

Stop the Clot, Spread the Word™

Pregnancy



Evaluation Report

Metrics and Measurements
August 29 to December 31, 2018

Submitted March 2019



Table of Contents

Page

Executive Summary, Highlights	3
Digital Media Press Release	4
Web Banner	7
Campaign Website	9
Video	11
Infographic	13
Radio News Release	15
Mat Release	17
Social Media	
— HHS, CDC, NCBDDD Communications Avenues	19
— Facebook	20
— Twitter	23
— Instagram	25
— Pinterest	27

###

Executive Summary: Key Communications & Health Marketing Campaign Metrics

Tuesday, August 29 — Tuesday, December 31, 2018

STOP THE CLOT SPREAD THE WORD™

The National Blood Clot Alliance (NBCA) unveiled the *Pregnancy* arm of its *Stop the Clot, Spread the Word™* nationwide public health education campaign, August 29, 2018, 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 Five of our cooperative agreement. We realized a potential audience of more than 262 million with this arm of the campaign. While our target audience of pregnant women and women who had recently given birth was more narrowly focused, compared to previous arms of this campaign (i.e., general public, hospitalization), our performance metrics remained strong and in some cases grew with this effort.



Expecting or recently had a baby?
Don't let a blood clot spoil your joy.



For more information, visit
stopthecLOT.org/spreadtheword



National
Blood Clot
Alliance



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

Digital Media Press Release

- Audience reach: 10,280,402, with 65 full text placements and 45 headline clippings
- Estimated total or unique DMPR page views: 2,987
- 145 clicks to links within DMPR

Web Banner

- Audience: 1.47 million impressions
- 5,014 banner clicks, with a 34% click-through rate (CTR), compared to the 2018 national benchmark CTR of about 17%

Stop the Clot, Spread the Word™ Pregnancy Web Page

- 34,817 unique visitors to the *Pregnancy* Web page in the first four months after unveiling
- Average time spent on new Web page: 3:33

Video

- More than 500 views in first four months, with 55% of views from the campaign Web page
- Average view duration via embedded video on campaign website: 3:14

Infographic Distribution

- 1,052 online placements, with total online audience reach of 84.8 million
- Advertising value of 84.8 million online website readers: \$1,018,591

Radio News Release

- :60 campaign audio news release airs 540 times on 536 radio stations nationwide, reaching a total listenership of 42.4 million people
- Advertising value of 42.4 million listeners: \$67,500

Mat Release

- 2,432 mat release placements appear in secondary and tertiary media markets nationwide, with a readership of 123.5 million people nationwide
- Advertising value of 123.5+ million mat release readers: \$1.48 million

Facebook and Twitter

- 23 campaign-focused NBCA Facebook posts over four-month promotion reach of 60,000+ people
- Facebook posts during this four-month period realize 1,120 engagements (shares, comments, reactions), with 1,700+ link clicks to campaign assets
- NBCA's campaign-focused Tweets over four months generate 37,363 impressions on Twitter
- Campaign-focused Tweets result in 575 Twitter user engagements (i.e., favorites, retweets, comments)

Instagram and Pinterest

- NBCA's Instagram posts reach 11,237 accounts, resulting in 14,574 impressions and 572 likes
- Instagram reach among 117,802 accounts results in 10,810 impressions and 547 engagements
- Dedicated campaign Pinterest board averages 541 daily pin views over four months of campaign
- Pin views during this four-month period results in 1,117 average daily impressions



Digital Media Press Release

- The *Stop the Clot, Spread the Word™ Pregnancy digital media press release* (DMPR) was distributed via Globe Newswire on Tuesday morning, August 29, 2018. Specifically, the release was distributed electronically to U.S. news and media outlets nationwide, 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 August 29 and September 18, 2018.

Web Clippings

Full Text Placements: 65

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

Headline Clippings: 35

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

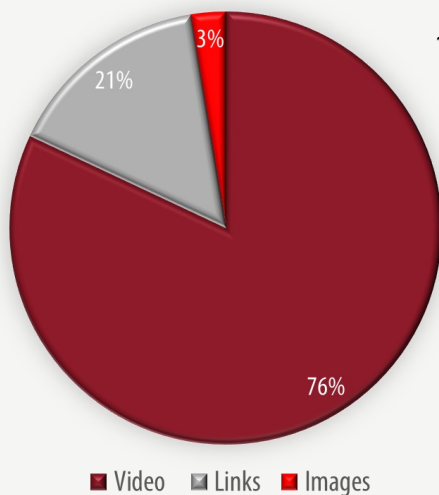
10.2 million

Precise Audience Reach:
10,280,402

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



145 clicks to links within DMPR

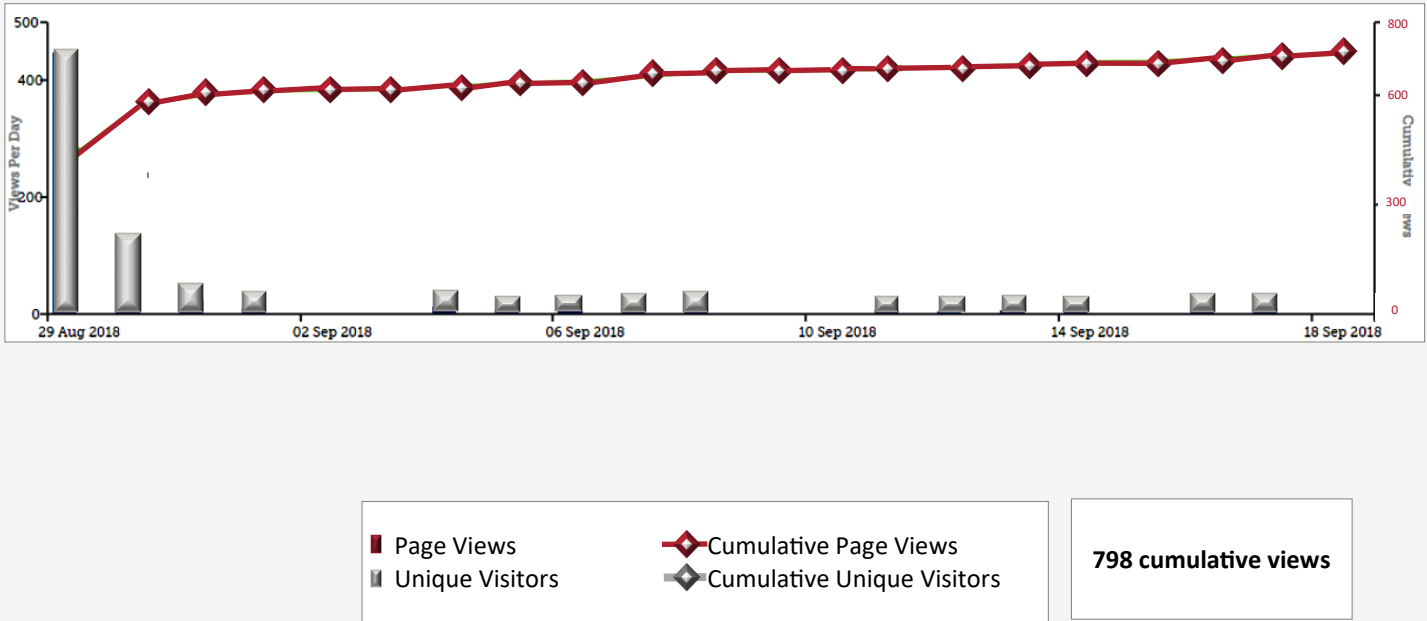
DMPR Page Views

Public Page Views	2,431
RSS	556
Total Page Views	2,987



Access Graph

The Access Graph below outlines the number of total views and daily views to the DMPR during our period of critical mass, or roughly two weeks from our August 29 distribution date.



