

## CREATING YOUR OWN GIVE BACK DAY

*A great way for your organization to give back to the community and help move the lab industry forward*

### WHAT IS A GIVE BACK DAY?

Glad you asked. In its simplest form, a **Give Back Day** is an organizational initiative that empowers your staff at all levels to “give back” to the local community by educating young students on the laboratory industry. It is best done by going into a local elementary, middle or high school and engaging the students in lab demonstrations and getting them animated about the unknown world of laboratory medicine

### WHY A GIVE BACK DAY?

A healthcare crisis is quietly unfolding in our nation’s laboratories. This crisis has developed largely off the public’s radar screen. If not resolved, it can adversely affect the lives of every American.

Lab testing has an estimated impact on over 70 percent of medical decisions. But, according to the Bureau of Labor Statistics (BLS), more than 40,000 current lab jobs are vacant in the United States. But, the size of tomorrow’s projected shortage is even more daunting.

Right now 14,000 new lab professionals are needed annually, yet educational programs produce only 5,000 per year. What’s more, 36 percent of lab workers are baby boomers ages 50-59 rapidly approaching retirement.

The good news: A lab career offers young people a stable, attractive, potentially lucrative professional path during economically challenging times. *US News and World Report* chose “Laboratory Technicians” as one of the best careers of 2011.

The **Give Back Day** concept is designed to educate young people who are in high, middle and elementary level about the many job opportunities that exist in laboratory science careers, and the enormous contributions these workers make to delivery of the kind of safe and effective care patients deserve.

### WHERE DID THIS IDEA COME FROM?

**Give Back Day** is an initiative developed by COLA, a national laboratory accreditation organization, to have its staff “give back” to the local community by educating young people about the laboratory world and the job opportunities it offers. The success of the **Give Back Day** prompted COLA to develop this “How To” kit to enable other organization to spread the word about career opportunities in the lab industry.

### HOW GIVE BACK DAY WORKS.

The GB365 team introduced over 30 students in two Baltimore schools to the exciting world of laboratory sciences. The Student Mentoring team visited both Rayner Browne Academy and Collington Square School in East Baltimore. Served pizza lunch, interacted with students at the elementary and middle levels, and staged a series of exciting lab demonstrations. Experiments allowed students to discover polymer reactions by making their own slime, determining the difference between the pH levels of acids and bases, and viewing a variety of structures inside the human body.

By all accounts, the kids found the experience illuminating and valuable. At one of the schools, a majority of students proudly raised their hands when asked if they wanted to be laboratorians.

### **WHAT ARE THE BENEFITS TO OUR ORGANIZATION?**

Firstly, the **Give Back Day** is a great way to involve your staff in a civic and service minded way. It enables them to bond together for a good cause outside of the office. You can encourage team building through T-shirts that feature your organization name and GB365 event.

Externally it is an excellent means to promote your organization via a cause marketing focus. Research shows that consumers and the public at large respect organizations that support causes by featuring a mission that goes beyond bottom line.

The **Give Back Day** is also an opportunity to align your company with other high profile local and non-profits organizations. It is a win-win for you and them. Your CEO and top management can also garner key exposure in local and trade media to position them as business leaders with a civic-minded focus.

### **HOW DO WE GET STARTED?**

The first step is to commit to having a **Give Back Day event** (the easy part). Then, form an internal task force. This can be 4-5 staff members who will really be the go-to team in making the event happen. They can then assign their own roles and responsibilities.

The next step is to secure elementary, middle or high school to host your **Give Back event**. Partnering with another community organization can make this part easier

### **WHAT ARE THE KEY COMPONENTS?**

Here are the key steps to follow but you should also feel free to add other elements to make your **Give Back day** event unique. This is a guideline to follow but your team may have other ideas. Go for it!

