

PLANNING  
GOALS  
ANALYSIS  
STRATEGY  
VISION  
STRATEGIC  
ORGANIZATION  
MISSION  
STATEMENT  
USED SOURCE  
NEEDED



National Blood Clot Alliance

## Pilot Campaign Collateral: Two-Sided Door Hanger, Wall/Mirror Cling



**FUTURE *in* PROGRESS**

AS YOU PREPARE FOR YOUR FUTURE,  
TAKE CARE OF YOUR HEALTH NOW.

When it comes to birth control, your choice matters.  
It needs to work for you and keep you safe.


One fact to consider:  
Birth control methods that contain estrogen  
— including the pill, the patch, and the ring —  
can increase a woman's risk for dangerous blood clots.

Do you know if you're at risk?

SCAN HERE TO LEARN MORE AND GET  
YOUR **FREE** RISK ASSESSMENT TEST:



Or visit  
[www.womenandbloodclots.org](http://www.womenandbloodclots.org)  
to learn more.




**FACTS *matter***


- The use of any form of birth control with estrogen, or hormonal birth control, increases a woman's risk for dangerous blood clots.
- Symptoms of blood clots in the deep veins of the legs or arms, where they commonly form, include pain and swelling, with skin that may be discolored and/or warm to the touch. Call your doctor.
- Symptoms of blood clots in the lungs include chest pain, particularly with a deep breath, coughing up blood, and an accelerated heart rate. Go to the hospital.


**FOLLOW *up***

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 **Alexandra L. Rowan**  
MEMORIAL FOUNDATION

 **National Blood Clot Alliance**  
Stop The Clot®



**THE FUTURE IS *You***

**FIND YOUR *Fit***

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## Campus Targets: Door Hangers

University/College	City	State	Total Enrollment	Percent Female	Dorm Capacity	Units Installed
Ohio State University	Columbus	OH	57,278	49%	11,634	3,000
University of Texas at Austin	Austin	TX	51,231	51%	8,053	2,500
University of Minnesota-Twin Cities	Minneapolis	MN	50,639	52%	6,952	2,500
University of Arizona	Tucson	AZ	40,543	52%	7,254	3,000
New York University	New York	NY	48,612	55%	12,646	3,000
University of Washington	Seattle	WA	43,934	52%	8,560	2,500
University of Illinois	Champaign	IL	43,695	45%	16,578	3,000
Florida State University	Tallahassee	FL	39,446	55%	6,500	2,500
University of Southern California	Los Angeles	CA	37,810	52%	5,950	2,500
University of California-Berkeley	Berkeley	CA	37,316	50%	8,450	2,500
Temple University	Philadelphia	PA	36,692	52%	5,497	2,500
University of Georgia	Athens	GA	34,921	58%	7,618	2,500

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Temple University	Philadelphia	PA	36,692	52%	5,497	2,500
University of California-Berkeley	Berkeley	CA	37,316	50%	8,450	2,500

## Campus Targets: Wall Clings

University/College	City	State	Total Enrollment	Percent Female	Units Installed
Ohio State University	Columbus	OH	57,278	49%	150
University of Texas at Austin	Austin	TX	51,231	51%	150
University of Minnesota-Twin Cities	Minneapolis	MN	50,639	52%	150
University of Arizona	Tucson	AZ	40,543	43%	125
New York University	New York	NY	48,612	55%	125
University of Washington	Seattle	WA	43,934	52%	125
University of Illinois	Champaign	IL	43,695	45%	125
Florida State University	Tallahassee	FL	39,446	55%	125
University of Southern California	Los Angeles	CA	37,810	52%	125
University of California-Berkeley	Berkeley	CA	37,316	50%	125
Temple University	Philadelphia	PA	36,692	52%	125
University of Georgia	Athens	GA	34,921	58%	100

## Overview: Metrics

### COVID-19 Considerations, Impacts

The bulk of this program was completed prior to shut down of college campuses across the U.S. in March:

