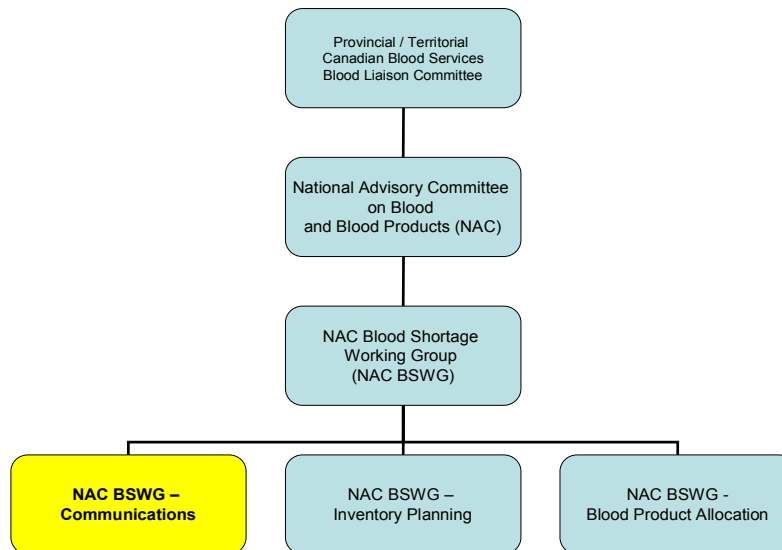




NAC Blood Shortage Working Group Communications Sub-Group

The Communications Sub-group shall report to the NAC Blood Shortages Working Group, functioning under the auspices of the NAC BSWG Terms of Reference.



Assigned Objective

To develop an appendix to the '*National Plan for the Management of Shortages of Labile Blood Components*' that proposes a communications framework to achieve the best collaboration, allowing parties to provide timely, accurate and credible information to various internal and external stakeholders. These communications should be reflective of the various national blood level phases identified in the national plan.

Membership

Lindy McIntyre – Director Government Relations, Canadian Blood Services – *Chair*
Dr. Susan Nahirniak – NAC BSWG Chair
Ron Vezina, Communications, CBS
Tony Adey, Communication Director, Ontario – Regional Health Service representative
Samantha Cassie, Alberta PT Representative
Marina Hamilton, PT / PBCP Representative
Tadra Boulton, Communication Director, Alberta – Regional Health Service representative
Bernadette Muise, PT Representative