

Stop the Clot, Spread the Word™

Year Two Hospitalization



Evaluation Report

Metrics and Measurements
August 9 to December 31, 2016

Submitted February 2017



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Executive Summary: Key Communications & Health Marketing Campaign Metrics

Tuesday, August 9 — Saturday, December 31, 2016

The National Blood Clot Alliance (NBCA) unveiled the *Hospitalization* arm of its *Stop the Clot, Spread the Word™* nationwide public health education campaign, August 9, 2016, as part of its cooperative agreement with the Centers for Disease Control and Prevention (CDC). This four-month digital health marketing effort was implemented in Year Two of our cooperative agreement. We realized more than 167 million impressions with this arm of the program. While our audience was more narrow compared to our 2015 launch year, with a call to action focused on people “heading the hospital or returning from a hospital stay,” our metrics were more than double those we realized in 2015. The addition of a radio news release and mat release helped to fortify these efforts significantly.

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

Digital Media Press Release

- Audience: 6,874,618 estimated unique viewers 4,125 combined page views
- 272 clicks to links within DMPR, two times higher than the industry average of 124

Web Banner

- Audience: 4,633,581 impressions
- 9,936 banner clicks, with a 21% click-through rate (CTR), three times the national benchmark CTR of about 7%

Stop the Clot, Spread the Word™ Hospitalization Web Page

- 40,931 unique visitors to the *Hospitalization* Web page in the first four months after unveiling
- Average time spent on new Web page: 2:11; risk factor check list downloads: 1,012 in first four months

Video

- 1,688 views in first four months, with 66% of views from the campaign Web page
- Average view duration via embedded video on campaign website: 4:03

Infographic Distribution

- 1,090 online news placements, with total online readership of 62+ million
- Advertising value of 62+ million online news website readers: \$749,178

Radio News Release

- :60 campaign radio news release airs 452 times on 477 radio stations, reaching 42.7 million people nationwide
- Advertising value of 42.7 million listeners: \$56,500

Mat Release

- 1,001 mat release placements appear in secondary and tertiary media markets nationwide, reaching 50+ million readers
- Advertising value of 50+ million mat release readers: \$600,708

Facebook

- 24 campaign-focused NBCA Facebook posts over four-month promotion reach 188,000+ people
- Facebook posts during this four-month period realize 3,093 shares, with more than 8,600 link clicks to campaign assets

Twitter

- NBCA's campaign-focused Tweets over four months generate 44,307 impressions on Twitter
- Campaign-focused Tweets result in 559 Twitter user engagements (i.e., favorites, retweets, comments)

Instagram

- NBCA's Instagram posts reach 7,802 accounts
- Instagram reach among 7,802 accounts results in 10,810 impressions and 547 engagements

Pinterest

- Dedicated campaign Pinterest board averages 337 daily pin views over four months of campaign
- Pin views during this four-month period results in 872 average daily impressions



Digital Media Press Release

- The *Stop the Clot, Spread the Word™ Hospitalization digital media press release* (DMPR) was distributed via MarketWired on Tuesday morning, August 9, 2016. The release also was sent to distribution categories based on our target audience and their areas of interest, including 2,500+ targeted websites.
- 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 and real-time performance on Technorati, Digg, Google, Bing and Yahoo.
- Results of this DMPR effort reached critical mass between August 9 and August 15, 2016.

Web Clippings

Verbatim Clippings: 113

Web clippings represent a sampling of a number of high profile outlets in which the release appeared.

Headline Clippings: 45

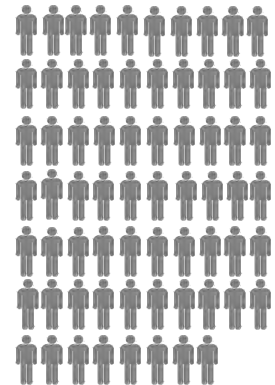
Headline clips refers to the number of remote sites that featured just the headline and link to the campaign release

Total Audience of Verbatim Clips

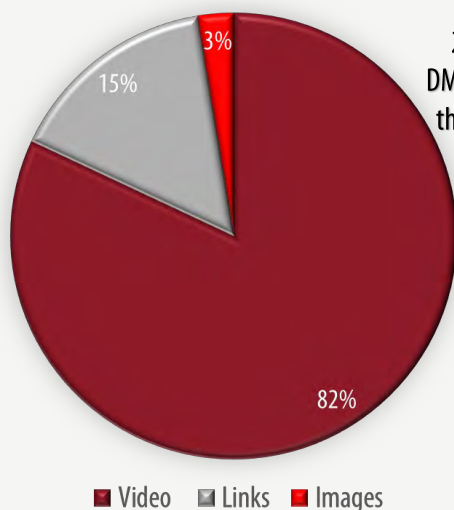
6.8 million

Precise Audience Reach:
6,874,618

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



272 clicks to links within DMPR, two times higher than the industry average of 124

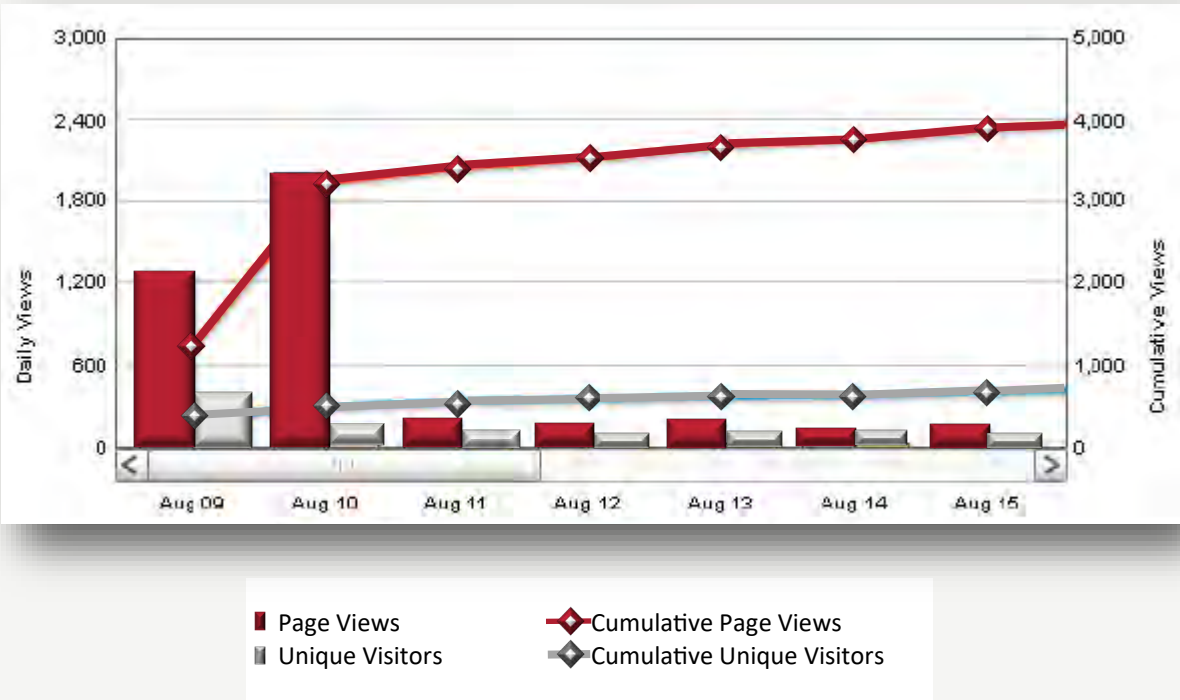
DMPR Page Views

Public Page Views	2,431
RSS	1,694
Total Page Views	4,125



Access Graph

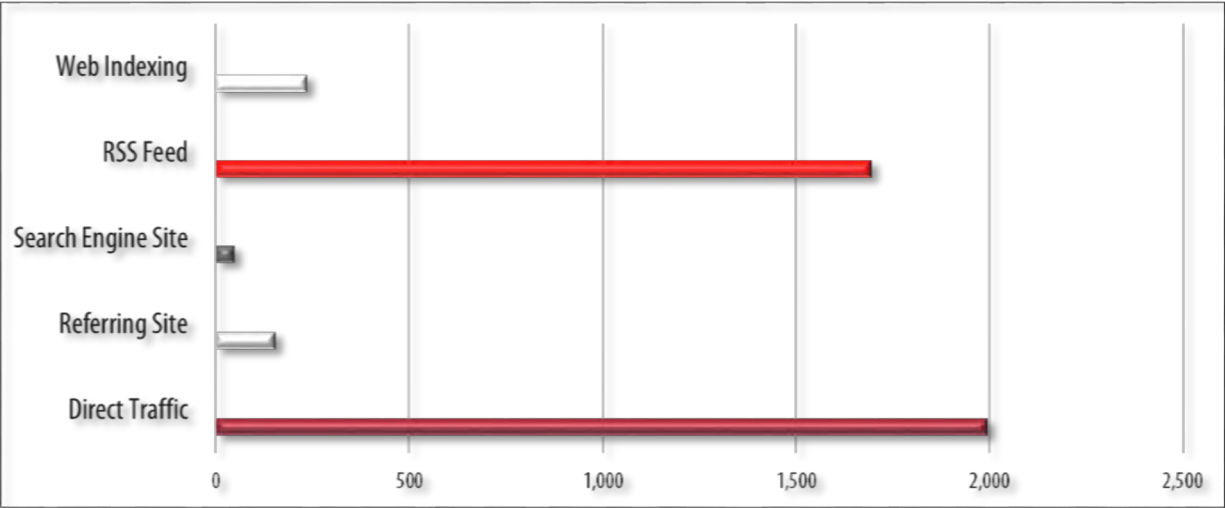
The Access Graph below outlines the number of total views, daily views, and visitors to the DMPR during our period of critical mass, or roughly one week from our August 9 distribution date.



