

Stop the Clot, **Spread the Word**[™]

Digital Marketing Evaluation Report

Metrics and Measurements

March 11 to June 12, 2015

Submitted July 2015

National Blood Clot Alliance and
Centers for Disease Control and Prevention
Cooperative Agreement 1U27DD001153-01

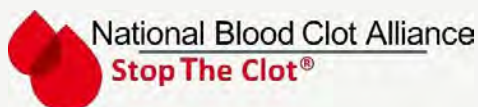




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Executive Summary

Key Digital Marketing/Campaign Metrics

Wednesday, March 11—Friday, June 12, 2015

STOP THE CLOT,
SPREAD THE WORD™



The National Blood Clot Alliance (NBCA) launched its *Stop the Clot, Spread the Word™* nationwide digital marketing campaign on March 11, 2015, as part of its cooperative agreement with the Centers for Disease Control and Prevention (CDC). This three-month promotional effort was implemented in two phases during the timeframe of the program's March 11 launch date and June 12 conclusion. This report provides details about the results of this effort.

A brief executive summary of our campaign results is outlined below:

Phase I

Digital Media Press Release

- Audience: 8,354,830 estimated unique viewers
- 4,094 combined page views
- 485 clicks to links within DMPR, three times higher than the industry average of 124

Web Banner

- 4,000,000 impressions
- 9,479 clicks
- 24% click-through rate (CTR), three times higher than the national benchmark CTR of about 7%

Stop the Clot, Spread™ the Word Microsite

- 58,164 unique visitors in first three months
- Average time spent on page: 1:44
- Risk factor check list downloads: 1,155 in first three months

Video

- 2,323 video views in first three months
- 34% of views from campaign Web or microsite
- Average view duration via embedded video on campaign website: 3:23

Phase II

Infographic Distribution

- 996 news website placements result in a total online readership of 59.7 million, 5 times greater than NBCA had anticipated
- The advertising value of 59.7 million online news website readers is \$716,507
- An additional 21,547 online viewers via StumbleUpon

Bloggers

- 3 Placed Blog Features with a combined audience reach of 35,995
- Numerous other organic blog features
- HHS and CDC blog posts

Facebook

- 18 campaign-focused NBCA Facebook posts over three months reached 352,435 people
- NBCA's Facebook posts during this three-month period were shared 3,093 times
- This Facebook exposure lead to 8,627 clicks on links to *Stop the Clot, Spread the Word™* campaign materials

Twitter

- NBCA's campaign-focused Tweets over three months generated 19,637 impressions on Twitter.
- These NBCA campaign-focused Tweets resulted in 905 Twitter user engagements (i.e., favorites, retweets, comments).
- A total of 267 campaign links were clicked via just NBCA's Twitter posts alone.

Digital Media Press Release

- The *Stop the Clot, Spread the Word™* [digital media press release \(DMPR\)](#) was distributed via MarketWired on Wednesday, March 11, at 9:34 am. 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 effort were strong, and we saw critical mass for this effort occur between March 11 and March 17, 2015.

Web Clippings

Verbatim Clippings: 101

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

Headline Clippings: 62

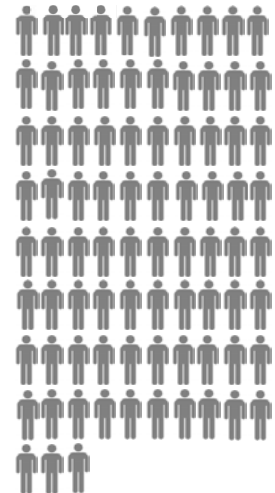
Headline clips refers to the number of remote sites that featured just the headline and link to the campaign release

