

Stop the Clot, **Spread the Word**®



Cancer

Evaluation Report

Metrics & Measurements

October 2, 2019, to January 31, 2020

Submitted February 2020



National Blood Clot Alliance
Stop The Clot®

STOP THE CLOT SPREAD THE WORD®



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Executive Summary: Key Communications & Health Marketing Campaign Metrics

Wednesday, October 2 — Friday, January 31, 2020

The National Blood Clot Alliance (NBCA) unveiled the *Cancer* arm of its *Stop the Clot, Spread the Word*® nationwide public health education campaign, October 2, 2019, as part of its cooperative agreement with the Centers for Disease Control and Prevention (CDC). This four-month digital health marketing effort was implemented during supplemental Year Six of this cooperative agreement, and marks the third and final clinical arm unveiled as part of this important public health education campaign.

We realized a potential audience of more than 500 million with this arm of the campaign between October 2, 2019 and January 31, 2020. While the target audience of people diagnosed with cancer, undergoing cancer treatment, and/or their caregivers was narrowly defined compared to previous arms of this campaign (e.g., general public, hospitalization), our performance metrics remained strong.

This report provides details about the results of this effort. A summary of our campaign metrics is outlined below:

Digital Media Press Release (DMPR)

- Audience reach: 137.9 million, with 75 full text placements and 129 headline clippings
- Estimated total or unique DMPR page views: 2,310
- 135 clicks to links within DMPR

Web Banner

- Audience: 655,634
- 733 banner clicks, with an 11% click-through rate (CTR)

Stop the Clot, Spread the Word® Oncology Web Page

- 22,888 unique visitors to the *Oncology* web page in the first four months following unveiling
- Average time spent on new web page: 02:51

Video

- More than 300 views in four months, with 73% of views from the campaign web page
- Average view duration via embedded video on campaign website: 02:22

Infographic Distribution

- 1,016 online placements, with total online audience reach of 145.9 million
- Advertising equivalent value of 145.9 million online website readers: \$1,751,897

Radio News Release

- :60 campaign audio news release airs 580 times on 574 radio stations nationwide, reaching a total cumulative listenership of 43.6 million people
- Advertising equivalent value of 43.6 million listeners: \$72,500

Mat Release

- 2,484 mat release placements appeared across news sites nationwide, including *USA Today*, for a total readership of 181.3 million people nationwide
- Advertising equivalent value of 181.3+ million mat release readers: \$2.1 million

Facebook and Twitter

- 23 campaign-focused NBCA Facebook posts over four-month promotion reach more than 80,000 people
- Facebook posts during this four-month period realize 2,500 engagements (shares, comments, reactions)
- Twitter posts generate more than 24,000 impressions, with 419 social engagements

Instagram and Pinterest

- NBCA's Instagram posts reach 14,985 accounts, resulting in 18,986 impressions and 653 likes
- NBCA's STC-STW®/Oncology Pinterest board reaches a potential monthly average of 32,290 viewers.

STOP THE CLOT SPREAD THE WORD®



If you have been diagnosed with cancer,
getting well is your top priority.
Protect your health during cancer treatment.



For more information, visit
stopthecLOT.org/spreadtheword



National
Blood Clot
Alliance



CDC
Centers for Disease Control and Prevention



Digital Media Press Release

- The *Stop the Clot, Spread the Word®/Cancer digital media press release* (DMPR) was distributed via Globe Newswire on Tuesday morning, October 2, 2019. Specifically, the release was distributed electronically to U.S. news and media outlets nationwide, as well as Health Newline wire circuits, with electronic distribution to a wide range of media outlets, including television and radio networks, local newsrooms, top daily and weekly newspapers, magazines, newsletters, special interest trade publications, and social media networks.
- Constructed as a social media vehicle, the DMPR contained our campaign logo, live links, and streaming video, with more than 300 social media bookmarking and tagging options.
- Results of this DMPR effort reached critical mass between October 2 and October 18, 2019.

Web Clippings

Full Text Placements: 75

Placements represent the number of outlets in which the release was picked up.

Headline Clippings: 129

Headline clips refers to the number of remote sites that featured just the headline and link to the campaign release

Total Audience of
Full Text Placements

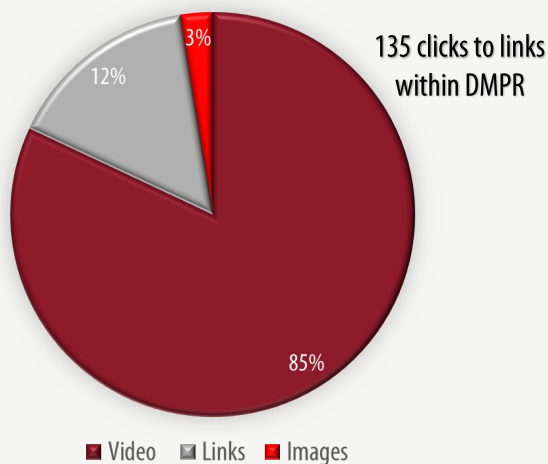
137.9 million

Precise Audience Reach:
137,972,446

Audience numbers are provided by compete.com and represent a daily volume of visitors to a given site, at its top-level domain with the monthly number of visitors divided by the number of days in a given month.



Click Activity



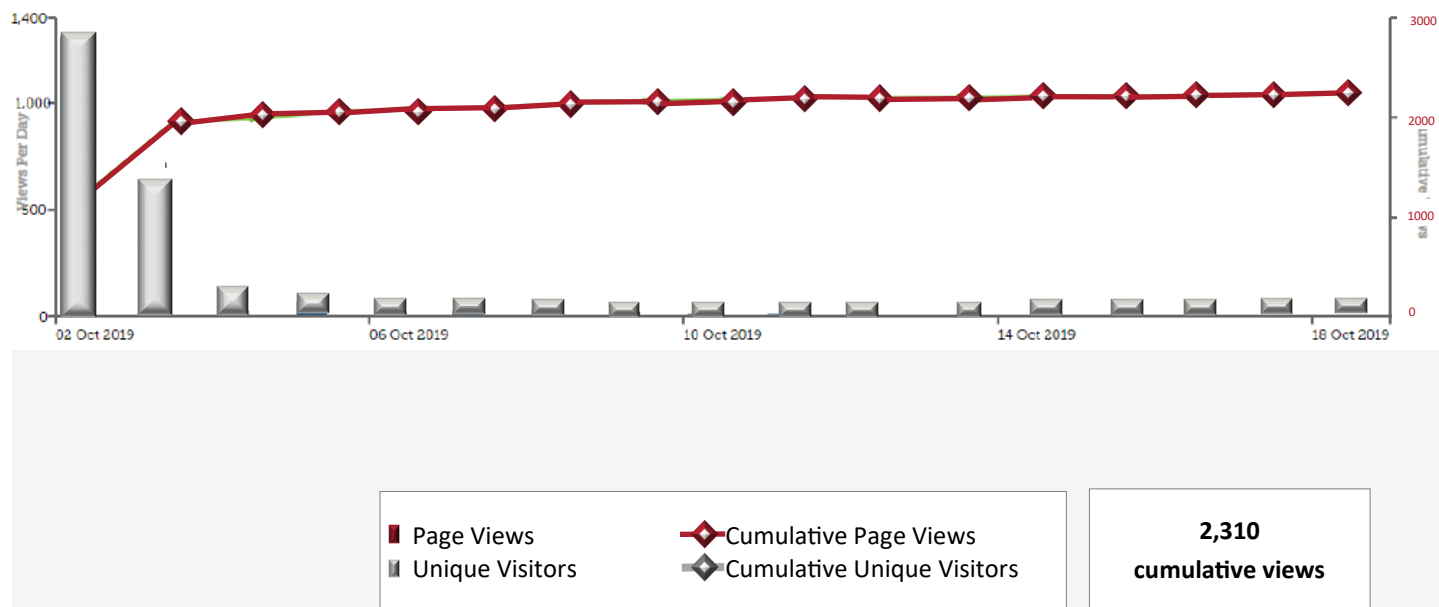
DMPR Page Views

Public Page Views	1,868
RSS	442
Total Page Views	2,310



Access Graph

The Access Graph below outlines the number of total daily views to the DMPP during our period of critical mass, or roughly two weeks from our October 2 distribution date.