VIEWS		
Direct Traffic	1,995	48.36%
Referring Site	154	3.73%
Search Engine Site	48	1.16%
RSS Feed	1,694	41.07%
Web Indexing Service	234	5.67%
TOTAL	4,125	100%

Total Views

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



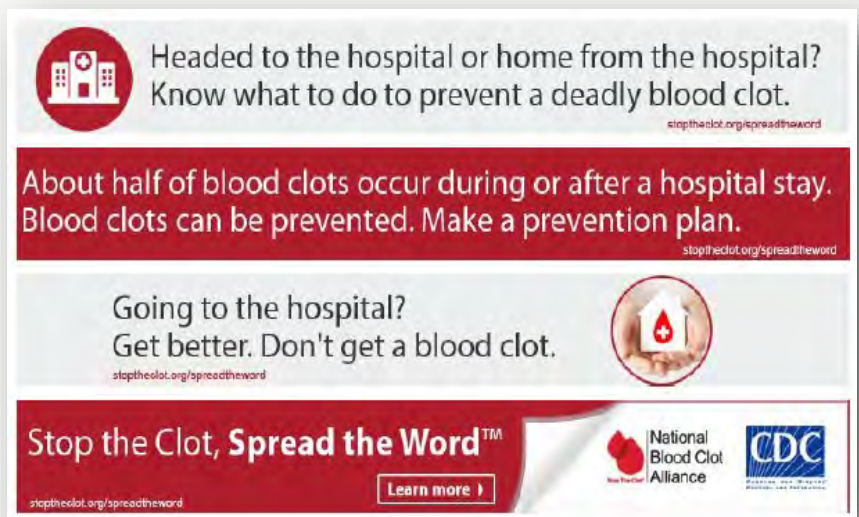
DMPR Placement Samples

Several DMPR placement samples appear below, and several additional archived samples can be viewed at the following link: [Archived Stop the Clot, Spread the Word™ - Hospitals DMPR placement samples.](#)



Web Banner

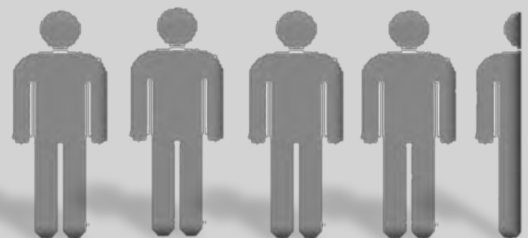
- NBCA, in collaboration with CDC, designed and distributed a Web banner (pictured below) to drive highly targeted traffic to the *Hospitalization* page of its *Stop the Clot, Spread the Word™* campaign microsite.
- We used a blend of search intent technology, behavioral targeting, and site retargeting 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 they researched, and 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, resulting in a significantly higher level of click throughs and click backs to the site.
- The Web banner launched on August 9, concurrent with the unveiling of our new *Stop the Clot, Spread the Word™ Hospitalization* Web page on our campaign microsite, and ran for six weeks until it concluded in mid-September 2016.



AUDIENCE IMPRESSIONS



4.6 million



CLICK THROUGH DATA



9,936
Clicks

21%
Click Through
Rate or CTR

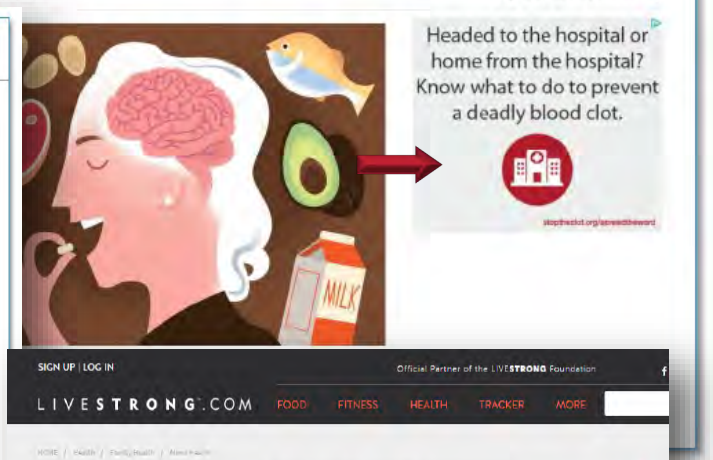
Our 21%
campaign CTR is
3x greater
than the industry
CTR benchmark



Web Banner Screenshots

These screen shots provide samples of the *Hospitals* focused *Stop the Clot, Spread the Word™* campaign Web banner placed on assorted websites, including:

- WebMD
- New York Times
- Health
- Prevention
- Livestrong.com
- Newsmax Health

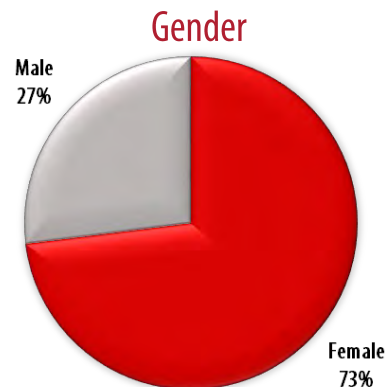
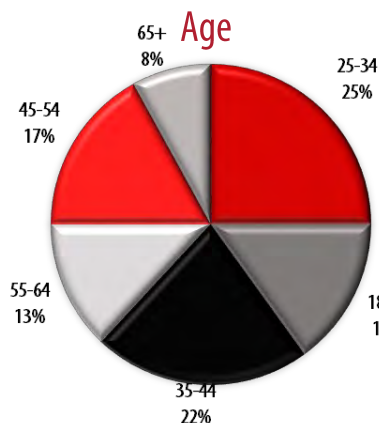


Stop the Clot, Spread the Word Campaign Website

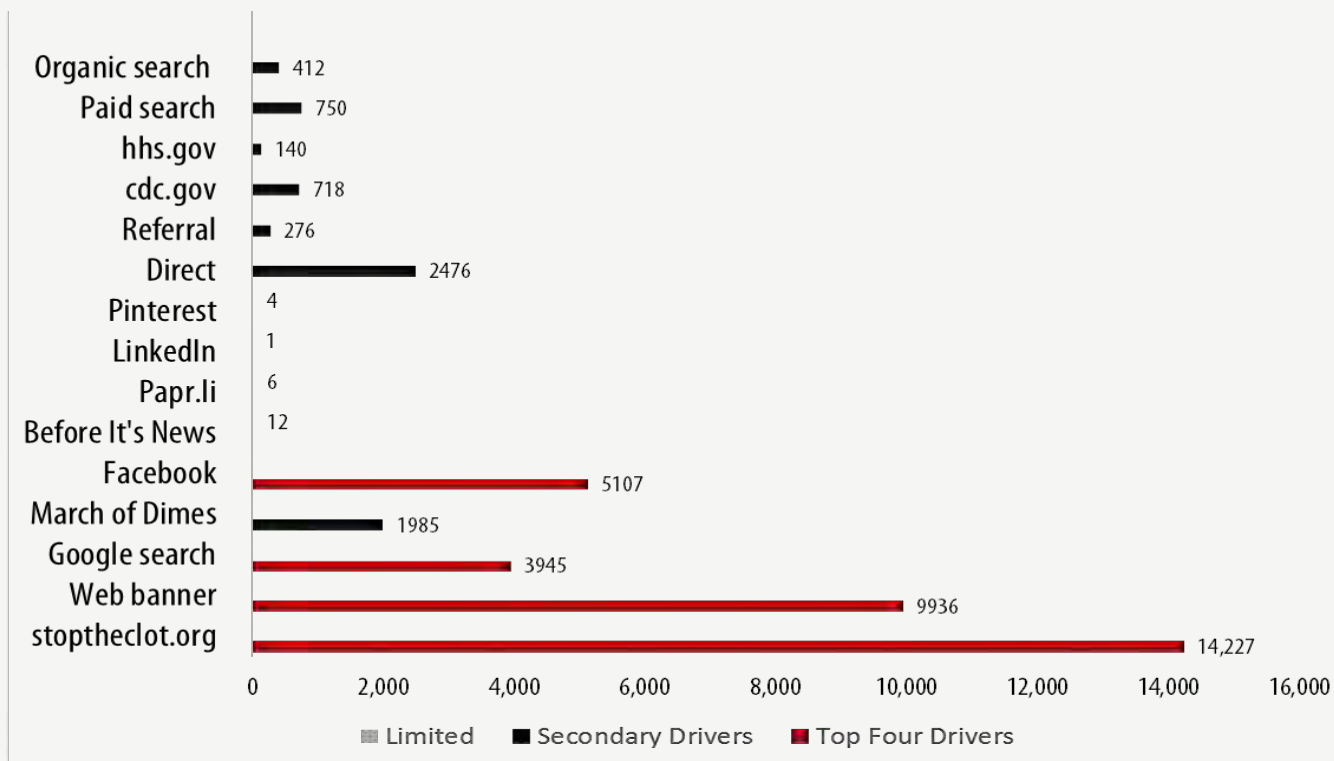
- With the *Hospitals* focus of our Year 2 *Stop the Clot, Spread the Word™* campaign, NBCA and CDC added an additional Web page to its campaign microsite dedicated to key information about blood clot risks connected to hospitalization and surgery. This new Web page can be viewed here: [*Stop the Clot, Spread the Word™ — Hospitalization*](#).
- 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 August 9 through December 31, 2016, are outlined below:

Unique Website
Visitors Within
First 4 Months:

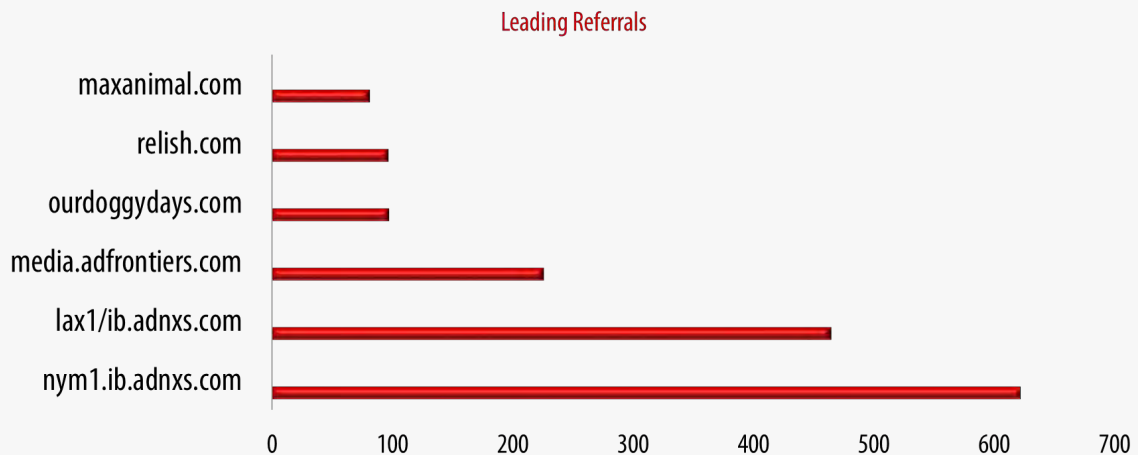
40,931



Paths to Portal: Primary Drivers



Miscellaneous Web, News, Ad Source Referrals



Website Access By Device



Average amount of
time spent on page



Number of Risk Factor
Checklist Downloads



Video

- A video to support the efforts of the *Hospitalization* arm of our *Stop the Clot, Spread the Word™* campaign also was created.
- The video, 4:48 in length, focuses on HA-VTE risk factors and signs/symptoms, and underscores the importance of having a blood clot prevention plan. This video 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™ Hospitalization video](#).
- The video is embedded on the campaign micro-site and within the digital media press release.



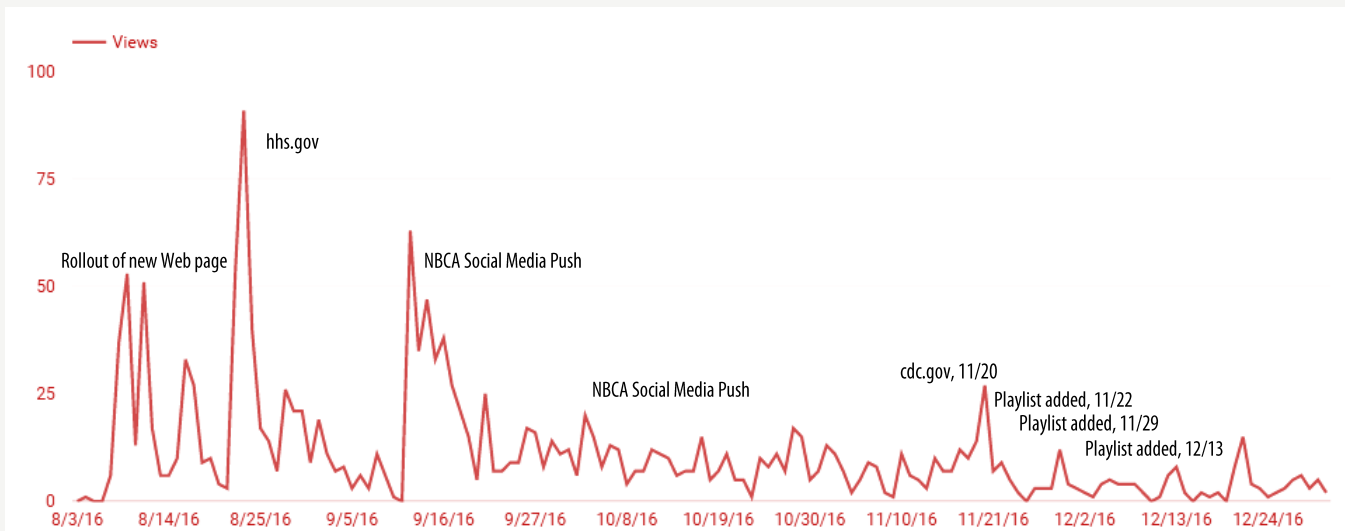
1,688 video views
in four months

66% of views from
campaign Web or
microsite

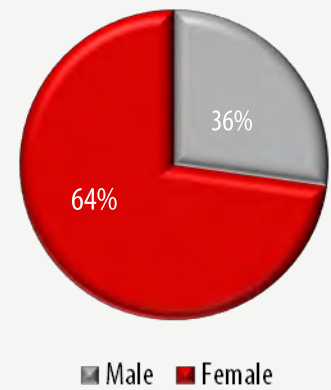
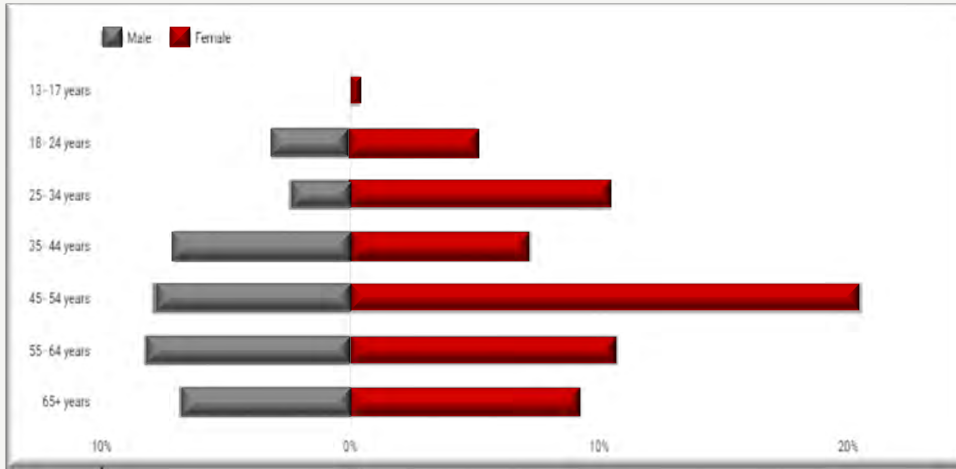
Average view
duration via
embedded video
on microsite: 4:03

Video Views: Traffic Sources

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



Demographics



Traffic Sources

Traffic	Percentage
External	86%
Other YouTube feature	5/3%
YouTube search	3.1%
Direct or unknown	2.9%
Suggested	1.8%
YouTube channels	0.6%

Device Type

Device Type	Percentage
Computer	52% (84% Windows, 16% MAC)
Mobile Phone	32%
Tablet	14%
Unknown	1.6%

Video Retention

- The viewer retention rate for this video remains *above average* through about the 3:30 minute mark.
- After the 3:30 minute mark, the retention rate then tracks average until it falls just after 3:39, or as the discussion of signs/symptoms has fully concluded and the video begins to wrap up.



Infographic

- NBCA, in collaboration with CDC, designed and distributed a campaign infographic, specific to the *Hospitalization* 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 and a companion editorial feature.
- Additional viewers or impressions were derived from distribution to the social sharing site StumbleUpon.
- Clicking on the infographic sample image to the right will take you to the full size version of the graphic.

Total online placements

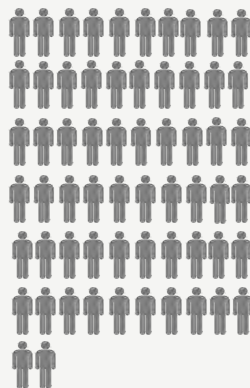
1,090

Total online readership

62.4 MILLION

Total Readership = 62,431,496

Total readership is equal to the total of unique monthly visitors for all sites running this infographic.



Total advertising equivalency

\$749,178

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



Infographic Placements

The infographic campaign ran for four weeks, between August 9 and September 9, 2016. Through this campaign, the infographic was placed on 1,090 online news sites (print, television, radio), reaching more than 62 million potential online readers. A few archived examples of these placements appear below:

[WFMZ-TV \(Philadelphia\)](#)



[WCTV-CBS \(Tallahassee FL\)](#)



[The Mercury \(Sacramento, CA\)](#)



[Journal Star \(Lincoln, NE\)](#)



[KSHO-AM \(Portland, OR\)](#)



[Santa Fe New Mexican \(Santa Fe, NM\)](#)



[WWAY-ABC \(Wilmington, NC\)](#)



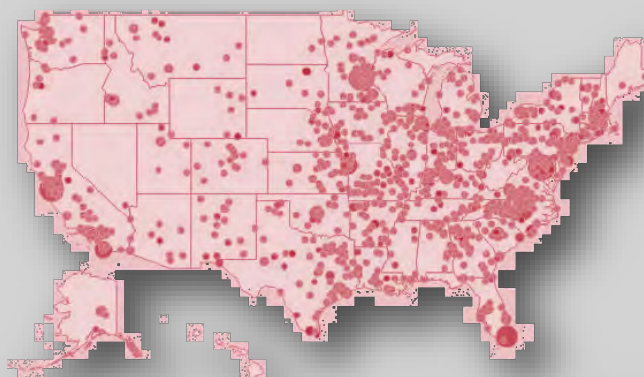
The complete list of infographic placements can be viewed here: [Infographic Placements List](#)

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.