Total Audience of Verbatim Clips

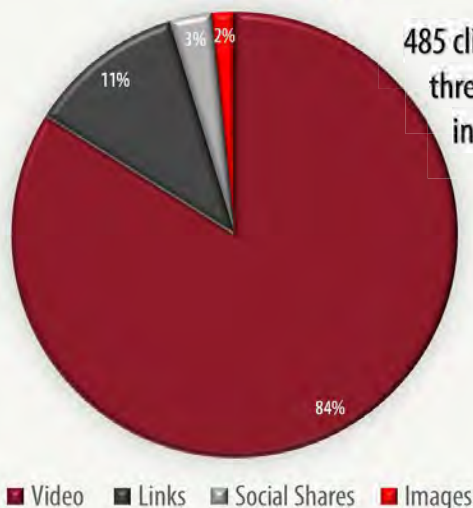
8.3 million

Precise Audience Reach:
8,354,830

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



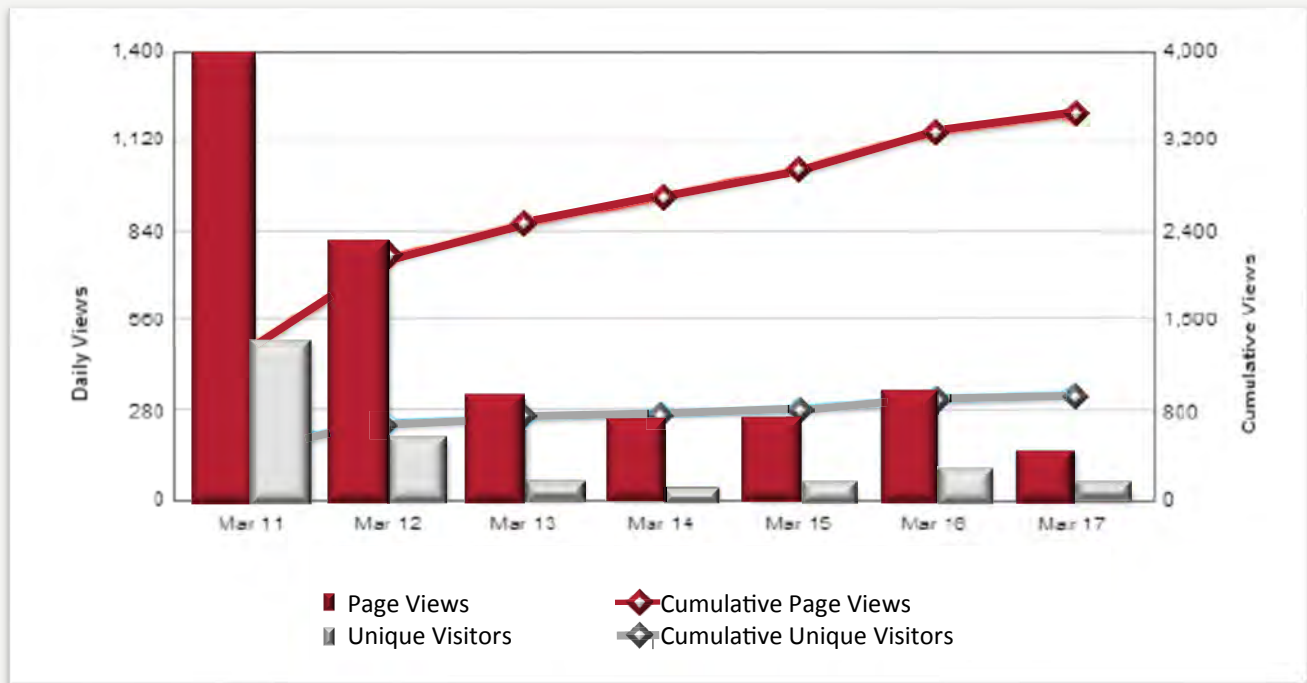
485 clicks to links within DMPR ,
three times higher than the
industry average of 124

DMPR Page Views

Public Page Views	3,340
RSS	754
Total Page Views	4,094

Access Graph

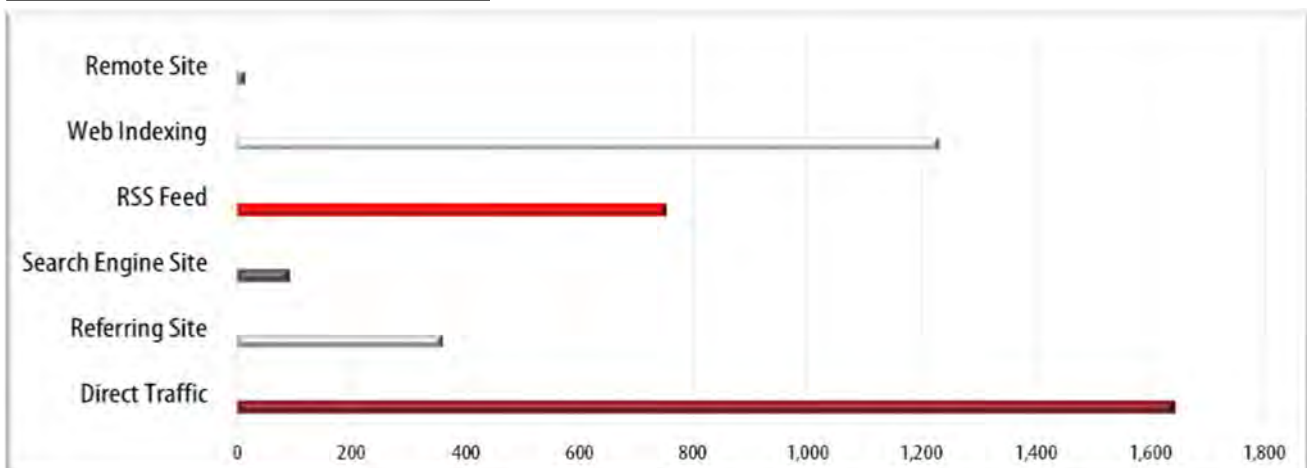
The Access Graph below outlines the number of total views, daily views, and visitors to the DMPR during our period of critical mass, or roughly one week from our March 11 distribution date.



