

BLOOD CLOT AWARENESS MONTH, MARCH 2020 NBCA RESULTS REPORT

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

In 2020, the National Blood Clot Alliance created a multi-tiered call-to-action (CTA) associated with our health promotion work throughout March, or to support Blood Clot Awareness Month (BCAM). Among others, two key CTAs of these efforts were: *Learn & Share* and *Support our Programs*. Through these two BCAM CTAs, NBCA promoted content from the *Stop the Clot, Spread the Word®* (STC-STW®) campaign, as part of our cooperative agreement with the Centers for Disease Control and Prevention.

It was also during this month that the impacts of COVID-19 began to be felt nationwide, and NBCA adjusted the imagery and content for all of its social media posts and other communications efforts accordingly.

Overall NBCA BCAM Marcom Effort

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, pregnancy, and cancer 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.
- NBCA's second annual BCAM [e-Magazine](#), focused on issues people face as they recover following a blood clot diagnosis. As it did last year, the 2020 e-Magazine pointed to the STC-STW® campaign portal as a resource to learn more about blood clot risks, signs/symptoms, and prevention.



STC-STW® BCAM 2020 PROMOTIONS

This report provides an overview of the collaborative efforts of CDC and NBCA focused on leveraging our existing STC-STW® campaign assets to raise awareness throughout the month of March 2020, including A) a web banner ad B) a social sharing Outbrain campaign C) distribution of the STC-STW® cancer audio news release D) video social media amplification and E) traditional social media outreach.

A. Web banner: NBCA orchestrated a one-month web banner initiative from March 1 through March 31, 2020, focused on VTE in general and utilizing the *Stop the Clot, Spread the Word®/General Public* web banner (shown to the right).

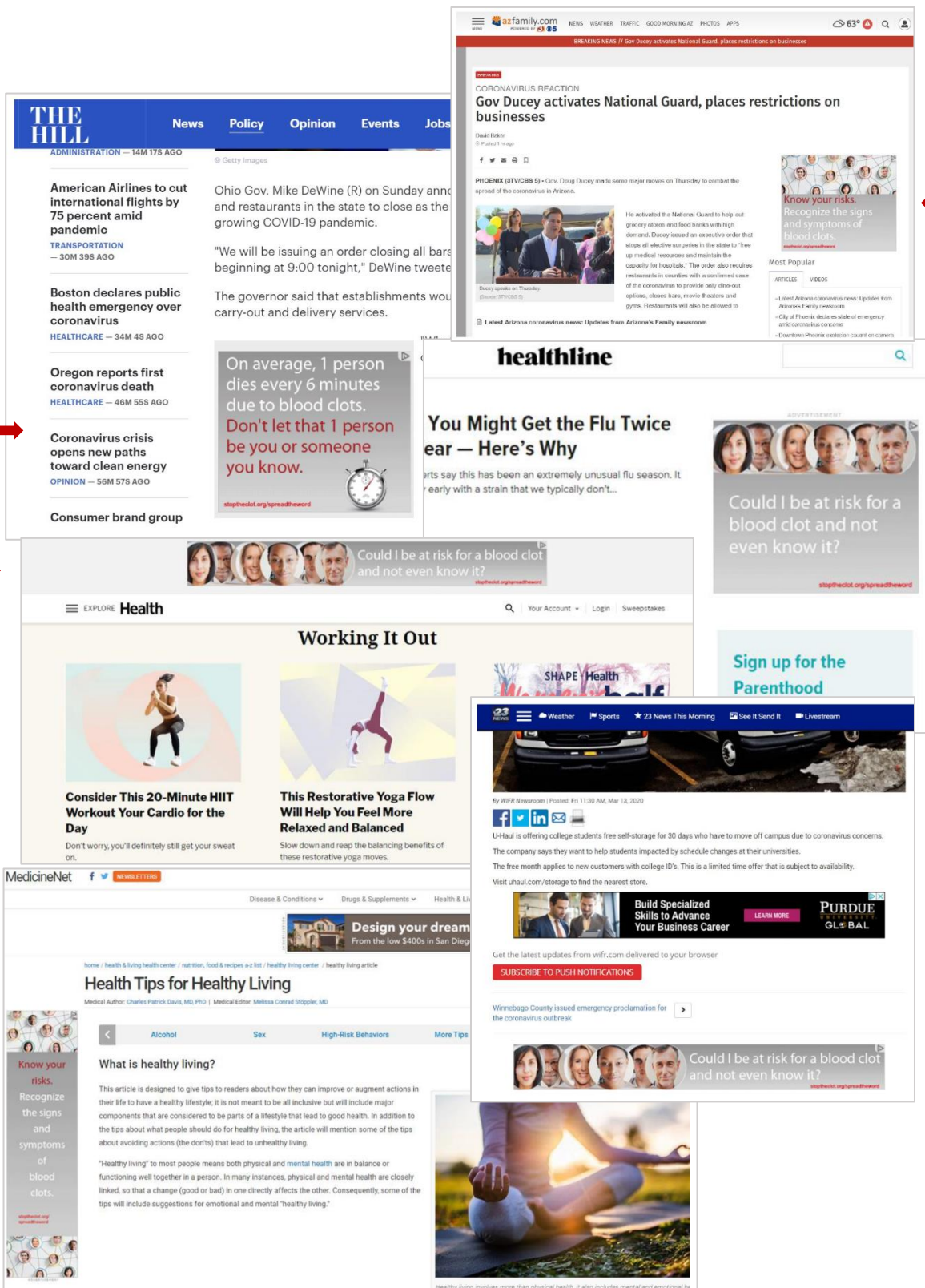
This digital media initiative included a blend of search intent technology, site retargeting, and behavioral targeting to ensure banner delivery at an optimal time during our target user's web experience to drive click thru rates. Each of the four banner panels appear individually on a web page, and 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: 3,010,015**
- **Clicks to website: 2,730 clicks to STC-STW® web portal (home page)**



