



Using Blood Wisely.

Communications Toolkit

About Using Blood Wisely.

Blood is a vital and limited health care resource. Using blood wisely ensures that it is available for those who need it most. Yet, inappropriate transfusion practices are common in hospitals. Not only does this put significant strains on Canada's blood supply, but it also exposes patients to potential harm.

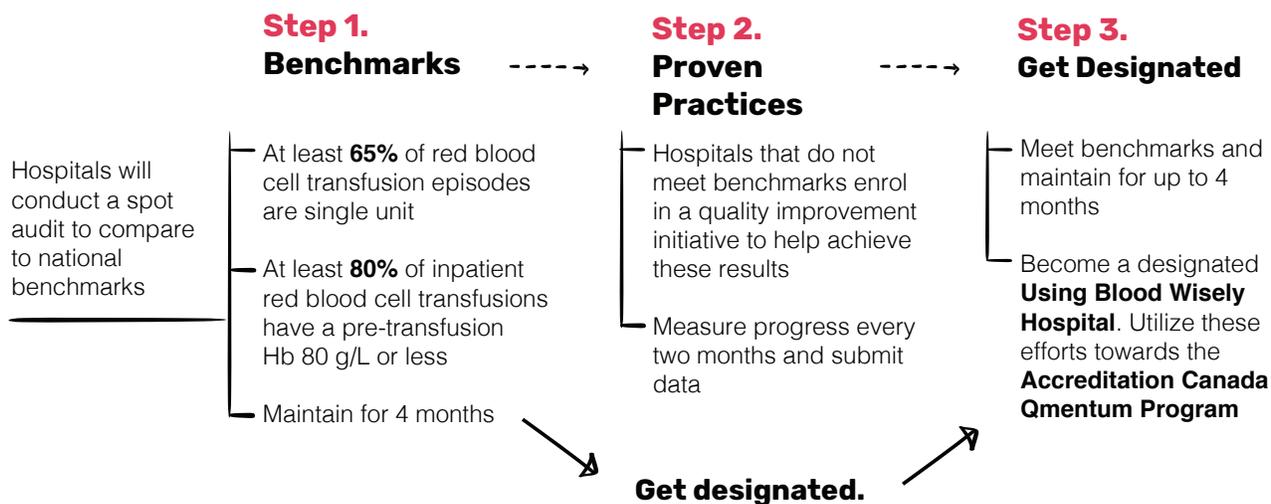
Using Blood Wisely is a national campaign to decrease inappropriate red blood cell transfusion practices in Canada. The campaign is organized by Choosing Wisely Canada in partnership with Canadian Blood Services.

About the Challenge:

Choosing Wisely Canada, Canadian Blood Services, and clinical experts have developed national benchmarks on transfusion appropriateness.

Hospitals are invited to take the Using Blood Wisely challenge by **December 1, 2020**, to see how they compare to national benchmarks. This involves conducting a spot audit of recent red blood cell transfusions at their hospital.

- **Meet benchmarks?** Get designated as a "Using Blood Wisely Hospital" and recognized nationally.
- **Not quite there yet?** Enrol in a quality improvement initiative proven to reduce inappropriate transfusions and qualify for designation upon meeting the benchmarks.



Why Should Hospitals Participate?

- Hospitals can be part of a national effort to improve patient safety, adopt best practices in transfusion medicine, and conserve a vital health care resource.
- Hospitals gain access to tools, resources, and mentorship proven to reduce inappropriate red blood cell transfusions.
- Participation in this initiative will be acknowledged as an organizational quality improvement initiative by Accreditation Canada's Qmentum Program.
- Eligible to become a designated "Using Blood Wisely Hospital" and recognized nationally by Choosing Wisely Canada and Canadian Blood Services.

Help Spread the Word!

01. **Upcoming Info Webinars**

Help us communicate the upcoming launch webinars that will provide information about the campaign and challenge. Access webinar details [here](#).

02. **Share on Social Media**

Ready to circulate the Using Blood Wisely campaign online? Use or adapt the sample posts in this toolkit to help you get started. Browse our social media materials [here](#).

03. **Connect Through Newsletters/Emails**

Let your community know about the Using Blood Wisely campaign. Use the email template in this toolkit to communicate how hospitals can get involved. Access the template [here](#).

Webinars

Invite your community to one of the two launch events hosted by Choosing Wisely Canada and Canadian Blood Services. These interactive webinars will provide information about how hospitals can get started with the Using Blood Wisely campaign.

A graphic for the 'Using Blood Wisely' launch event. On the left, a red blood transfusion set is shown against a teal background. The set includes a drip chamber with a barcode, a filter, and a drip chamber. The text on the right reads: 'Using Blood Wisely. Launch Event' followed by a red horizontal line and the dates 'Sept. 22 | 12 p.m. ET OR Sept. 30 | 12 p.m. ET'. In the bottom right corner, the 'Using Blood Wisely' logo is displayed, with the text 'An initiative of: Choosing Wisely Canada Canadian Blood Services' below it. To the right of the graphic are two black buttons: 'Download gif' and 'Download image'.

Taking the Challenge: Using Blood Wisely Launch Events

Sept. 22 at 12 p.m. ET or Sept. 30 at 12 p.m. ET

Both webinars will provide the same information. Select the date that works best with your schedule.

Ready to take the challenge? Kick-start your efforts with the Using Blood Wisely campaign by joining one of the launch events on September 22 or September 30 at 12 p.m. ET.