VIEWS		
Direct Traffic	1,644	40.16%
Referring Site	360	8.79%
Search Engine Site	92	2.25%
RSS Feed	754	18.42%
Web Indexing Service	1,230	30.04%
Remote Site	14	0.34%
TOTAL	4,094	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™ DMPR placement samples.](#)

The screenshot shows the top of the Daily News website. It includes a search bar, a navigation menu with links like Home, News, Sports, Business, and Entertainment, and a featured article titled "Jade's Fifth Avenue" with a photo of a woman. Below the navigation menu, there are sections for "Markets" and "Free Brochures, Guides and Reports".

The screenshot shows the KUTV 2 website. The main headline reads: "National Blood Clot Alliance Unveils New Public Education Campaign Urging the Public to Learn About Blood Clot Risks". Below the headline, there is a small graphic with the text "STOP THE CLOT. SPREAD THE WORD™".

The screenshot shows the Yahoo! Finance website. The main headline reads: "National Blood Clot Alliance Unveils New Public Education Campaign Urging the Public to Learn About Blood Clot Risks". Below the headline, there is a small graphic with the text "STOP THE CLOT. SPREAD THE WORD™".

The screenshot shows the boston.com website. The main headline reads: "National Blood Clot Alliance Unveils New Public Education Campaign Urging the Public to Learn About Blood Clot Risks". Below the headline, there is a small graphic with the text "STOP THE CLOT. SPREAD THE WORD™".

The StarTribune logo, featuring a green star and the text "StarTribune".

The screenshot shows the National Blood Clot Alliance website. The main headline reads: "National Blood Clot Alliance Unveils New Public Education Campaign Urging the Public to Learn About Blood Clot Risks". Below the headline, there is a small graphic with the text "STOP THE CLOT. SPREAD THE WORD™".

The screenshot shows the National Blood Clot Alliance website. The main headline reads: "National Blood Clot Alliance Unveils New Public Education Campaign Urging the Public to Learn About Blood Clot Risks". Below the headline, there is a small graphic with the text "STOP THE CLOT. SPREAD THE WORD™".

The screenshot shows the National Blood Clot Alliance website. The main headline reads: "National Blood Clot Alliance Unveils New Public Education Campaign Urging the Public to Learn About Blood Clot Risks". Below the headline, there is a small graphic with the text "STOP THE CLOT. SPREAD THE WORD™".

Web Banner

- NBCA, in collaboration with CDC, designed and distributed a Web banner (pictured below) to drive highly targeted traffic to its *Stop the Clot, Spread the Word™* campaign microsite.
- We used a blend of search intent technology, behavioral targeting, and site re-targeting 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 make.
- 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 March 11, concurrent with the launch of the campaign microsite or website, and ran for 3 consecutive months until it concluded on June 15, 2015.