- Contact potential partners such as your local Big Brothers Big Sisters Chapter and discuss the concept. Schedule a face-to-face meeting. Bring this folder.
- Identify a school(s) and/or organizations willing to participate
- Select a school or organization and confirm a date 3-4 months in advance

- Meet in person with the school(s) and review the space/location and time needed (allocate 2-3 hours).
- Contact other local civic officials and organizations to join in event.
- Prepare your publicity plan (see next session)
- Develop your program content and curriculum for the event. Involve your leadership team.
- Decide what materials will be needed (i.e. throw away lab coats and goggles, glue, borax, etc.). Procure materials (use a Task Force Member)
- Locate and purchase requisite safety materials for the kids. Performing an Internet search for “lab coats for kids” and “lab goggles for kids” will direct you to a number of vendors.
- Send out a final PR blast prior to the event.
- Arrive at event 60-90 minutes early. Have a team ready conduct experiments. Plan to offer three different types of experiments at different stations. (Information about three proposed experiments worth considering is contained in the back pocket).

#### **HOW DO I PUBLICIZE GIVE BACK DAY EVENT AS A WAY OF GIVING BACK?**

- Create a press release with details about your event, using the attached release as a model.
- Develop a list of local media contacts in your area. Be sure to include weekly and daily newspapers, and local TV and radio station assignment editors. Research contact personnel at media outlets online to be sure you are directing your press announcement to the right person. You can email the press release or snail mail it if you have the time.
- Send out your press release at least 7-10 days in advance of your event.
- Post your release on Facebook and send a link to an online version of the release via Twitter if you are using social media tools to promote your event.
- Prepare a Media Advisory (Sample enclosed for your customization) and send to local TV and radio and key print contacts via FAX or email one day prior to your event.
- Call all key media contacts the monitoring of your events to assess who is planning to attend.
- Consider hiring a photographer for the event so that you use them on your website, your social media sites, or share them after the event with members of the media who did not attend or did not bring a photographer.
- Develop a list of Q&A Talking Points that your organization’s spokesperson(s) can offer to in advance of any media interviews.
- Bring along any printed materials you may want to pass along to media who are covering event, including but not limited to, brochures, fact sheets, copy of press release, spokesperson’s bio, etc.

#### **NOW WHAT?**

Go for it. You will be amazed at how children light up once they experience the wondrous world of laboratory medicine. Your organization will also see a transformation as your staff bond and give back to the community. Get started now. Call one of your community organizations to start

a partnership now. Explain the concept. Get a meeting. You will be on your way to the start of something big for you and the lab profession.

**If you have any question or would like guidance send an email to the GB365 team**

YOUR LETTERHEAD /LOGO HERE

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SAMPLE MEDIA ALERT

**ELEV8 BALTIMORE MIDDLE SCHOOLERS TO EXPERIENCE THE WORLD OF CSI**

**Give BACK 365 (GB365) TEAM WITH BIG BROTHERS BIG SISTERS AND MARYLAND MENTORING PARTNERSHIP TO DESCRIBE DAY IN LIFE OF A LAB WORKERS**

**WHAT:** STUDENTS AT DR. RAYNER BROWNE ACADEMY WILL GET A LESSON ON WHAT IT IS LIKE TO BE A LABORATORY SCIENTIST AT A PRESENTATION BY GB365. THE PROGRAM IS BEING PRESENTED IN PARTNERSHIP WITH BIG BROTHERS BIG SISTERS AND THE MARYLAND MENTORING PARTNERSHIP (BBBS/MMP). THE BALTIMORE CITY PUBLIC SCHOOL SYSTEM AND ELEV8.

GB365 STAFF MEMBERS WILL DEMONSTRATE SIMPLE LAB TESTS AND CONDUCT FUN EXPERIMENTS FOR PARTICIPANTS. THE DEMONSTRATION IS PART OF AN INITIATIVE CALLED “”GB365” WHERE STUDENTS ARE EXPOSED TO THE LABORATORY SCIENCES AND THE EXCITING FIELD OF LABORATORY MEDICINE.

