

BLOOD CLOT AWARENESS MONTH 2019

NBCA RESULTS REPORT

Internal Background & Reporting for the Centers for Disease Control and Prevention



Blood Clot Awareness Month – or BCAM – is recognized in March, and each year NBCA sets out to capitalize on the enthusiasm that surrounds this annual recognition to help amplify awareness about blood clots or deep vein thrombosis and pulmonary embolism.

In recent years, NBCA has been able to optimize the impact of its BCAM efforts by applying existing assets derived from the *Stop the Clot, Spread the Word™* (STC-STW™) campaign, as part of its cooperative agreement with the Centers for Disease Control and Prevention. This year, NBCA continued on this path, and was able to fortify its BCAM efforts again in this way.

General Background about NBCA's Overall BCAM 2019 Plans

In planning NBCA's 2019 BCAM initiative, the editorial theme NBCA crafted was community oriented, centered on overcoming challenge, and rolled out under the creative umbrella of *Together We Can*.

The imagery adopted for much of our BCAM effort reflected NBCA's commitment to demonstrating the diversity of NBCA's stakeholders and the VTE community, but was also punctuated this year with a whimsical and more contemporary interpretation of the cultural icon Rosie the Riveter and her *We Can Do It!* mantra, which served as the creative catalyst for our *Together We Can* umbrella theme.

Tactically, NBCA's overarching marcom initiatives for BCAM involved three key components:

- A digital media campaign using existing STC-STW™ campaign assets, including STC-STW™ general public, hospitalization, and pregnancy campaign collateral.
- A thematic social media effort that involved the creation of more than 100 new pieces of content and the distribution several times daily, every day during BCAM, of this new, BCAM-themed content. This social content combined general NBCA content, as well as content that focused on STC-STW™ campaign assets.
- A brand new, high-value resource in the form of an [e-Magazine](#) that focused on issues people face as they recover following a blood clot diagnosis. This e-Magazine pointed to the STC-STW™ campaign portal as a resource to learn more about blood clot risks, signs/symptoms, and prevention.



Overall Noteworthy BCAM Results

The overall results of this NBCA work for BCAM 2019 are outlined below:

- A potential audience of **30+ million individuals in the U.S. was reached through the digital media campaign orchestrated in collaboration with CDC**, and the STC-STW™ campaign web portal realized more than 30,000 website page views during BCAM.
- NBCA's social media metrics, particularly on Facebook, realized important milestones: By the last week in March, for example, **we achieved our 2019 BCAM goal of exceeding 30,000 followers on Facebook, which reflects a 50% increase in followers over the preceding year.**
- An important **information gap related to blood clot recovery was filled with NBCA's creation and unveiling of the inaugural issue of its new BCAM e-Magazine**, an effort which saw more than 180,000 people view the e-Magazine in just one month.
- A **record-shattering 823,266 website page views for stoptheclot.org occurred in just the month of May 2019**, which is more than three times our routine monthly average of ~250,000 page views per month.

STC-STW™ BCAM 2019 PROMOTIONS

The remainder of this report provides detail related to the collaborative efforts of CDC and NBCA focused on leveraging our existing STC-STW™ campaign assets to raise awareness throughout the month of March 2019:

1. Digital Media Campaign – Existing STC-STW™ campaign assets were leveraged to extend the reach of our BCAM efforts through A) a web banner ad, B) a social sharing Outbrain campaign, and c) social media outreach.