Stumbles = Infographic views by individual StumbleUpon users

Most Active StumbleUpon User Categories

Medical Lifestyle Health Science Healthcare

21,944 Stumbles within 4 months StumbleUpon User Actions

223 Users
Liked the
Infographic

22 Users Added
the Infographic to
their Saved Lists



Radio News Release

- To expand the reach of this health marketing campaign in Year 2 of the *Stop the Clot, Spread the Word™ - Hospitals* program, we added the more traditional media tool of a radio news release (RNR) to our efforts.
- This radio vehicle also aligns strategically with a target audience that, in the case of the *Hospitalization* arm of this campaign, skews older than our overall public health education effort.
- NBCA, in collaboration with CDC, produced a :60 radio spot for broadcast the week of September 25, 2016, 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 MASAB member Greg Maynard, MD, MSc, SFHM, Chief Quality Officer, UC Davis Medical Center, Sacramento, CA.



AUDIENCE IMPRESSIONS

42,750,100 total audience*
(combined radio and Internet)

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



Aired 452 times on 447
radio stations nationwide

Also aired on 263 weekly
Web-based streams.

ANNOUNCER: BLOOD CLOTS AFFECT ABOUT 900,000 AMERICANS EACH YEAR, RESULTING IN ABOUT 100,000 DEATHS sxxxxx-- MORE THAN FROM AIDS, BREAST CANCER, AND MOTOR VEHICLE CRASHES COMBINED. HOSPITALIZATION, SURGERY, AND PHYSICAL TRAUMA ARE MAJOR FACTORS THAT PUT YOU AT RISK FOR BLOOD CLOTS, ACCORDING TO DR. GREGORY MAYNARD, CHIEF QUALITY OFFICER AT THE UNIVERSITY OF CALIFORNIA DAVIS MEDICAL CENTER.

DR. MAYNARD: ABOUT HALF OF ALL BLOOD CLOTS OCCUR DURING A HOSPITAL STAY OR WITHIN 90 DAYS OF ONE. MOST OF THESE BLOOD CLOTS CAN BE PREVENTED, BUT FEWER THAN HALF OF HOSPITAL PATIENTS RECEIVE PROPER PREVENTION MEASURES. SO BEFORE YOU'RE ADMITTED TO THE HOSPITAL, TALK WITH YOUR DOCTOR AND DEVELOP A BLOOD CLOT PREVENTION PLAN.

ANNOUNCER: ANYONE CAN DEVELOP A BLOOD CLOT. THE CENTERS FOR DISEASE CONTROL AND PREVENTION ADVISES THAT YOU KNOW THE SIGNS. SIGNS OF A BLOOD CLOT IN THE LEGS OR ARMS INCLUDE PAIN AND SWELLING WITH SKIN THAT'S WARM TO THE TOUCH, RED, OR DISCOLORED. SIGNS OF BLOOD CLOTS IN YOUR LUNGS ARE DIFFICULTY BREATHING, CHEST PAIN THAT WORSENS WITH A DEEP BREATH, COUGHING UP BLOOD, AND A FASTER THAN NORMAL OR IRREGULAR HEARTBEAT. IF YOU THINK YOU HAVE A BLOOD CLOT SEEK IMMEDIATE MEDICAL CARE. FIND OUT MORE FROM THE NATIONAL BLOOD CLOT ALLIANCE AT STOPTHECLOT.ORG.

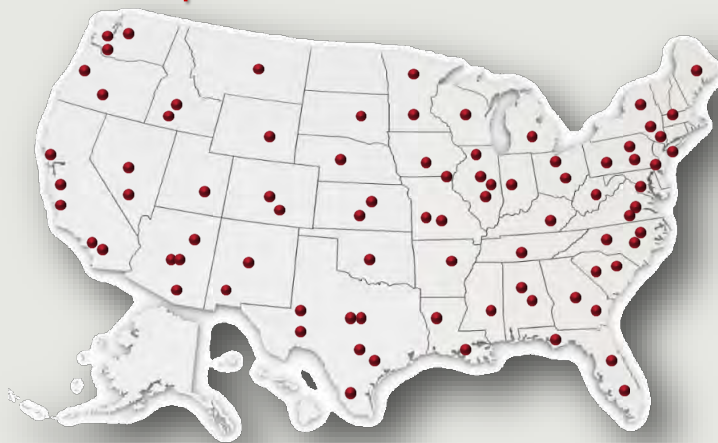
The script for this :60 radio spot appears to the right, and can be listened to by clicking on the icon below.



Radio News Release

- Our radio spot penetrated 167 rated DMAs, including 23 in the top-25 DMAs and 44 in the top-50 DMAs, including:
 - American Forces Network, with a cumulative listenership of 1,200,000
 - 9 FM stations in #1 ranked NYC media market, reaching almost 2 million people in the Tri-State Metro area
 - 18 stations in #3 ranked Chicago media market, reaching more than 5 million people in Chicagoland region
 - North Carolina News Network, with a cumulative listenership of 892,000

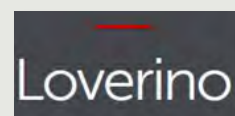
Total percent of nation reached: 90%



Full report of RNR broadcasts can be viewed or downloaded by clicking here: [Radio Health Journal \(RHJ\) Report](#)

On Air, Online, and On-Demand

In addition to terrestrial broadcasts, *Radio Health Journal* also is heard online, which extended the reach of our RNR through several online services that also provide on-demand listening.



Total advertising equivalency



\$56,500

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

- In Year 2 of our STC-STW/Hospitals campaign, we also added a more traditional mat release to our efforts.
- This mat release, similar to our radio news release (see page 15), focused on building awareness of VTE risk factors and signs/symptoms, and featured a quote from NBCA MASAB member Gregory Maynard, MD, MSC, SFHM, Chief Quality Officer, UC Davis Medical Center, Sacramento, CA.
- The mat release, shown below, was distributed to print and online news outlets nationwide.

Total placements



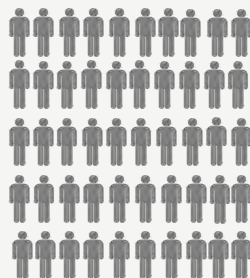
1,001

Including these major dailies:

- *San Jose Mercury News* (c: 2.2 million)
- *Pittsburgh Post Gazette* (c: 1.4 million)
- *Arizona Republic* (c: 1.3 million)
- *Milwaukee Journal Sentinel* (c: 1.3 million)
- *Providence (RI) Journal Bulletin* (c 1.2 million)

Total readership

50+ MILLION



Total Readership = 50,058,999

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

Total advertising equivalency



\$600,708

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

HEALTH

Heading to the Hospital?

Get Better. Don't Get a Blood Clot.

NewsUSA

(NU) - Spending time in the hospital can be a challenge, and the last thing you need is another setback on your road to recovery. This is why it is so important to know that being in the hospital - particularly if you are dealing with surgery, a physical trauma, or a serious illness like cancer - places you at increased risk for the development of a deadly blood clot.

Each year, blood clots affect about 900,000 people in the United States, and about half of all blood clots occur during a hospital stay or within three months of a hospital stay or surgery.

Many blood clots occurring during or after hospitalization can be prevented, but fewer than half of hospital patients receive proper prevention measures. This is why the Centers for Disease Control and Prevention and the National Blood Clot Alliance advise that you have a blood clot prevention plan when headed to and home from the hospital.

Your Blood Clot Prevention Plan

Follow these steps to help prevent blood clots:

- Before entering the hospital, discuss all of your risk factors with your doctor, including your personal and family history of blood clots.
- Ask if you will need prevention measures for blood clots while in the hospital.
- Before leaving the hospital, ask your doctor what to do at home to prevent blood clots.
- Ask about the signs or symptoms of a blood clot and what to do if you experience them.

Protect yourself from blood clots.

Signs and Symptoms of a Blood Clot

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

- Swelling
- Pain or tenderness
- 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

When released from the hospital and you return home, follow all instructions and take medications as prescribed. Get up and move around as often as possible. If confined to bed or unable to move, ask a family member or friend to help you move. Seek immediate medical attention if you experience signs or symptoms.