**WHEN:** MONDAY, MAY 23, 2011

11.45 A.M. – INTRODUCTORY REMARKS, COLA AND BBBS/MMP

12.00 P.M. – PIZZA LUNCH

12.30 P.M. – HANDS ON LAB EXPERIMENTS

**WHERE:** DOWN THE ROAD CENTER (LIBRARY)

1000 N. CIRCLE AVE.

BALTIMORE, MD 00000

(000) 000-0000

**WHO:** GB365 TEAM

**WHY:** JOB GROWTH IN THE LAB SECTOR IS PROJECTED TO RISE AN=ABOUT 16 PERCENT BETWEEN 2008 AND 2018. BUT THERE ARE MORE THAN 40,000 CURRENT LAB JOB VACANCIES IN THE U.S AND ABOUT HALF OF CLINICAL LABORATORIES ACROSS THE NATION REPORT DIFFICULTIES IN RECRUTING NEW STAFF

GIVE BACK EVENTS ARE DESIGNED TO EDUCATE YOUNG PEOPLE ABOUT THE MANY JOB OPPORTUNITIES THAT EXIST IN LABORATORY SCIENCE CAREERS AND THE MANY CONTRIBUTIONS THESE WORKERS MAKE TO THE DELIVERY OF SAFE EFFECTIVE HEALTH CARE.

**CONTACT:** MARY SMITH (000) 000-0000, OFFICE; (000) 000-0000, WIRELESS)

**COLA TEAM WITH BIG BROTHERS BIG SISTERS AND THE MARYLAND MENTORING PARTNERSHIP TO EDUCATE BALTIMORE MIDDLE SCHOOLERS ABOUT LAB MEDICINE CAREERS**

**LAB QUALITY ORGANIZATION TO DESCRIBE A DAY IN THE LIFE OF LAB WORKERS**

COLUMBIA, MD MAY 18, 2011 – ASPIRING CSI SLEUTHS WILL GET A LESSON ON WHAT IT’S LIKE TO BE A LABORATORY SCIENTIST DURING A SPECIAL PRESENTATION BY COLA, A FIRM WHICH PROJECTS PATIENT SAFETY BY ENSURING LABORATORY EXCELLENCE, ON MONDAY, MAY 23 AT 11.45 A.M. AT DR. RAYNER BROWNER ACADEMY, 1000 N. MONTFORD AVENUE, BALTIMORE. THE PROGRAM IS PRESENTED IN PARTNERSHIP WITH BIG BROTHERS BIG SISTERS AND THE MARYLAND MENTORING PARTNERSHIP (BBBS&MMP), THE BALTIMORE CITY PUBLIC SCHOOL SYSTEM AND ELEV8.

DURING THE PROGRAM, COLA STAFF MEMBERS WILL DESCRIBE A DAY IN THE LIFE OF MEDICAL LABORATORY WORKERS, DEMONSTRATE SIMPLE LAB TESTS AND CONDUCT FUN EXPERIMENTS FOR MIDDLE SCHOOL PARTICIPANTS. MOVING FORWARD, COLA WILL ALSO PROVIDE MENTORING SERVICES THROUGH BBBS&MMP TO STUDENTS IN ELEV8 BALTIMORE SCHOOLS, AND WILL SERVE AS A CONSULTANT TO SCHOOL HEALTH EDUCATORS AS THEY EXPAND THEIR ON-SITE HEALTH DEPARTMENTS.

THE EVENT IS PART OF AN INITIATIVE OF THE GB365 CALLED “STUDENT MENTORING’ WHERE COLA WILL EXPOSE STUDENTS TO THE LABORATORY SCIENCES AND CAREER OPPORTUNITIES DURING A SPECIAL COMMUNITY “STUDENT MENTORING EVENT”. A MAJOR GOAL OF THE EVENT IS TO HEIGHTEN CAREER OPPORTUNITIES IN THE LABORATORY SCIENCES. ACCORDING TO FEDERAL GOVERNMENT STATISTICS, JOB GROWTH IN THIS SECTOR IS EXPECTED TO BE FASTER THAN AVERAGE, WITH THE NUMBER OF CLINICAL LAB WORKERS RISING ABOUT 16 PERCENT BETWEEN 2008 AN 2018, ADDING ABOUT 25,000 JOBS. BUT NEARLY ONE HALF OF THE CLINICAL LABORATORIES ACROSS THE NATION HAVE REPORTED DIFFICULTIES IN RECRUITING NEW STAFF, AND MORE THAN 40,000 CURRENT LAB JOBS ARE VACENT IN THE UNITED STATES.