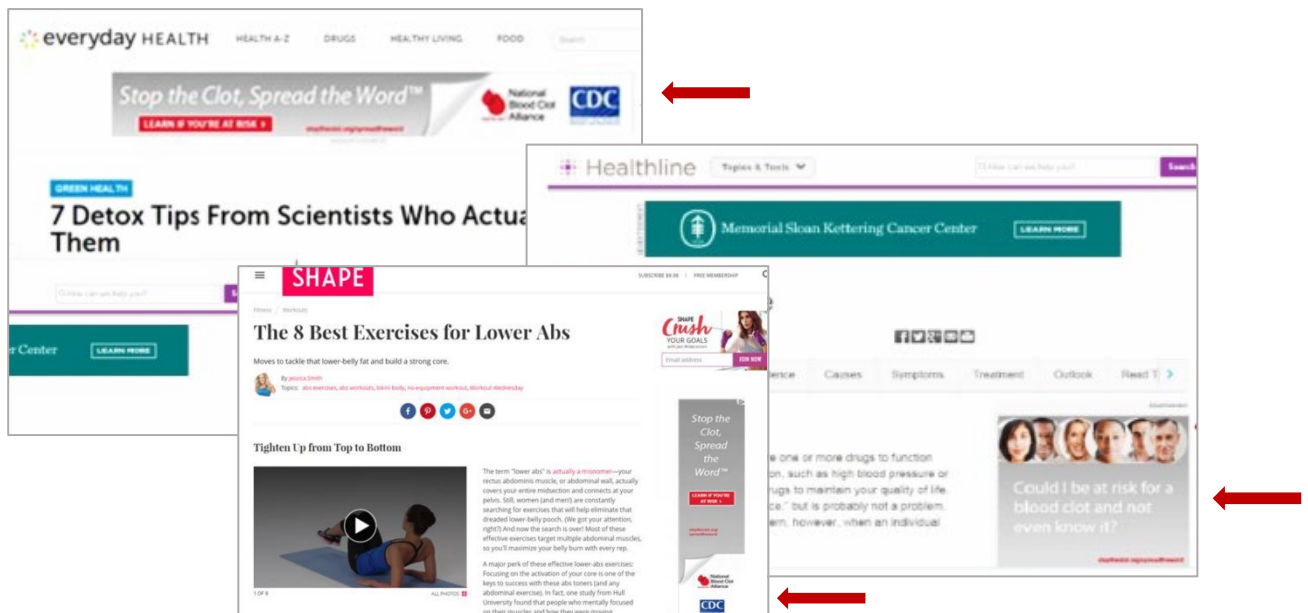
A. Web banner: NBCA orchestrated a two-month web banner initiative from mid-February to Mid-April 2019, focused on VTE in general and utilizing the *Stop the Clot, Spread the Word™/General Public* web banner (shown to the right).

This digital media initiative included a blend of search intent technology, site retargeting, and behavioral targeting to ensure banner delivery at an optimal time during our target user's web experience to drive click through rates. Each of the four banner panels appear individually on a web page, and then rotate or flash in and out to capture attention and convey the digital campaign call to action to click to "learn more." A click on any banner takes viewers to our STC-STW™ campaign assets.

Key metrics for this banner ad effort include:

- **Audience impressions: 10,086,094**
- **Clicks to website: 6,847 clicks to STC-STW™ web portal**

A few sample screen shots (reduced in size) of the individual banner panels as they appeared on info/news websites throughout BCAM are shared below:



B. Outbrain: During BCAM, or March 1 through March 31, we also ran an Outbrain social media sharing campaign, which placed *STC-STW™* messaging as recommended content on the websites of key media subscribers, including *Time* magazine, CNN, and *The Washington Post*, for example. This sharing initiative involved six individual headline topics, all of which linked to key VTE information supplied by NCBA as part of the *STC-STW™* campaign.

Key metrics for this effort include:

- **Audience impressions: 19,930,998 million individuals were reached through this one-month promotion**
- **Clicks to website: 25,689 total clicks to the *STC-STW™* web portal occurred (as shown below)**

The following provides a breakdown of shared headlines, clicks, and top publishers for this Outbrain Initiative:

Headline Results Breakdown	Clicks
Pregnant or expecting a baby? Know your risk for blood clots.	5,869
1 person in the U.S. dies from blood clots every 6 minutes.	5,110
Going to the Hospital? Get Better. Don't Get a Blood Clot.	4,024
Hospitalization increases blood clot risk. Know the signs.	3,821
Blood clots can affect anyone. Know your risk and the symptoms.	3,702
Headed to the hospital? Have a plan to prevent blood clots.	3,163
Total Clicks to <i>STC-STW™</i> Content	25,689