VIEWES		
Direct Traffic	1,264	42.3%
Referring Site	122	4.1%
Search Engine Site	39	1.3%
RSS Feed	1,380	46.2%
Web Indexing Service	182	6.1%
TOTAL	2,987	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:



Addressing a Leading Cause of Pregnancy-Related Death Among U.S. Women

VIENNA, Va., Aug. 29, 2018 (GLOBE NEWSWIRE) -- Blood clots are a leading cause of pregnancy-related death in the United States, and pregnant women face up to a five-fold increased risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving

Pittsburgh Post-Gazette
post-gazette.COM

Addressing a Leading Cause of Pregnancy-Related Death Among U.S. Women

VIENNA, Va., Aug. 29, 2018 (GLOBE NEWSWIRE) -- Blood clots are a leading cause of pregnancy-related death in the United States, and pregnant women face up to a five-fold increased risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving information, NBCA and CDC are launching new content for the **Stop the Clot, Spread the Word™** public health education campaign aimed at preventing blood clots during

Dangerous blood clots develop in the deep veins of the body, usually in the legs (called deep vein thrombosis or DVT), and can travel to the lungs (called pulmonary embolism or PE). Blood clots in the lungs account for nine

"It's crucial that pr

WRAL.com

THE BUFFALO NEWS

StarTribune

THE SALINE COURIER
HOME NEWS SPORTS OBITUARIES CLASSIFIEDS

VIENNA, Va., Aug. 29, 2018 (GLOBE NEWSWIRE) -- Blood clots are a leading cause of pregnancy-related death in the United States, and pregnant women face up to a five-fold increased risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving information, NBCA and CDC are launching new content for the **Stop the Clot, Spread the Word™** public health education campaign aimed at preventing blood clots during

Dangerous blood clots develop in the deep veins of the body, usually in the legs (called deep vein thrombosis or DVT), and can travel to the lungs (called pulmonary embolism or PE). Blood clots in the lungs account for nine percent of all deaths among pregnant women in the United States.

**STOP THE CLOT
SPREAD THE WORD™**



Addressing a Leading Cause of Pregnancy-Related Death Among U.S. Women

THE OKLAHOMAN

the United States, and pregnant women face up to a five-fold increased risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving information, NBCA and CDC are launching new content for the **Stop the Clot, Spread the Word™** public health education campaign aimed at preventing blood clots during pregnancy and after delivery.

Dangerous blood clots develop in the deep veins of the body, usually in the legs (called deep vein thrombosis or DVT), and can travel to the lungs (called pulmonary embolism or PE). Blood clots in the lungs account for nine percent of all deaths among pregnant women in the United States.



azcentral.

PART OF THE USA TODAY NETWORK

VIENNA, Va., Aug. 29, 2018 (GLOBE NEWSWIRE) -- Blood clots are a leading cause of pregnancy-related death in the United States, and pregnant women face up to a five-fold increased risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving information, NBCA and CDC are launching new content for the **Stop the Clot, Spread the Word™** public health education campaign aimed at preventing blood clots during

The ONE

Observer News Enterprise
www.observernewsenterprise.com

VIENNA, Va., Aug. 29, 2018 (GLOBE NEWSWIRE) -- Blood clots are a leading cause of pregnancy-related death in the United States, and pregnant women face up to a five-fold increased risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving information, NBCA and CDC are launching new content for the **Stop the Clot, Spread the Word™** public health education campaign aimed at preventing blood clots during

Addressing a Leading Cause of Pregnancy-Related Death Among U.S. Women

thepilotnews.com
Marshall County Indiana's news source since 1851

VIENNA, Va., Aug. 29, 2018 (GLOBE NEWSWIRE) -- Blood clots are a leading cause of pregnancy-related death in the United States, and pregnant women face up to a five-fold increased risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving information, NBCA and CDC are launching new content for the **Stop the Clot, Spread the Word™** public health education campaign aimed at preventing blood clots during

ed risk for a blood clot compared to women who are not pregnant. After delivery, this risk for a blood clot is highest during the first six weeks, and remains high through the first three months, according to the National Blood Clot Alliance (NBCA) and the Centers for Disease Control and Prevention (CDC). To help inform pregnant women and new moms with potentially life-saving information, NBCA and CDC are launching new content for the **Stop the Clot, Spread the Word™** public health education campaign aimed at preventing blood clots during

in the legs (called deep vein thrombosis or DVT), and can travel to the lungs (called pulmonary embolism or PE). Blood clots in the lungs account for nine percent of all deaths among pregnant women in the United States.

Daily Times Leader
SERVING WEST POINT & CLAY COUNTY SINCE 1847

WZLX
Depend On It

DECATUR DAILY DEMOCRAT

RIDGWAY RECORD



Web Banner

- NBCA, in collaboration with CDC, designed and distributed a web banner (pictured below) to drive highly targeted traffic to the *Pregnancy* 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 29, concurrent with the unveiling of our new *Stop the Clot, Spread the Word™/Pregnancy* web page on our campaign microsite, and ran for four weeks, or until September 30.



AUDIENCE IMPRESSIONS



CLICK THROUGH DATA



5,014
Clicks

34%
Click Through
Rate or CTR

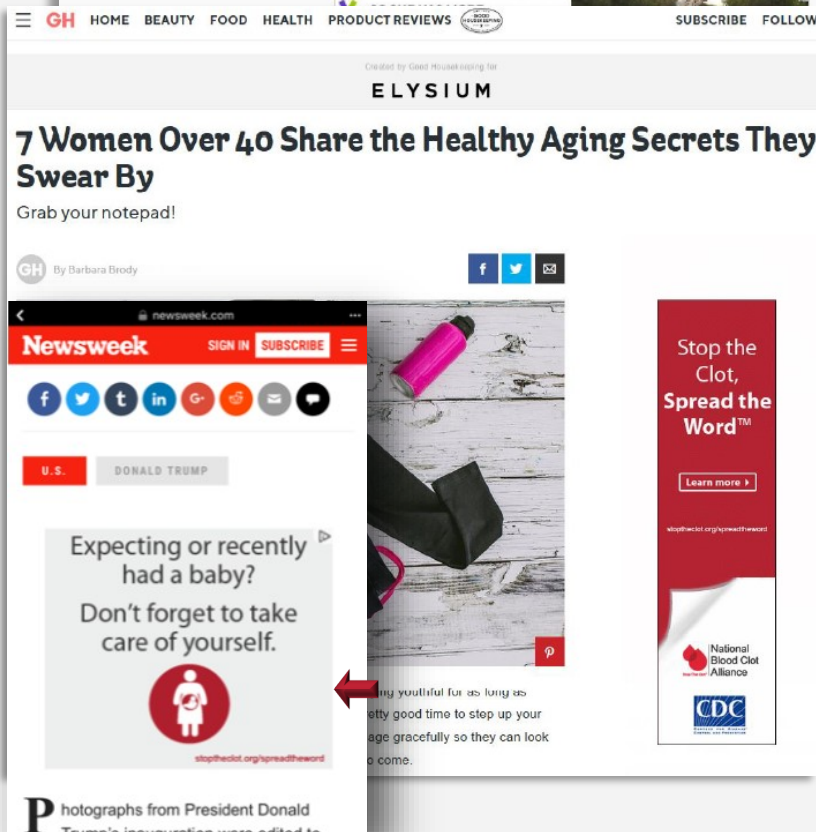
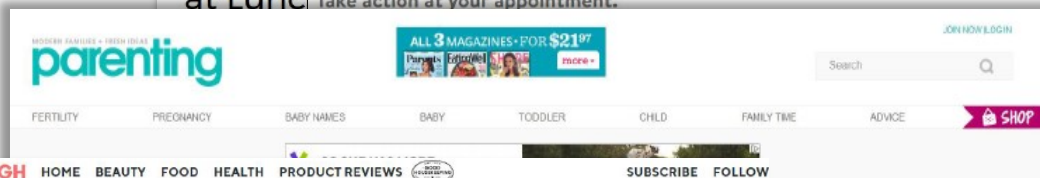
Overall
campaign CTR
trended higher
than the 2018 CTR
benchmark of 17%



Web Banner Screenshots

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

- WebMD
- Family Circle
- Woman's Day
- Parenting
- Good Housekeeping
- Newsweek



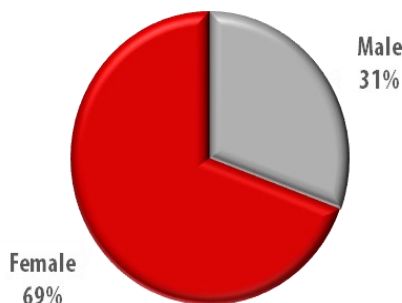
Stop the Clot, Spread the Word Campaign Website

- With the *Pregnancy* focus of our *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 pregnancy and childbirth. This new web page can be viewed here: [*Stop the Clot, Spread the Word™ — Pregnancy*](#).
- 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 29 through December 31, 2018, are outlined below:

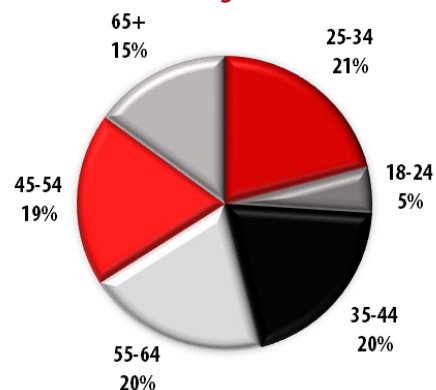
Unique Website
Visitors Within
First 4 Months:
34,817