“WHILE LABORATORY TESTS INFLUENCE APPROXIMATELY 70 PERCENT OF MEDICAL DECISIONS, CLINICAL LABORATORY PROFESSIONALS ARE OFTEN UNSEEN BY PATIENTS AND EVEN THEIR MEDICAL COLLEAGUES, CONTRIBUTING TO THE LOW AWARENESS OF THE PROFESSION AMONG STUDENTS, “SAID COLA CHIEF EXECUTIVE OFFICER DOUGLAS A. BEIGEL. “STUDENT MENTING”, A PART OF THE GB365 INITIATIVE IS DESIGNED TO EDUCATE YOUNG PEOPLE ABOUT THE

MANY JOB OPPORTUNITIES THAT EXIST IN LABORATORY SCIENCE CAREERS, AND THE ENORMOUS CONTRIBUTIONS THESE WORKERS MAKE TO THE DELIVERY OF THE KIND OF SAFE, EFFICIENT AND EFFECTIVE CARE PATIENTS DESERVE.”

WE ARE VERY PROUD TO PARTNER WITH COLA AND THE ELEV8 PROGRAM TO MAKE THIS EVENT POSSIBLE, “SAID ROBIN TOMECHKO, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF BBBS&MMP. “THIS STUDENT MENTORING PROGRAM WILL HELP ACHIEVE OUR GOALS OF HELPING CHILDREN REMAIN IN SCHOOL, AND PREPARE FOR THEIR FUTURE WITH THE HELP OF POSITIVE, CARING ROLE MODELS. WE ALSO LOOK FORWARD TO COLA’S CONTINUING RELATIONSHIP WITH OUR ORGANIZATION AS MENTORS TO ELEV8 STUDENTS.”

#### **ABOUT COLA**

COLA ACCREDITS ALMOST 8,000 MEDICAL LABORATORIES AND PROVIDES THE CLINICAL LABORATORY WITH A PROGRAM OF EDUCATION, CONSULTATION AND ACCREDITATION. THE ORGANIZATION IS AN INDEPENDENT, NON-PROFIT ACCREDITOR WHOSE EDUCATION PROGRAM AND STANDARDS ENABLE CLINICAL LABORATORIES AND STAFF TO MEET U.S CLIA AND OTHER REGULATORY REQUIREMENTS. FOR MORE INFORMATION ABOUT COLA ACCREDITATION SERVICES AND EDUCATIONAL PRODUCTS, AND ONLINE EDUCATIONAL OPPORTUNITIES, PLEASE CALL 800-981-9883 OR VISIT COLA’S WEB SITE AT [WWW.COLA.ORG](http://WWW.COLA.ORG). OR [WWW.COLAINSIDER.COM](http://WWW.COLAINSIDER.COM)

**ABOUT BIG BROTHERS BIG SISTERS AND THE MARYLAND MENTORING PARTNERSHIP** FOR MORE THAN 57 YEARS, BIG BROTHER BIG SISTER OF CENTRAL MARYLAND PROVIDED UNIQUE ONE-TO-ONE MENTORING SERVICES TO HELP CHILDREN MAKE BETTER CHOICES, REMAIN IN SCHOOL, RECEIVE BETTER GRADES AND LIVE BETTER LIVES. IN 2010, BIG BROTHER BIG SISTERS MERGED WITH THE MARYLAND MENTORING PARTNERSHIP, AN ORGANIZATION THAT FOR 20 YEARS, HAD BEEN A CATALYST, CAPACITY-BUILDER, AND ADVOCATE FOR MENTORING ORGANIZATIONS THROUGHOUT MARYLAND. THE NEW ORGANIZATION, BIG BROTHERS BIG SISTERS AND THE MARYLAND MENTORING PARTNERSHIP HELPS CHILDREN AND YOUTH REACH THEIR FULLEST POTENTIAL THROUGH PROFESSIONAL SUPPORTED MENTORING RELATIONSHIPS AND A FULL RANGE OF SERVICES WITH QUALITY STANDARDS AND IMPACT. FOR MORE INFORMATION, VISIT THEIR WEBSITE AT [HTTP://WWW.BIGLITTLE.ORG](http://WWW.BIGLITTLE.ORG)