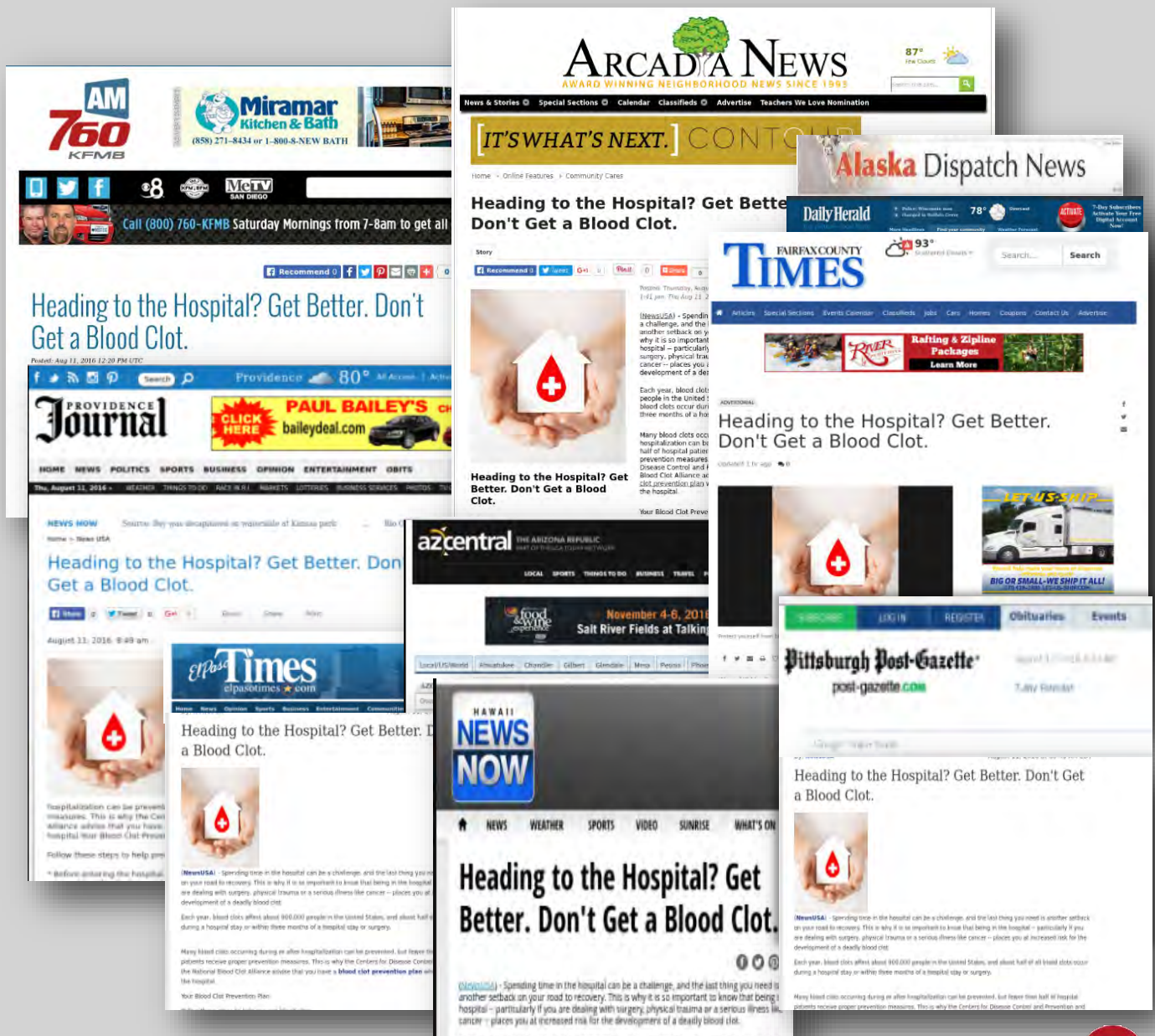
For more information, visit www.stoptheclot.org/spreadtheword.



Mat Release

- To date, the bulk of placements realized have been digital, or with the online versions of the newspapers targeted.
- Additional print placements will occur over the next 12 to 18 months, which will increase our impact evaluation figures for reach and AEV.
- A number of online broadcast news outlets also are subscribers of this news distribution syndicate, and realized placements with this outlets as well
- The most current mat release placement report can be viewed here: [Mat Release Placement Report](#)

The screen shots below provide a small sample of the *Hospitals* focused *Stop the Clot, Spread the Word™* mat release results we realized with this effort thus far.



US Department of Health & Human Services (HHS) Sharing

- HHS shared important information about our campaign via hhs.gov, featuring a link to an important *Stop the Clot, Spread the Word™ - Hospitalization* campaign blog on its homepage.
- The [campaign-focused blogpost on hhs.gov](https://hhs.gov) was authored by Craig Hooper, PhD, Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control & Prevention.

The screenshot shows the HHS.gov homepage with a blue header and a navigation menu on the left. The main content area features a large article titled "Having Surgery? Take Steps to Prevent Blood Clots!" dated August 22, 2018, by W. Craig Hooper, PhD. The article includes a summary, a personal story from Callin, and a list of resources for preventing blood clots. A prominent red banner with the text "STOP THE CLOT, SPREAD THE WORD™" and six diverse faces is also visible.

HHS.gov U.S. Department of Health & Human Services

About HHS **Programs & Services** **Grants & Contracts** **Laws & Regulations**

Blog

STOP THE CLOT, SPREAD THE WORD™ [Having Surgery? Take Steps to Prevent Blood Clots!](#)

Most blood clots are preventable. Learn and share information from the Stop the Clot, Spread the Word™ campaign about risks, signs, and symptoms of blood clots.

[View all](#)

News

[Read the Dept. Latest News](#) [Contact Public](#)

Having Surgery? Take Steps to Prevent Blood Clots!

August 22, 2018 | By [W. Craig Hooper, PhD](#), Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Summary: Most blood clots are preventable. Learn and share information from the Stop the Clot, Spread the Word™ campaign about risks, signs, and symptoms of blood clots.

Callin had a routine tonsillectomy. She later experienced pain that felt like a pulled muscle and radiated down her leg. She eventually learned she had blood clots—the last thing she expected. Being hospitalized like Callin, or even recovering from a surgery at home, can put you at risk for deadly blood clots.

Most blood clots are [preventable](#). That's why the Centers for Disease Control and Prevention (CDC) is working with the National Blood Clot Alliance to share information from the Stop the Clot, Spread the Word™ campaign about [risks, signs, and symptoms](#) of blood clots.

I'm going to have surgery. What can I do to prevent a blood clot?

Before entering the hospital, discuss personal and family risks for blood clots with your doctor. Ask if you will need prevention measures for blood clots during your hospital stay. Make sure all of your doctors know your risks for blood clots and ask for a [prevention plan - PDF](#).

STOP THE CLOT, SPREAD THE WORD™

Before leaving the hospital, ask what to do once you get home to prevent blood clots. Discuss the signs and symptoms of blood clots and make sure that you know what to do if you experience them. Once home, follow instructions and take medicines as prescribed. Get up and walk around. If you are confined to a bed or wheelchair, have someone help you move your arms and legs.

"It was a relief to finally educate myself and find out all the information about blood clots," said Callin. "I now know that blood clots are something I will live with for the rest of my life, but they are manageable." Read more about Callin's experience [here](#).

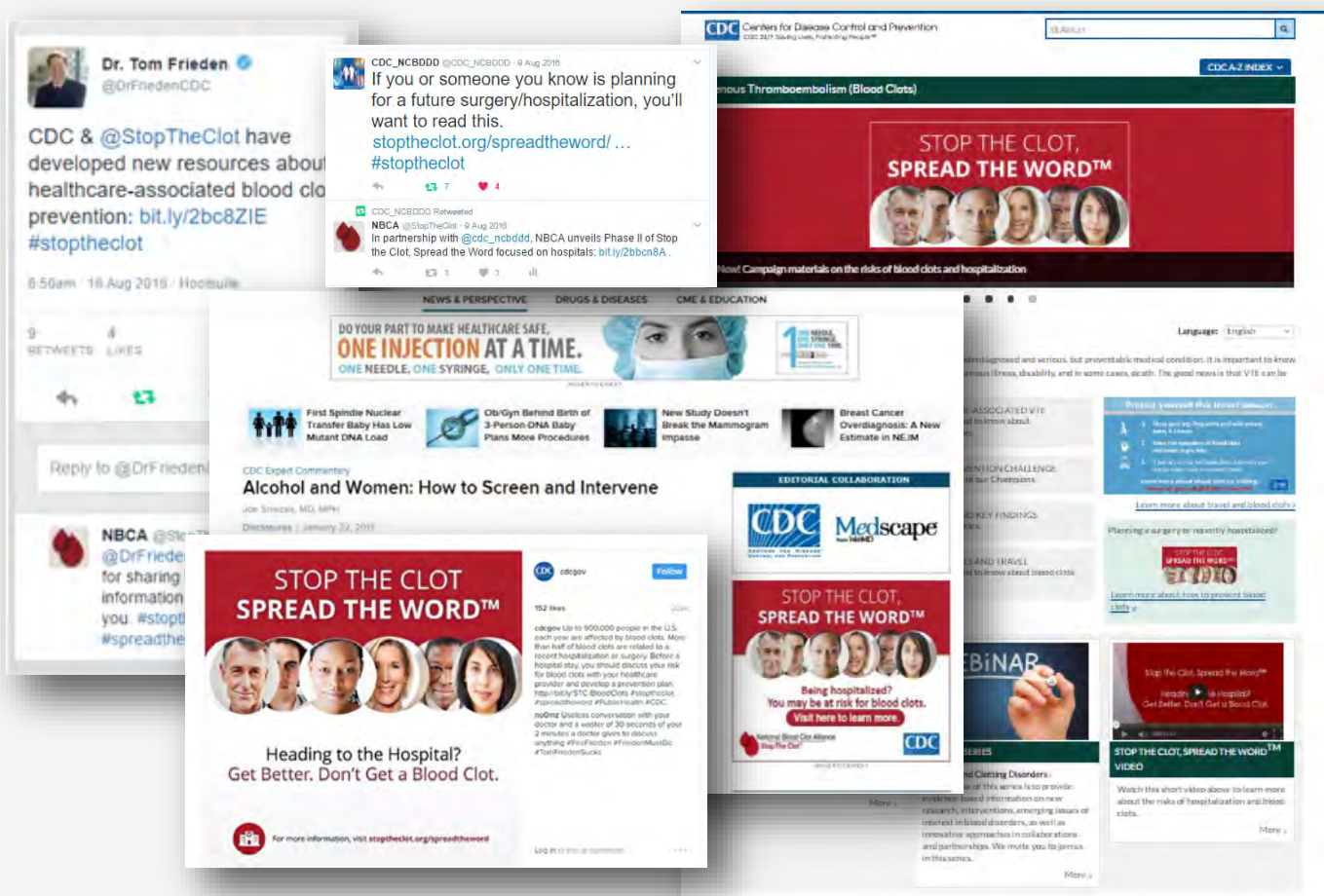
CDC urges you to learn how to spot the signs and symptoms of blood clots. Spend time on the Stop the Clot, Spread the Word™ website to learn more about how to protect yourself and loved ones from blood clots. You can also help spread the word by sharing the campaign's educational materials:

- [List of factors that increase the risk for blood clots](#)
- [Information](#) about hospitalization risks and blood clots
- [Prevention plan checklist](#), and
- Campaign [resources](#)



Centers for Disease Control & Prevention (CDC) Sharing

- CDC, under this cooperative agreement, generously provided the funding for NBCA involvement in this work, and the Agency also contributed a number of important tools to NBCA's communications efforts when the *Hospitalization Web page of our Stop the Clot, Spread the Word™* microsite was unveiled, including:
 - ♦ Gov delivery announcement (>12,000 people)
 - ♦ NCBDDD Communications Alert
 - ♦ Dissemination via a CDC listserv to hospitals nationwide
 - ♦ A director's blog on www.hhs.gov (see page 19)
 - ♦ A Medscape banner ad
- CDC's work on this program also facilitated the placement of *Stop the Clot, Spread the Word™ - Hospitals* campaign information, with a link to our campaign microsite, on the [National Network of Libraries of Medicine web-site](#).
- CDC also showcased the campaign on its Web home page for the National Center on Birth Defects and Developmental Disabilities (NCBDDD), and NCBDDD routinely shared information about the *Stop the Clot, Spread the Word™* program via its assorted social media channels. NCBDDD also posted the campaign video on its Web home page, and made the suite of campaign collaterals available on their website as well.
- Several CDC VIPs provided invaluable support to this important public health education effort: Dr. Colleen Boyle, Director of CDC's NCBDDD, shared her insights about VTE and hospitalization for a quote in our digital media press release, Dr. Craig Hooper, Director, Division of Blood Disorders, NCBDDD, authored a post about the campaign that appeared on hhs.gov, and former CDC Director Dr. Tom Frieden shared information about our campaign via his Twitter feed.

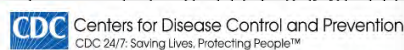


Centers for Disease Control & Prevention Sharing (continued)



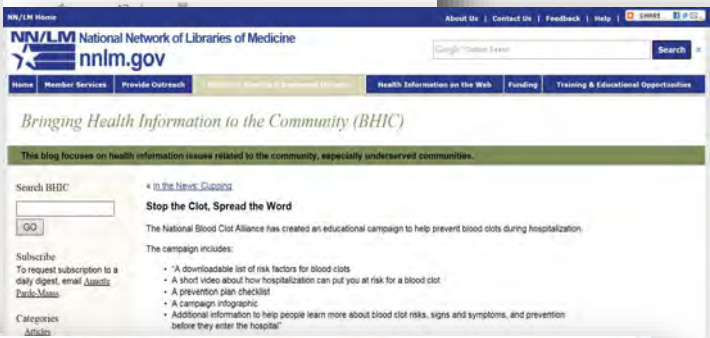
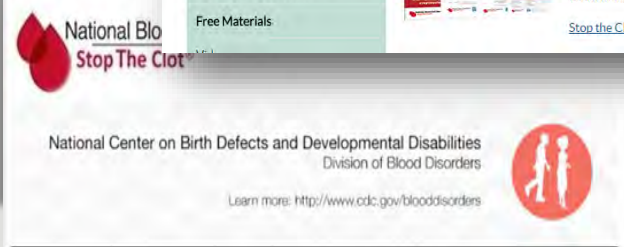
The National Blood Clot Alliance (NBCA) has launched new content for its acclaimed Stop the Clot, Spread the Word™ campaign with the Division of Blood Disorders at the National Center Birth Defects and Developmental Disabilities. The Stop the Clot, Spread the Word™ campaign first launched in 2015, is designed to increase general awareness about life-threatening blood clots. This year, the campaign aims to sharpen people's awareness about the increased risk of blood clots if they are about to be hospitalized or have recently been discharged from the hospital. People are encouraged to discuss their individual risks for blood clots with their doctor and work together to develop a prevention plan before they enter the hospital.

Up to 900,000 people in the United States each year are affected by blood clots in their legs (deep vein thrombosis or DVT) and blood clots in their lungs (pulmonary embolism or PE). Annually, up to 100,000 Americans – or an average of one person every six minutes – will die due to a blood clot related to a recent hospitalization.

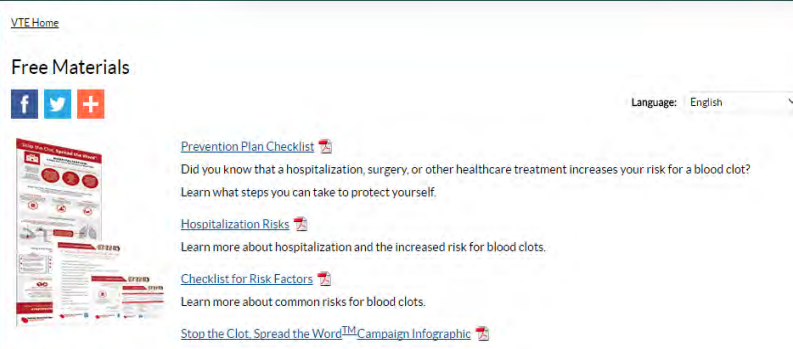
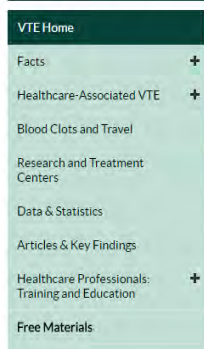


"Many blood clots can be prevented, and prevention is essential and developing deadly blood clots."

"About 70 percent of blood clots can be prevented, and prevention is essential and developing deadly blood clots."



Venous Thromboembolism (Blood Clots)



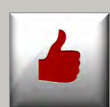
NBCA Promotion of *Stop the Clot, Spread the Word™* on Facebook

- In the four months immediately following the introduction of the new Web page focused on *Hospitalization* on our *Stop the Clot, Spread the Word™* campaign microsite, NBCA used Facebook to promote and build reach for this new, “drill down” component of this program and the key collaterals focused on VTE and hospitalization.
- This effort involved a total of 24 posts, with only 2 of these 24 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.
- Facebook is an important driver for this campaign, and ranks first in influence among our social media channels.
- NBCA had 11,599 followers when the campaign launched on August 9. On December 31, when the four-month results monitoring concluded, this number had increased to 12,357 a gain of more than 758 followers.

A Total of 24 NBCA Facebook Posts:



Shared more than
3,000 times



Reached more than
188,000 people



Resulted in more than
8,600 clicked links

Date	Reach	Shared	Liked on Post & Shared Posts	Link Clicked	Content	Boosted
9-Aug	121,465	202	267	3,223	Special video message for new Web page unveiling	Y - \$60
9-Aug	3,329	46	116	251	Infographic focus	N
11-Aug	1,500	19	49	88	New hospitalization video push	N
15-Aug	2,542	18	44	95	Prevention plan emphasis	N
22-Aug	3,072	73	90	190	Hospitalization: signs and symptoms	N
23-Aug	918	5	20	50	Hospitalization video: risks emphasis	N
25-Aug	2,135	5	11	28	Hospitalization: risk check list	N
29-Aug	746	6	16	37	Hospitalization risk: prevention	N
1-Sep	2,258	18	47	117	Hospitalization: prevention checklist	N
12-Sep	15,173	203	618	1,163	Video: prevention plan	Y - \$60
21-Sep	1,580	23	116	54	Hospitalization infographic	N
23-Sep	2,240	20	162	132	Blood clot risk up to 90 days post-op	N
28-Sep	2,068	21	18	104	Infographic: prevention	N
3-Oct	2,745	4	7	23	Hospitalization: know risks, have a plan	N
4-Oct	3,150	24	22	286	Know your risk: risk factor checklist	N
17-Oct	2,942	3	25	43	Prevention plan	N
21-Oct	2,491	25	65	128	Prevent 911: get the facts	N
26-Oct	2,074	3	42	83	Signs and symptoms	N
1-Nov	2,096	19	32	86	infographic - get the hospitalization facts	N
9-Nov	2,216	18	27	79	Get the facts, make prevention plan	N
11-Nov	2,594	21	22	136	Signs and symptoms	N
6-Dec	2,954	3	12	53	General hospitals	N
12-Dec	3,913	45	67	347	General STC-STW video, risk emphasis	N
23-Dec	2,566	2	10	39	Hospitalization infographic	N
	188,767	3,093	6,758	8,627		



All NBCA Facebook Posts, August 9 through December 31, 2016, Appear Below

Stop the Clot
Published by Sara Phyllis Wren (7) · August 9, 2016

Heading to the hospital? Get Better. Don't Get a Blood Clot. 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. Did you know hospitalization is a major risk factor for dangerous blood clots and that roughly 1 out of 10 hospital deaths are related to blood clots in the lung? The good news is that blood clots are also a leading cause of preventable hospital death in the United States. The National Blood Clot Alliance, in partnership with the Centers For Disease Control (CDC), is excited to launch the second phase of the Stop the Clot. Spread the Word™ public education campaign. To learn more about hospital-associated risk for blood clots and, more importantly, learn what you can do to help prevent blood clots from happening to you or someone you know, visit here: <http://bit.ly/2bcbn8A>.