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 CNN, *People* magazine, 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: 21,860,562 million individuals were potentially reached through this one-month promotion**
- **Clicks to website: 37,988 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
Blood clots can affect anyone. Know your risk and the symptoms.	10,524
If you have cancer, getting well is your top priority.	7,245
Pregnant or expecting a baby? Know your risk for blood clots.	5,651
Headed to the hospital? Have a plan to prevent blood clots.	5,343
Hospitalization increases blood clot risk. Know the signs.	4,753
1 person in the U.S. dies from blood clots every 6 minutes.	4,472
Total Clicks to <i>STC-STW</i>® Content	37,988

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 corresponding *STC-STW*® educational materials as demonstrated below.

 <p>Blood clots can affect anyone. Know your risk and the symptoms.</p>	 <p>If you have cancer, getting Well is your top priority</p>	 <p>Pregnant or expecting a baby? Know your risk for dangerous blood clots.</p>	<p>TOP PUBLISHERS WITH GREATEST NUMBER OF CLICK THRU OCCURRED ON THE WEBSITES OF THE FOLLOWING NEWS SOURCES</p> <p>CNN</p> <p>NY Post</p> <p>MSN</p> <p>ABC</p> <p>People</p> <p>TMZ</p> <p>BBC</p> <p>FOX News</p> <p>Washington Post</p> <p>CBS Sports</p>
 <p>Headed to the Hospital? Have a plan to prevent blood clots.</p>	 <p>Hospitalization increases blood clot risks. Know the signs.</p>	 <p>1 person in the U.S. dies from blood clots every six minutes.</p>	

During the week of March 8, NBCA distributed our *STC-STW*® [audio news release](#), featuring Alok Khorana, MD, and focused on cancer as a risk factor for blood clots, via the nationally syndicated *Radio Health Journal* broadcast. The results of this effort include:


-
- 90.31%

D. STC-STW® video social media amplification/promotion. As part of its routine social media support of the campaign during BCAM, NBCA engaged with a small network of social media influencers who shared NBCA's *STC-STW®/general public* educational video. A summary of the results of this activity appears below:

- Several sample posts shared by social media influencers are shown below. These are considered sponsored posts and are labeled as such (#ad or #sponsored) in accordance with FTC guidelines.

