



Canadian Blood Services



Nanaimo City Council Meeting
Monday, June 19, 2023

Presented by: Patricia Willms
Community Development Manager



**Canadian
Blood
Services**

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES

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Our vision

- To help every patient
- To match every need
- To serve every Canadian






[#CanadasLifeline](https://www.instagram.com/CanadasLifeline)

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We are **Canada's Lifeline**

- Safe, relevant, quality products and services
- We rely entirely on the generosity of volunteers, partners and donors.



Lee. Blood recipient. Future Olympian

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We are **Canada's Lifeline**

- Plasma
- Stem cells
- Organs and tissues
- Blood



Christina. Plasma recipient. Sign language teacher.

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Questions and Facts

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What % of Canadians needed, or know someone who's needed blood?

32%

42%

52%



How long does donated blood last?

31 days

42 days

53 days



? How often does someone in Canada need blood?

Every 30
seconds

Every 60
seconds

Every 90
seconds

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The need is constant

- The need for donors rises for summer months and long weekends.
- All blood types are needed.
- O-negative blood donors can help any patient in need.
- A strong and healthy inventory level is crucial.

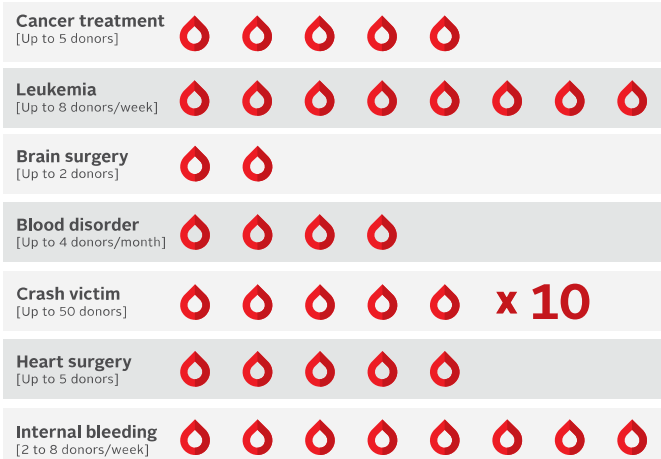


Everad, heart recipient

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Blood donations save lives

Need
100,000 new donors
every year



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 How many eligible Canadians
donate blood?

4%

14%

24%

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Whole Blood Collections

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Whole blood collection targets/results 2022-23

National • 779,872 target

BC • 130,231 target

Nanaimo • Collected 4,346
units

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Opportunities to donate blood in Nanaimo

➤ Frequency:

- Weekdays: Tuesday to Thursday – every 4 weeks
- Weekends: Saturday – every 4 weeks

➤ Locations:

- Beban Park Social Centre (weekdays)
- Bowen Park Auditorium (Saturdays)
- Vancouver Island Conference Centre (alternate venue)

➤ Next dates:

- Weekdays – June 20-22
- Saturday – July 8



Partners for Life

- Thousands of organizations, associations, companies and schools across Canada are helping to make a meaningful difference to patients in Canada through our Partners for Life program.
- Together they unite to help raise awareness, donate blood, volunteer, or support our stem cell registries.
- They save lives all while building their reputation, boosting team engagement and celebrating their commitment to building a stronger and healthier community.
- The **City of Nanaimo** is one of our valued Partners for Life among many others. If you have a team, office or group that would like to join, find out how at blood.ca or on the GiveBlood app. They all help us fulfill our promise to Canadian hospital patients.



**Certificate presentation:
Councillor Ian Thorpe**

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Wrapping it up

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There are many ways to make a difference



Become a regular blood donor



Become a regular plasma donor



Become a regular platelet donor



Register to donate stem cells



Register your intent to donate organs and tissues



Give a financial gift



Join our Partners for Life program



Sign up as a volunteer



Raise awareness on social media



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#CanadasLifeline

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Canada's Lifeline

Reason to join
Canada's Lifeline **001**

Every 60 seconds, someone in Canada needs blood.

Reason to join
Canada's Lifeline **002**

Donated blood lasts no longer than 42 days. Maintaining a steady supply is crucial.

Reason to join
Canada's Lifeline **012**

We rely entirely on the generosity of donors to keep **Canada's Lifeline** going.

Reason to join
Canada's Lifeline **023**

The need for blood doesn't take a holiday.

Reason to join
Canada's Lifeline **030**

Leukemia patients need up to eight units of blood a week.

Reason to join
Canada's Lifeline **038**

O-negative blood can be transfused to any patient.

Reason to join
Canada's Lifeline **041**

Crash victims need up to 50 units of blood to survive.

Reason to join
Canada's Lifeline **043**

Because someone asked.



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#CanadasLifeline

20

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I'm asking you to join **Canada's Lifeline**
and help make all the difference.



Book an
appointment



Recruit new
donors



Raise
awareness



Canadian
Blood
Services

BLOOD
PLASMA
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#CanadasLifeline

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Together, we are Canada's Lifeline



Brenda,
blood donor



Aizad,
blood recipient

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