- The majority (8 of 12) of the program door hangers and wall clings were installed in mid- to late-February, resulting in an 86% increase in web traffic to the *Women & Blood Clots* program portal.
- The remaining schools (4 of 12) dropped items the last days of February, first days of March.
- As with the fall 2019 pilot program, metrics were to be monitored for six to eight weeks following the program initiation in mid-February 2020. When this was done with the fall pilot program, we saw consistent growth in QR code scans during this time frame. With the expanded 2020 program, we saw a sharp decline in QR code scans beginning the week of March 9, as several colleges recognized spring break but, more importantly, when most larger U.S. universities directed students to leave campus and continue course work online. Our research shows:
  - ❖ Six of the 12 targeted schools with spring break scheduled between the first and second week of March. The remaining 6 schools had spring break scheduled between the third or fourth week of March.
  - ❖ The majority of U.S. schools, including the 12 targeted by this campaign, instructed students to either not return from spring break or to move off campus during the week of March 9 (the week when a national emergency was declared in the U.S.) or March 16.
- Despite this dramatic turn in events, our overarching objective for this effort – to deliver our key educational messages to women likely making important decisions about birth control and family – was achieved: All of the door hangers and wall clings installed as planned, resulting in dramatic growth or an 86% increase in traffic to the *Women & Blood Clots* website.

## Overview: Metrics

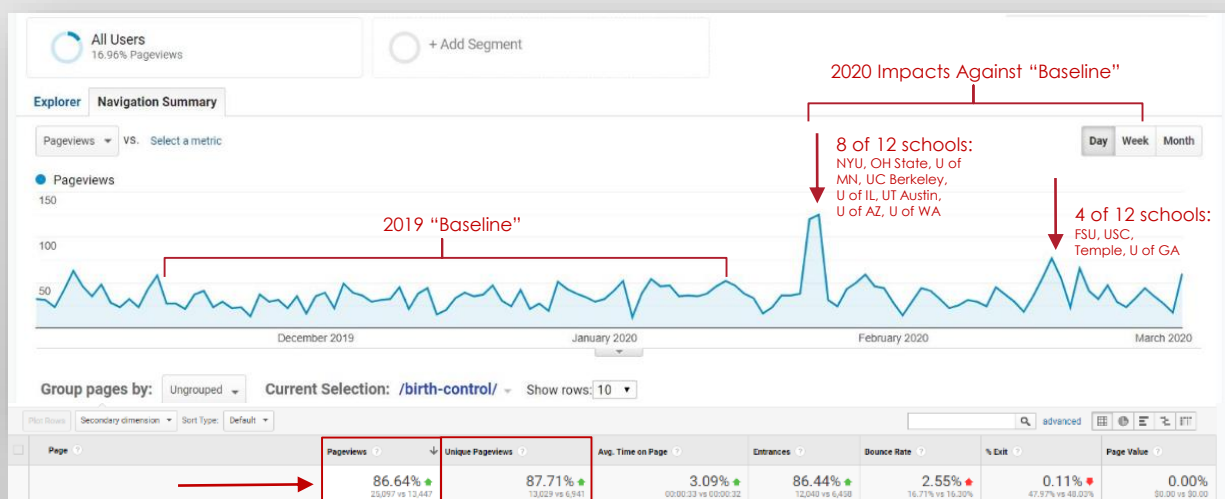
### W&BC Web Traffic

- W&BC website traffic increases by roughly 86% in February and March 2020 compared to traffic in December 2019 and January 2020.
- More than 87% of total pageviews during February and March 2020 are *new visitors* to the website.

### Campaign QR Code

- Overall QR code scan rate of  $\approx 6\%$ , or about the standard industry average of 6% seen with QR codes in magazines.
- QR code scan rates generally comparable among all schools that installed items in mid- to late-February, or about 8-10% on average. QR code scan rates among all schools with items installed very late February or early March are lower and range from 4-6%.