**STOP THE CLOT
SPREAD THE WORD™**

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

121,455 people reached

5 Comments, 202 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · August 9, 2016

Know Your Risk. Hospitalization, particularly involving physical trauma, surgery, or prolonged immobility, increases the risk for blood clots. Have a prevention plan and find out what you can do to help reduce your risk with at Stop the Clot. Spread the Word™.

Heading to the hospital? Get Better. Don't Get a Blood Clot. Share this infographic with your friends and family. <http://bit.ly/2bcbn8A> #stoptheclot #spreadtheword

STOP THE CLOT, SPREAD THE WORD™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people

1,470 people reached

2 Comments, 10 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · August 11, 2016

Watch this short video to learn how hospitalization can put you at risk for a dangerous blood clot. <http://bit.ly/2bcbn8A> #stoptheclot #spreadtheword

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 successful ...

YOUTUBE.COM

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people

1,470 people reached

Denise Nickels Bonelli, Fanne Thomas Gray and 13 others · 10 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · August 18, 2016

Hospitalization, particularly involving physical trauma, surgery, or prolonged immobility, increases the risk for blood clots. Have a prevention plan and find out what you can do to help reduce your risk with at Stop the Clot. Spread the Word™. Heading to the hospital? Get Better. Don't Get a Blood Clot. Know your risk. <http://bit.ly/2bcbn8A> #stoptheclot #spreadtheword

**STOP THE CLOT
SPREAD THE WORD™**

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

For more information, visit stoptheclot.org/spreadtheword

National Blood Clot Alliance

121,455 people reached

5 Comments, 202 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · August 22, 2016

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 about the signs and symptoms of blood clots: <http://bit.ly/2bcbn8A> #stoptheclot #spreadtheword

STOP THE CLOT, SPREAD THE WORD™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people

1,470 people reached

2 Comments, 10 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · August 23, 2016

Watch this short video to learn how hospitalization can put you at risk for a dangerous blood clot. <https://youtu.be/NatKdLPC8> #stoptheclot #spreadtheword

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 successful ...

YOUTUBE.COM

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people

018 people reached

Piscilla M. Pastore, Kara King and Chris Holsten · 1 Comment, 4 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · August 25, 2016

Hospitalization – particularly for physical trauma, surgery or immobility – can increase the risk for blood clots. Know your risk and get information to share. <http://bit.ly/2bcbn8A>

If you're headed to the hospital, get better – don't get a blood clot. #stoptheclot #spreadtheword

**STOP THE CLOT
SPREAD THE WORD™**

Hospitalization Can Increase the Risk for Blood Clots

Hospitalization, particularly involving physical trauma, surgery, or prolonged immobility, increases the risk for blood clots.

PHYSICAL TRAUMA: Major trauma, such as a fall, car accident, or surgery, increases the risk for blood clots.

SURGERY: Major surgery, such as a hip or knee replacement, increases the risk for blood clots.

IMMOBILITY: Prolonged periods of inactivity, such as bed rest or long travel, increase the risk for blood clots.

For more information, visit stoptheclot.org/spreadtheword

National Blood Clot Alliance

121,455 people reached

5 Comments, 202 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · August 25, 2016

Headed to the Hospital? Get Better. Don't Get a Blood Clot. 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 or someone you know is headed to the hospital. Visit this new information to learn more about hospitalization as a major risk factor for blood clots and find out what steps you can take to reduce that risk. <http://bit.ly/2bcbn8A> #stoptheclot #spreadtheword

Hospitalization - Stop The Clot, Spread The Word™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people

748 people reached

Tiffany Murphy, Marlene Caruso and 5 others · 2 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · September 1, 2016

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. Blood clots are a leading cause of preventable hospital death in the United States. Make sure all of your doctors know your risk for blood clots and download your prevention plan checklist. <http://bit.ly/2bcbn8A> #stoptheclot #spreadtheword

STOP THE CLOT, SPREAD THE WORD™

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

For more information, visit stoptheclot.org/spreadtheword

National Blood Clot Alliance

121,455 people reached

5 Comments, 202 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · September 12, 2016

If you're hospitalized for surgery, illness, or injury, you're at an increased risk for dangerous blood clots. Watch this short video to learn why and be sure to talk to your doctor about a blood clot prevention plan. Get better. Don't get a blood clot. <https://youtu.be/NatKdLPC8> #stoptheclot #spreadtheword #stoptheclot

National Blood Clot Alliance Stop the Clot Channel

The National Blood Clot Alliance (NBCA) is a non-profit, voluntary health organization dedicated to ...

YOUTUBE.COM

Learn More

15,173 people reached

View Results

12 Comments, 202 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · September 21, 2016

Get the facts: Hospitalization, particularly involving physical trauma, surgery, or prolonged immobility, increases the risk for blood clots. View and share this infographic about blood clots and hospitalization, surgery, and physical trauma. <http://bit.ly/2bcbn8A>

STOP THE CLOT, SPREAD THE WORD™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people

1,470 people reached

2 Comments, 10 Shares

Stop the Clot
Published by Sara Phyllis Wren (7) · September 23, 2016

You may still be at risk for a blood clot for 90 days after you leave the hospital. Tell your doctor if you experience any of the signs or symptoms of a blood clot. Learn more here: <http://bit.ly/2bcbn8A>

If You Experience Any of the Following Signs or Symptoms...

Swelling in your legs or feet
ALERT YOUR DOCTOR AS SOON AS YOU CAN:
- Swelling in your legs or feet
- Pain or tenderness not caused by an injury
- Skin that is warm to the touch
- Redness or discoloration of the skin

Shortness of breath or chest pain
SEE MEDICAL ATTENTION IMMEDIATELY:
- Chest pain that worsens with a deep breath
- Coughing or coughing up blood
- Sudden difficulty breathing or swallowing
- Sudden difficulty moving or using your arms or legs
- Sudden difficulty walking or standing
- Sudden difficulty sitting or lying down
- Sudden difficulty standing or walking after a fall or injury
- Sudden difficulty standing or walking after a fall or injury

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people

2,240 people reached

David Bowman, Barbara Bauer and 11 others · 20 Shares



Stop the Clot
Published by Sara Phyllis Wynn (1) · September 23, 2016 ·

Blood clots are the leading cause of preventable hospital death in the United States. Learn more and share this infographic: <http://bit.ly/2b9vWt1>

Stop the Clot, Spread the Word™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Nearly 1 out of 10 hospital deaths are related to blood clots. About half of all blood clots occur during or within three months of a hospital stay or surgery, and many of these blood clots can be safely prevented. Learn more and get your prevention plan: <http://bit.ly/2b9vWt1>

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,088 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · October 3, 2016 ·

Know Your Risk. Hospitalization, particularly involving physical trauma, surgery, or prolonged immobility, increases the risk for blood clots. Have a prevention plan and find out what you can do to help reduce your risk with **Stop the Clot, Spread the Word™** - Heading to the Hospital? Get Better. Don't Get a Blood Clot. Learn more here: <http://bit.ly/2b9vWt1>

**STOP THE CLOT
SPREAD THE WORD™**

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

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

Get more information, visit stoptheclot.org/newsandaware

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,345 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · October 4, 2016 ·

Could you be at risk for a blood clot? Download a list of factors that can help you and your doctor determine your blood clot risk: <http://bit.ly/2b9vWt1>

STOP THE CLOT, SPREAD THE WORD™

Checklist for Blood Clot Risk Factors

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

3,150 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · October 17, 2016 ·

Heading to the Hospital? Get Better. Don't Get a Blood Clot. About half of all blood clots occur during or within three months of a hospital stay or surgery, and many of these blood clots can be safely prevented. Learn more and get your prevention plan: <http://bit.ly/2b9vWt1>

**STOP THE CLOT
SPREAD THE WORD™**

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

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

Get more information, visit stoptheclot.org/newsandaware

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,194 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · October 21, 2016 ·

Hospitalization is a major risk factor for dangerous blood clots. Prevent the need for 911. Get the facts on blood clots. Share this infographic: <http://bit.ly/2b9vWt1>

Stop the Clot, Spread the Word™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,491 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · October 26, 2016 ·

Are you at risk for a blood clot? About half of all people who experience a DVT do not experience symptoms, so the most important thing people can do to protect themselves from a life-threatening blood clot is to learn if they are at risk. Download your checklist here: <http://bit.ly/2b9vWt1>

STOP THE CLOT, SPREAD THE WORD™

Checklist for Blood Clot Risk Factors

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,074 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · November 1, 2016 ·

Roughly 1 out of 10 hospital deaths are related to blood clots in the lungs. If you're headed to the hospital, you're at risk for a dangerous blood clot. Find out what you can do to help prevent blood clots and share this infographic with your family and friends: <http://bit.ly/2b9vWt1>

Stop the Clot, Spread the Word™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,330 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · November 8, 2016 ·

Blood clots are a leading cause of preventable hospital death in the United States. If you're headed to, or just returning home from, the hospital make sure all of your doctors know your risk for blood clots and ask for a prevention plan. Get more info, including a blood clot prevention plan, here: <http://bit.ly/2b9vWt1>

Stop the Clot, Spread the Word™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,218 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · November 13, 2016 ·

There are several important signs and symptoms of blood clots. If you can recognize these signs and symptoms, you can save your life or the life of a loved one or family member. Share this information: <http://bit.ly/2b9vWt1>

STOP THE CLOT, SPREAD THE WORD™

Checklist for Blood Clot Risk Factors

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,754 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · December 6, 2016 ·

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. Get the facts: <http://bit.ly/2b9vWt1>

**STOP THE CLOT
SPREAD THE WORD™**

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

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

Get more information, visit stoptheclot.org/newsandaware

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,854 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · December 23, 2016 ·

Save and share this infographic about blood clots and hospitalization, surgery, and physical trauma: <http://bit.ly/2b9vWt1>

Stop the Clot, Spread the Word™

HOSPITALIZATION:
A Major Risk Factor for Dangerous Blood Clots

Prevent the Need for 911. Get the Facts on Blood Clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

2,555 people reached

Post by Sara and 12 others

Stop the Clot
Published by Sara Phyllis Wynn (1) · December 13, 2016 ·

A blood clot is 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 and share this short video to help us Stop the Clot. Spread the Word™: <http://bit.ly/2b9vWt1>

National Blood Clot Alliance Stop the Clot Channel

The National Blood Clot Alliance (NBCCA) is a non-profit, voluntary health organization dedicated to advancing the prevention, early diagnosis and treatment of blood clots.