TOP PUBLISHERS
WITH GREATEST
NUMBER OF
CAMPAIGN
CLICK THRU
OCCURRED ON
THE WEBSITES OF
THE FOLLOWING
NEWS SOURCES

CNN

MSN

ABC

FOX News

NY Post

People

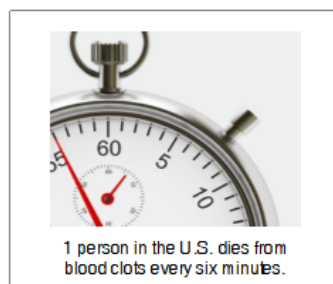
ESPN

The Washington
Post

GQ

Wired

Samples of the shared/recommended VTE content as it appeared on subscriber/publisher websites appear below. As viewers/readers click on the recommended content blocks, they are taken to NBCA's *STC-STW* educational materials as demonstrated below.



C. Social Media: During BCAM, NBCA created and served up more than 100 pieces of creative/editorial content across all of NBCA's social media channels, this content reflected 5 key themes during the 5 weeks of BCAM: 1) BCAM kick-off, Get Involved 2) Risk Awareness, e-Magazine Unveiling 3) Signs and Symptoms, Personal Perspectives 4) Blood Clot Recovery, Lifestyle Issues 5. Prevention Measures, BCAM Community Thank You.


This content involved a blend of NBCA's general BCAM awareness messaging, as well as a significant number of posts focused singularly on *STC-STW* messaging that served up and/or linked to *STC-STW* campaign assets.

A few highlights or key metrics associated with these social media efforts include:

- **NBCA Facebook “Likes” exceeded 30,000** in March 2019, with a 10% gain in followers during March 2019, and a 50% year-over-year gain compared to the 20,000 followers recorded in March 2018.
- Nearly **2,000 Facebook followers adopt and adorn NBCA’s Facebook profile badge** during BCAM.
- In just the first week of BCAM, March 1 through Mar 7, we saw a **562% increase in Facebook followers, a 488% increase in total Facebook page views, and a 1,305% increase in Facebook post reach.**
- On Twitter, we realized more than **150,000 impressions during BCAM**, and gained about 100 new Twitter followers.

Several samples of our top-performing social media posts involving our **STC-STW™** messaging and content appear below:

FACEBOOK SAMPLES



Stop the Clot
 March 4 · 🌐

Like Page

If you think you might be too young or too physically fit to experience a blood clot, think again. Blood clots do not discriminate. They affect people of all ages, race and gender. Knowing your risk, and being able to recognize signs and symptoms, are two of the best ways to prevent deadly blood clots. Get more information to share and download: www.stopthecлот.org/spreadtheword #stopthecлот #spreadtheword #sharetostopthecлот #bcam #togetherwecan

Every six minutes someone in the United States dies from a blood clot.





Don't let that person be you or someone you know.



46,058
People Reached

5,657
Engagements

Boost Post





112

20 Comments 524 Shares


Stop the Clot
 March 4 · 🌐

Like Page

Recognizing your risk for blood clots can help to prevent blood clots. Some common blood clot risk factors include: Clotting disorders, cancer, traumatic injury, hospitalization and surgery, lengthy immobility, pregnancy, childbirth, and hormonal birth control. Use this Risk Factors Checklist to find out if you might be at risk, and discuss your results with a trusted healthcare provider: <http://bit.ly/2MoQTVJ> #stopthecлот #spreadtheword #sharetostopthecлот #bcam #togetherwecan

70% of all blood clots are associated with a known risk factor.

Talk to your doctor about your risk for blood clots, and discuss ways to prevent blood clots.