## Metrics Drill Down: W&BC Web Traffic





## Ohio State University – Sample Door Hangers

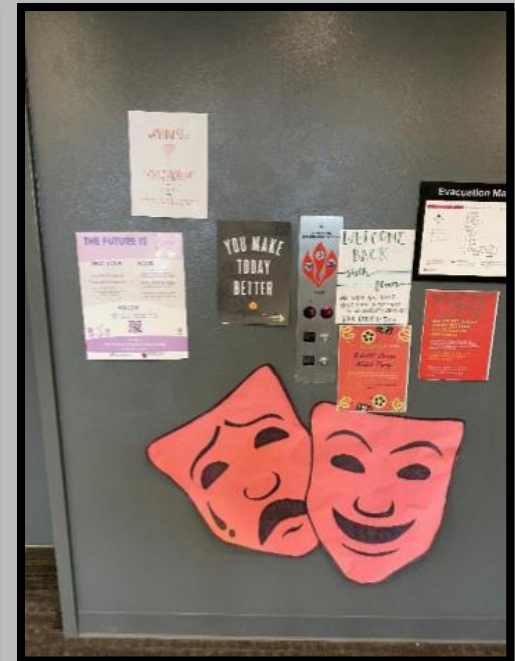




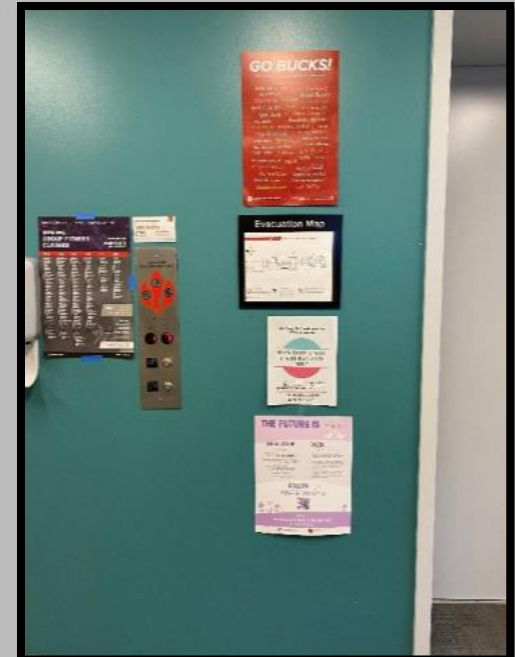
## Ohio State University – Sample Door Hangers