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 8,200 people.

1,913 people reached

Post by Sara and 12 others

NBCA Campaign Promotion via Twitter

- In the four months immediately following the unveiling of the new *Hospitalization* Web page for our *Stop the Clot, Spread the Word™* campaign, NBCA utilized Twitter to promote and build reach for these new resources.
- NBCA's Twitter followers numbered 2,401 when the campaign launched on August 9. By December 31, or in the four months of this effort, that number increased by nearly 30% to 3,089.

NBCA Campaign-Focused Twitter Impact



44,307
Impressions



559
Engagements

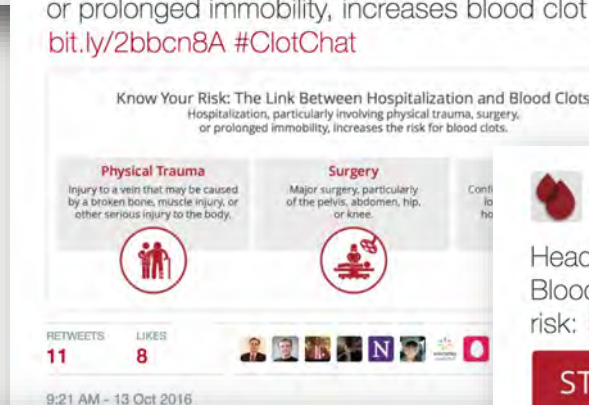
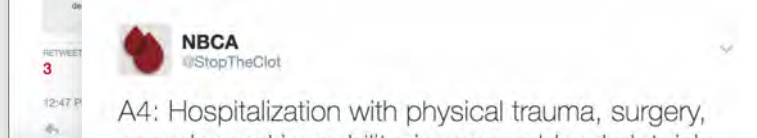


94
Links Clicked

Date	Impressions	Engagement	Link(s) Clicked	Engagement Rate	Retweet	Content
9-Aug	618	34	5	5.5%	3	Campaign Unveiling 1
9-Aug	1,515	17	4	1.1%	3	Campaign Unveiling 2
9-Aug	549	9	2	1.6%	2	Press Release
9-Aug	764	13	3	1.7%	3	Campaign Unveiling 3
11-Aug	421	12	5	2.9%	3	Video prompt
12-Aug	288	3	2	1.0%	N/A	Infographic
17-Aug	612	9	3	1.5%	4	Have a prevention plan message
17-Aug	612	20	N/A	3.3%	5	90 days risk message
17-Aug	553	6	N/A	1.1%	3	Have a prevention plan message
22-Aug	317	4	2	1.3%	N/A	Risk
22-Aug	608	6	2	1.0%	0	Infographic
22-Aug	766	14	4	2%	4	Prevention
23-Aug	521	19	4	2%	4	Video
25-Aug	608	4	1	1.0%	3	Risk and Prevention
29-Aug	303	2	N/A	1.0%	1	Risk and Prevention
1-Sep	495	17	8	3.0%	3	Risk and Prevention
9-Sep	624	9	0	2.0%	1	Thank you 1
12-Sep	823	8	1	1.0%	4	Risk
21-Sep	233	N/A	N/A	N/A	N/A	Prevention stat 1
21-Sep	345	4	0	1.0%	0	Prevention stat 2
21-Sep	402	9	3	2.2%	2	Prevention stat 3
21-Sep	394	3	0	1.0%	2	Prevention stat 4
28-Sep	689	21	13	3.0%	7	Prevention stat 5
3-Oct	1,057	12	2	1.0%	4	Heading to the Hospital? Message
3-Oct	986	15	3	2.0%	4	Video
3-Oct	3	N/A	N/A	N/A	N/A	Risk
3-Oct	876	12	7	1.4%	3	Risk Factor checklist
13-Oct	5,188	49	2	1.0%	12	Twitter Chat re: Risk
13-Oct	803	15	1	1.9%	5	Twitter Chat re: Hospitals stats
13-Oct	621	4	1	0.6%	2	Twitter Chat re: Risk
13-Oct	556	7	N/A	1.2%	2	Twitter Chat re: Prevention Plan
13-Oct	486	1	N/A	0.2%	N/A	Twitter Chat re: Stat
13-Oct	644	2	N/A	0.3%	N/A	Twitter Chat re: Prevention
13-Oct	487	N/A	N/A	N/A	N/A	Twitter Chat re: Prevention Plan
13-Oct	6,151	71	5	1.2%	5	Twitter Chat re: Prevention
13-Oct	1,656	4	N/A	0.2%	3	Twitter Chat re: Prevention
13-Oct	1,278	14	1	1.1%	7	Twitter Chat re: Prevention and Risk
17-Oct	352	6	N/A	1.7%	2	Heading to the Hospital? Message
1-Nov	6,222	26	5	0.4%	6	Infographic
9-Nov	867	28	1	3.2%	7	Heading to the Hospital? Message
14-Nov	396	6	2	1.5%	1	Video
6-Dec	549	10	N/A	1.8%	3	Risk
6-Dec	564	3	N/A	0.5%	1	Heading to the Hospital? Message
23-Dec	1,505	31	2	2.0%	11	Infographic
	44,307	559	94	5.1% avg	135	



NBCA Twitter Posts (select samples) #stoptheclot #spreadtheword



NBCA Stop the Clot, Spread the Word™ Instagram Posts

- In the four months immediately following the introduction of the new Web page focused on *Hospitalization* 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, “drill down” component of this program and the key collaterals focused on VTE and hospitalization.
- This effort reached 7,802 Instagram accounts and realized 10,810 impressions.
- Visit NBCA’s Instagram account here: [NBCA on Instagram](#)



Date	Topic	Impressions	Reach	Engagement
1-Aug	Annoucement Video	500	347	25
1-Aug	Hospital Graphic	432	316	19
8-Aug	Infographic Visual	484	346	35
24-Aug	Launch Graphic w/ Logos	474	343	38
27-Sep	Hospital surgery photo	408	293	21
27-Sep	Clipboard graphic 1	491	372	33
27-Sep	Clipboard graphic 2	513	367	26
27-Sep	Clipboard graphic 3	478	341	22
28-Sep	Infographic visual	446	334	22
29-Sep	Stat from webpage red circle one	440	326	17
29-Sep	Stat from webpage red circle two	500	368	23
29-Sep	Stat from webpage red circle three	512	355	26
17-Oct	Launch Graphic w/ Logos	485	360	26
21-Oct	Infographic Visual	532	374	28
1-Nov	Infographic visual	612	415	26
9-Nov	Infographic visual	587	418	22
11-Nov	Signs and symptoms visual (PE)	634	461	34
11-Nov	Signs and symptoms visual (DVT)	611	459	38
14-Nov	Launch Graphic w/ Logos	531	381	21
23-Nov	Risk factor checklist visual	565	419	24
12-Dec	STC-STW Campaign Visual	575	407	21
		10,810	7802	547



NBCA Stop the Clot, Spread the Word™ Sample Instagram Posts



NBCA's Stop the Clot, Spread the Word™ Pinterest Board

- NBCA began work with Pinterest in 2016, and, in addition to its routine Pinterest efforts, created a dedicated *Stop the Clot, Spread the Word™* pinboard, allowing us to share resources from our *Stop the Clot, Spread the Word™* program with a larger digital audience.
- NBCA uploaded the *Hospitals* Web page content in segmented images and graphics—known as pins—and other media content, such as the video, to the *Stop the Clot, Spread the Word™* pinboard.
- Average daily viewers of this pinboard exceeded 900 between August 1 and December 31, 2016, and, on average, the pinboard realized almost 900 daily impressions.
- Some of these pinboard images appear below, and you can view our Stop the Clot, Spread the Word Pinterest Board here: [STC-STW on Pinterest](#).

Pinterest

Stop the Clot, Spread the Word™

16 Pins
173 Followers

Stop the Clot, Spread the Word™ is the NBCA's nationwide blood clot awareness program created in cooperation with the Centers for Disease Control and Prevention. Blood clots do not discriminate by age, gender, ethnicity or race. Blood clots affect everyone. Learn to recognize blood clot signs and symptoms and find out if you could be at risk.

Follow board



August 1 - December 31, 2016

Average Daily Impressions on Stop the Clot, Spread the Word Pins:	872
Average Daily Viewers of Stop the Clot, Spread the Word Pins:	337
Average Daily Saves:	2
Average Daily Number of People Who Saved:	2
Average Daily Clicks:	10
Average Daily Visitors:	7