7,069
People Reached


805
Engagements

Boost Post



Audra Miller, Rebecca Schneider and 34 others

52 Shares



Stop the Clot
 March 4 · 🌐

Like Page

A blood clot in one of the large veins, usually in a person's leg or arm, is called a deep vein thrombosis or DVT. When a blood clot like this forms, it can partly or completely block the flow of blood or blood circulation in the body. If this clot is not treated, it can move or break off and travel to the lungs. A blood clot in the lung is called a pulmonary embolism or PE, and can cause death and requires immediate medical attention. Watch this video to learn more about blood clots and your potential risk factors: <https://youtu.be/A0gCB9Xpe7k> #stoptheclot #spreadtheword #sharetostoptheclot #bcam #togetherwecan

YOUTUBE.COM

National Blood Clot Alliance Stop the Clot Channel
 The National Blood Clot Alliance (NBCA) is a non-profit, voluntary health organization dedicated to advancing the prevention, early diagnosis and...

12,823
People Reached

1,240
Engagements

Boost Post


105

10 Comments 127 Shares

Like

Comment

Share



Stop the Clot
 March 5 · 🌐

Like Page

Don't miss the upcoming Centers for Disease Control and Prevention webinar, hosted by NBCA, being presented for healthcare professionals by NBCA's Medical & Scientific Advisory Board Member Dr. Neil Goldenberg, Thursday, March 7, at 2pm ET. Register here: <https://bit.ly/2DOWNlcw>




1,309
People Reached

26
Engagements

Boost Post

Betsy Nichols, Gerry Colston and 3 others


6 Shares



Stop the Clot
 March 5 · 🌐

Like Page

If you think you might be too young or too physically fit to experience a blood clot, think again. Blood clots do not discriminate. They affect people of all ages, race and gender. Talk with your family about your personal and family history of blood clots, and get the facts about blood clots: www.stoptheclot.org/spreadtheword #stoptheclot #spreadtheword #sharetostoptheclot #BCAM #togetherwecan




5,794
People Reached

474
Engagements

Boost Post

38


1 Comment 63 Shares



Stop the Clot
 March 5 · 🌐

Like Page

If you're expecting or recently had a baby, you know it is an exciting and joyful time. As you prepare for the arrival of your baby, it is also important to take care of yourself. There is one key health issue that many women who are expecting a baby may overlook: Dangerous blood clots. Pregnancy, childbirth, and the three-month period after delivery are times when there are major risks for the development of dangerous blood clots. With the right information and a prevention plan, blood clots may be prevented. Learn more: <http://bit.ly/2woNscn> #stoptheclot #spreadtheword #sharetostoptheclot #pregnancy #bcam #togetherwecan



8,723
People Reached

1,071
Engagements

Boost Post

35

11 Comments 42 Shares

Stop the Clot

March 7 · 🌐

Like Page

⋮

Major surgery -- particularly of the pelvis, abdomen, hip, or knee -- is a risk factor for the development of life-threatening blood clots. Go here to download a Risk Factor Chart that can help you and your doctor determine your blood clot risk prior to a hospital stay, or surgery: <http://bit.ly/2MVb9QY> #stoptheclot #spreadtheword #sharetostoptheclot #BCAM #togetherwecan

Get well without a setback.

Major surgery, particularly of the pelvis, abdomen, hip, or knee, increases blood clot risk.

www.stoptheclot.org/spreadtheword

2,761

163

Boost Post

People Reached

Engagements

👍❤️👏 30

1 Comment 23 Shares

Stop the Clot

March 7 · 🌐

Like Page

⋮

About half of all blood clots occur during or within three months of a hospital stay or surgery. If you're spending time in the hospital, make sure all of your doctors know your risk for blood clots and ask for a prevention plan: <http://bit.ly/2sVJR3v> #stoptheclot #spreadtheword #sharetostoptheclot #bcam #togetherwecan

Have a plan.

If you're in the hospital, make sure all of your doctors know your risk for blood clots and ask for a blood clot prevention plan.

www.stoptheclot.org/spreadtheword

1,763

78

Boost Post

People Reached

Engagements

👍 Amina Usman, Mary Jo Voepel and 7 others

7 Shares

Stop the Clot

March 11 · 🌐

Like Page

⋮

There are several important signs and symptoms of blood clots. If you can recognize these signs and symptoms, you may be able to save your life or the life of a friend or family member. Download NBCA's signs and symptoms chart, and keep it in an easy-to-find place: <http://bit.ly/2nDtvcd> #stoptheclot #spreadtheword #bcam #togetherwecan #sharetostoptheclot

KNOW THE SIGNS

If you can recognize the signs and symptoms of blood clots, you may be able to save your life, or the life of a friend or family member.

