



Save 3 Lives...All in a Day's Work Campaign Fact Sheet

The Statewide Campaign

- New Jersey created the "Save 3 Lives...All in a Day's Work" campaign to address a severe chronic blood shortage in the State.
- The campaign marks the first time that any state has brought together all of its blood centers in a unified campaign calling on employees of every state agency and every major private employer to donate blood at the workplace.
- The overall goal of the campaign is to increase the number of people who routinely donate blood from 2.5 percent to the national average of 5 percent.
 - For state offices and corporations with existing blood donor programs, the goal is to increase current donors by 100 percent.
 - For state offices and corporations that are new to blood donor programs, the goal is to achieve eight percent to 10 percent employee participation.
 - For all state offices and private employers, the goal is to sponsor at least two employee blood drives each year.
- The state is focusing on workplace campaigns to overcome the barriers it faces in persuading more people to donate blood. People say they don't give blood because it's not convenient, they aren't aware of the need, or they haven't been asked.
- The workplace provides an opportunity to ask all employees to participate, to increase awareness of the need for blood and to emphasize the important role blood donation plays in public health at all times throughout the year.
- The State created a special Web page, www.NJsave3lives.com, that provides additional information and resources for the "Save 3 Lives...All in a Day's Work" campaign and will track progress toward reaching the 5 percent statewide goal.

State Employee Blood Challenge

- New Jersey government employees took the lead by participating in a blood drive at the Sovereign Bank Arena on December 7, 2006 with the participation of all eight of the State's blood centers.

PowerPints Challenge

- Governor Corzine has challenged New Jersey's top 250 companies to participate in the "PowerPints Challenge" by conducting two blood drives a year and by expanding employee participation by 100 percent in existing drives during the first half of 2007.
- The PowerPints Challenge encourages companies to compete to conduct the most effective, dynamic, and creative campaigns. The Governor will personally recognize outstanding efforts at an awards ceremony and dinner in June.
- A blood bank representative will deliver a Tool Kit with information about conducting a blood drive and ideas for expanding employee participation.

For more information on New Jersey's Blood Donor campaign:

www.NJsave3lives.com



Jon S. Corzine
Governor



Fred M. Jacobs, M.D., J.D.
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