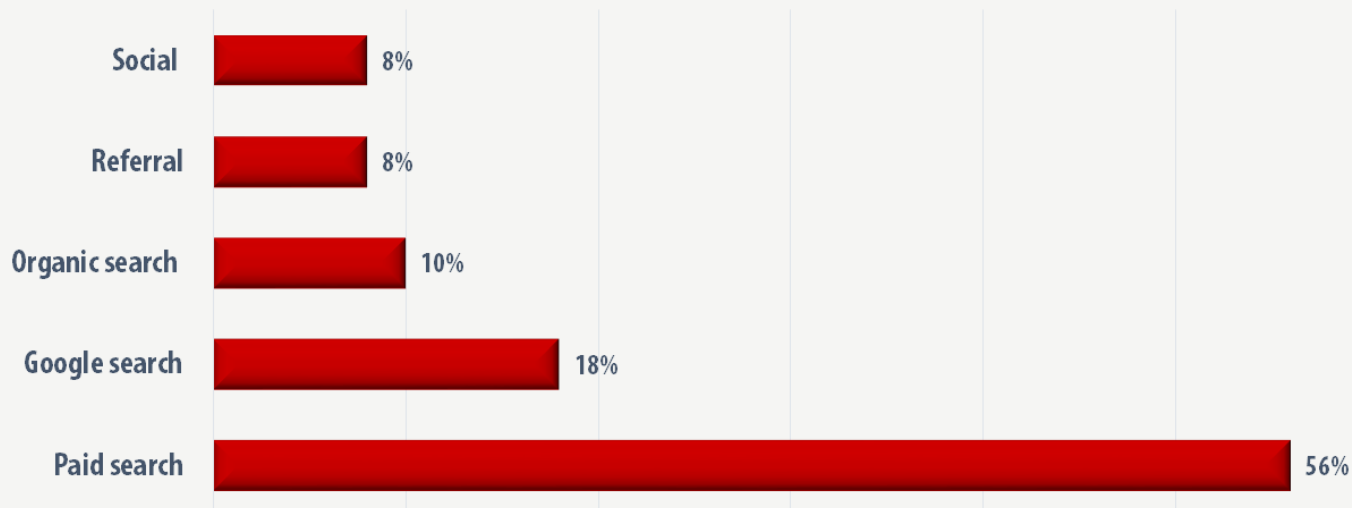
Gender



Age



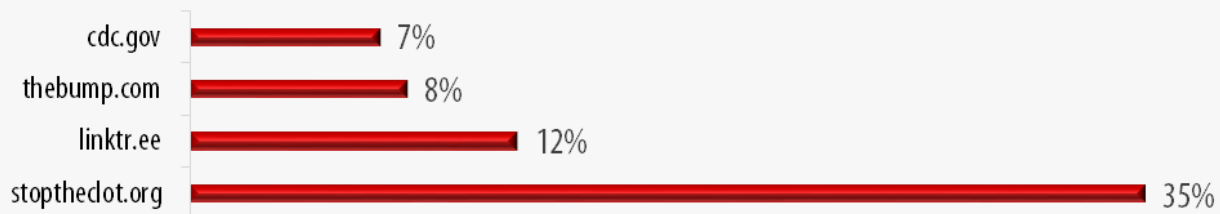
Sources



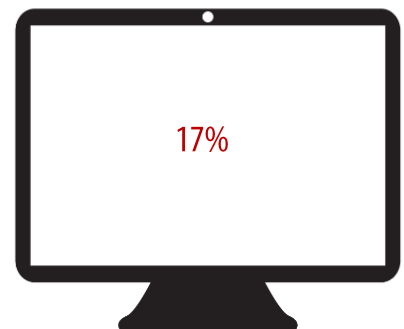
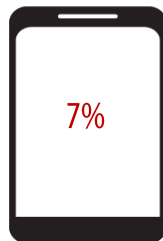
Social Drivers



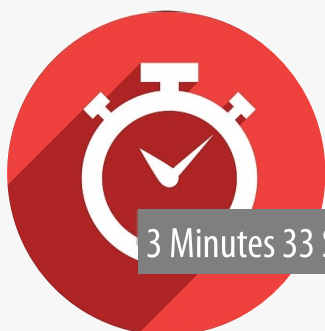
Referrals



Website Access By Device



Average amount of time spent on page



3 Minutes 33 Seconds

Number of Risk Factor Checklist Downloads



508 Downloads

Video

- A video to support the efforts of the *Pregnancy* arm of our *Stop the Clot, Spread the Word™* campaign also was created.
- The video, 3:26 in length, focuses on blood clot risks associated with pregnancy and blood clot signs/symptoms, and underscores the importance of having a plan to prevent blood clots. This video, embedded on the pregnancy 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™ Pregnancy video*](#).



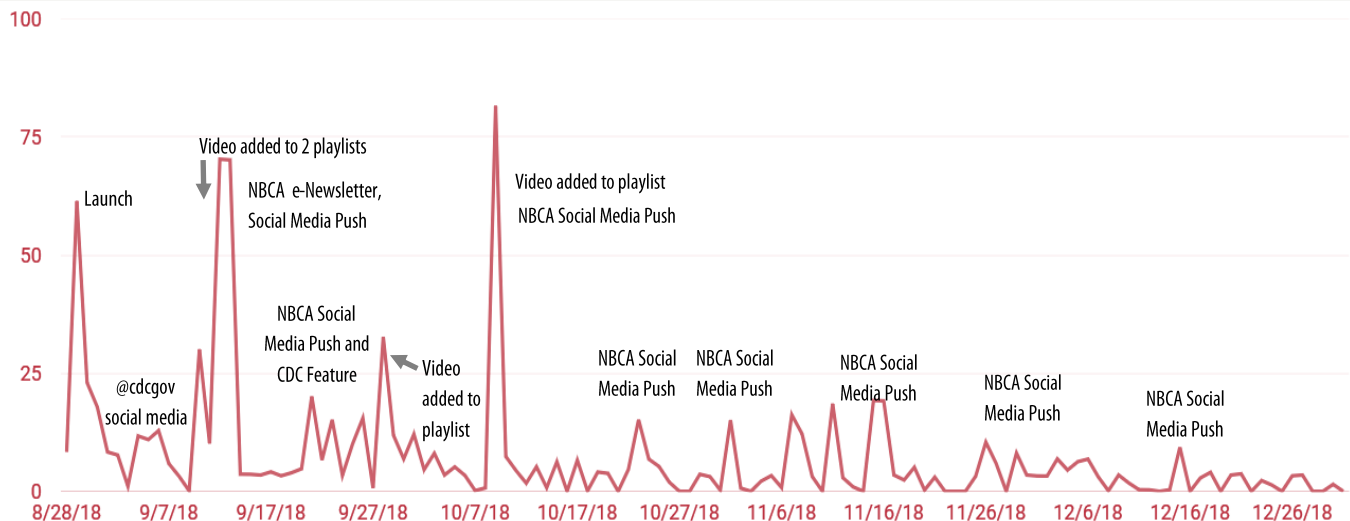
536 video views
in 4 months

55% of views from
campaign web or
microsite

Average view
duration via
embedded video
on microsite: 3:14

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, in 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/pregnancy.



