New Jersey faces in persuading more people to donate blood. People say they don't give blood because it's not convenient, they aren't aware of the need, or they haven't been asked.
- The workplace provides an opportunity to ask all employees to participate, to increase awareness of the need for blood and to emphasize the important role blood donation plays in public health at all times throughout the year.

New Jersey Workplace Blood Donor Coalition

- The New Jersey Department of Health and Senior Services (NJDHSS) and New Jersey businesses joined forces to establish the *New Jersey Workplace Blood Donor Coalition* chaired by the Novartis Pharmaceuticals Corporation
- The Coalition's campaign was launched on June 16, 2008, at Novartis' corporate complex in East Hanover, New Jersey.
- The 10 founding coalition members are NJDHSS, Novartis, MetLife, Capital One, Robert Wood Johnson University Hospital, the New Jersey Hospital Association, Virtua Health, Educational Testing Services, New Jersey State Masonic Blood Program and the Blood Bank Task Force of New Jersey.

Building Business Participation

- Coalition members network with businesses throughout the state to increase the number of workplace blood drives conducted annually.
- The Coalition meets periodically to develop strategies to support and enhance the effectiveness of workplace blood donor campaigns and increase the number of employees who donate.
- The Coalition develops strategies to increase blood donation among New Jersey's diverse ethnic employees since certain rare and specific blood types are often in short supply.