**ABOUT ELEV8**

LAUNCHED IN 2009, ELEV8 BALTIMORE IS A FOUR-YEAR INITIATIVE DESIGNED TO IMPROVE EDUCATIONAL AND SOCIAL OUTCOMES FOR MIDDLE GRADE YOUTH AND THEIR FAMILIES IN EAST BALTIMORE. PART OF A BROADER INITIATIVE THAT ALSO INVOLVES PROGRAMS IN NEW MEXICO, CALIFORNIA AND ILLINOIS, IT IS DESIGNED TO TRANSFORM FOUR NEIGHBORHOOD SCHOOLS IN MIDDLE EAST, A COMMUNITY COMPRISED OF SEVERAL NEIGHBORHOODS LOCATED NEAR THE JOHNS HOPKINS UNIVERSITY MEDICAL CAMPUS. ELEV8 BRINGS TOGETHER SCHOOLD, FAMILIES AND THE COMMUNITY IN UNDERSERVED NEIGHBORHOODS TO ENSURE THAT STUDENTS SUCCEED IN SCHOOL AND IN LIFE. FOR MORE INFORMATION, VISIT THEIR WEBSITE AT [HTTP://WWW.ELEV8KIDS.ORG](http://www.elev8kids.org).



## **MENTORING OPPORTUNITY IN THE ELEMENTARY LEVEL**

### **Creating a New Organism – Teacher Sheet**

#### **Purpose:**

Laboratory professionals' use many different chemicals when they are working. This station is just an example of how chemicals can be used to create new and exciting things. This station is designed to be purely fun...Enjoy.

#### **Procedure:**

1. Mix 1 teaspoon borax into 1 cup of water in a bowl.
2. Stir until the borax is completely dissolved.
3. In a separate container, mix ½ cup (4 oz.) white glue with ½ cup water.
4. Stir until completely dissolved.
5. Add three drops of food coloring, if desired.
6. After you have dissolved the borax and diluted the glue, you are ready to combine the two solutions. Stir on slime solution into the other. Your slime organism will begin to polymerize immediately.
7. The slime organism will become hard to stir after you mix the borax and glue solutions. Try to mix it up as much as you can, then remove it from the bowl and finish mixing it by hand. It's okay if there is some colored water remaining in the bowl.
8. The slim organism will start out as a highly flexible polymer. You can stretch it and watch it flow. As you work it more, the slime will become stiffer and more like putty. Then you can shape it and mold it, though it will lose its shape over time.
9. Do not eat your slime and do not leave it on surface that could be stained by the food coloring.
10. Place your slime organism in a Ziploc bag.

#### **Observation Questions:**

What happened when you mixed the two bowls together?

*The glue mixed with the other solution to create a chain of molecules that locked together loosely. Steel undergoes a similar process of mixing under high temperatures but its molecules are locked tightly together, making it rigid.*

Do you think the food coloring slowed the reaction or made it harder to form?

*No, because it was a small amount*

What would happen if you added too much or too little water?

*Too much water might end with runny watery slime, too little and your slime would be hard*

## Creating a New Organism – Student Sheet

### Procedure:

1. Mix 1 teaspoon borax into 1 cup of water in a bowl.
2. Stir until the borax is completely dissolved.
3. In a separate container, mix  $\frac{1}{2}$  cup (4oz.) white glue with  $\frac{1}{2}$  cup water.
4. Stir until completely dissolved.
5. Add three drops of food coloring, if desired.
6. After you have dissolved the borax and diluted the glue, you are ready to combine the two solutions. Stir one slim solution into the other. Your slime organism will begin to polymerize immediately.
7. The slime organism will become hard to stir after you mix the borax and glue solutions. Try to mix it up as much as you can, then remove it from the bowl and finish mixing it by hand. It is okay if there is some colored water remaining in the bowl.
8. The slime organism will start out as highly flexible polymer. You can stretch it and watch it flow. As you work it more, the slime will become stiffer and more like putty. Then you can shape it and mold it, though it will lose its shape over time.
9. Do not eat your slime and do not leave it on surfaces that could be stained by the food coloring.
10. Place your slime organism in a Ziploc bag.