VIEWES		
Direct Traffic	947	41%
Referring Site	92	4%
Search Engine Site	69	3%
RSS Feed	1063	46%
Web Indexing Service	139	6%
TOTAL	2,310	100%

Total Views

The Total Views chart provides a breakdown of all user traffic viewing the campaign press release, filtered by user type.



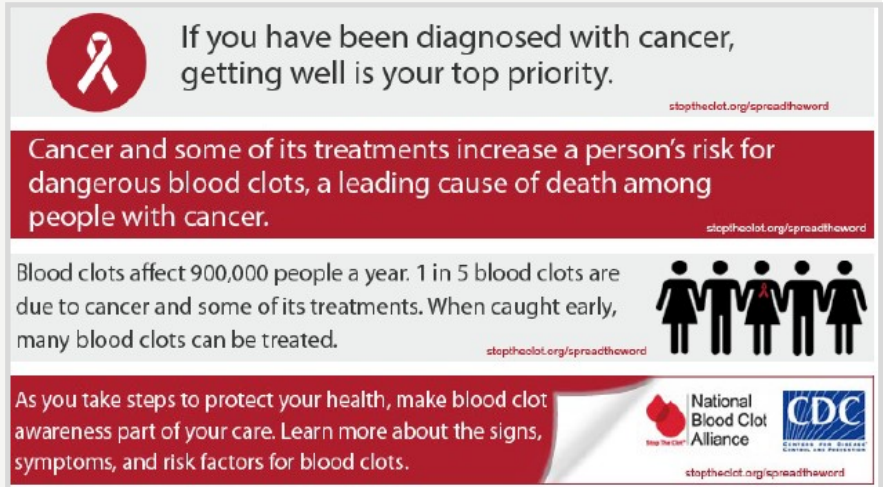
DMPR Placement Samples

Several DMPR placement samples appear below:



Web Banner

- NBCA, in collaboration with CDC, designed and distributed a web banner (pictured below) to drive highly targeted traffic to the *Cancer* page of the *Stop the Clot, Spread the Word®* campaign microsite.
- We used a blend of search intent technology, behavioral targeting, and site retargeting to deliver the banner to online viewers when they were engaged and poised to make key decisions. When a consumer is online, search engine activity is collected and classified by keyword and category and then mapped to create a user profile.
- Through behavioral targeting, our campaign web banner was fed to individuals based on their online behaviors — websites they were viewing, products or information they researched, and information procurement or purchases they made.
- Through site retargeting, we also tracked behavior on the campaign website and served the campaign banner to users who left the site to lead them back for a return visit. This combined process ensured that we captured the attention of only the most relevant targets with this campaign to optimize click throughs and click backs to the site.
- The web banner launched on October 2, concurrent with the unveiling of our new *Stop the Clot, Spread the Word®/Oncology* web page on our campaign microsite, and ran until October 31.



AUDIENCE IMPRESSIONS



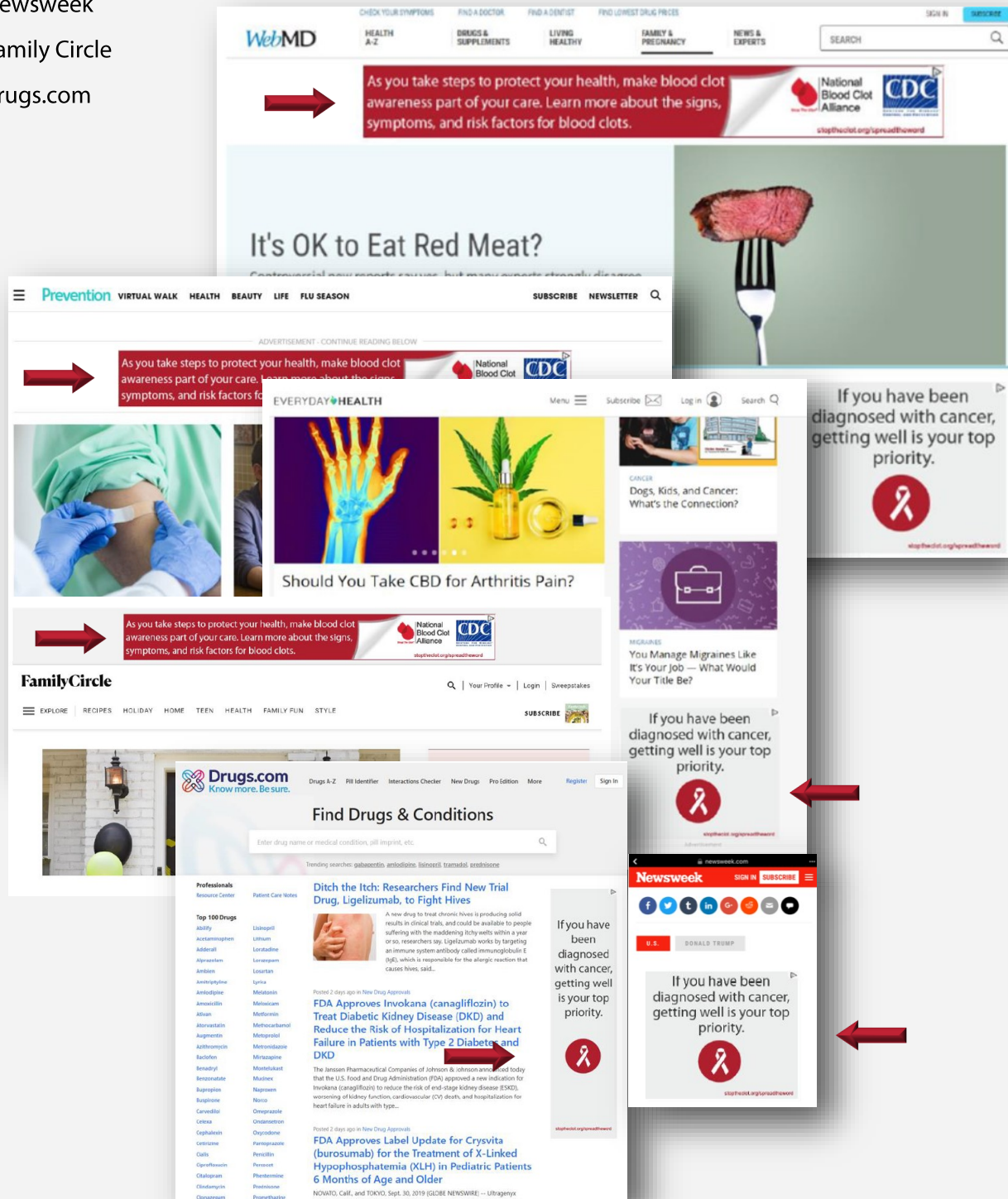
CLICK THROUGH DATA



Web Banner Screenshots

These screen shots provide samples of the **Cancer** focused *Stop the Clot, Spread the Word®* campaign Web banner placements on assorted websites, including:

- WebMD
- Everyday Health
- Prevention
- Newsweek
- Family Circle
- drugs.com



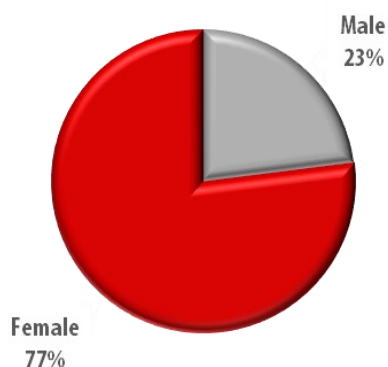
Stop the Clot, Spread the Word® Campaign Website