## Ohio State University – Sample Wall/Mirror Clings



## Ohio State University – Sample Wall/Mirror Clings



## University of Texas at Austin – Sample Door Hangers

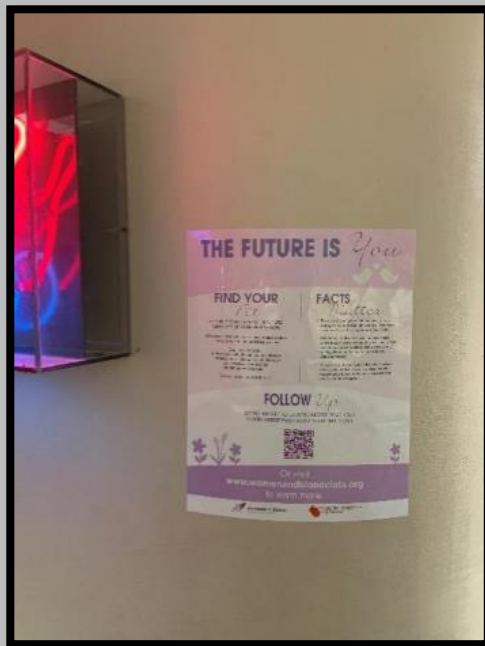




## University of Texas at Austin – Sample Door Hangers



## University of Texas at Austin – Sample Wall/Mirror Clings



## University of Texas at Austin – Sample Wall/Mirror Clings





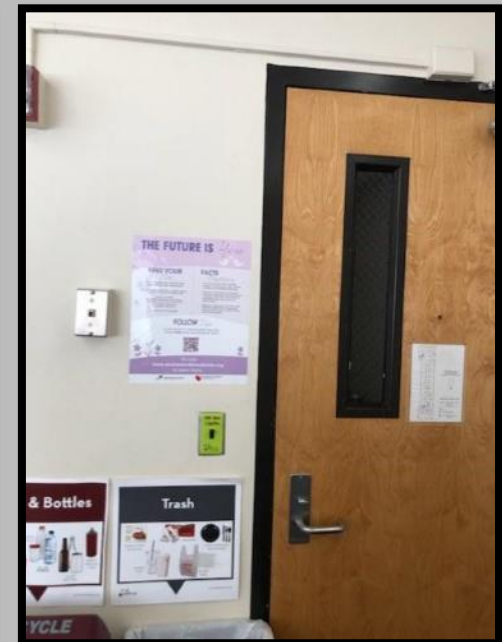
## University of Minnesota- Twin Cities – Sample Door Hangers



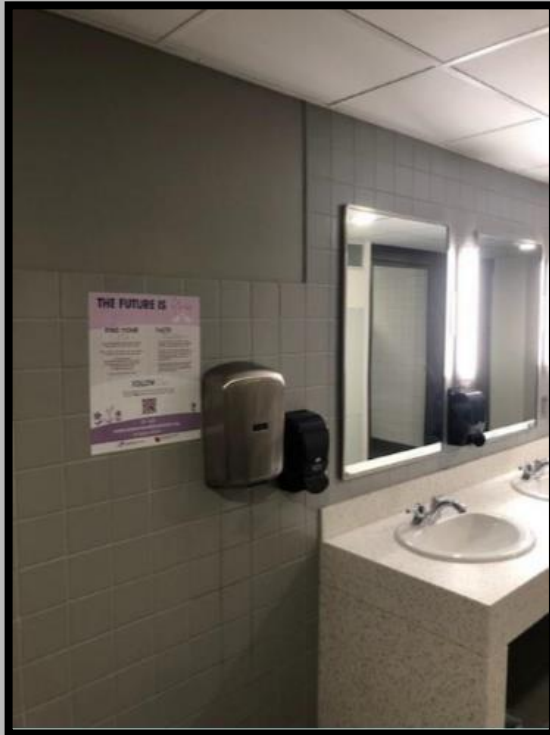
## University of Minnesota- Twin Cities – Sample Door Hangers



