

APPENDIX

Summary Results Report National Hospital Week 2017: May 7-13

Monday, May 8: Post 1

Facebook/IG Text: Spending time in the hospital is a challenge that requires you seek the best care. The last thing you need is another health problem or setback on your road to recovery. Now - during National Hospital Week - and anytime you or someone you know faces hospitalization, it is important to understand that being in the hospital places you at increased risk for the development of a deadly blood clot, especially if you are dealing with surgery, a physical trauma, or a serious illness like cancer. For more information, including a Prevention Plan, visit: <https://www.stopthecлот.org/spreadtheword/hospitalization/> #stopthecлот #spreadtheword #HospitalWeek



Post Performance (Facebook): 2,304 People Reached; 13 Shares; 29 Post Clicks

Post Performance (Instagram): 601 Reach; 786 Impressions

Twitter Text: Hospitalization puts you at risk for a deadly blood clot. Learn more from NBCA during #HospitalWeek: <https://www.stopthecлот.org/spreadtheword/hospitalization/>

Post Performance (Twitter): 728 Impressions; 14 Total Engagements

Tuesday, May 9: Post 1



Facebook Text: Headed to the Hospital? Get Better. Don't get a Blood Clot. It is important to know that being in the hospital places you at increased risk for the development of a deadly blood clot, particularly if you are dealing with surgery, a physical trauma, or a serious illness like cancer. Watch this video to find out what you can do to prevent dangerous blood clots when heading to the hospital: <https://youtu.be/vNArtKdLPC8> #stopthecлот #spreadtheword #HospitalWeek

Boosted Post Performance (Facebook): 13,754 People Reached; 82 Shares; 370 Post Clicks

Twitter Text: Headed to the Hospital? Get Better. Don't Get a Blood Clot. Watch this video to learn more: <https://youtu.be/vNArtKdLPC8> #stopthecлот #HospitalWeek

Post Performance (Twitter): 768 Impressions; 13 Total Engagements

Wednesday, May 10: Post 1

Facebook Text: Up to 900,000 people in the United States are affected by blood clots each year. About half of all blood clots occur during a hospital stay or within 3 months of a hospital stay or surgery. Roughly 1 out of 10 hospital deaths are related to a blood clot in the lung. Don't let that one person be you. Know the signs and symptoms of blood clots and tell your doctor if you experience any of them. Learn more and share this infographic: <https://www.stopthecлот.org/spreadtheword/wp-content/uploads/2016/06/Hospitalization-Infographic.pdf> #stopthecлот #spreadtheword #HospitalWeek



Post Performance (Facebook): 2,594 People Reached; 24 Shares; 67 Post Clicks

Post Performance (Instagram): 735 Impressions; 564 Reach

Twitter Text: Know Your Risk: Hospitalization increases risk for blood clots. Share this infographic: [Link to Hospitals Infographic, see above] #stopthecлот #HospitalWeek

Post Performance (Twitter): 1,679 Impressions; 25 Total Engagements

Wednesday, May 10: Post 2



Facebook Text: You may still be at risk for a life-threatening blood clot for up to 90 days after hospitalization or surgery. Tell your doctor if you experience any of the signs or symptoms of a blood clot. Learn more about blood clots signs and symptoms:

<https://www.stopthecлот.org/spreadtheword/hospitalization> #stopthecлот #spreadtheword #HospitalWeek

Post Performance (Facebook): 4,075 People Reached; 43 Shares; 143 Post Clicks

Post Performance (Instagram): 638 Impressions; 498 Reach

Twitter Text: You may still be at risk for a blood clot for up to 90 days after hospitalization or surgery. Know the symptoms: <https://www.stoptheclot.org/spreadtheword/hospitalization> #HospitalWeek

Post Performance (Twitter): 1,737 Impressions; 40 Total Engagements

Thursday, May 11: Post 1

Going to the Hospital? Get Better. Don't Get a Blood Clot.
Have a Prevention Plan.

Before You Enter the Hospital

- ✓ Discuss your potential risk factors and family health history with your doctor.
- ✓ Ask if you will need prevention measures for blood clots while in the hospital.
- ✓ Make sure that all of your doctors know your blood clot risks and ask for a prevention plan.

Before You Leave the Hospital

- ✓ Ask your doctor how to prevent blood clots when you are at home.
- ✓ Discuss the signs and symptoms of blood clots.
- ✓ Make sure you know what to do if you experience the signs or symptoms of a blood clot.

When You Return Home

- ✓ Follow instructions and take medications as prescribed.
- ✓ Move around. If confined to bed or a wheelchair, have someone help you move your arms and legs.
- ✓ Notify your doctor if you experience signs or symptoms of blood clots.

National Blood Clot Alliance
Stop The Clot®

Get your Prevention Plan: [stoptheclot.org/spreadtheword/hospitalization](https://www.stoptheclot.org/spreadtheword/hospitalization)

Facebook Text: If you're heading to the hospital for surgery or illness or are hospitalized, have a plan to help prevent blood clots. Make sure all your doctors are aware of your risk for blood clots and work together to create a plan for before you enter the hospital, before you leave the hospital and when you return home. Get your Prevention Plan here: <https://www.stoptheclot.org/spreadtheword/wp-content/uploads/2016/06/Prevention-Plan-Checklist.pdf> #stoptheclot #spreadtheword #HospitalWeek

Post Performance (Facebook): 1,666 People Reached; 4 Shares; 40 Post Clicks

Post Performance (Instagram): 620 Impressions; 492 Reach

Twitter Text: Blood clots are preventable. Have a plan if you are headed to the hospital. More info: [Link to Hospitals Prevention Plan, same as above] #stoptheclot #spreadtheword #HospitalWeek

Post Performance (Twitter): 1,747 Impressions; 66 Total Engagements

Thursday, May 11: Post 2

Facebook Text: One of the best things you can do to prevent blood clots is to know your risk and recognize the signs and symptoms of blood clots, particularly if you someone you care about is headed to the hospital. Learn more about hospitals as a major risk factor for blood clots and find out what steps you can take to reduce that risk: <https://www.stopthecлот.org/spreadtheword/hospitalization/> #stopthecлот #spreadtheword #HospitalWeek

Post Performance (Facebook): 5,285 People Reached; 55 Shares; 230 Post Clicks

Post Performance (Instagram): 748 Impressions; 575 Reach

Stop the Clot, Spread the Word™

Signs & Symptoms

SYMPTOMS OF A BLOOD CLOT
IN THE LUNG MAY INCLUDE

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

Seek immediate attention if you experience these signs or symptoms.

National Blood Clot Alliance
Stop The Clot®

Learn more at www.stopthecлот.org/spreadtheword

Twitter Text: Know your risk & recognize the signs & symptoms of blood clots, particularly if you are headed to the hospital: [Link to Hospitals] #stopthecлот #HospitalWeek

Post Performance (Twitter): 697 Impressions; 19 Total Engagements