- With the **Cancer** focus of our *Stop the Clot, Spread the Word®* campaign, we added an additional web page to the campaign microsite dedicated to crucial information about blood clot risks connected to cancer and its treatment. This new web page can be viewed here: [*Stop the Clot, Spread the Word® — Cancer*](#).
- The site also includes an embedded video, as well as a downloadable checklist related to risk factors and other patient-centered downloadable content.
- Four-month web page metrics, from October 2 through January 31, 2020, are outlined below:

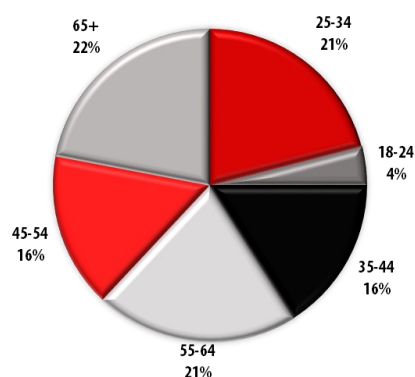
Unique Website
Visitors Within
First 4 Months:
22,888



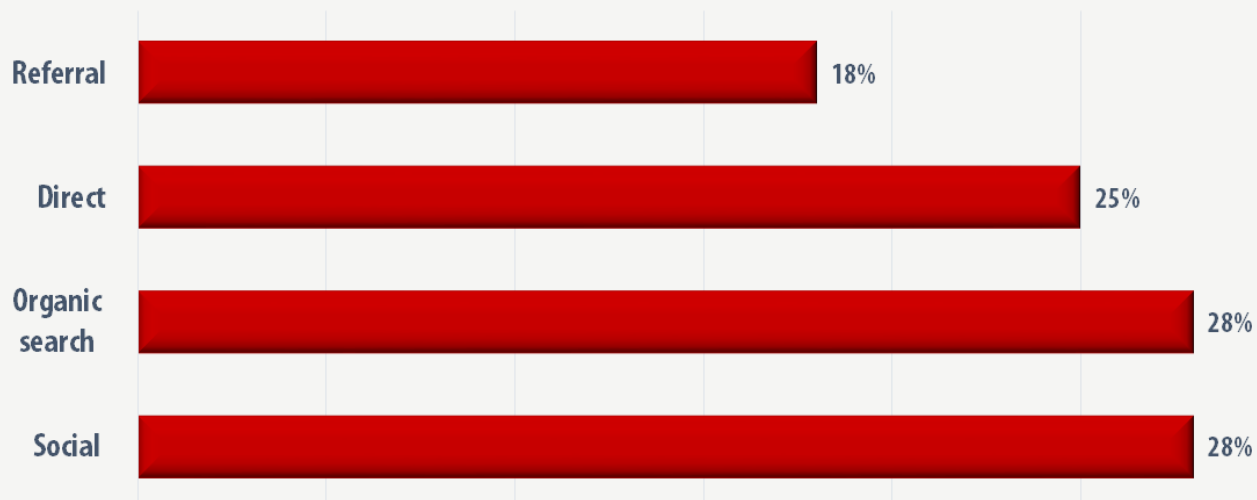
Gender



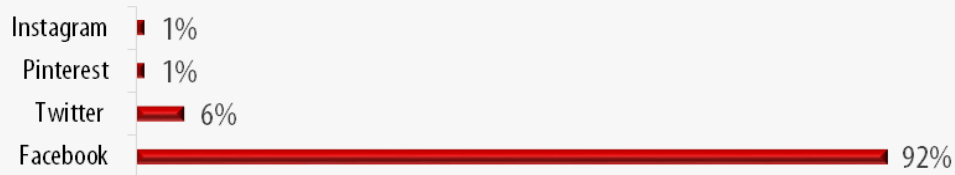
Age



Sources



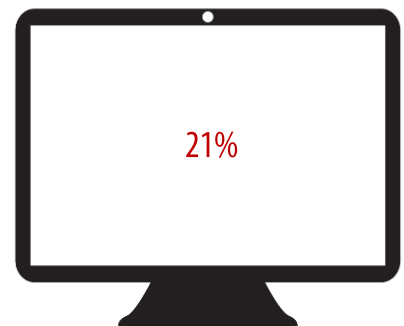
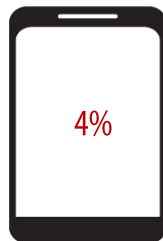
Social Drivers



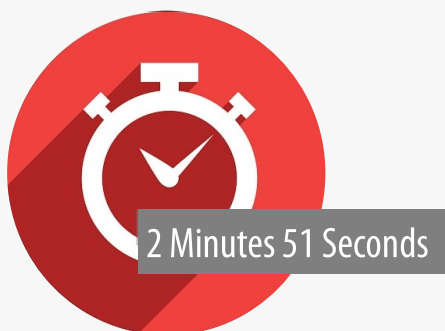
Referrals



Website Access By Device



Average amount of time spent on page



Number of Risk Factor Checklist Downloads



Video

- A video to support the *Oncology* arm of the *Stop the Clot, Spread the Word®* campaign also was created.
- The video, 2:59 in length, focuses on blood clot risks associated with cancer and its treatments, as well as blood clot signs/symptoms. This video, embedded on the oncology web page, can be viewed on NBCA's YouTube channel by clicking on the icon to the right or by clicking here: [Stop the Clot, Spread the Word® Oncology video](#).
- The video is embedded on the campaign microsite and within the digital media press release.



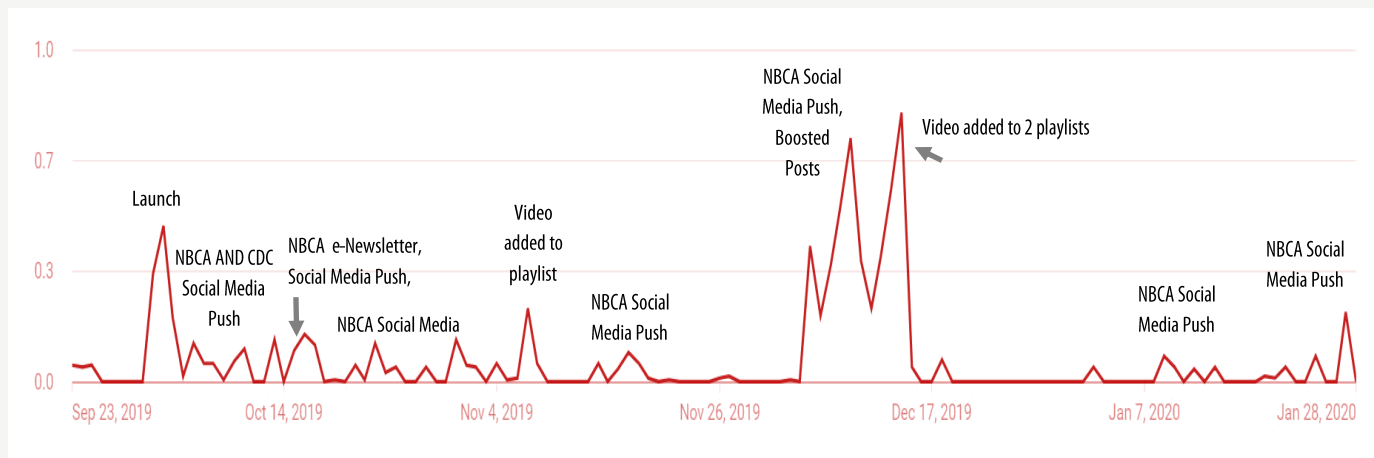
305 video views
in 4 months

73% of views from
campaign web or
microsite

Average view
duration via
embedded video
on microsite: 2:22

Video Views: Drivers

The chart plotted below shows video views over time, and indicates spikes in performance connected to external promotions and other external sources. The greatest spikes are seen at launch, when the video is added to external playlists, and with key social media pushes made by NBCA and CDC. The primary underlying driver is consistently stoptheclot.org and/or stoptheclot.org/spreadtheword/cancer.