Prime Beauty with Stop the Clot.
Paid Partnership

Know the Risks for Blood Clots:
Vad Blood clots are serious and more common than you would think. I know from personal experience because my ex-husband got a blood clot after hip surgery. About 900,000 people in the U.S. experience dangerous blood clots every year. Of those, roughly 100,000 people die due to blood clots annually, which is more than the number of people lost each year to breast cancer, motor vehicle accidents and AIDS combined. Watch this short video to learn... See More




YOUTUBE.COM
National Blood Clot Alliance Stop the Clot Channel
The National Blood Clot Alliance (NBICA) is a non-profit, voluntary ...

44 Retweets 7 Likes

Shabby Chic Boho
@shabbychicboho

#ad I'm at risk of having blood clots because it runs in my family, and you might be too 🙄. About 900,000 people in the U.S. experience blood clots every year. Do you know the risk factors for this dangerous condition? Learn more today:



National Blood Clot Alliance Stop the Clot Channel
The National Blood Clot Alliance (NBICA) is a non-profit, voluntary health organization dedicated to advancing the ...
@youtube.com

12:05 PM · Mar 16, 2020 · Twitter Web App

44 Retweets 7 Likes

Wendy Polisi with Stop the Clot.
Paid Partnership

#ad Blot dots run in my family, so I have always been conscious of the risk factors. Did you know that about 100,000 people die due to blood clots annually, which is more than the number of people lost to breast cancer, car accidents and AIDS combined. Watch this short video to learn more about blood dots and your potential risk factors:
<https://lnk2.io/wWHPHrH>

83 6 Comments 3 Shares

Like Comment Share

Oldest

Amber Myers
I'm glad there's a place to get more info!
Like Reply 10w

Diana Sweeney
That is scary! I didn't know!
Like Reply 10w

Censie Sawyer
I had no idea. We must share this information.
Like Reply 10w


Tabitha Blue
Such a high number, I had no idea!
Like Reply 10w

Alison Abbott
I didn't realize that there were so many risk factors.
Like Reply 10w

Shelly Dixon
Thanks for the information, I didn't know there were so many risk factors.
Like Reply 10w

Andi Fisher
@andifisher

#ad Roughly 100,000 people die due to blood clots every year (frequent travelers can experience this on planes). Learn more about this medical condition and the potential risk factors today:




National Blood Clot Alliance Stop the Clot Channel
The National Blood Clot Alliance (NBICA) is a non-profit, voluntary health organization dedicated to advancing the ...
@youtube.com

5:08 AM · Apr 2, 2020 · Twitter Web App

48 Retweets 8 Likes

Prime Beauty Blog
@primerealityblog

#ad About 900,000 people in the U.S. experience blood clots every year. Do you know the risk factors for this dangerous condition? Learn more today:




National Blood Clot Alliance Stop the Clot Channel
The National Blood Clot Alliance (NBICA) is a non-profit, voluntary health organization dedicated to advancing the ...
@youtube.com

12:49 PM · Mar 30, 2020 · Twitter Web App

46 Retweets 2 Likes

Mad Adventures with Andi with Stop the Clot.
Paid Partnership


#ad Being healthy is VERY important to me, particularly given our current environment. And as a traveler who often finds herself on a plane where blood clots can happen, it is also important to me to learn the facts. About 900,000 people in the U.S. experience dangerous blood clots every year. Of those, roughly 100,000 people die due to blood clots annually, which is more than the number of people lost each year to breast cancer, motor vehicle accidents, and AIDS combined. Wat... See More



403 Retweets 4 Likes

Low Carb Zen with Stop the Clot.
Paid Partnership

sponsored I had no idea how prevalent (or dangerous) blood clots are. Did you know about 100,000 people in the US die every year from blood clots? I didn't but it pays to be informed. If you want to learn about the risk factors or symptoms of blood clots, check out this short video explaining: <https://lnk2.io/wWHPHrH>



YOUTUBE.COM
National Blood Clot Alliance Stop the Clot Channel
The National Blood Clot Alliance (NBICA) is a non-profit, voluntary ...

