

REPORT
FROM



THE PERSONNEL
DEPARTMENT

TO: Personnel and Animal Welfare Committee	DATE February 28, 2018
REFERENCE:	COUNCIL FILE 17-1180

SUBJECT: **Promoting Blood Donor Registration**

RECOMMENDATION:

That the City Council instruct the Personnel Department to create and assist in the distribution of communications promoting blood donor registration among City employees.

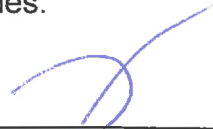
SUMMARY:

In a motion (Wesson-Koretz) dated October 13, 2017, the Personnel Department and City Controller were asked to report back regarding the feasibility of creating special announcements for employees to voluntarily register with USBloodDonors.org as "stand-by" blood donors in the event of an urgent or emergency need. Expanding the pool of registrations will help to prepare the greater Los Angeles area for a disaster in which the demand for blood donations may be greater than the supply.

The Personnel Department can, upon direction by City Council, create and assist in the distribution of communications promoting this important initiative. The Department's approach would involve creating specific communications and educational content and then reaching out to its departmental liaisons and labor partners for their assistance in distributing the information. In our experience, communicating the information from multiple messengers is the most effective means of familiarizing employees with the value of an initiative and achieving success in participation. A wide range of communications vehicles are available, and could include the following:

- Custom Citywide emails
- Departmental websites
- Labor organization websites and publications
- Ongoing or ad hoc Personnel Department publications including those related to emergency preparedness and health and safety

The communications content can also be made available for posting at various public and employee service counters utilized by City departments. Finally, departments can be asked to include representatives or communications content from USBloodDonors at informational fairs or similar events that may be held from time to time at various City facilities.



WENDY G. MACY, GENERAL MANAGER
PERSONNEL DEPARTMENT