Traffic Sources

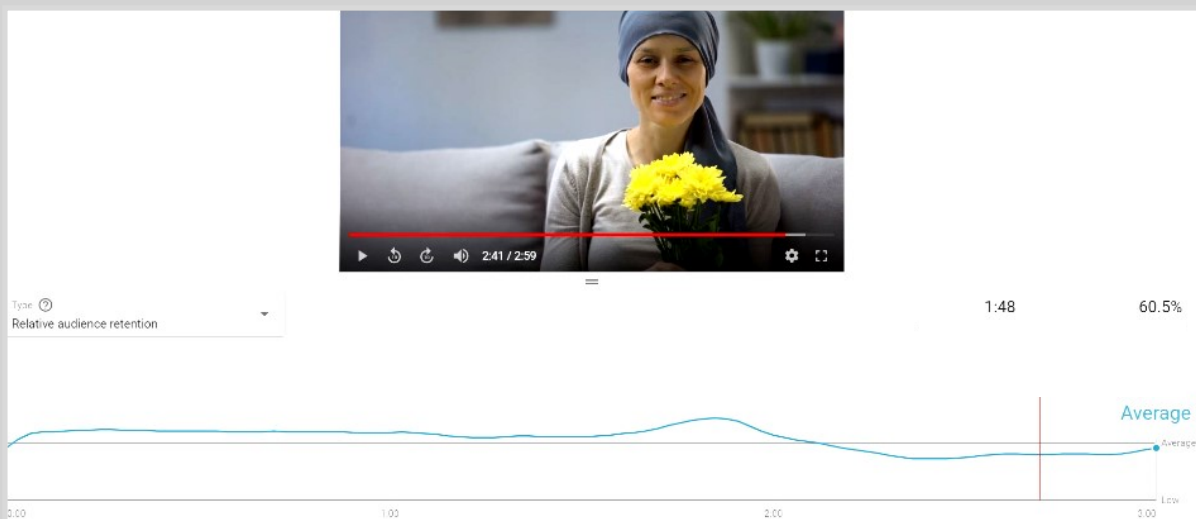
Traffic	Percentage
External (Campaign Portal, Facebook, Digital Media Press Release)	90%
Other YouTube feature	5%
Browser Features	2%
Notifications	2%
YouTube Search	1%

Device Type

Device Type	Percentage
Computer	28%
Mobile Phone/	70%
Other/Unknown	2%

Video Retention

- The viewer retention rate for this 2:59 video remains *above average or average* through the course of the entire video.



Infographic

- NBCA, in collaboration with CDC, designed and distributed a campaign infographic, specific to the *Oncology* arm of the *Stop the Clot, Spread the Word*[®] program. This infographic was distributed to news websites (i.e., newspaper, radio, television) nationwide, and the resulting media website placements included the full infographic image.
- Right click on the image (right) to open the hyperlink and view the infographic in full size.

Total online placements

1,016

Total online audience reach

145+ MILLION

Precise Readership = 145,991,448

Total audience reach is an estimate of the total number of readers potentially exposed to the infographic. Total audience is equal to the total of unique monthly visitors for all sites running this infographic.



Total advertising equivalency



\$1,751,897

Online ad equivalency is calculated using a CPM of \$12, per research by the Newspaper Association of America in partnership with Mignon Media Research.

Stop the Clot, Spread the Word[®]

CANCER AND BLOOD CLOTS

If you have cancer and are undergoing cancer treatment, you can protect your health by learning about your risk for life-threatening blood clots.

Get the facts.

Blood clots affect 900,000 people in the United States each year.
1 in 5 blood clots are related to cancer and its treatment.

Among people with cancer, survival rates are lower for people who also have blood clots.

The risk of a dangerous blood clot is greatest in the first few months after a cancer diagnosis, the time when treatment generally occurs.

Understanding blood clots.

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 DVT forms, it can partially or completely block the flow of blood through the vein.

If a DVT is not treated, it can break off and travel to the lungs.

A blood clot in the lungs is called a pulmonary embolism, or PE. This requires immediate medical attention because a PE can be deadly.

Recognize the signs and symptoms of blood clots.

Contact your cancer doctor if you experience any of these signs or symptoms of a blood clot.

Signs and symptoms of a blood clot in a person's leg or arm may include:

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

Seek immediate medical attention if you experience any of these signs or symptoms of a blood clot.

Signs and symptoms of a blood clot in a person's lung may include:

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

Know the risk factors for blood clots.

Type and stage of cancer

- Some cancers pose a greater risk for blood clots, including cancers involving the pancreas, stomach, brain, lungs, uterus, ovaries, and kidneys, as well as blood cancers, such as lymphoma and myeloma.
- The higher your cancer stage, the greater your risk for a blood clot.

Type of cancer treatment

- Treatments involving hospitalization, surgery, chemotherapy, hormonal therapy, and catheters (small tubes placed in veins to administer various treatments) can increase your blood clot risk.

Other risk factors

- Previous blood clot
- Family history of blood clots or inherited clotting disorder
- Hospitalization for illness or major surgery, particularly of the pelvis, abdomen, hip, or knee
- Broken bone or severe muscle injury
- Severe physical trauma, such as a motor vehicle accident
- Serious medical conditions, such as heart and lung diseases, or diabetes
- Sitting too long, such as traveling for more than 4 hours, especially with legs crossed
- Other causes of immobility, such as extended bedrest
- Overweight and obesity
- Smoking

Make a plan to protect your health.

- Know the signs, symptoms, and risk factors for blood clots. Discuss these risks with your cancer doctor.
- When you are at home recovering from surgery, or when receiving cancer treatment, contact your cancer doctor or the emergency department right away if you suspect a blood clot. If you think you may have a blood clot in your lung, seek immediate medical attention.
- Work with your healthcare team to make a prevention plan.

To learn more about blood clots and to spread the word, visit stopthecdot.org/spreadtheword.

Infographic Placements

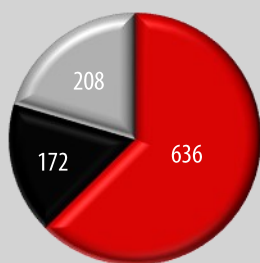
The infographic campaign ran for three weeks, between October 2 to October 18, 2019. Through this campaign, the infographic was placed on 1,016 online news sites (print, television, radio), reaching more than 145 million potential online readers. Click on links (below left) to view several archived examples of these placements:

- [East Valley Tribune, Phoenix, AZ](#)
- [Connecticut Magazine](#)
- [The Malibu Times, Malibu, CA](#)
- [The Elkhart Truth, Elkhart, IN](#)
- [WTLV-AM, Albany, NY](#)
- [The Gazette, Colorado Springs, CO](#)
- [The Star Democrat, Baltimore, MD](#)
- [KTBS-ABC TV, Shreveport, LA](#)
- [Post-Bulletin, Rochester, MN](#)
- [St. Louis Post Dispatch, St. Louis, MO](#)
- [KULR-NBC TV, Billings, MT](#)
- [WWAY-ABC TV, Wilmington, NC](#)
- [Asbury Park Press, Asbury Park, NJ](#)
- [WMKV-FM, Cincinnati, OH](#)
- [Miami Times, Miami, FL](#)
- [Marietta Daily Journal, Marietta, GA](#)
- [El Campo Leader News, Houston, TX](#)
- [KHQ-NBC TV, Spokane, WA](#)



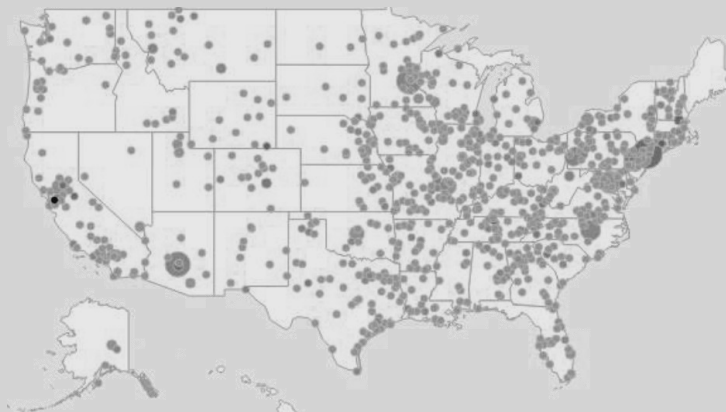
The complete list of infographic placements can be viewed here: [Infographic Placements List](#)

Online Placement Location



- Front of Major Section
- One Click Away from Front Page
- Other

Coverage Map



The larger the circle, the higher the readership.
The darker the circle, the greater the placement count.