## University of Minnesota- Twin Cities – Sample Wall/Mirror Hangers



## University of Minnesota- Twin Cities – Sample Wall/Mirror Hangers



## University of Arizona – Sample Door Hangers





## University of Arizona – Sample Door Hangers



## University of Arizona – Sample Wall/Mirror Clings





## University of Arizona – Sample Wall/Mirror Clings



## New York University – Sample Door Hangers



## New York University – Sample Door Hangers



## New York University – Sample Wall/Mirror Clings



## New York University – Sample Wall/Mirror Clings





## New York University – Sample Wall/Mirror Clings



## University of Washington – Sample Door Hangers



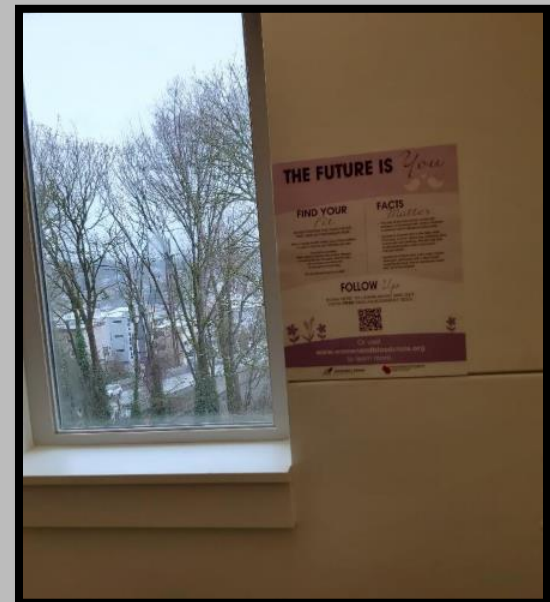




## University of Washington – Sample Wall/Mirror Clings



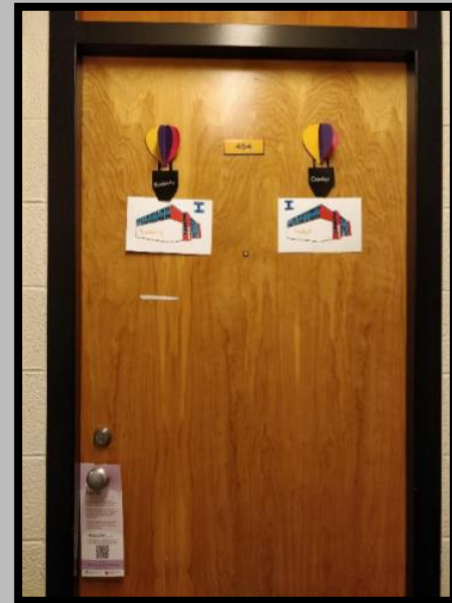
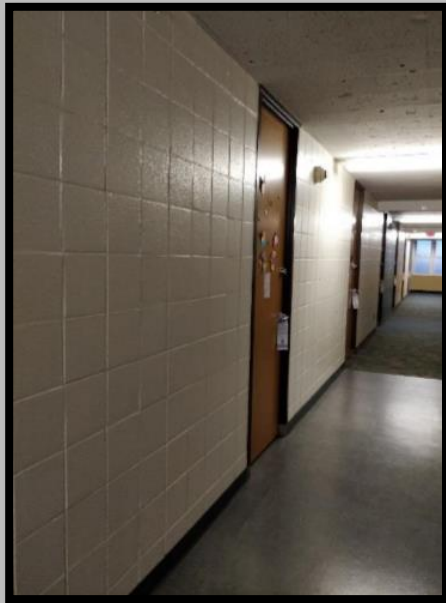
## University of Washington– Sample Wall/Mirror Clings



## University of Illinois – Sample Door Hangers



## University of Illinois – Sample Door Hangers



## University of Illinois – Sample Wall/Mirror Clings





## University of Illinois– Sample Wall/Mirror Clings





## Florida State University – Sample Door Hangers



## Florida State University – Sample Door Hangers



## Florida State University – Sample Wall/Mirror Clings



## Florida State University– Sample Wall/Mirror Clings



## University of Southern California – Sample Door Hangers





## University of Southern California – Sample Door Hangers



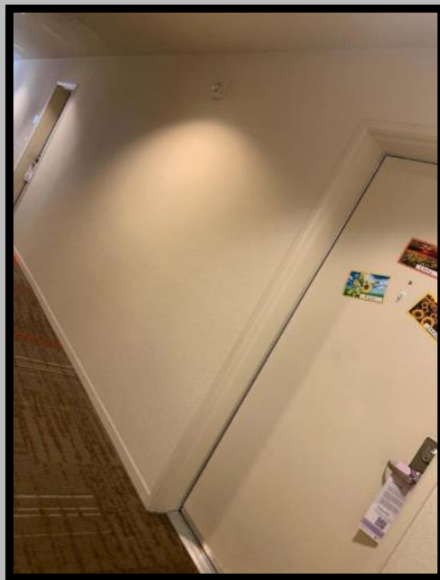
## University of Southern California – Wall/Mirror Clings



