

Abstract #29200

Creation and Use of Stop the Clot Forum Toolkit for Patient Education Programs

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Abstract Text:

Background: Early efforts for National Blood Clot Alliance (NBCA) in hosting Stop The Clot® Forums (STCF) reached approximately 1000 patients from 10 STCFs over 2 year span. Limited resources impacted NBCA's ability to reach and educate more patients. As part of a cooperative agreement with CDC, NBCA developed a do-it-yourself guide (Toolkit) for volunteers to use to execute Stop The Clot® branded patient seminars in major US markets, to increase ability to expand its' secondary prevention reach to prevent complications in patients with blood clots or clotting disorders.

Objectives:

1. Create STCF Toolkit enabling volunteers to organize local STCFs with minimal NBCA staff support, yielding increased numbers of Forums with same resources.
2. Standardize "core" content on blood clots and clotting disorders.
3. Facilitate implementation of STCFs to expand program reach to provide patients with information they need to know about blood clots and clotting disorders to make better health decisions.

Methods: Initial draft of STCF Toolkit was created in 2010 in tandem with two STCFs conducted for NBCA. This enabled NBCA to test the Toolkit's content and online registration components. Alterations were made as a result of testing. Through initial marketing efforts, final drafts of the Toolkit were sent to volunteers with expressed interest in STCFs. The Toolkit was also shared with attendees at professional conferences. As a result, additional changes were made to improve ease of STCF implementation and set realistic expectations for volunteers.

Results: While in creation, the first draft of the Toolkit was utilized by two sites. Positive evaluations were obtained from attendees attesting to the value of the Forums in expanding their knowledge. Initial marketing efforts yielded positive comments about content and comprehensiveness of Toolkit as well as some concerns about certain expectations. The final [STFC Toolkit](#) is posted to NBCA website. Marketing efforts will focus on email blasts, Facebook and outreach to hospital networks and anticoagulation clinics.

Conclusion and implications for public health practice: STCF attendee evaluations indicate that content of STCFs successfully addresses educational objectives. With Toolkit, NBCA seeks to fulfill objective of expanding the reach of educational messages by facilitating more STCFs.

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