Radio News Release

- NBCA, in collaboration with CDC, produced a :60 radio spot for broadcast the week of October 13, 2019, via the award-winning, health-oriented program *Radio Health Journal*, which is syndicated to 100s of radio stations nationwide.
- The spot, which focused on key blood clot risks and signs/symptom, also featured a sound bite from Alok Khorana, Professor of Medicine, Cleveland Clinic Lerner College of Medicine, and NBCA Medical and Scientific Advisory Board member.
- *Radio Health Journal* is broadcast nationwide on 100s of affiliate radio stations and networks.



AUDIENCE IMPRESSIONS

43.6 million total audience*
(combined radio and internet)

*Radio listenership for Radio Health Journal and reported here calculated and supplied by Nielsen.



Aired 580 times on 574
radio stations nationwide

Also aired on 377 weekly
web-based streams.

The script for this :60 radio spot appears to the right. To listen to the RNR, right click on the icon below and then click on "open hyperlink."



ANNOUNCER: IF YOU RECEIVE A CANCER DIAGNOSIS, THERE WILL BE MANY NEW THINGS TO LEARN ABOUT AND MANAGE DURING TREATMENT. ONE OF THESE IS UNDERSTANDING YOUR RISK FOR DANGEROUS BLOOD CLOTS, A LEADING CAUSE OF DEATH IN CANCER PATIENTS. CANCER AND SOME CANCER TREATMENTS CAN INCREASE THE RISK FOR BLOOD CLOTS, ESPECIALLY IN THE FIRST FEW MONTHS AFTER A DIAGNOSIS. DR. ALOK KHORANA, PROFESSOR OF MEDICINE, CLEVELAND CLINIC LERNER COLLEGE OF MEDICINE, SAYS IT'S IMPORTANT TO WORK WITH YOUR CANCER DOCTOR TO CREATE A PLAN TO PROTECT YOUR HEALTH.

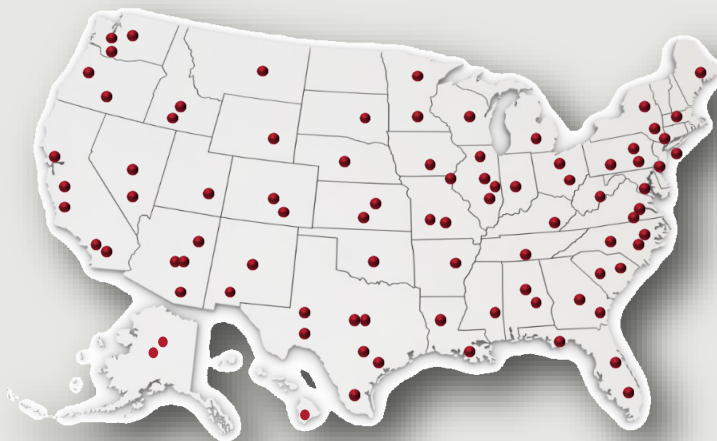
A KHORANA: MAKE SURE YOUR CANCER DOCTOR KNOWS YOUR FAMILY HISTORY OF BLOOD CLOTS, AND MOST IMPORTANTLY, THAT YOU RECOGNIZE THE SIGNS AND SYMPTOMS OF BLOOD CLOTS. SIGNS OF A BLOOD CLOT IN THE LEG OR ARM INCLUDE PAIN AND SWELLING WITH SKIN THAT'S WARM TO THE TOUCH, RED, OR DISCOLORED. SIGNS OF A BLOOD CLOT IN YOUR LUNG ARE DIFFICULTY BREATHING, CHEST PAIN THAT WORSENS WITH A DEEP BREATH, COUGHING UP BLOOD, AND A FASTER THAN NORMAL OR IRREGULAR HEARTBEAT.

ANNOUNCER: ONE IN FIVE OF ALL BLOOD CLOTS ARE ASSOCIATED WITH CANCER. KNOWING YOUR RISKS, SIGNS, AND SYMPTOMS WILL HELP TO PROTECT YOUR HEALTH. FIND OUT MORE FROM CDC AND THE NATIONAL BLOOD CLOT ALLIANCE AT STOPTHECLOT.ORG/SPREADTHEWORD/



Radio News Release

- Our radio spot penetrated 152 rated DMAs, including 24 in the top-25 DMAs, and a few highlights include:
 - 14 stations (FM/AM) stations in #1 ranked NYC media market
 - 3 stations (FM/AM) in #2 ranked LA media market
 - 17 stations in #3 ranked Chicago media market
 - North Carolina News Network, with a cumulative listenership of 892,000
 - American Forces Network, with a cumulative listenership of 1.2 million American service members and their families stationed at bases, embassies, and consulates in more than 177 countries and 200 ships at sea.



Total percent of nation reached: 89.88%

- Full report of RNR broadcasts can be viewed or downloaded by clicking here: [Radio Health Journal Report](#).
- In addition to terrestrial broadcasts, *Radio Health Journal* also is available on-demand, which extended the



reach



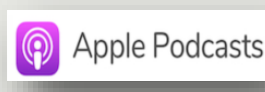
of



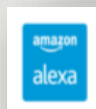
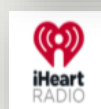
our



RNR



through these apps and services:



Total advertising equivalency, broadcast placements only



\$72,500

The approximately 12,000 radio stations in the United States value their air time at advertising rates between ten dollars and one thousand dollars per unit. A unit can be either a 60 second or 30 second placement. Our RNR distributor assigns a conservative unit equivalency cost of \$125.00 per placement. The actual value may be higher based on the affiliate list and its significant penetration in the top 50 markets. Each audio news release aired on each affiliate station is considered one unit of placement.



Mat Release

- A *STC-STW®/Oncology* mat release was distributed on October 3, and is shown below right.
- This mat release, distributed to print and online news and information outlets nationwide, was focused on building awareness of VTE risk factors and signs/symptoms and reached more than 181 million potential viewers/readers.

Total placements



2,484

Including these major dailies:

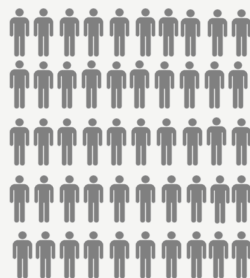
- *USA Today* (c: 39 million)
- *Northwest Indiana Times* (c: 3.2 million)
- *Minneapolis Star Tribune* (c: 2.2 million)
- *St. Louis Post Dispatch* (c: 2.1 million)
- *Palm Beach Post* (c: 2 million)
- *Austin American-Statesman* (1.9 million)
- *Arizona Daily Star* (c: 1.5 million)
- *Pittsburgh Post Gazette* (c: 1.3 million)

Total readership

181+ MILLION

Total Readership/Unique Views =
181,367,630

All reach metrics are derived from data
provided by Alexa (alexa.com).



Total advertising equivalency



\$2.17 million

Advertising equivalency is calculated by this mat
release distributor as visitors x .0120 (or a little more
than a penny per visitor).

HEALTH

Protect Your Health During Cancer Treatment

NewsUSA

(NU) - Cancer can be a difficult and overwhelming diagnosis, and if you have cancer or are undergoing cancer treatment, your top priority is to get healthy. After your cancer diagnosis, there are many new things you might need to learn and manage. The Centers for Disease Control and Prevention and the National Blood Clot Alliance want you to protect your health by understanding your risk for dangerous blood clots, because cancer and some cancer treatments can increase your risk for blood clots. About 900,000 people each year are affected by blood clots, and about one in five of these blood clots are associated with cancer.