Traffic Sources

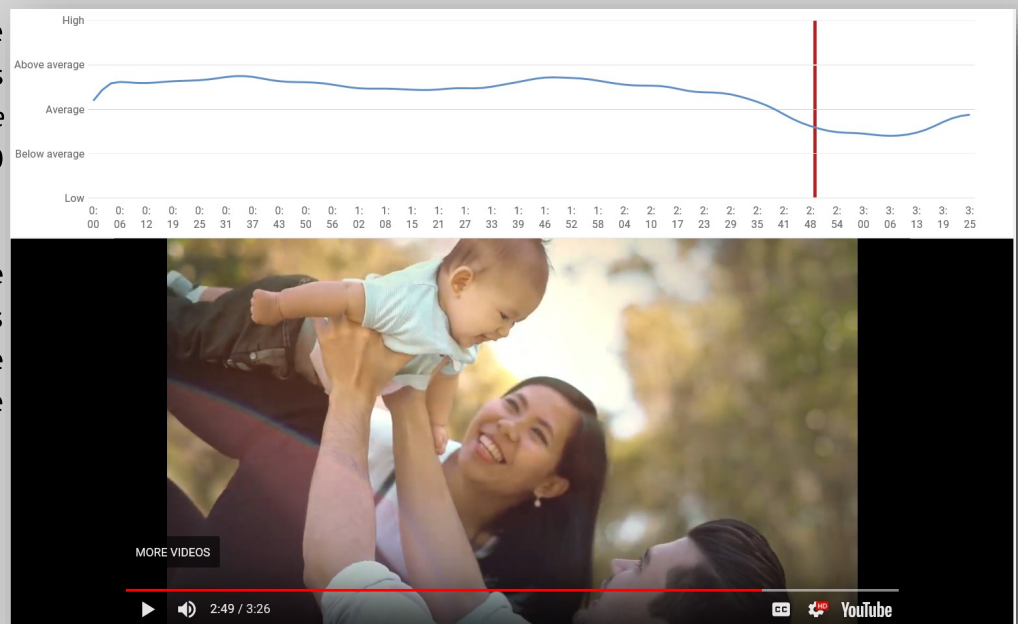
Traffic	Percentage
External	91% (27% stopthecdot.org; 11% Facebook; 4% DMPR)
Other YouTube feature	2.9%
Notifications	2.1%
Channel page	1.7%
YouTube Search	0.9%
Direct or unknown	0.9%

Device Type

Device Type	Percentage
Computer	48%
Mobile Phone	32%
Tablet	6%

Video Retention

- The viewer retention rate for this 3:26 video remains *above average or average* through about the 2:50 mark.
- After the 2:50 mark, the retention rate then begins to fall below average as the video wraps up and the end slates appear.



Infographic

- NBCA, in collaboration with CDC, designed and distributed a campaign infographic, specific to the **Pregnancy** 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 infographic sample image to the right to view the full size version of the graphic.

Total online placements

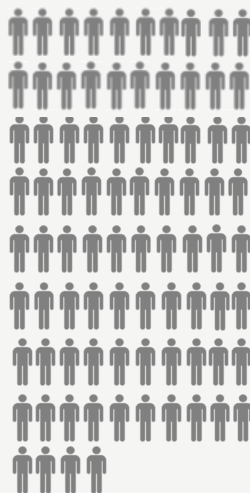


Total online audience reach

84.8 MILLION

Precise Readership = 84,882,600

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



\$1,018,591

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™

**EXPECTING OR RECENTLY HAD A BABY?
DON'T LET A BLOOD CLOT SPOIL YOUR JOY.**
Get the facts about dangerous blood clots.

Blood clots during pregnancy can be dangerous for the expectant mother and the developing baby because they can cut off blood flow to the developing baby.

A blood clot in the lungs is one of the most common causes of pregnancy-related death in the U.S.

Women are five times more likely to experience a dangerous blood clot when they are pregnant.

Surgical delivery by C-section nearly doubles a pregnant woman's risk for a dangerous blood clot.

Blood clots can form in a woman's legs or arms and can break off and travel to the lungs, which can be life threatening.

Factors that increase a woman's risk for blood clots during pregnancy, childbirth, and after delivery

- A previous blood clot, a family history of blood clots, or a genetic blood clotting disorder
- Overweight or obesity
- Smoking
- Delivery by C-section
- Prolonged immobility or decreased activity, such as bed rest, travel, or recovery after delivery
- Pregnancy at age 35 or older
- Certain pregnancy conditions and complications, such as pregnancy with multiple babies or the use of fertility treatments involving the use of hormones

As you prepare for baby, don't forget to take care of yourself.
A woman is at increased risk for a dangerous blood clot throughout her pregnancy, during childbirth, and up to 3 months after her baby is born.

When you take care of yourself, you take care of your developing baby too.

Most blood clots can be prevented. Talk to your doctor, know your risk, and work with your provider to prevent blood clots.

- ✓ Talk to your family about your health history and tell your doctor if you or a family member has ever had a blood clot.
- ✓ Talk to your doctor about all your potential risks for developing blood clots.
- ✓ Work with your doctor to reduce your risk for blood clots, especially if you are on bed rest or had a C-section.
- ✓ Exercise as much as your doctor recommends. If you sit for long periods of time, move around or exercise your legs every 1-2 hours.
- ✓ Drink plenty of liquids. Recommended that women drink 10 glasses of liquid every day while pregnant, and 12-13 glasses of liquid every day while breastfeeding.
- ✓ Take medications and use compression devices as prescribed.

Most blood clots can be treated.
Tell your doctor if you experience any of the symptoms of a blood clot.

SYMPTOMS OF A BLOOD CLOT IN THE ARM OR LEG MAY INCLUDE

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

If you experience any of these signs or symptoms, alert your doctor as soon as possible.

SYMPTOMS OF A BLOOD CLOT IN THE LUNG MAY INCLUDE

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

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

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

The word "CDC" is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise. Stop the Clot, Spread the Word™ is a public education campaign made possible by funding provided to the National Blood Clot Alliance by the Centers for Disease Control and Prevention under Cooperative Agreement number 1U22ED001159-05.

Infographic Placements

The infographic campaign ran for three weeks, between August 29 and September 19, 2018. Through this campaign, the infographic was placed on 1,052 online news sites (print, television, radio), reaching more than 84 million potential online readers. Click on links (below left) to view several archived examples of these placements:

[Post Bulletin, Rochester, MN](#)

[Connecticut Magazine](#)

[WTLX-ABC TV, Tallahassee, FL](#)

[The Malibu Times, Malibu, CA](#)

[WPKZ-FM, Fitchburg, MA](#)

[The Clarion News, Clarion, PA](#)

[WWAY 3-TV, Leland, NC](#)

[The Gazette, Colorado Springs, CO](#)

[The Southeast Sun, Enterprise, AL](#)

[WDEL-FM, Wilmington, DE](#)

[Kodiak Daily Mirror, Kodiak, AK](#)

[The Daily Journal, San Mateo, CA](#)

[WUHU-FM, Bowling Green, KY](#)

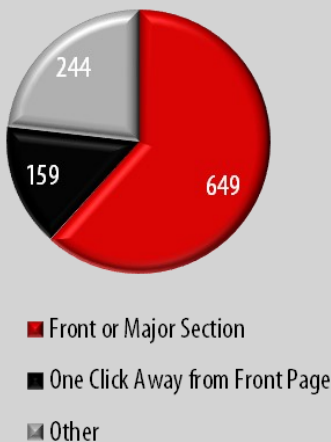
[Eagle Times, Claremont, NH](#)



87

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

Online Placement Location



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 September 9, 2018, 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 Andra James, MD, Consulting Professor in Obstetrics and Gynecology, Duke University.
- *Radio Health Journal* is broadcast nationwide on 100s of affiliate radio stations and networks.



AUDIENCE IMPRESSIONS

42.4 million total audience*
(combined radio and internet)

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



Aired 540 times on 536
radio stations nationwide

Also aired on 350 weekly
Web-based streams.

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



ANNOUNCER: DURING PREGNANCY AND UP TO THREE MONTHS AFTER DELIVERY, A WOMAN IS AT INCREASED RISK FOR A DANGEROUS BLOOD CLOT. A BLOOD CLOT TRAVELING FROM THE LEGS TO THE LUNGS IS ONE OF THE MOST COMMON CAUSES OF PREGNANCY-RELATED DEATH IN THE UNITED STATES. IF A BLOOD CLOT FORMS DURING PREGNANCY, IT CAN HARM THE DEVELOPING BABY AS WELL AS THE MOTHER. THAT'S WHY DR. ANDRA JAMES, HIGH-RISK PREGNANCY EXPERT AT DUKE UNIVERSITY, SUGGESTS THAT PREGNANT WOMEN TALK WITH THEIR DOCTOR ABOUT BLOOD CLOTS.

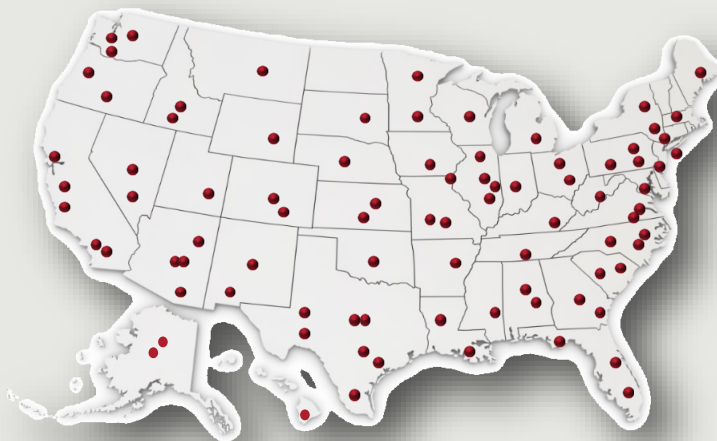
DR. JAMES: TALK WITH YOUR FAMILY ABOUT YOUR HEALTH HISTORY AND TELL YOUR DOCTOR IF YOU OR ANYONE IN YOUR FAMILY HAS EVER HAD A BLOOD CLOT. ALSO, TALK WITH YOUR DOCTOR ABOUT MANAGING YOUR RISKS AND LEARN HOW TO PREVENT A CLOT FROM FORMING.