## MENTORING OPPORTUNITY IN THE MIDDLE SCHOOL LEVEL

### Lab Chemical – Engineering Station

#### Teacher Guide Sheet

#### Purpose:

The purpose of this exercise is to help the children to get a better understanding of Ph by measuring several solutions and recording their findings. Measuring the different levels of chemicals and hormones in the body are key roles that a Medical Technologist performs.

1. Ph is the measurement of the acidity or base of a solution.
2. The Ph scale ranges from 0-14 with 7 being neutral and  $< 7$  acidic,  $>7$  basic

#### Procedure:

1. Make sure that all of the students have on gloves, lab coats and goggles before starting.
2. Provide each student with one cup of test tubes which are labeled A, B and C.
3. Have the student take a strip of litmus paper and dip it in the test tube labeled A (lemon juice) which is an Acid.
4. Have the student record their observation on the student worksheet.
5. Follow steps 1 – 4 for tubes B (soapy water) & C (water).

#### Final Eruption (acid base reaction) **3 minutes before switch**

1. Pour the contents of tube A into D and watch what happens.

#### Observation Questions

##### Tube A:

*Tube A is filled with vinegar. Ask the students what it smells like, looks like and what they think it is. Have them to refer to the Ph chart to determine if it is Acidic, Basic or Neutral. What other things are they aware of that are acidic (Acid, citrus fruits, batteries)?*

##### Tube B:

*Tube A is filled with soapy water, ask the students what it smells like, looks like and what they think it is. Have them to refer to the Ph chart to determine if it is Acidic, Basic or Neutral. What other things are they aware of that are Basic (soaps, hydrogen peroxide, green leafy vegetables)?*

##### Tube C:

*Tube A is filled with water, ask the students what it smells like, looks like and what they think it is. Have them to refer to the Ph chart to determine if it is Acidic, Basic or Neutral. What other things are they aware of that are Neutral (Water, tears)?*

Tube A and D

*Acids and bases react with each other in interesting ways!*

What do you think the Ph of your blood is and why?

1. Blood Ph is 7.4 and slightly basic so that it can work with the other parts of the body and help fight of disease
2. Your body is made up of 60% water. Since water is neutral, it works perfectly with your body and does not damage or harm organs.
3. Water is neutral.

## Lab Chemical – Engineering Station Student Sheet

### Procedure

1. Take the tube labeled A and dip a piece of the litmus paper in the solution.

a. Did the strip change color? (circle):            Yes            No

b. What color is the strip? .....

c. Is it an Acid, Base or Neutral? .....

2. Take the tube labeled B and dip a piece of the litmus paper in the solution.

a. Did the strip change color? (circle):            Yes            No

b. What color is the strip? .....

c. Is it Acid, Base or Neutral? .....

3. Take the tube labeled C and dip a piece of the litmus paper in the solution.

a. Did the strip change color? (circle):            Yes            No

b. What color is the strip? .....

c. Is it Acid, Base or Neutral? .....

Something to think about:

1. What do you think the PH of your blood is and why?

2. How much of your body is made up of water

3. Is water an Acid, Base or Neutral?

4.

# SAMPLE SCHEDULE

School Name:

Time	Topic	Owner	Delivery	Press Time
10:30	Team Arrives			
10:45	Set Up			
11:00	Set Up			
11:15	Set Up			
11:30	Set Up			
11:45	Introduction to lab Medicine	Jane Team Leader	Jane Team Member	
12:00	Pizza Lunch/Lab Coats	Joe Team Leader	Team	
12:15	Pizza Lunch/Lab Coats	Jane Team Leader	Team	
12:30	Move to station (Instruction, coats & gloves)	Joe Team Leader		Designated Team Member Works with Press
12:45	Station #1 "Is this in your body" slides	Jane Team Leader	Joe Team Member	
1:00	Station #2 "Lab Chemical Engineering"	Joe Team leader	Jane Team Member	
1:15	Station #3 "create a new organism"	Jane Team Leader	Joe Team Member	
1:30-1:45	Closing	Joe Team Leader	Jane Team Member	