Hosted by Choosing Wisely Canada and Canadian Blood Services, these interactive webinars will highlight steps to becoming a designated Using Blood Wisely Hospital including:

- How to sign up and conduct a spot audit;
- How to use the campaign's intervention toolbox proven to reduce inappropriate RBC transfusions;
- How to meet national benchmarks and get designated.

Bring your questions and learn how your hospital can be part of a national effort to improve patient safety, encourage best practices in transfusion medicine, and conserve a vital health care resource.

Taking the challenge is the first step to demonstrating your commitment to using blood wisely. Register now:

- [September 22](#)
- [September 30](#)

Social Media

Help us spread the word online! Download our graphics or use and adapt the sample posts in this toolkit.



Sample post:

Blood is a vital and limited health care resource. Is your hospital using it wisely? Take the challenge by Dec 1, 2020: www.UsingBloodWisely.ca

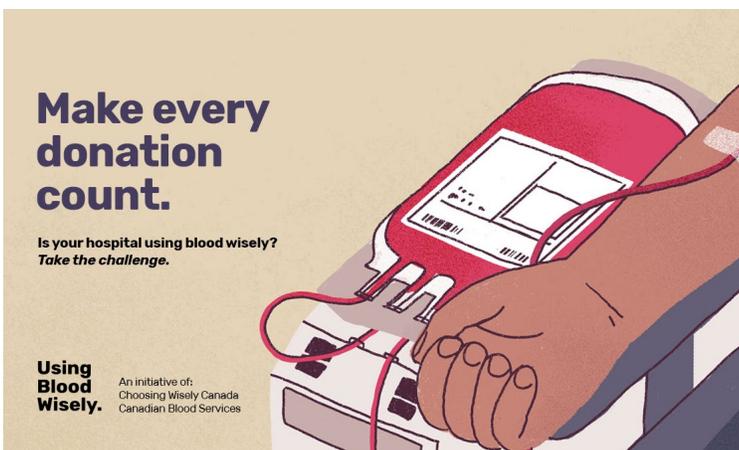
Download gif:



Sample post:

Inappropriate RBC transfusions can expose patients to harm and strain Canada's blood supply. Take the challenge by Dec 1, 2020 to see if your hospital is using blood wisely: www.UsingBloodWisely.ca

Download image:



Sample post:

Reducing unnecessary RBC transfusions ensures blood is available for those who need it most. Help conserve Canada's blood supply by taking the challenge and see if your hospital is using blood wisely: www.UsingBloodWisely.ca

Download image:



Email/Newsletter

Use or adapt the below template to encourage hospitals to take the challenge by **December 1, 2020**.

Is Your Hospital Using Blood Wisely?

Choosing Wisely Canada and Canadian Blood Services launch new challenge to make every drop count.

Blood is a vital and limited health care resource. Thanks to the generosity of donors from across the country, blood products remain available for medical treatments and procedures that are critical to the safety and wellbeing of Canadians.

Yet in Canada, inappropriate transfusion practices are common in hospitals. Not only does this put significant strains on the national blood supply, but it also exposes patients to potential harm.

Choosing Wisely Canada and Canadian Blood Services are proud to launch Using Blood Wisely, a national campaign to decrease inappropriate red blood cell transfusion practices in Canada. Hospitals are invited to take the challenge, which involves conducting a spot audit of recent red blood cell transfusions in their hospital.

Hospitals that exceed and maintain benchmarks will be designated and recognized nationally by Choosing Wisely Canada and Canadian Blood Services. Hospitals that don't meet the benchmarks are eligible to enrol in a quality improvement initiative where they will implement practices proven to reduce inappropriate transfusions and qualify for designation upon meeting the benchmarks.

Be part of a national effort to improve patient safety, adopt best practices in transfusion medicine, and conserve a vital health care resource.

How to get involved:

1. Join launch events on September 22 or September 30 at 12 p.m. ET.
2. Take the challenge by December 1, 2020.

Taking the challenge is the first step to demonstrating your commitment to using blood wisely. Learn more by visiting www.UsingBloodWisely.ca.

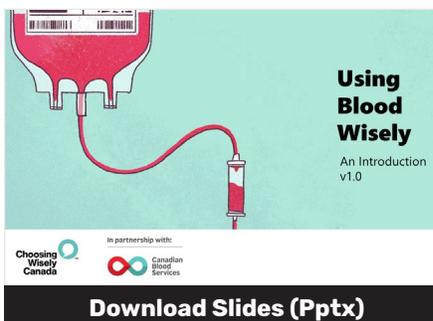
Suggested Attachments

Attach our campaign one-pager or introduction slide deck with your email to provide more information about the Using Blood Wisely campaign.



The thumbnail shows the top portion of a PDF document. It features the logos for 'Choosing Wisely Canada' and 'Canadian Blood Services' at the top. The main heading is 'Is Your Hospital Using Blood Wisely?'. Below the heading, there is introductory text about blood as a limited resource and the purpose of the campaign. A section titled 'Take the Challenge.' is visible at the bottom of the thumbnail.

Download one-pager (PDF)



The thumbnail shows a slide from a presentation. The slide has a light green background with a red blood bag and tubing on the left. The text on the right reads 'Using Blood Wisely' in a large, bold font, followed by 'An Introduction v1.0'. At the bottom, the logos for 'Choosing Wisely Canada' and 'Canadian Blood Services' are displayed.

Download Slides (Pptx)

Using Blood Wisely.

An initiative of:
Choosing Wisely Canada
Canadian Blood Services

www.UsingBloodWisely.ca

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