ANNOUNCER: THE CENTERS FOR DISEASE CONTROL AND PREVENTION WANTS YOU TO KNOW THE SIGNS AND SYMPTOMS OF A BLOOD CLOT. ARMS OR LEGS WHERE A BLOOD CLOT HAS FORMED MAY BE WARM TO THE TOUCH, PAINFUL, SWOLLEN, OR RED OR DISCOLORED. A BLOOD CLOT IN THE LUNGS MAY PRODUCE DIFFICULTY BREATHING, CHEST PAIN THAT WORSENS WITH A DEEP BREATH, AND COUGHING UP BLOOD. IF YOU HAVE ANY OF THESE SIGNS OR SYMPTOMS, SEEK IMMEDIATE MEDICAL CARE. FIND OUT MORE FROM THE NATIONAL BLOOD CLOT ALLIANCE AT STOPTHECLOT.ORG.



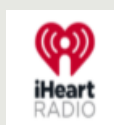
Radio News Release

- Our radio spot penetrated 145 rated DMAs, including 23 in the top-25 DMAs, and a few highlights include:
 - 13 stations (FM/AM) stations in #1 ranked NYC media market, reaching
 - 4 stations (FM/AM) in #2 ranked LA media market
 - 19 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 stated at bases, embassies, and consulates in more than 177 countries and 200 ships at sea.



Total percent of nation reached: 84.48%

- Full report of RNR broadcasts can be viewed or downloaded by clicking here: [Radio Health Journal \(RHJ\) Report](#)
- In addition to terrestrial broadcasts, *Radio Health Journal* also is heard online, which extended the reach of our RNR on-demand listening through these and other apps and subscription services:



Total advertising equivalency, broadcast placements only



\$67,500

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™/Pregnancy mat release was distributed on September 5, 2018, and is shown below.
- This mat release, similar to our radio news release (see page 15), focused on building awareness of VTE risk factors and signs/symptoms
- The mat release shown below was distributed to print and online news and information outlets nationwide.

Total placements

2,432

Including these major dailies:

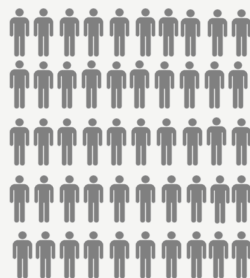
- *The Baton Rouge Advocate* (3.8 million)
- *Northwest Indiana Times* (c: 3.2 million)
- *Minneapolis Star Tribune* (c 2.2 million)
- *St. Louis Post Dispatch* (c: 2.1 million)
- *Columbus Dispatch* (c: 1.5 million)
- *Pittsburgh Post Gazette* (c: 1.3 million)

Total readership

123.5+ MILLION

Total Readership/Unique Views =
123,544,381

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



Total advertising equivalency



\$1.48 million

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

HEALTH

Don't Let a Blood Clot Spoil the Joy of Pregnancy or Childbirth

NewsUSA

(NU) - One health issue pregnant women should think about is the risk for a dangerous blood clot. Blood clots occur usually in the legs, arms, or lungs. Women are especially at risk for a blood clot during pregnancy, childbirth, and the 3-month period after delivery.

During pregnancy, a woman's blood naturally clots more easily to help her body deal with blood loss during childbirth. A pregnant woman also may be at even higher risk for a blood clot if she:

- has a family or personal history of blood clots or a blood clotting disorder,
- has a C-section, or
- is immobile for long periods of time due to decreased activity, such as being on bed rest.

Signs and Symptoms of a Blood Clot

It's important to recognize the signs and symptoms of a blood clot. The signs and symptoms of a blood clot in the legs or arms include

- Swelling
- Pain or tenderness not caused by injury
- Skin that is warm to the touch, red, or discolored.

If you have these signs or symptoms, alert your doctor as soon as possible.

A blood clot in your legs or arms can travel to your lungs, which can be life threatening. Signs and symptoms of a blood clot in your lungs include

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

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



NewsUSA

Prevention of a Blood Clot

The Centers for Disease Control and Prevention and the National Blood Clot Alliance share these safe and effective ways to prevent a blood clot:

- Tell your doctor if you or a family member has had a blood clot and discuss all your possible risks.
- Work with your doctor to reduce your risk for a blood clot.
- Exercise as much as your doctor recommends, move around frequently if you sit for long periods of time, and drink plenty of liquids.
- Follow your doctor's instructions for prevention of a blood clot. Take medicine as prescribed, and use any compression devices your doctor prescribes to help improve blood flow.

If you are expecting a baby or recently gave birth, there are many exciting things to do - from doctor's visits, catching the first glimpse of your developing baby during an ultrasound, to picking out baby clothes. The list can seem never-ending. Make sure you are able to enjoy all these special moments and plans by making your health a top priority.

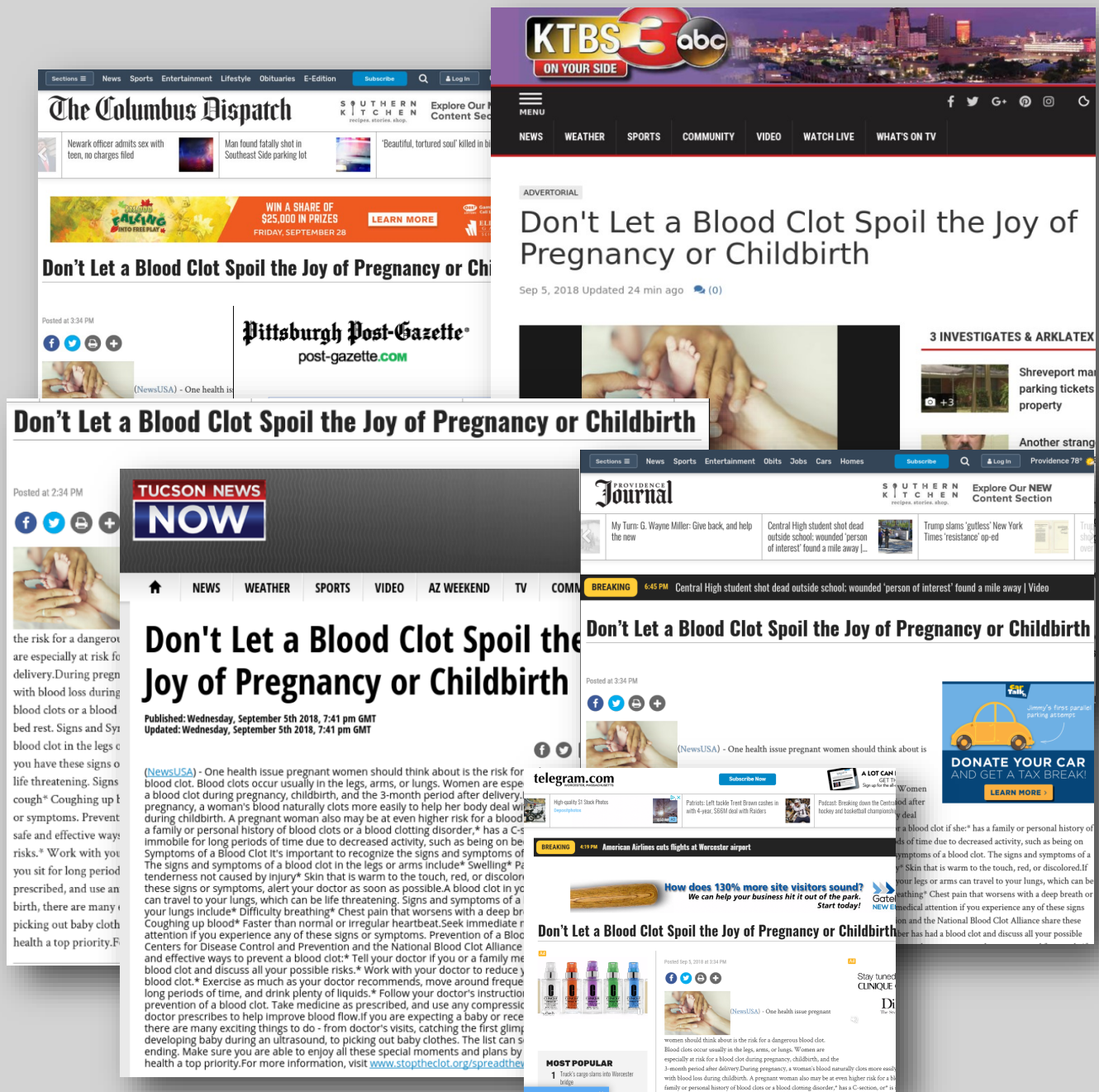
For more information, visit www.stopthecLOT.org/spreadtheword.