7 5 Comments

Like Comment Share

All Comments

Write a comment...

Barb Bennett
I lost a wonderful friend at the age of 29 from a blood clot which originated in her calf.
She was feeling unwell and went to see her doctor presenting with all of the symptoms and was put on the heeding and sent home... See More
Like Reply 6w

Jessica Pale
Survivor, I had one the size of a half dollar in my right lung in 2011
Like Reply 6w

Colleen McCormick
I'm a survivor
Like Reply 6w

Unis Schomer
Thanks!
Like Reply 6w


National Blood Clot Alliance Stop the Clot Channel
The National Blood Clot Alliance (NBICA) is a non-profit, voluntary health organization dedicated to advancing the ...
@youtube.com

12:05 PM · Mar 16, 2020 · Twitter Web App

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12:05 PM · Mar 16, 2020 · Twitter Web App

44 Retweets 7 Likes

E. Social Media: During BCAM, NBCA created and served up more than 100 pieces of creative/editorial content across all of its social media channels. This content included key themes reflected during the individual weeks of BCAM, namely: 1) Learn & Share 2) Support Our Programs (key programs and educational tools) 3) Become A Social Media Ambassador 4) Share Your Story 5) Connect and 6) Help Make a Difference/Get Involved.

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:

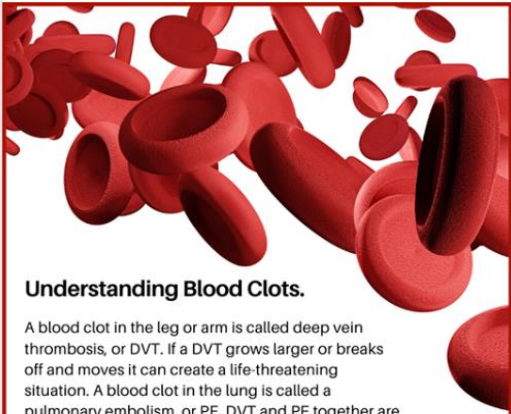
- **NBCA Facebook "Likes" exceed 34,000** in March 2020
- **NBCA Facebook Page Reach exceeds 364,000** from March 1 through March 31
- The Facebook post highlighting the [Stop the Clot, Spread the Word® video](#) is among the **highest performing posts during BCAM with a reach of more than 37,000**
- On Twitter, more than **97,000 impressions are realized during BCAM**, and ~100 new Twitter followers gained

A few select samples of top-performing social media posts involving our *STC-STW*® messaging and content appear below:

FACEBOOK SAMPLES


Stop the Clot
March 2 · 🌐

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 grow larger or break off and travel to the lungs. A blood clot in the lung is called a pulmonary embolism or PE, which requires immediate medical attention because it can be life-threatening. Watch this short video to learn more about blood clots and your potential risk factors, and talk with your doctor if you experience any blood clot signs or symptoms: <https://youtu.be/A0gCB9Xpe7k> #makethechoice #stopthecLOT #spreadtheword #bcam #sharetostopthecLOT



Understanding Blood Clots.

