



SICKLE CELL DISEASE ASSOCIATION OF CANADA
ASSOCIATION D'ANÉMIE FALCIFORME DU CANADA

Blood Strategies 2016

To Support Canada Blood Services (CBS) and Hema-Quebec (HQ)

Preamble:

Sickle Cell Disease and Malaria

Individuals who are carriers of the sickle cell disease gene (with one sickle gene and one normal hemoglobin gene, also known as sickle cell trait) have some protective advantage against malaria. As such, sickle cell disease (SCD) and the sickle cell trait (SCT) are prevalent in the malaria-endemic regions of the world.

CBS Policy on Malaria and Impact of Canadian Blood Donation Drives

The Canadian Blood Services policy on malaria (available at: <https://www.blood.ca/en/about-us/malaria-policy>) permanently deferred from donating blood, such individuals who have had malaria.

Many 1st generation Canadians from malaria-endemic zones have had malaria and as such ineligible to donate blood.

Phenotype-Matched Blood Supply

Phenotype-matched blood can be defined as blood that has more extensive matching than ABO/RhD. It is considered best practice to provide sickle cell patients with phenotype-matched blood in order to prevent antibody formation and potential life-threatening delayed hemolytic transfusion reactions.

However, because most blood donors are from ethnic backgrounds different to sickle cell disease patients, there is a limited supply of suitable blood. To reduce the risk of developing antibodies, it is advisable that individuals with SCD receive phenotype matched blood- from their own communities.



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In order to increase the phenotyped blood supply; it is important to target the children of the 1st generation Canadians from the malaria zones- who are born in Canada and have not travelled to the malaria endemic zones/had malaria.

Goal

Promote blood donation among the 2nd generation Canadians from malaria endemic regions of the world.

Objectives

1. Increase phenotyped blood supply in the blood banks across the country
2. Raise awareness of the need for safe, adequate supply of phenotyped blood to support individuals with SCD on continuous blood transfusion
3. Encourage frequent donation among the 2nd generation Canadians with backgrounds from malaria endemic zones of the world

Intended Impact:

By the end of 2018; we would have attracted (100) 2nd generation blood donors; increase the amount of phenotype-matched blood supply from the **xxxx to xxxx**; and launched a strong 2nd generation blood donation drives in 3 or more provinces.

Donors will grow in 2016; improve in 2017 and intended impact achieved by the end of 2018

Some Key Strategies

- Meet with the two blood operators to discuss strategies
- Organize blood strategies webinars
- Along with SCDAC/AAFC's member organizations; organize blood drives in different provinces
- New 2nd generation donors to be recorded and keep updated on our system
- Hold provincial education sessions on the need to donate blood



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- Along with getting tested for SCD; include the need for blood donation in awareness programs
- Include blood donation drives on member organizations' websites
- Raise awareness in schools, churches and community centres
- Seek positions on all important national blood system committees with the purpose of having a strong voice on behalf of people with SCD
- Encourage the provincial chapters to seek positions on the provincial blood system committees
- Blood operators to sponsor advertorials with SCD message starting with June 19th 2016 World Sickle Cell Day celebration
- Advocate for blood operators to include SCD in their advertorials and editorials
- Collaborate with the two blood operators to provide articles on the need for phenotype-matched blood
- Target black and other ethnic students associations at Universities and colleges across the country

Desired Outcomes

- Increased supply of safe phenotype-matched blood in the blood banks
- Increased blood donation drives in the ethnic communities
- Increased knowledge/awareness of the benefits of phenotyped blood for the treatment of SCD.
- With more awareness and education in the ethnic communities; many myths around blood donation will be debunked, resulting in an increased number of donors of blood and blood products; especially the 2nd generation donors.

#	National Role	Provincial /Member Organization Role
1	Disseminate a jointly signed letter by CBS and SCDAC/AAFC to all members; member organizations; on website and newsletter	Member organizations to forward to their members and copy SCDAC/AAFC on all correspondences
2	Provide member organizations with the blood strategy and seek feedback and opinions on operationalizing the strategy.	Member organizations to provide feedback to SCDAC/AAFC on/before March 10 th 2016
	Encourage and provide tools to member organizations in various provinces to increase the	Start with provinces with member organizations



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	number of blood donation drives/ operations	
3	Seek positions on all important national blood system committees so as to have a strong voice on behalf of people with SCD	Seek positions on provincial blood system committees with the view to having a strong voice on behalf of people with SCD. Provinces with member organizations on blood committee to be encouraged to retain their representative on behalf of SCDAC/AAFC and the member organization
4	Ensure strong understanding of the blood systems and how to effectively tackle concerns on safe supply of phenotypic blood	Foster member organizations' knowledge and expertise on blood system issues in each province.
5	Advertise in collaboration with Héma-Québec and CBS on the need for blood donation within the ethnic communities for the treatment of SCD	Member organizations to promote the need within churches and other local communities/events
6	Review, amend and use existing materials for promoting blood donation	The member organizations to collaborate with SCDAC/AAFC in developing both advertorial and editorial materials
7	June 19 th – Raise awareness and organize blood drives	June 19 th – Raise awareness and organize blood drives
8	Keep track of new donors	Keep track of new blood donors and forward list after each drive to SCDAC/AAFC