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 subscribers of this news distribution syndicate, and placements were realized with these outlets as well.

The screen shots below provide a small sample of the **Pregnancy** focused **Stop the Clot, Spread the Word™** mat release results we realized with this effort thus far. The complete list of STC-STW™/Pregnancy 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™ /Pregnancy* campaign high visibility through several important and far-reaching communications avenues, including:
 - ◆ An HHS Digital Digest
 - ◆ A Gov-Delivery email
 - ◆ An Advocacy Partner Letter and Advocacy Partner Alert
 - ◆ Placement in the CDC Office of Minority Health & Health Equity/Health Matters for Women Newsletter
 - ◆ One web feature and several high profile social media posts
- Several CDC and NCBDDD 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 pregnancy for a quote in our digital media press release, and Dr. Robert Redfield, the Director of CDC, shared information via his Twitter feed.

The collage features several key elements:

- CDC Website Screenshot:** Shows the CDC homepage with a search bar and a link to "CDC A-Z INDEX". Below, a section titled "Venous Thromboembolism (Blood Clots)" features a red banner with the text "STOP THE CLOT, SPREAD THE WORD™" and "Pregnancy and childbirth can increase the risk for bloodclots." Below this, a section titled "Venous thromboembolism (VTE), also known as blood clots, is an underdiagnosed and serious, but preventable medical condition. It is important to know about VTE because it can happen to anybody at any age and cause serious illness, disability, and in some cases, death. The good news is that VTE can be prevented and treated if discovered early."
- Twitter Post:** A tweet from Dr. Robert R. Redfield (@CDCDirector) dated November 9 at 2:47 PM. The text reads: "Women are at high risk for blood clots during pregnancy, childbirth, and up to 3 months after delivery. Help protect yourself or loved ones with free educational tools from CDC & Stop the Clot, Spread the Word campaign. <https://bit.ly/2NwVM88>" Below the tweet is a screenshot of the campaign's social media page, which includes the same "STOP THE CLOT, SPREAD THE WORD™" banner and a quote from Anne Schuchat, MD (RADM, USPHS), Principal Deputy Director of CDC: "It's crucial that pregnant women understand that blood clots are a real risk during pregnancy, delivery, and for up to three months after delivery. CDC hopes that these educational resources will protect the health of pregnant women and their babies and save lives."
- NCBDDD Website Screenshot:** Shows the National Center on Birth Defects and Developmental Disabilities website. It features a "What's New" section with links to "Pregnancy & Blood Clots", "Get a Flu Vaccine", "Older Adult Falls", "Newborn Screening", "Chickenpox Can Be Serious", and "Epilepsy: Get the Facts". Below this is a section titled "MAKING A DIFFERENCE ACROSS THE LIFESPAN" with four icons: "SAVING BABIES", "HELPING CHILDREN", "PROTECTING PEOPLE", and "IMPROVING HEALTH".
- Educational Materials:** Includes a "New, Free Educational Tools about Pregnancy-Related Risk for Blood Clots" section. It states: "The National Blood Clot Alliance (NBCA) has added new educational materials to its renowned Stop the Clot, Spread the Word™ campaign with the Division of Blood Disorders at the National Center on Birth Defects and Developmental Disabilities. Launched in 2015, the Stop the Clot, Spread the Word™ digital campaign was designed to increase public health awareness about life-threatening blood clots to the general public and various high-risk groups. Since its launch, the campaign has reached up to 300 million media impressions. This year, the campaign has released new educational tools to raise awareness of the risks of blood clots in women during pregnancy, childbirth, and up to three months after a baby is born." It also includes a section titled "Why are these new resources important?" which states: "In the United States, up to 900,000 people can be affected by blood clots in their legs, pelvis, or arms (deep vein thrombosis or DVT) or in their lungs (pulmonary embolism or PE). Although anyone can develop a blood clot, women who are pregnant or have recently had a baby are at a higher risk for developing a life-threatening blood clot." It also includes a section titled "It's crucial that pregnant women understand that blood clots are a real risk during pregnancy, delivery, and for up to three months after delivery." which states: "It's crucial that pregnant women understand that blood clots are a real risk during pregnancy, delivery, and for up to three months after delivery. CDC hopes that these educational resources will protect the health of pregnant women and their babies and save lives."



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

- In the four months immediately following the introduction of the new Web page focused on *Pregnancy* 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 pregnancy.
- 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.
- Facebook is an important driver for this campaign, and ranks first in influence among our social media channels.
- NBCA had 22,011 Facebook followers, when the campaign launched on August 29. On December 31, when the four-month results monitoring concluded, this number had increased to 24,987, a gain of more than 2,976 followers.

A Total of 23 NBCA Facebook Posts:



Reach more than
60,000 people



Result in more than
1,750 clicked links

Date	Reach	Reactions, Comments & Shares	Link Clicked	Content	Boosted
29-Aug	16,505	470	1,510	Campaign Unveiling	Y - \$107
29-Aug	1,020	45	35	Video	N
30-Aug	1,100	72	51	Infographic	N
4-Sep	1,700	126	91	Risk and Pregnancy Stats	N
6-Sep	1,930	28	48	Risk Factor Checklist	N
11-Sep	2,230	94	182	Campaign graphic, directs to site	N
13-Sep	1,400	35	55	Video	N
18-Sep	1,900	38	99	Prevention Checklist	N
20-Sep	1,130	20	48	Risk Factor Chart	N
26-Sep	1,640	26	71	Prevention Checklist	N
28-Sep	815	23	33	Video	N
2-Oct	2,800	73	144	Signs and Symptoms of DVT	N
4-Oct	9,900	328	756	Signs and Symptoms of PE	N
10-Oct	1,700	59	139	Video	N
15-Oct	2,100	49	114	Campaign graphic, directs to site	N
22-Oct	675	24	32	Video	N
30-Oct	2,230	62	252	Risk Factor Chart	N
12-Nov	3,100	87	200	Campaign graphic, directs to site	N
26-Nov	1,835	46	102	Video	N
5-Dec	1,480	46	93	Campaign graphic, directs to site	N
14-Dec	837	7	13	Infographic	N
19-Dec	1,195	21	51	Signs and symptoms chart	N
26-Dec	2,345	29	88	Prevention Checklist	N
61,567		1,120	1,754		



Several Sample NBCA Facebook Posts, August 29 through December 31, 2019, Appear Below

Stop the Clot
August 29, 2018 · 🌐

The National Blood Clot Alliance, in partnership with the Centers for Disease Control and Prevention, is excited to introduce the next phase of the Stop the Clot, Spread the Word™ public education campaign focused on pregnancy. Expecting or recently had a baby? Don't let a blood clot spoil your joy. To learn more about this program, please visit www.stopthecLOT.org/spreadtheword/pregnancy. Having a baby can be an exciting and joyful time, but did you know that women face major risks for the development of blood clots during pregnancy, childbirth, and the three-month period after delivery? The good news is that with the right information and a prevention plan, blood clots during pregnancy and after childbirth may be prevented. #stopthecLOT #spreadtheword #pregnancy

**STOP THE CLOT
SPREAD THE WORD™**



Expecting or recently had a baby?
Don't let a blood clot spoil your joy.

For more information, visit stopthecLOT.org/spreadtheword

National Blood Clot Alliance CDC

Stop the Clot
September 4, 2018 · 🌐

Get new information to share with your friends and family and across your social media networks, particularly if you or someone you know is planning a pregnancy or expecting a baby. Did you know? Women are 5x more likely to experience a dangerous blood clot during pregnancy and during the three months after pregnancy compared to women who are not pregnant. Find out to reduce your risk and get more facts to share: <http://bit.ly/2woHUPg> #stopthecLOT #spreadtheword #pregnancy

Blood clots during pregnancy can be dangerous for the expectant mother and the developing baby because they can cut off blood flow to the developing baby.