A blood clot in the leg or arm is called deep vein thrombosis, or DVT. If a DVT grows larger or breaks off and moves it can create a life-threatening situation. A blood clot in the lung is called a pulmonary embolism, or PE. DVT and PE together are called venous thromboembolism, or VTE.


 www.stopthecLOT.org

37,794 People Reached 3,668 Engagements [Boost Post](#)

👍❤️👎 189 15 Comments 360 Shares

Stop the Clot
March 4 · 🌐


The signs or symptoms of a blood clot in a limb include: Swelling, pain or tenderness not caused by injury, skin that is warm to the touch, red, or discolored. The signs or symptoms of a blood clot in the lung may include: Difficulty breathing, chest pain that worsens with a deep breath, coughing or coughing up blood, a faster than normal or irregular heartbeat. A blood clot in a person's leg or arm can grow or break off and travel to their lung, which can be life-threatening. Save and share this Signs & Symptoms Chart: <http://bit.ly/2wqR3Hc> #makethechoice #stopthecLOT #spreadtheword #sharetostopthecLOT #bcam




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



SIGNS AND SYMPTOMS OF A BLOOD CLOT IN THE LUNG MAY INCLUDE:

- Difficulty breathing -
- Chest pain that worsens with a deep breath -
- Coughing, or coughing up blood -
- Faster than normal or irregular heartbeat -

Seek medical attention immediately.


 www.stopthecLOT.org

36,847 People Reached 3,589 Engagements [Boost Post](#)

👍❤️👎 154 11 Comments 402 Shares

Stop the Clot
March 3 · 🌐

Anyone may be at risk for a blood clot. Risk factors can include, hospitalization, surgery, pregnancy, cancer and its treatment, personal or family history of blood clots, estrogen-based birth control, estrogen treatment of menopause symptoms, smoking, overweight, age 55 or older, and long-term diseases such as heart and lung conditions, or diabetes. Download this checklist to learn more about blood clot risk factors, and discuss your personal risk with your healthcare provider: <http://bit.ly/2AQonXp> #makethechoice #stopthecLOT #spreadtheword #bcam #sharetostopthecLOT




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

7,845 People Reached 553 Engagements [Boost Post](#)

👍❤️ 62 6 Comments 86 Shares

Stop the Clot
March 4 · 🌐

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> #makethechoice #stopthecLOT #spreadtheword #bcam #sharetostopthecLOT




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

11,622 People Reached 1,025 Engagements [Boost Post](#)

👍❤️ 90 2 Comments 148 Shares

Stop the Clot
March 10 · 🌐

Expecting or recently had a baby? Don't let a blood clot spoil your joy. Having a baby can be an exciting and joyful time, but did you know that women face major risks for the development of blood clots during pregnancy, childbirth, and the three-month period after delivery? The good news is that with the right information and a prevention plan, blood clots during pregnancy and after childbirth may be prevented. Watch this video to learn more: <https://youtu.be/T1GmLmbni> #stopthecLOT #spreadtheword #sharetostopthecLOT #makethechoice #bcam

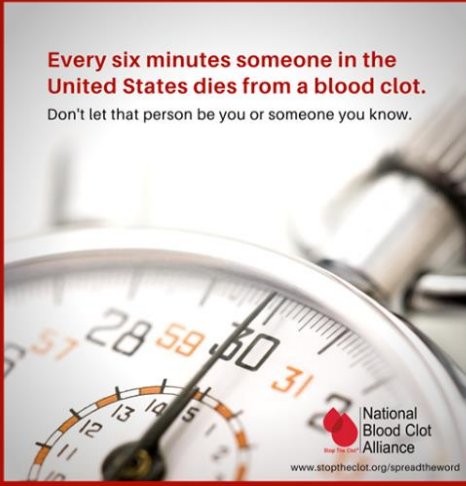


Stop the Clot, Spread the Word
www.stopthecLOT.org/spreadtheword

8,610 People Reached 761 Engagements [Boost Post](#)

Stop the Clot
March 11 · 🌐

Did you know one person in the U.S. dies every six minutes due to a blood clot? Over the span of a year, 100,000 people will ultimately lose their lives. The statistics are sobering, but the good news is, blood clots are often preventable and treatable if they are discovered early enough. Knowing key information – including information about risks, signs and symptoms, and prevention – is the best thing you can do to prevent blood clots. Save and share NBCA's Stop the Clot, Spread the Word® infographic as your go-to resource for blood clot information: <http://bit.ly/2Ja2lim> #stopthecLOT #spreadtheword #makethechoice #sharetostopthecLOT #bcam




Every six minutes someone in the United States dies from a blood clot. Don't let that person be you or someone you know.

