

Save 3 Lives...All in a Day's Work Frequently Asked Questions

Statewide Blood Donor Campaign

Q. What is the New Jersey “Save 3 Lives...All in a Day’s Work” campaign?

New Jersey faces a severe and chronic blood shortage. To address this potential crisis, 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* to increase workplace blood donations in the state. Novartis Pharmaceuticals Corporation has agreed to chair the Coalition. Because just one pint of blood from a single donor can save three lives, the coalition has adopted the workplace theme that Governor Corzine coined in 2007, “**Save 3 Lives...All in a Day’s Work**”.

The Coalition represents a partnership among NJDHSS, executives from New Jersey private sector employers and hospital/blood bank associations. The purpose of the Coalition is to spearhead a campaign that calls upon employers to add more workplace blood drives and increase employee donor participation. The overall goal for New Jersey is to increase the number of people who routinely donate blood from 3.6 percent to the national average of 5 percent.

Q. What does the slogan “Save 3 Lives...All in a Day’s Work” mean?

Giving a pint of blood – the standard for blood donations – in the course of an otherwise routine workday may save up to three lives.

Q. Why is there a blood shortage in New Jersey?

In 2008, New Jersey used 35,000 more units of blood than it collected. Over the past 10 years New Jersey has consistently collected less blood than it uses, and has turned to other states to supplement its blood supply. Now, these states are experiencing shortages of their own, and this alternative supply is becoming less dependable.

While New Jerseyans are quick to give blood when a major disaster occurs, not enough residents donate on a regular basis to maintain a stable blood supply for daily medical and emergency needs. New Jersey needs blood 365 days a year. Nine out of 10 people will need blood some time in their lives. Only 2.5 percent of those New Jerseyans eligible to give blood donate on a regular basis as compared with the national average of 5 percent.

Q. Why is New Jersey addressing the shortage through a statewide business coalition?

The campaign addresses the three major reasons most people give for not donating blood. It's not convenient; they haven't been asked; or they are unaware of the need. Workplace drives are convenient and save time. It takes only about an hour out of the workday to donate. These drives provide an opportunity to ask all employees to participate. Employers can increase awareness of the need for blood and the importance of blood donation to public health at all times of the year.

Q. What are the goals of the campaign?

1. Motivate more New Jersey residents to donate blood and do it more frequently.
2. Ensure that New Jersey has an adequate blood supply at all times.
3. Increase the number of New Jersey residents who donate blood on a regular basis.
4. Encourage corporations to increase their involvement in building an adequate and sustainable blood supply in New Jersey.

Q. What organizations comprise the Coalition?

The 10 founding coalition members are the New Jersey Department of Health and Senior Services, Novartis Pharmaceuticals Corporation, MetLife, Capital One, Robert Wood Johnson University Hospital, the New Jersey Hospital Association, Virtua Health, Educational Testing Service, New Jersey State Masonic Blood Program and the Blood Bank Task Force of New Jersey.

Q. When did the campaign begin?

The Coalition's "Save 3 Lives...All in a Day's Work" campaign was launched at the Novartis East Hanover, New Jersey, complex on June 16, 2008.

Q. How does the Coalition encourage businesses to participate?

The Coalition relies on the business networks of its members to reach out and persuade other employers to increase workplace blood drives as part of their social responsibility agenda and promote blood donation among their employees.

Q. Who will be conducting the actual blood drives in the companies?

New Jersey's eight blood centers have well-established agreements with many businesses in the state to conduct workplace blood drives in cooperation with company staff.

Q. Aren't companies already involved in workplace blood donation campaigns?

Many companies hold workplace blood drives multiple times throughout the year. However, this campaign asks companies to do more. Coalition members will be asking employers to increase their involvement by holding more blood drives and generating greater interest among more employees to donate blood.

General**Q. Why should people donate blood?**

Blood is in constant demand for treatment of injuries, cancer, hemophilia, and for use during surgery. Donated blood has a shelf life of only 42 days. Therefore, a continuous supply of donated blood is needed at all times throughout the year. New Jersey needs blood of all types to ensure that the State can adequately respond to everyday needs, not just emergencies. Nine out of 10 New Jersey residents will need blood some time in their lives. There is no substitute for blood. The human body is the only "manufacturer."

Q. How often can people donate blood for a red blood cell donation?

People can safely give red blood cell donations up to five times a year, or once about every 56 days.

Q. Can everyone donate their blood?

Sixty percent of the adult population is eligible to donate blood. Specific requirements include being in good health, being 16 years old or older, and weighing at least 110 pounds. People taking certain medications are not eligible to give blood. Healthy individuals over 75 must have written permission from their physician dated within two weeks of their donation. The blood centers will provide comprehensive information regarding who can and cannot donate blood.

Q. What are the top reasons why people do not donate blood?

People state that they don't give blood because it is not convenient, they do not know there is a need, or they have never been asked. Workplace blood drives meet these

challenges. They make it convenient to donate, and they provide the opportunity to inform employees about the need for blood and to urge everyone to participate.

Q. Are there shortages of certain blood types or every blood type across the board?

New Jersey is experiencing shortages among all blood types. However, Type O blood is the most critical need because it is the universal donor type and is in great need for trauma cases. In addition, Type O blood is the most common type among African Americans.

There is a significant need for blood from people of all races and ethnicities. Some African-Americans have U negative or Duffy negative blood types, which are rare. Patients with these blood types must depend on other African-Americans to supply this life saving blood. Moreover, 25 percent of Asians and 18 percent of African Americans have B positive blood type whereas only nine percent of Caucasians and Hispanics have that type.

New Jersey is one of the most culturally diverse states in the union. Workplace blood donor drives offer an opportunity to reach diverse ethnic groups whose blood types are often in short supply.

Q. Is New Jersey the only state that is experiencing a blood shortage?

No. Other states are also experiencing shortages. However, New Jersey is among those states below the national average in donations. Only 3.6 percent of the State's population donates compared with 5 percent nationally.

Q. How and where do New Jerseyans donate blood?

New Jerseyans now, and in the future, can donate blood by going to their local blood centers or by participating in drives organized at their workplaces.

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