 <p>A blood clot in the lungs is one of the most common causes of pregnancy-related death in the U.S.</p>	 <p>Women are five times more likely to experience a dangerous blood clot when they are pregnant.</p>	 <p>Surgical delivery by C-section nearly doubles a pregnant woman's risk for a dangerous blood clot.</p>
---	---	---

Learn more  

Stop the Clot
August 29, 2018 · 🌐

As you prepare for baby, don't forget to take care of yourself. A woman's risk for dangerous blood clots increases throughout her pregnancy, during childbirth, and up to three months after her baby is born. When blood clots are connected to pregnancy form in the legs or lungs, one-half of them occur during pregnancy, and one-half occur in the three-month period after baby is born. Watch and please share this new Stop the Clot, Spread the Word™ video to learn more about pregnancy and blood clot risks, and ways to prevent blood clots during pregnancy: <https://youtu.be/T1IGmLmbnI> #stopthecLOT #spreadtheword #pregnancy #knowyourrisk

Stop the Clot
August 30, 2018 · 🌐

Get the facts about blood clots and pregnancy: Pregnancy and childbirth place you at increased risk for the development of a deadly blood clot, particularly when you are pregnant, and in the first three months after your baby is born. Check out and share our new Stop the Clot, Spread the Word™ infographic to find out what you can do to prevent dangerous blood clots during pregnancy and after childbirth: <http://bit.ly/2woHUPg> #stopthecLOT #spreadtheword #pregnancy

As you prepare for baby, don't forget to take care of yourself.

A woman is at increased risk for a dangerous blood clot throughout her pregnancy, during childbirth, and up to 3 months after her baby is born.



When you take care of yourself, you take care of your developing baby too.

Learn more stopthecLOT.org/spreadtheword/pregnancy

National Blood Clot Alliance CDC

Stop the Clot
September 26, 2018 · 🌐

Expecting or recently had a baby? Don't let a blood clot spoil your joy. Talk with your doctor to learn if you would benefit from a prevention plan: <http://bit.ly/2I4HAdB> #stopthecLOT #spreadtheword #pregnancy

STOP THE CLOT. SPREAD THE WORD™

Expecting or recently had a baby? Don't let a blood clot spoil your joy.
Discuss this checklist with your doctor.

<p>1 Know your risk</p> <p>Factors that increase your risk for a blood clot during pregnancy:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Prolonged immobility due to bed rest during pregnancy or recovery after delivery <input type="checkbox"/> Delivery by C-section <input type="checkbox"/> A previous blood clot, a family history of blood clots, or a genetic blood clotting disorder <input type="checkbox"/> Certain pregnancy complications and conditions, such as pregnancy with multiple babies or the use of fertility treatments involving the use of hormones 	<p>2 Talk with your doctor to learn if you would benefit from a prevention plan</p> <ul style="list-style-type: none"> <input type="checkbox"/> Talk to your family about your health history and tell your doctor if you or a family member has ever had a blood clot. <input type="checkbox"/> Talk to your doctor about all your potential risks for developing a blood clot. <input type="checkbox"/> Work with your doctor to reduce your risk for blood clots, especially if you are on bed rest or have had a C-section. <input type="checkbox"/> Exercise as much as your doctor recommends. <input type="checkbox"/> If you sit for long periods of time, move around or exercise your legs every 1-2 hours.
---	---



Several Sample NBCA Facebook Posts, August 29 through December 31, 2019, Appear Below



Stop the Clot
September 20, 2018 · 🌐

Women at increased risk for dangerous blood clots, or previously diagnosed with a blood clot, should discuss options to prevent blood clot with their doctor. There are safe and effective methods of blood clot prevention for pregnant women at increased risk for blood clots. Download a risk factor chart to help you discuss your risk and a prevention plan with your healthcare provider: <http://bit.ly/2QEIkL9> #stopthecloth #spreadtheword #knowyourrisk

If a pregnant woman is at higher risk for developing blood clots, her doctor may prescribe one or more methods to prevent blood clots during her pregnancy and up to three months after her baby is born.

There are two safe and effective methods of blood clot prevention for pregnant women at increased risk for blood clots:

- Compression stockings or compression devices that help to keep blood moving in the legs.
- An anticoagulation medicine, also called a blood thinner, that does not affect the developing baby.



Stop the Clot
September 6, 2018 · 🌐

Cherish the experience of pregnancy and childbirth. Don't let a blood clot spoil your joy. Determine your risk for blood clots when pregnant or in the 3 months just after delivery. Download a risk factors checklist and talk to your doctor: <http://bit.ly/2NsuxnH> #stopthecloth #spreadtheword #pregnancy



Factors that increase a woman's risk for blood clots during pregnancy, childbirth, and after delivery

- A previous blood clot, a family history of blood clots, or a genetic blood clotting disorder
- Overweight or obesity
- Smoking
- Delivery by C-section
- Prolonged immobility or decreased activity, such as after delivery
- Pregnancy at age 35 or older
- Certain pregnancy conditions and complications, or the use of fertility treatments involving the use of hormones

Learn more
stopthecloth.org/spreadtheword/pregnancy



Stop the Clot
October 4, 2018 · 🌐

If you experience any signs or symptoms of a blood clot or after your baby is born, talk to your doctor, or a healthcare provider. Learn more about pregnancy-associated blood clots and how you can prevent blood clots during pregnancy: www.stopthecloth.org/spreadtheword/pregnancy #stopthecloth #spreadtheword



KNOW THE SIGNS OF BLOOD CLOTS IN THE LUNGS

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

Seek immediate attention if you experience these signs or symptoms.

National Blood Clot Alliance
Stop The Clot®
Visit www.stopthecloth.org/spreadtheword



Stop the Clot
October 15, 2018 · 🌐

A blood clot in the lung is one of the leading causes of pregnancy-related death in the United States. Pregnancy, childbirth, and the three-month period after delivery are times when there are major risks for the development of dangerous blood clots. With the right information and a prevention plan, blood clots may be prevented. Learn more: <http://bit.ly/2woNscn> #stopthecloth #spreadtheword #pregnancy

**STOP THE CLOT
SPREAD THE WORD™**



Expecting or recently had a baby?
Don't let a blood clot spoil your joy.

For more information, visit
stopthecloth.org/spreadtheword

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



Stop the Clot
October 2, 2018 · 🌐

Expecting or recently had a baby? Don't let a blood clot spoil your joy. 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 planning a pregnancy, pregnant, or has just given birth. Learn more: www.stopthecloth.org/spreadtheword/pregnancy #stopthecloth #spreadtheword #pregnancy



KNOW THE SIGNS & SYMPTOMS OF BLOOD CLOTS IN THE LEG OR ARM:

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

If you have these signs or symptoms, alert your doctor as soon as possible.

National Blood Clot Alliance
Stop The Clot®
Visit www.stopthecloth.org/spreadtheword



NBCA Campaign Promotion via Twitter

- In the four months immediately following the unveiling of the new *Pregnancy* 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 August 28 through December 31, NBCA's Tweets in general earned 3,300 impressions per day, and the STC-STW/Pregnancy Tweets earned 37,363 impressions overall.

NBCA Campaign-Focused Twitter Impact



37,363
Impressions



575
Engagements



65
Links Clicked

Date	Impressions	Engagement	Link(s) Clicked	Engagement Rate	Retweet	Content
29-Aug	937	15	1	1.6%	2	Campaign Unveiling 1
29-Aug	1,274	24	1	1.9%	6	Campaign Unveiling 2
29-Aug	2,484	21	2	0.8%	10	Video
29-Aug	1,422	19	5	1.3%	5	Infographic
29-Aug	1,141	11	2	1.0%	4	Video
30-Aug	891	12	1	1.2%	4	Risk
30-Aug	718	13	4	1.8%	3	STC-STW Pregnancy Site
6-Sep	1,784	20	1	1.1%	5	Prevention Checklist
6-Sep	1,487	20	5	1.3%	5	Risk Factors
11-Sep	911	14	N/A	1.5%	2	Pregnancy Campaign Graphic
11-Sep	683	16	1	2.3%	1	Prevention Checklist
13-Sep	828	5	1	1%	1	Video
18-Sep	519	7	1	1%	1	Prevention Checklist
20-Sep	1,337	31	1	2.3%	7	Risk and Prevention
26-Sep	549	8	N/A	1.5%	1	Infographic
27-Sep	785	10	7	1.3%	1	Video
4-Oct	1,021	25	2	2.4%	8	Signs & Symptoms
10-Oct	591	7	N/A	1.2%	1	Video
12-Oct	2,480	68	8	2.7%	15	Twitter Chat re: Risk
12-Oct	6,578	46	6	0.7%	12	Twitter Chat re: Risk
12-Oct	270	5	N/A	1.9%	1	Twitter Chat re: Prevention
15-Oct	2,035	46	4	2.3%	12	STC-STW Pregnancy Site
22-Oct	1,271	18	N/A	1.4%	8	Video
30-Oct	1,085	26	1	2.4%	9	Risk Factors
12-Nov	819	31	6	3.8%	4	Pregnancy Campaign Graphic
26-Nov	730	5	1	0.7%	1	Video
30-Nov	962	16	3	1.7%	4	Signs & Symptoms
5-Dec	779	11	N/A	1.4%	4	STC-STW Pregnancy Site
14-Dec	992	25	1	2.5%	8	Infographic
	37,363	575	65		145	