15,425 People Reached 998 Engagements [Boost Post](#)

👍😱 80 1 Comment 172 Shares

Stop the Clot
March 10

Heading to the hospital? Get better. Don't get a blood clot. About 900,000 people in the U.S. experience blood clots each year, and about half of these clots occur within three months of a hospital stay or surgery. Blood clots are a leading cause of preventable hospital death in the United States. If you are going to be in the hospital or have surgery, make sure all of your doctors know your risk for blood clots and ask for a prevention plan before, during, and after your stay. Get more information and download a Prevention Plan Checklist here: [#stopthecлот](http://bit.ly/2qADWRT) [#spreadtheword](http://bit.ly/2qADWRT) [#makethechoice](http://bit.ly/2qADWRT) [#sharetostopthecлот](http://bit.ly/2qADWRT) [#bcam](http://bit.ly/2qADWRT)




National Blood Clot Alliance
www.stopthecлот.org/spreadtheword

4,120 People Reached 195 Engagements [Boost Post](#)

Casida O'Neill, July Black and 32 others 42 Shares

Stop the Clot
March 11

Blood clots are a leading cause of death among people with cancer. Early diagnosis and treatment can reduce complications from blood clots, even death. Getting well is your top priority. Make blood clot awareness part of your plan to protect your health if you have cancer, or if you are undergoing cancer treatment: [#stopthecлот](http://bit.ly/2ouPua5) [#spreadtheword](http://bit.ly/2ouPua5) [#makethechoice](http://bit.ly/2ouPua5) [#sharetostopthecлот](http://bit.ly/2ouPua5) [#bcam](http://bit.ly/2ouPua5)



National Blood Clot Alliance
www.stopthecлот.org/spreadtheword

3,555 People Reached 171 Engagements [Boost Post](#)

Stop the Clot
March 16

It takes two steps – and less than two minutes – to share life-saving information about blood clots. Click the link below and share this Stop the Clot, Spread the Word® infographic on your social media channels about blood clot risk, signs and symptoms, and prevention: <http://bit.ly/2Ja2lim>. Or simply, click "share" below and share this post to your Facebook page. [#stopthecлот](http://bit.ly/2Ja2lim) [#spreadtheword](http://bit.ly/2Ja2lim) [#sharetostopthecлот](http://bit.ly/2Ja2lim) [#makethechoice](http://bit.ly/2Ja2lim) [#bcam](http://bit.ly/2Ja2lim)



Share life-saving information about blood clots.

National Blood Clot Alliance
www.stopthecлот.org/spreadtheword

1,005 People Reached 37 Engagements [Boost Post](#)

Stop the Clot
March 30

Spending time in the hospital is always a challenge and requires that you seek the best care. The last thing you need is another health problem or setback on your road to recovery. If you or someone you love is spending time in the hospital, make sure to have a blood clot prevention plan for before, during, and after your hospital stay: [#stopthecлот](http://bit.ly/2qADWRT) [#spreadtheword](http://bit.ly/2qADWRT) [#sharetostopthecлот](http://bit.ly/2qADWRT) [#makethechoice](http://bit.ly/2qADWRT) [#bcam](http://bit.ly/2qADWRT)



**STOP THE CLOT
SPREAD THE WORD™**

Heading to the Hospital?
Get Better. Don't Get a Blood Clot.