SWELLING
PAIN OR TENDERNESS NOT CAUSED BY AN INJURY

SKIN THAT IS WARM TO THE TOUCH

REDNESS OR DISCOLORATION OF THE SKIN

DIFFICULTY BREATHING

CHEST PAIN THAT WORSENS WITH A DEEP BREATH

COUGHING, OR COUGHING UP BLOOD

FASTER THAN NORMAL OR IRREGULAR HEARTBEAT

www.stoptheclot.org

12,443

1,131

Boost Post

People Reached

Engagements

👍 Diane Fenn, Lydia Williams and 35 others

1 Comment 112 Shares

Stop the Clot

March 12 · 🌐

Like Page

⋮

The ability to recognize blood clot signs and symptoms is an important part of blood clot prevention. If you experience the signs and symptoms of a blood clot in your leg or arm -- also known as deep vein thrombosis or DVT -- contact your doctor right away. Visit www.stoptheclot.org/spreadtheword for more information to share. #stoptheclot #spreadtheword #bcam #sharetostoptheclot #togetherwecan

SIGNS AND SYMPTOMS OF A BLOOD CLOT IN THE ARM OR LEG MAY INCLUDE:

- Swelling -
- Pain or tenderness not caused by an injury -
- Skin that is warm to the touch -
- Redness or discoloration of the skin -

Contact your doctor as soon as possible.

www.stoptheclot.org

4,754

347

Boost Post

People Reached

Engagements

👍 30

2 Comments 43 Shares

Page 6 of 8



Stop the Clot

March 26 · 🌐

Like Page

⋮

Just like knowing your risk for blood clots, recognizing the signs and symptoms of blood clots is an important part of prevention. Often times, blood clots are treatable if recognized early. Download and share this Signs and Symptoms Chart: <http://bit.ly/2nDtv0D>. If you think you might have a blood clot, talk to your doctor or seek medical attention right away. #stopthecLOT #spreadtheword #sharetostopthecLOT #bcam #togetherwecan

Know the signs and symptoms of blood clots, and seek immediate help if you experience any of them.





National Blood Clot Alliance

www.stopthecLOT.org

2,225

177


Boost Post

People Reached

Engagements

19

2 Comments 18 Shares




Stop the Clot

March 28 · 🌐

Like Page

⋮

Read the feature about blood clots in pregnancy from the U.S. Centers for Disease Control and Prevention, including Debra Turner Bryant's personal story: <http://bit.ly/2W2ISfK>. Through sharing her story, Debra hopes that other women can better understand the possibility of a life-threatening blood clot during pregnancy and work with their healthcare providers to prevent one. #stopthecLOT #spreadtheword #pregnancy #bcam #sharetostopthecLOT #togetherwecan



CDC.GOV

Pregnant? Don't Overlook Blood Clots | CDC

Pregnant or recently delivered a baby? Don't overlook blood clots.

1,791

56

Boost Post

People Reached

Engagements

13

1 Comment 7 Shares

Like

Comment

Share

⋮



Stop the Clot

March 28 · 🌐

Like Page

⋮

About half of all blood clots occur during or within 3 months of a hospital stay or surgery. Roughly 1 out of 10 hospital deaths are related to blood clots in the lung, but many of these deaths can be prevented. If you're headed to the hospital, make sure you work with your healthcare team to develop a blood clot prevention plan: <http://bit.ly/2qADWRT> #stopthecLOT #spreadtheword #sharetostopthecLOT #bcam #togetherwecan



Blood clots are a leading cause of preventable hospital death in the U.S. Make sure all of your doctors know your risk for blood clots and ask for a prevention plan.