NBCA Twitter Posts (select samples) #stoptheclot #spreadtheword #pregnancy



NBCA Stop the Clot, Spread the Word™ Instagram Posts

- In the four months immediately following the introduction of the new Web page focused on **Pregnancy** 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 pregnancy.
- This effort reached 11,237 Instagram accounts and realized 14,574 impressions.
- Visit NBCA’s Instagram account here: [NBCA on Instagram](#)



stoptheclot

Follow

760 posts

2,182 followers

53 following

National Blood Clot Alliance

NBCA works to advance blood clot awareness, prevention, diagnosis & successful treatments to #stoptheclot. Favorites & follows not endorsements.

linktr.ee/stoptheclot

Date	Topic	Reach	Impressions	Likes
29-Aug	Campaign Graphic	996	1,277	10
31-Aug	Infographic	778	1,013	45
3-Sep	Video	756	975	29
6-Sep	Prevention Checklist	743	985	47
11-Sep	Campaign Graphic	690	901	47
18-Sep	Risk	834	1,043	58
3-Oct	DVT Signs & Symptoms	837	1,073	50
4-Oct	PE Signs & Symptoms	846	1,102	58
10-Oct	Know Your Risk Graphic	661	878	38
15-Oct	Campaign Graphic	714	956	45
31-Oct	Risk	686	853	27
12-Nov	Campaign Graphic	703	919	42
30-Nov	Signs & Symptoms	668	880	31
5-Dec	Campaign Graphic	616	806	5
14-Dec	Infographic	709	913	40
		11,237	14,574	572



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

**STOP THE CLOT
SPREAD THE WORD™**



Expecting or recently had a baby?
Don't let a blood clot spoil your joy.

For more information, visit
stopthecLOT.org/spreadtheword

National Blood Clot Alliance
CDC

stopthecLOT The National Blood Clot Alliance, in partnership with the U.S. Department of Health and Human Services, is introducing the next phase of the Stop the Clot, Spread the Word™ campaign focused on pregnancy. This campaign is focused on helping women and their families understand the risks of blood clots during pregnancy, childbirth, and the postpartum period. With the right information, blood clots during pregnancy can be prevented. Visit www.stopthecLOT.org/pregnancy to learn more about our bio profile @stopthecLOT.

62 likes
AUGUST 29, 2018

Factors that increase a woman's risk for blood clots during pregnancy, childbirth, and after delivery

- A previous blood clot, a family history of blood clots, or a genetic blood clotting disorder
- Overweight or obesity
- Smoking
- Delivery by C-section
- Prolonged immobility or decreased activity, such as bed rest, travel, or recovery after delivery
- Pregnancy at age 35 or older
- Certain pregnancy conditions and complications, such as pregnancy with multiple babies or the use of fertility treatments involving the use of hormones

stopthecLOT Cherish the experience of pregnancy and childbirth. Don't let a blood clot spoil your joy. Determine your risk for blood clots when pregnant or in the 3 months just after delivery. Download a risk factors checklist and talk to your doctor. Visit the link in our profile for more info.

#stopthecLOT #spreadtheword #sharestopthecLOT #bloodclots #DVT #deepvein thrombosis #PE #pulmonaryembolism #sharemore #knowmore #awarenessmatters #knowyourrisk #knowthesigns #pregnancy #pregnant #mom #baby #newmom #newbaby #womenshealth

floarmy25 @lalamecheleche

47 likes
SEPTEMBER 6, 2018

Blood clots during pregnancy can be dangerous for the expectant mother and the developing baby because they can cut off blood flow to the developing baby.

A blood clot in the lungs is one of the **most common** causes of pregnancy-related death in the U.S.

Women are **five times** more likely to experience a dangerous blood clot when they are pregnant.

Surgical delivery by C-section nearly **doubles** a pregnant woman's risk for a dangerous blood clot.

Learn more
stopthecLOT.org/spreadtheword/pregnancy

National Blood Clot Alliance
CDC

stopthecLOT Get new information to share with your friends and family and across your social media networks, particularly if you or someone you know is pregnant or expecting. You are 5x more likely to experience a dangerous blood clot during the pregnancy compared to when you are not pregnant. Find out to reduce your risk. Share the facts to share.

KNOW THE SIGNS & SYMPTOMS OF BLOOD CLOTS IN THE LEG OR ARM:

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

If you have these signs or symptoms, alert your doctor as soon as possible.

29 likes
SEPTEMBER 4, 2018

stopthecLOT 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. Learn more about blood clot risk factors, and talk to your doctor if you have any of these signs or symptoms. Get more information to share via our profile link @stopthecLOT.

#stopthecLOT #spreadtheword #sharestopthecLOT #bloodclots #DVT #deepvein thrombosis #PE #pulmonaryembolism #sharemore #knowmore #awarenessmatters #knowyourrisk #knowthesigns #sharemore #knowmore

View all 7 comments

stopthecLOT @ladyvega, Hello! You can read a lot of stories here on IG and

43 likes
SEPTEMBER 5, 2018

As you prepare for baby, don't forget to take care of yourself.

A woman is at increased risk for a dangerous blood clot throughout her pregnancy, during childbirth, and up to 3 months after her baby is born.



First Trimester Second Trimester Third Trimester Up to 3 months after delivery

When you take care of yourself, you take care of your developing baby too.

stopthecLOT Get new information to share with your friends and family and across your social media networks, particularly if you or someone you know is pregnant or expecting. You are 5x more likely to experience a dangerous blood clot during the pregnancy compared to when you are not pregnant. Find out to reduce your risk. Share the facts to share.

KNOW THE SIGNS OF BLOOD CLOTS IN THE LUNGS:

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

Seek immediate attention if you experience these signs or symptoms.

Visit www.stopthecLOT.org/spreadtheword

#stopthecLOT #spreadtheword #communityconnection

41 likes
DECEMBER 14, 2018

stopthecLOT Blood clots can break off from a DVT and travel to the lung, causing a pulmonary embolism, or PE, which can be life-threatening. Know and share the signs and symptoms of PE.

#stopthecLOT #spreadtheword #communityconnection #sharestopthecLOT #bloodclots #DVT #deepvein thrombosis #PE #pulmonaryembolism #sharemore #knowmore #awarenessmatters #knowyourrisk #knowthesigns #preventVTE #knowthesigns

View all 7 comments

stopthecLOT @deannaclaments Hi! We are so sorry to hear about the loss of your sister. Please know each day we

79 likes
FEBRUARY 1

Stop the Clot, Spread the Word™

**EXPECTING OR RECENTLY HAD A BABY?
DON'T LET A BLOOD CLOT SPOIL YOUR JOY.**

Get the facts about dangerous blood clots.

Blood clots during pregnancy can be dangerous for the expectant mother and the developing baby because they can cut off blood flow to the developing baby.

A blood clot in the lungs is one of the **most common** causes of pregnancy-related death in the U.S.

Women are **five times** more likely to experience a dangerous blood clot when they are pregnant.

Surgical delivery by C-section nearly **doubles** a pregnant woman's risk for a dangerous blood clot.

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

- NBCA uploaded the *Pregnancy* web page content in segmented images and graphics, or pins, and other media content, such as the pregnancy video, to the *Stop the Clot, Spread the Word™* Pinterest pinboard.
- NBCA's Pinterest account has an average of almost 20,000 viewers each month. The average daily impressions of all *Stop the Clot Spread the Word™* pins from August 29 to December 13 was 1,117, and the average daily views during this same time frame was 541.
- The *Stop the Clot, Spread the Word™/Pregnancy* pinboard images appear below, and NBCA's overall Stop the Clot, Spread the Word Pinterest Board can be viewed here: [STC-STW™ on Pinterest](#).

August 29 - December 13, 2018

Average Daily Impressions on Stop the Clot, Spread the Word™ Pins	1,117
Average Daily Viewers of Stop the Clot, Spread the Word™ Pins	541
Average Daily Saves	2
Average Daily Number of People Who Saved	2
Average Daily Clicks	7
Average Daily Visitors	6

Pinterest

Stop the Clot, Spread the Word™ Pregnancy & Childbirth

4 Pins