AUDIENCE IMPRESSIONS



4 million



CLICK THROUGH DATA



9,479
Clicks

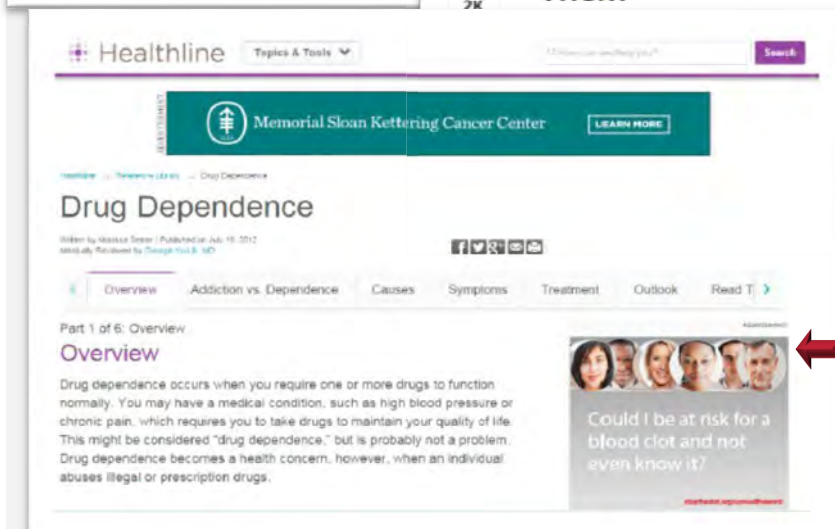
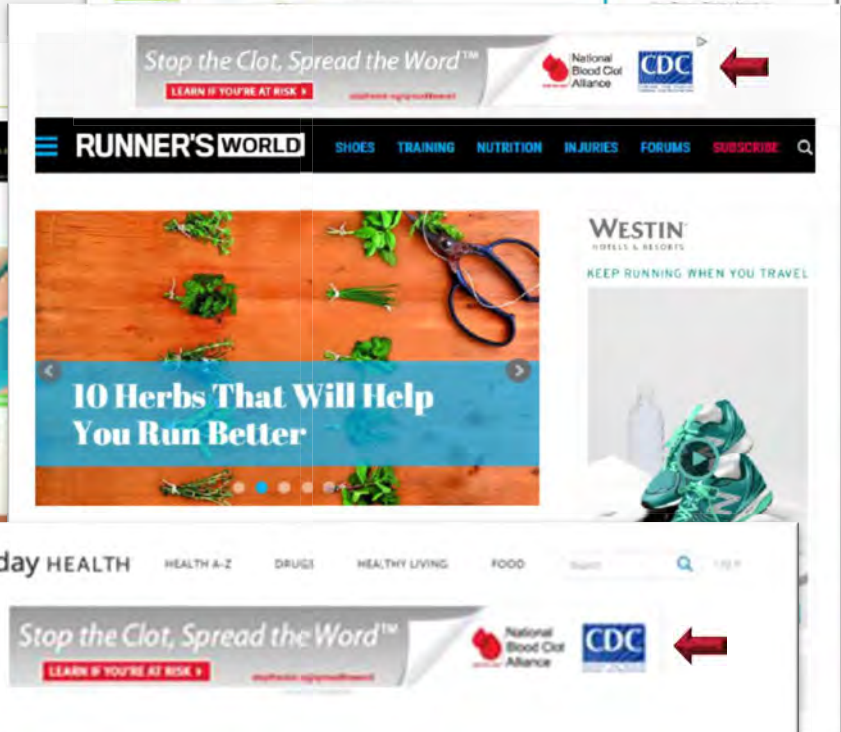
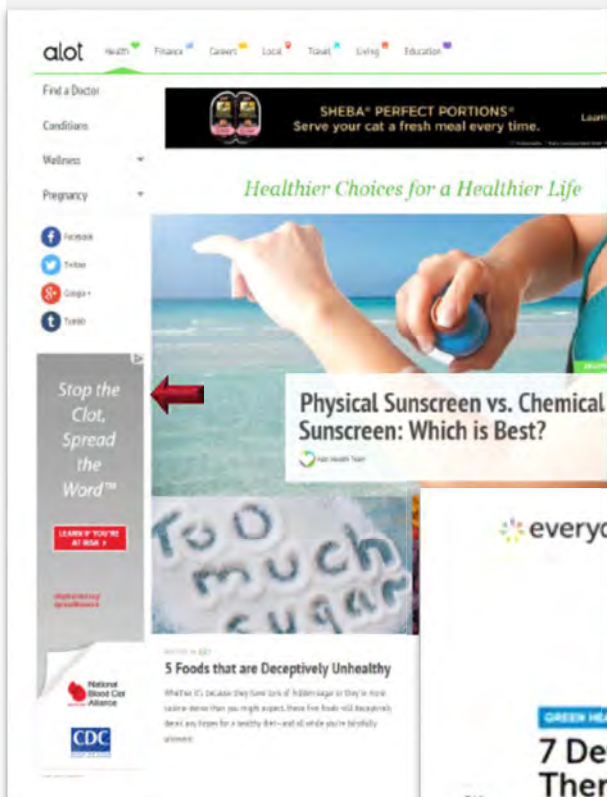
24%
Click
Through Rate
or CTR