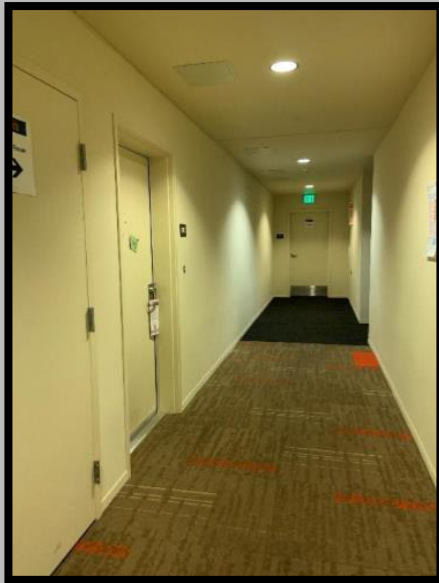
## University of Southern California – Wall/Mirror Clings



## University of California- Berkeley – Sample Door Hangers

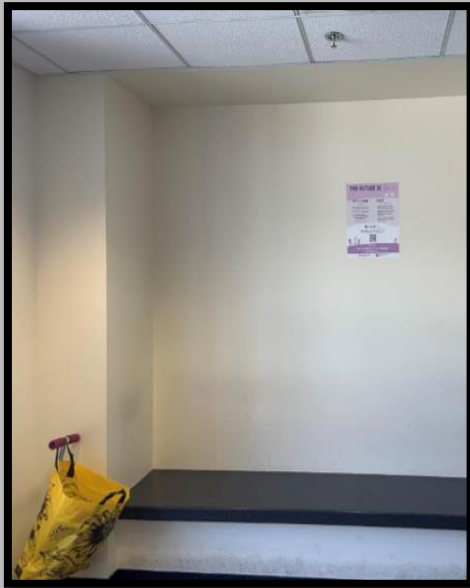


## University of California- Berkeley – Sample Door Hangers

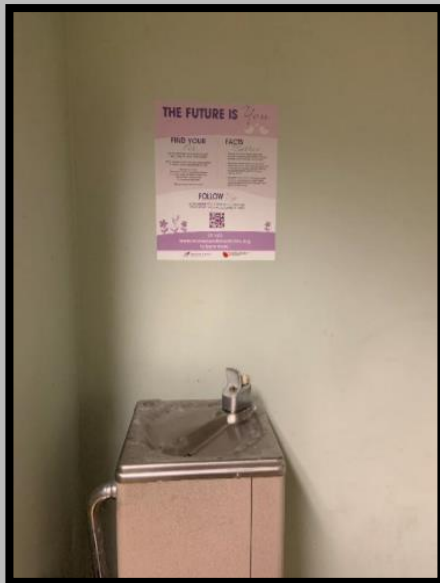




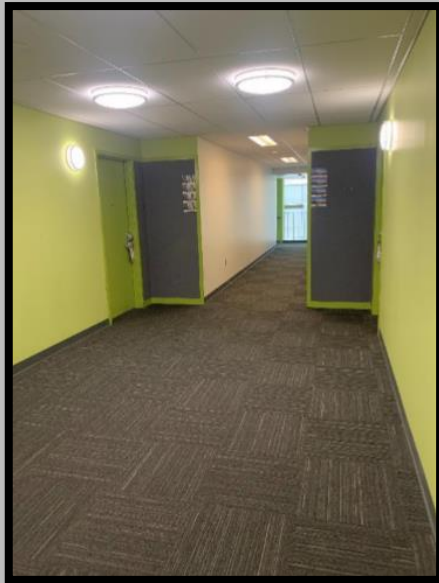
## University of California- Berkeley – Sample Wall/Mirror Clings



## University of California- Berkeley – Sample Wall/Mirror Clings



## Temple University – Sample Door Hangers



## Temple University – Sample Door Hangers



## Temple University – Sample Wall/Mirror Clings





## Temple University – Sample Wall/Mirror Clings



## University of Georgia – Sample Door Hangers



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