The risk for a blood clot is greatest in the first few months after cancer is diagnosed. Some cancers pose a greater risk for blood clots, including cancers involving the pancreas, stomach, brain, lung, uterus, ovaries and kidneys, as well as blood cancers such as lymphoma and myeloma. The higher your cancer stage, the greater your risk for a blood clot. The type of cancer treatment you receive may increase your risk for blood clots too. Treatments involving hospitalization, surgery, chemotherapy, hormonal therapy, catheters placed in your veins, and some other therapies can increase your blood clot risk.

Know the Signs and Symptoms of a Blood Clot

Blood clots occur most often in the legs or arms, and symptoms include

- Swelling
- Pain or tenderness not caused by an injury
- Skin that may be warm to the



touch, red, or discolored. Blood clots in your legs or arms can travel to your lungs, which can be deadly. Symptoms of blood clots in your lungs include

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

Contact your cancer doctor immediately if you experience any blood clot symptoms.

A Plan to Protect Your Health

As you take steps to preserve your health, make blood clot awareness part of your care.

- Know your risks for blood clots, and discuss these risks with your cancer doctor.

- Stay alert for any signs or symptoms of blood clots after surgery or treatment in an outpatient clinic. Contact your cancer doctor right away if you experience any of these signs or symptoms.

- Work with your cancer doctor and make a plan to protect yourself against blood clots that is specific to your personal medical history and treatment.

For more information, visit www.stopthecLOT.org/spreadtheword.



Mat Release

- Bulk of placements to date have been digital, or with the online versions of the newspapers targeted.
- Additional placements may occur over the next 12 to 18 months, which will increase impact evaluation figures for reach and AEV.
- A number of online broadcast news outlets also are subscribed to this news distribution syndicate, and placements were realized with these outlets as well.

The screen shots below provide a small sample of the **Oncology** focused **Stop the Clot, Spread the Word®** mat release results realized with this effort thus far. The complete list of STC-STW®/Oncology mat release placements can be viewed here: [Mat Release Placement List](#).



CDC/NCBDDD Promotion, Distribution

- CDC/NCBDDD, under this cooperative agreement, generously provided the funding for this work, showcased the campaign content on its web home page for the National Center on Birth Defects and Developmental Disabilities (NCBDDD), and also placed the campaign content and materials on its VTE web page(s).
- CDC/NCBDDD also gave the *Stop the Clot, Spread the Word™/Oncology* campaign high visibility through several important and far-reaching communications avenues, including several high profile social media posts
- Several CDC and NCBDDD VIPs provided invaluable support to this important public health education effort and Dr. Craig Hooper, Director of CDC's Division of Blood Disorders, shared his insights about VTE and cancer in our digital media press release.
- CDC's NCBDDD and Division of Cancer Prevention and Control also shared information via their Twitter feeds.

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

Venous Thromboembolism (Blood Clots)

Blood Clots and Cancer
If you are currently being treated for cancer, it is important to know that you are at increased risk for developing a blood clot.

**STOP THE CLOT
SPREAD THE WORD®**
If you have been diagnosed with cancer, getting well is your top priority.

GET THE FACTS
Blood clots affect 900,000 people in the United States each year. 1 in 5 blood clots are related to cancer and its treatment.

CDC Cancer @CDC_Cancer · Oct 8
If you are currently being treated for #cancer, you are at increased risk for developing a blood clot – but these may be preventable and treated if discovered early. Find out how to prevent blood clots and what signs to look for: bit.ly/2nPcTmJ

Division of Cancer Prevention and Control's Cancer Prevention Works Newsletter
Reliable. Trusted. Scientific.
October 2019

New Resources Raise Awareness of Blood Clot Risks and Cancer

Cancer and some of its treatments can increase a person's risk for developing a blood clot (venous thromboembolism or VTE). The risk of developing a blood clot is highest in the first few months after a cancer diagnosis, the time when treatment generally begins. The National Blood Clot Alliance (NBCCA) and CDC are joining efforts to raise awareness of blood clot risks related to cancer. *Stop the Clot, Spread the Word®* campaign has new resources available to help patients understand their risk and know the signs and symptoms of blood clots.

CDC's Division of Blood Disorders is offering a free [webinar](#), **Prediction, Prevention, and Treatment of Cancer-associated Thrombosis**. In this webinar, Dr. Alok A. Khorana will discuss risk assessment tools used to identify high-risk patients for cancer-related VTE and present best approaches to treatment. The webinar takes place on **November 13, 2019** from 2 to 3 p.m. (ET). [Register here](#).

[Read More](#)



NBCA Promotion of *Stop the Clot, Spread the Word*®/Oncology on Facebook

- In the four months immediately following the introduction of the new Web page focused on *Oncology* on our *Stop the Clot, Spread the Word*® campaign microsite, NBCA used [Facebook](#) to promote and build reach for this new clinical “drill down” component of the program and the key collaterals focused on VTE and cancer.
- This effort involved a total of 23 posts, with only 1 of these 23 posts boosted, or supported by very modest paid reach via Facebook.
- NBCA worked carefully to navigate or balance other news and event items connected to the organization, while at the same time creating optimal awareness and social sharing opportunities for the new arm of the campaign.

A Total of 23 Dedicated NBCA Facebook Posts:



Reach more than
80,000 people



Result in more than
1,600 clicked links

Date	Reach	Reactions, Comments & Shares	Clicks/ Actions	Content	Boosted
2-Oct	3K	88	117	Campaign Unveiling	N
2-Oct	1.1K	34	47	Cancer Video	N
4-Oct	1.2K	33	56	Signs & Symptoms Chart	N
8-Oct	1.3K	26	31	Cancer Infographic	N
10-Oct	2.9K	105	141	Blood Clot Risk Factors	N
10-Oct	2.1K	38	68	"Protect Your Health"/Have A Plan	N
11-Oct	2.7K	75	192	Signs & Symptoms Chart	N
17-Oct	1.1K	17	23	"Get the Facts"/1 in 5 Graphic	N
23-Oct	1.9K	59	55	"Protect Your Health"/Have A Plan	N
24-Oct	1.7K	30	42	Cancer Infographic	N
7-Nov	1.3K	28	21	Cancer Video	N
12-Nov	2.3K	48	62	Cancer Infographic	N
14-Nov	4.8K	198	323	Signs & Symptoms Chart	N
20-Nov	710	14	15	Cancer Infographic	N
27-Nov	1.8K	32	46	"Protect Your Health"/Have A Plan	N
4-Dec	27K	1K	1K	"Protect Your Health"/Have A Plan	Y
9-Dec	1.1K	3	11	Cancer Video	N
19-Dec	1.7K	30	18	"Protect Your Health"/Have A Plan	N
2-Jan	12.8K	467	1.6K	Blood Clot Signs & Symptoms	N
8-Jan	2K	31	26	"Get the Facts"/1 in 5 Graphic	N
21-Jan	2.3K	51	40	"Protect Your Health"/Have A Plan	N
27-Jan	2.5K	60	61	Cancer Video	N
30-Jan	1.4K	27	14	Cancer Infographic	N
Totals	80,710	2.5K	1.6K		



Several Sample NBCA Facebook Posts, October 2, 2019, through January 31, 2020, Appear Below

Stop the Clot
October 2, 2019

The National Blood Clot Alliance, in partnership with the Centers for Disease Control and Prevention, is proud to introduce the newest phase of our Stop the Clot, Spread the Word® public health education campaign, which is focused on blood clots and cancer. If you are being treated for cancer, you are at risk for developing blood clots. Visit www.stopthecLOT.org/spreadtheword/cancer to learn more. Getting well is your top priority, and being aware of your risk and potential blood clot signs/symptoms can help protect the most important thing – your health – during cancer treatment. #stopthecLOT #spreadtheword #cancer

**STOP THE CLOT
SPREAD THE WORD®**



If you have been diagnosed with cancer, getting well is your top priority. Protect your health during cancer treatment.

