

## MEMO

**Date:** September 29, 2020

**To:** Transfusion Practice Committee

**From:** Dr. Charles Musuka  
Medical Director, Transfusion Medicine

**Re:** **Choosing Wisely Canada Using Blood Wisely Campaign**

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In September 2020, Choosing Wisely Canada launched **Using Blood Wisely**, a national campaign to decrease inappropriate red blood cell transfusion practices in Canada. The campaign challenges hospitals to benchmark themselves on appropriate transfusion practices and to lead by example through the adoption of a defined set of evidence-informed and proven strategies. The Shared Health Transfusion Medicine team is working with Choosing Wisely Canada to implement these national guidelines in Manitoba.

This national project set benchmarks based on earlier work that some provinces have undertaken. The Clinical Practice Change that was implemented in Manitoba at the end of March 2020 is related to this work and the Transfusion Medicine discipline along with Best Blood Manitoba are working through our provincial data systems to determine if sites meet the national criteria.

We will be in touch with all Manitoba CMOs and CNOs shortly for the sites who met the benchmarks. Once this is complete, we will meet with additional sites to determine next steps.

The discipline team has the aggregated data to provide the reporting metrics. If we have not contacted you yet and you would like to discuss further, please contact Dr. Charles Musuka at [cmusuka@sharedhealthmb.ca](mailto:cmusuka@sharedhealthmb.ca)

More information about the national campaign <https://usingbloodwisely.ca/>