National Blood Clot Alliance

www.stopthecLOT.org

3,867

364

Boost Post

People Reached

Engagements

Maria Holly, Bill Marilyn Stoner and 20 others


36 Shares

Page 7 of 8


TWITTER AND INSTAGRAM SAMPLES

Stop the Clot
March 26 at 5:00 AM · 🌐

Knowing if you're at risk for a dangerous blood clot is one of the best things you can do to help prevent blood clots. Download and share this Risk Factor Checklist: <http://bit.ly/2AQonVp>. If you think you might be at risk for a blood clot, make an appointment with your healthcare provider to talk about ways to reduce that risk. #stopthecLOT #spreadtheword #bcam #sharetothestopthecLOT #togetherwecan



www.stopthecLOT.org



Learn your risk for blood clots, and talk to your doctor if you think you might be at risk.

2,470 People Reached

Betsy Nichols, Mary

Performance for Your Post

2,470 People Reached

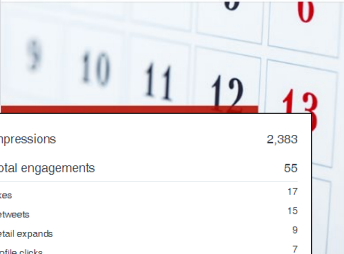
93 Reactions, Comments & Shares

49 Like	11 On Post	38 On Shares
13 Love	1 On Post	12 On Shares
9 Comments	1 On Post	8 On Shares
23 Shares	23 On Post	0 On Shares

116 Post Clicks

Stop the Clot
March 25 at 5:00 AM · 🌐

Tragically, too many lives are affected by blood clots, and too many lives are lost because public awareness about life-threatening blood clots is low. Studies show that fewer than 1 in 4 people have any recognition of deep vein thrombosis or pulmonary embolism. Learn more about blood clot risks, signs and symptoms, and prevention: <http://bit.ly/2CS8m9j> #stopthecLOT #spreadtheword #bcam #sharetothestopthecLOT



Performance for Your Post

30,817 People Reached

1,494 Reactions, Comments & Shares

535 Like	94 On Post	441 On Shares
109 Love	4 On Post	105 On Shares
1 Haha	0 On Post	1 On Shares
73 Wow	3 On Post	70 On Shares
154 Sad	39 On Post	115 On Shares
218 Comments	30 On Post	188 On Shares
406 Shares	400 On Post	6 On Shares

2,337 Post Clicks

134 Photo Views 221 Link Clicks 1,982 Other Clicks

NBCA @StopTheClot

About half of all blood clots occur during or within 3 months of a hospital stay or surgery. If you're headed to the hospital, make sure you work with your healthcare team to develop a blood clot prevention plan: <http://bit.ly/2qADWRT> #stopthecLOT #spreadtheword #bcam pic.twitter.com/vOpJCP29MT

Impressions 2,383

Total engagements 55

Likes 17

Retweets 15

Detail expands 9

Profile clicks 7

Tweet activity

NBCA @StopTheClot

Tragically, too many lives are affected by blood clots, and too many lives are lost because public awareness about life-threatening blood clots is low. Learn more about blood clot risks, signs and symptoms, and prevention: <http://bit.ly/2CS8m9j> #stopthecLOT #spreadtheword #bcam pic.twitter.com/QR8y6DHbc9

Impressions 4,986

Total engagements 94

Detail expands 24

Likes 22

Retweets 21

Link clicks 13

Media engagements 4

Hashtag clicks 4

Promote your Tweet

Tweet activity

MATTER TO YOU? **NBCA @StopTheClot**

March is Blood Clot Awareness Month (BCAM). Share an emoji and tell us why Blood Clot Awareness Month matters to you. #stopthecLOT #spreadtheword #sharetothestopthecLOT #togetherwecan pic.twitter.com/XXzg15TKVt

Promote your Tweet

Your Tweet has 7,039 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet

Impressions 7,039

Total engagements 435

Media engagements 227

Detail expands 72

Likes 47

Retweets 32

Replies 25


Profile clicks 20

Link clicks 8

Hashtag clicks 4

Every six minutes someone in the United States dies from a blood clot.

Don't let that person be you or someone you know.



110 likes

stopthecLOT If you think you might be too young or too physically fit to experience a blood clot, think again. Blood clots do not discriminate. They affect... more

View 1 comment

MARCH 4

###