For more information, visit stopthecLOT.org/spreadtheword

National Blood Clot Alliance CDC

Stop the Clot
October 8, 2019

If you have cancer or are undergoing cancer treatment, you can protect your health by learning about your risk for life-threatening blood clots. 1 in 5 blood clots are related to cancer and its treatment. The risk of a dangerous blood clot is greatest in the first few months after a cancer diagnosis, the time when treatment generally occurs. If you have cancer, getting well is your top priority. Learn about how to protect your health: <http://bit.ly/2n13iZy> #stopthecLOT #spreadtheword #cancer

GET THE FACTS

Blood clots affect 900,000 people in the United States each year.
1 in 5 blood clots are related to cancer and its treatment.



Among people with cancer, survival rates are lower for people who also have blood clots.

The risk of a dangerous blood clot is greatest in the first few months after a cancer diagnosis, the time when treatment generally occurs.

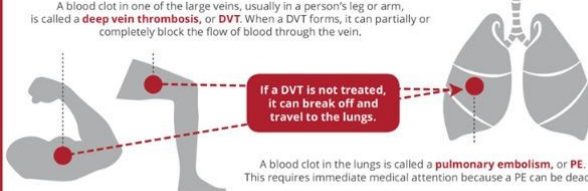
Learn more stopthecLOT.org/spreadtheword/cancer

National Blood Clot Alliance CDC

Stop the Clot
November 27, 2019

If you are being treated for cancer, you are at risk for life-threatening blood clots. Learn more about cancer-associated blood clot risks, including how you can work with your healthcare team to prevent blood clots during cancer treatment: <http://bit.ly/2ouPua5> #stopthecLOT #spreadtheword

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 DVT forms, it can partially or completely block the flow of blood through the vein.



If a DVT is not treated, it can break off and travel to the lungs.

A blood clot in the lungs is called a **pulmonary embolism**, or **PE**. This requires immediate medical attention because a PE can be deadly.

National Blood Clot Alliance Stop the Clot® Visit www.stopthecLOT.org/spreadtheword

Stop the Clot
October 4, 2019

Talk to your doctor about a plan to prevent blood clots if you have cancer or are being treated for cancer. When you are at home recovering from a surgery, or if you are receiving treatment in an outpatient clinic, stay alert for any signs of symptoms of blood clots, and contact your cancer doctor right away if you experience any of them. Save and share our new Stop the Clot, Spread the Word® Signs and Symptoms Chart: <http://bit.ly/2ljJw2T> #stopthecLOT #spreadtheword #cancer

RECOGNIZE THE SIGNS AND SYMPTOMS OF BLOOD CLOTS

Contact your cancer doctor if you experience any of these signs or symptoms of a blood clot.

Seek immediate medical attention if you experience any of these signs or symptoms of a blood clot.

Signs and symptoms of a blood clot in a person's leg or arm (also called a DVT) may include:

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

Signs and symptoms of a blood clot in a person's lung (also called a PE) may include:

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

Learn more stopthecLOT.org/spreadtheword/cancer

National Blood Clot Alliance CDC

Stop the Clot
November 7, 2019

If you have been diagnosed with cancer, getting well is your top priority. Protect your health during cancer treatment. Watch this short video to learn how to protect yourself from a life-threatening blood clot if you have cancer or are being treated for cancer: <https://youtu.be/bdk8egRuypl> #stopthecLOT #spreadtheword #cancer

Stop the Clot, Spread the Word®

Protect Your Health During Cancer Treatment.

YOUTUBE.COM
National Blood Clot Alliance Stop® the Clot Channel
The AD-Audio Description transcript for this video can be viewed here:...



NBCA Campaign Promotion via Twitter

- In the four months immediately following the unveiling of the new *Oncology* web page for our *Stop the Clot, Spread the Word®* campaign, NBCA utilized Twitter to promote and build reach for these new resources.
- During the campaign time period of October 2, 2019, through January, 31, 2020, the *STC-STW®/Oncology* Tweets realized more than 24,000 impressions overall.

NBCA Campaign-Focused Twitter Impact



24,060
Impressions



419
Engagements



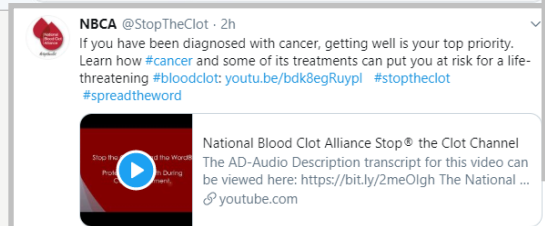
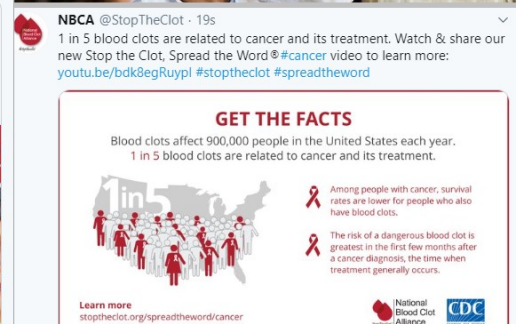
107
Links Clicked

Date	Impressions	Link(s) Clicked	Retweet	Engagement	Engagement Rate	Content
2-Oct	1,612	1	5	16	1.0%	Campaign Unveiling
2-Oct	726	N/A	2	7	1.0%	Cancer Video
2-Oct	511	1	2	5	1.0%	Cancer Infographic
2-Oct	1,549	1	12	36	2.3%	Cancer Video
2-Oct	681	10	3	18	2.6%	Cancer Infographic
4-Oct	455	1	1	6	1.3%	Signs & Symptoms Chart
4-Oct	462	N/A	1	2	0.4%	Risk Factor Checklist
8-Oct	488	1	2	8	1.6%	"Get the Facts"
9-Oct	1,317	3	4	20	1.5%	"Protect Your Health"
9-Oct	598	6	4	13	2.2%	Risk Factor Checklist
10-Oct	897	4	5	20	2.2%	"Know Your Risk"
11-Oct	869	6	5	41	4.7%	Signs & Symptoms Chart
17-Oct	847	4	1	11	1.3%	Risk Factor Checklist
23-Oct	636	4	4	15	2.4%	"Protect Your Health"
1-Nov	1,927	5	8	30	1.6%	"Protect Your Health"
7-Nov	1,334	6	4	16	1.2%	Cancer Video
12-Nov	856	N/A	2	6	0.7%	"Get the Facts"
14-Nov	651	N/A	3	12	1.8%	Signs & Symptoms Chart
26-Nov	1,157	6	6	30	2.6%	Understanding Blood Clots
9-Dec	338	N/A	1	4	1.2%	Cancer Video
12-Dec	1,314	9	4	18	1.4%	"Know Your Risk"
19-Dec	1,305	9	8	26	2.0%	"Know Your Risk"
8-Jan	1,366	5	4	17	1.2%	"Get the Facts"
21-Jan	654	2	2	7	1.8%	"Get the Facts"
27-Jan	933	2	2	10	1.1%	Cancer Video
30-Jan	577	5	4	25	4.3%	Cancer Infographic
Totals	24,060	107	111	419		