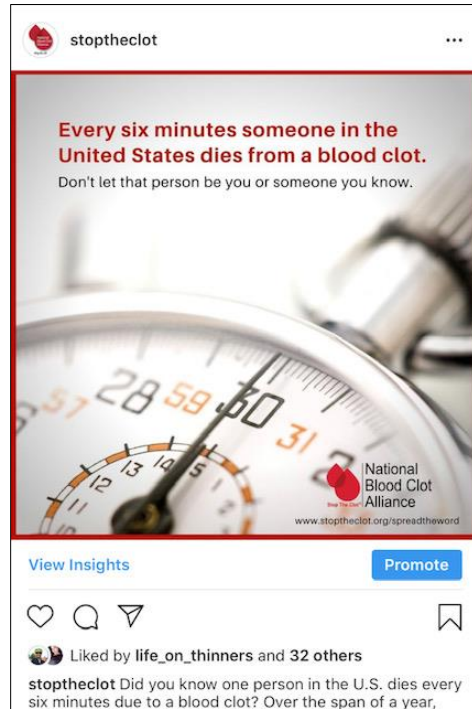
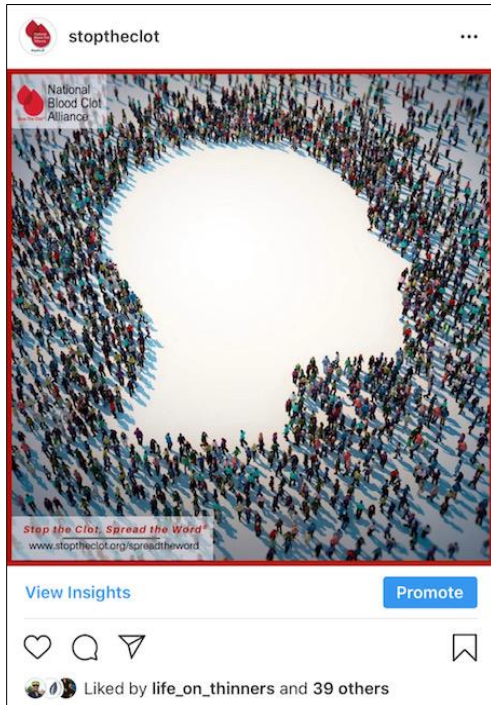
For more information, visit stopthecлот.org/spreadtheword

National Blood Clot Alliance
CDC
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

2,549 People Reached 107 Engagements [Boost Post](#)

Tamara Hickman, Mary Sienna and 40 others 1 Comment 17 Shares

TWITTER AND INSTAGRAM SAMPLES



<p>NBCA @StopTheClot It takes two steps – and less than two minutes – to share life-saving information about blood clots. Re-tweet this Stop the Clot, Spread the Word® infographic: http://bit.ly/2Jq2Jm8 #stoptheclot #spreadtheword #sharetotheclot #makethechoice #bcam pic.twitter.com/D5U3Kw4uZ7</p>	Impressions	1,590
	Total engagements	48
	Link clicks	14
	Media engagements	12
	Detail expands	8
	Retweets	7

<p>NBCA @StopTheClot Do you know the signs and symptoms of blood clots? Save and share this Signs & Symptoms Chart: http://bit.ly/2wqR3Hc #makethechoice #stoptheclot #spreadtheword #sharetotheclot #bcam pic.twitter.com/CMuR1QwFad</p>	Impressions	1,957
	Total engagements	91
	Media engagements	54
	Retweets	12
	Link clicks	10

NBCA @StopTheClot

Do you know the signs and symptoms of blood clots? Save and share this Signs & Symptoms Chart: bit.ly/2wqR3Hc #makethechoice #stoptheclot #spreadtheword #sharetotheclot #bcam

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.

SIGNS AND SYMPTOMS OF A BLOOD CLOT IN THE LUNG MAY INCLUDE:

- Difficulty breathing -
- Chest pain that worsens with a deep breath -
- Coughing, or coughing up blood -
- Faster than normal or irregular heartbeat -

Seek medical attention immediately.

National Blood Clot Alliance
www.stoptheclot.org

NBCA @StopTheClot

Tragically, too many lives are affected by blood clots because public awareness about life-threatening blood clots is low. Learn more about blood clot risks, signs and symptoms, and prevention: bit.ly/2CS8m9j #makethechoice #stoptheclot #spreadtheword #bcam

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

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