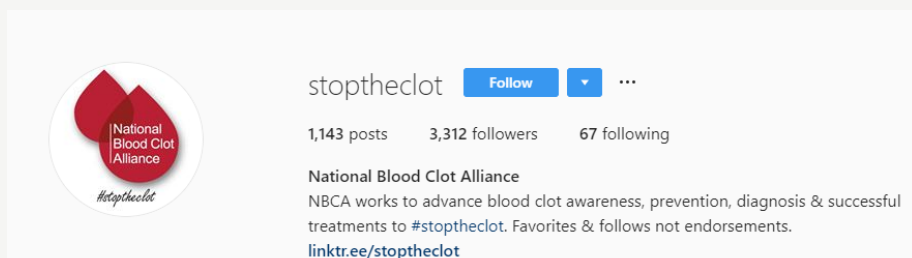
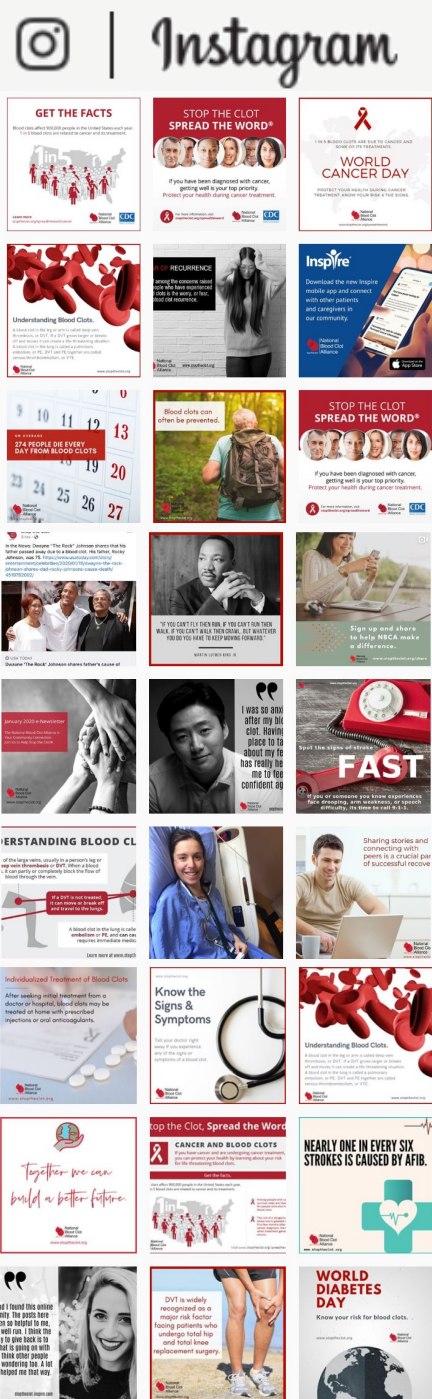
Select Sample NBCA Twitter Posts and Subsequent Retweets Appear Below

#stopthecLOT #spreadtheword #cancer



NBCA Stop the Clot, Spread the Word® Instagram Posts

- In the four months immediately following the introduction of the new Web page focused on **On-cology** on our **Stop the Clot, Spread the Word®** campaign microsite, NBCA used Instagram to further promote the campaign collaterals and build reach for this new clinical “drill down” component of the program and the key collaterals focused on VTE and cancer.
- This effort realized more than 18,000 impressions.
- Visit NBCA’s Instagram account here: [NBCA on Instagram](#)



Date	Topic	Reach	Impressions	Likes
2-Oct	Campaign Graphic	977	1,288	45
2-Oct	"Get the Facts"/1 in 5 Graphic	912	1,236	47
4-Oct	Signs & Symptoms Graphic Series	1,029	196	67
7-Oct	"Understanding Blood Clots"/Legs & Lung Graphic	1,013	1,373	47
8-Oct	"Understanding Blood Clots"/Legs & Lung Graphic	849	1,204	38
10-Oct	"Protect Your Health" Graphic	669	877	18
11-Oct	Signs & Symptoms Graphic Series	1,154	2,133	65
17-Oct	"Get the Facts"/1 in 5 Graphic	917	1,231	37
24-Oct	Campaign Graphic	1,071	1,423	33
31-Oct	Campaign Graphic	789	1,032	27
12-Nov	"Get the Facts"/1 in 5 Graphic	835	1,125	44
14-Nov	Signs & Symptoms Graphic Series	1,086	1,730	72
20-Nov	Infographic Image	638	831	20
12-Dec	Campaign Graphic	730	829	26
19-Dec	Campaign Graphic	738	833	20
8-Jan	"Get the Facts"/1 in 5 Graphic	820	948	30
21-Jan	Campaign Graphic	758	697	17
Totals		14,985	18,986	653

NBCA Stop the Clot, Spread the Word®/Oncology Sample Instagram Posts

STOP THE CLOT SPREAD THE WORD®



If you have been diagnosed with cancer,
getting well is your top priority.
Protect your health during cancer treatment.

For more information, visit
stopthecLOT.org/spreadtheword

 National Blood Clot Alliance

 CDC

 stopthecLOT

VISIT
www.stopthecLOT.org/spreadtheword
for more information.

#stopthecLOT #spreadtheword
#sharetostopthecLOT
#communityconnection
#togetherwecan #knowyourrisk
#knowthesigns #knowmore
#sharemore #raiseyourvoice

GET THE FACTS

Blood clots affect 900,000 people in the United States each year.
1 in 5 blood clots are related to cancer and its treatment.



Learn more
stopthecLOT.org/spreadtheword/cancer

 National Blood Clot Alliance

 CDC

@stopthecLOT to learn more.

#stopthecLOT #spreadtheword
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#communityconnection
#togetherwecan #knowyourrisk
#knowthesigns #knowmore
#sharemore #raiseyourvoice
#raiseawareness #bloodclot
#bloodclots #DVT
#deepveinthrombosis #PE
#pulmonaryembolism #VTE
#venousthromboembolism #cancer
#oncology

12w

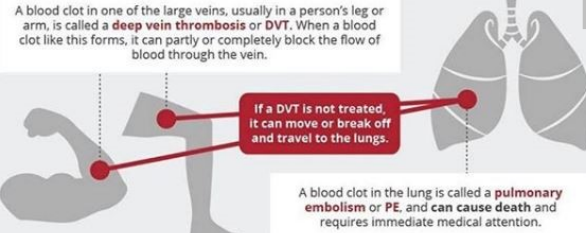
Liked by willoweagle and 43 others

NOVEMBER 12, 2019

Add a comment...

UNDERSTANDING BLOOD CLOTS

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 through the vein.



If a DVT 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.

2w 1 like Reply

 courtneywratten Mine was also CVST. It's rare, but it happens.


2w 1 like Reply

Liked by life_on_thinners and 56 others

RECOGNIZE THE SIGNS AND SYMPTOMS OF BLOOD CLOTS


Contact your cancer doctor if you experience any of these signs or symptoms of a blood clot.


LEG OR ARM
Signs and symptoms of a blood clot in a person's leg or arm (also called a DVT) may include




Swelling

Learn more
stopthecLOT.org/spreadtheword/cancer

 National Blood Clot Alliance

 CDC

 stopthecLOT

hello_evelina Last week, I went to my doctor complaining about calf pain in my right leg. She said it wasn't a blood clot because my leg wasn't hot to the touch or red. Yesterday morning I woke up and I got winded walking to my bathroom which is 2 feet away from my bedroom. I am in the ICU right now because my lungs are filled with blood clots that broke off from my leg. I knew I had a blood clot and she told me to get acupuncture for my pain.

1w Reply

Liked by bloodclotrecoverynetwork and 71 others

NOVEMBER 14, 2019

Add a comment...

NBCA's Stop the Clot, Spread the Word®/Oncology Pinterest Board

- NBCA uploaded the *Oncology* web page content in segmented images and graphics, or pins, and other media content, such as the oncology video, to the *Stop the Clot, Spread the Word®* Pinterest pin board.
- NBCA's Pinterest account has an average of more than 27,000 viewers each month. The average monthly impressions of all *Stop the Clot Spread the Word®* pins from October 2, 2019, to January 31, 2020, was more than 32,000.
- The *Stop the Clot, Spread the Word®/Oncology* pin board images appear below, and NBCA's overall *Stop the Clot, Spread the Word®* Pinterest Board can be viewed here: [STC-STW® on Pinterest](#).

Monthly Total Impressions	32,290
Average Monthly Engagement	3,660
Average Total Monthly Audience	27,980
Average Monthly Pins, Saves	2,500