Our 24%
campaign CTR is
3x greater
than the industry
CTR benchmark

Web Banner Screenshots

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

- Prevention
- Runner's World
- A lot
- Everyday Health
- Memorial Sloan Kettering Cancer Center



Stop the Clot, Spread the Word Campaign Website

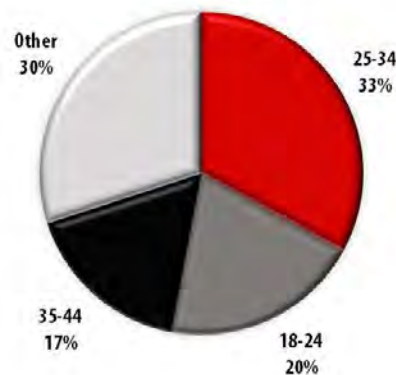
- NBCA and CDC created a Web microsite dedicated to key information about blood clot risks, signs and symptoms, and prevention. The site can be viewed here: stoptheclot.org/spreadtheword
- The site also includes an embedded video, as well as a downloadable checklist related to risk factors and other downloadable materials.
- Three-month metrics, from March 11 to June 12, 2015, are outlined below:

Unique Website
Visitors Within
First 3 Months:

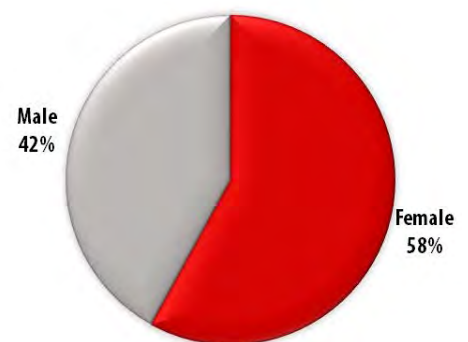
58,164



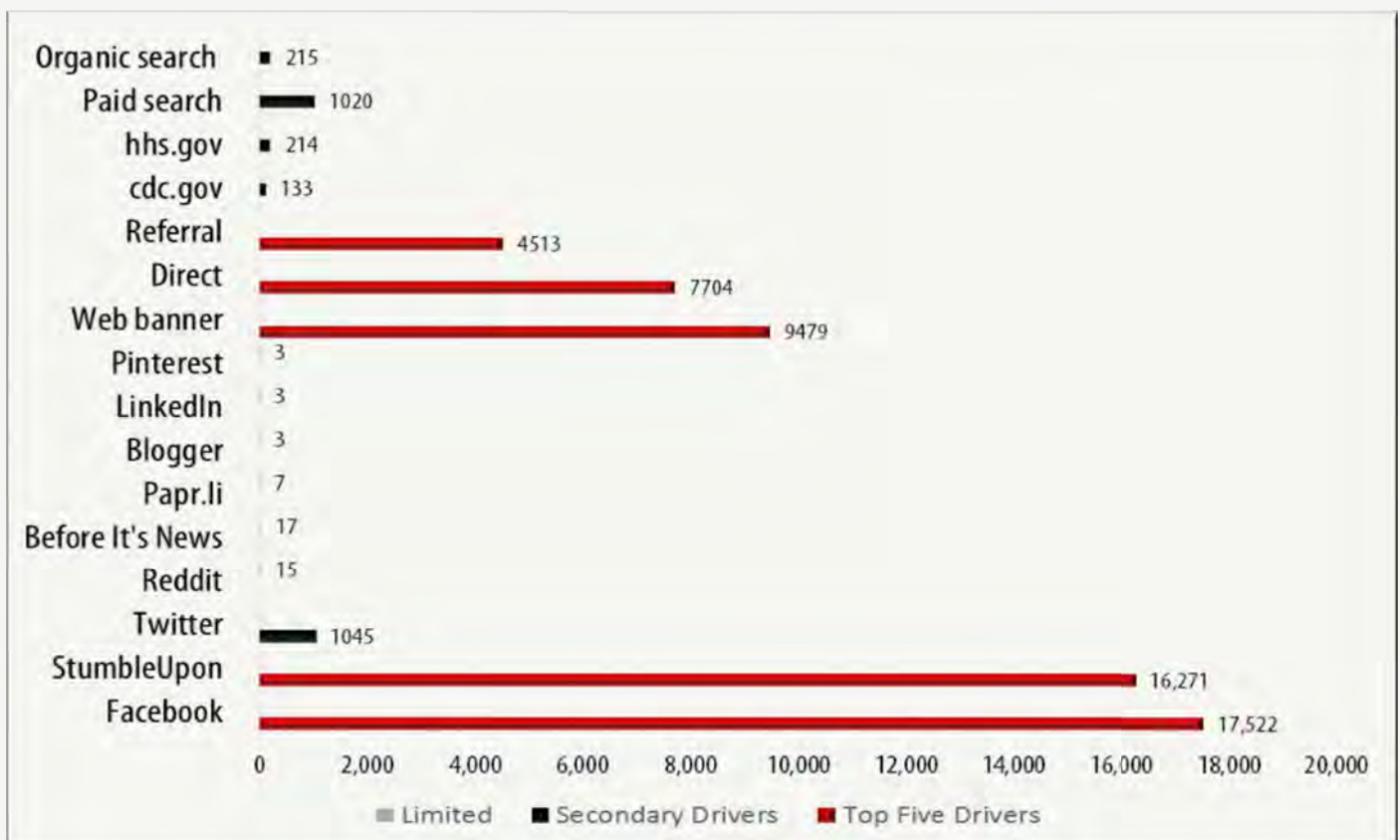
Age



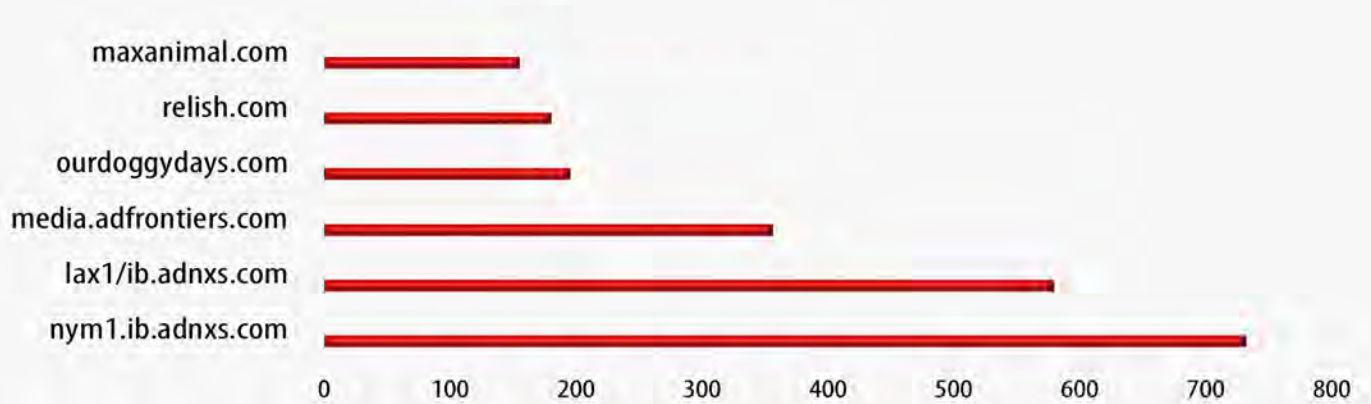
Gender



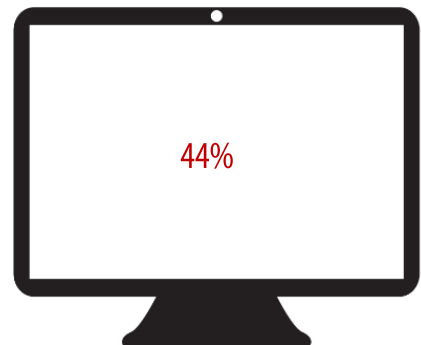
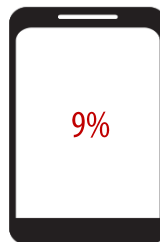
Paths to Portal: Primary Drivers



4,513 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 *Stop the Clot, Spread the Word™* campaign also was created.
- The video, 4:53 in length, focuses on DVT/PE risk factors, as well as signs/symptoms and prevention, and 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™ video](#).
- The video is embedded on the campaign Web or microsite and within the digital media press release.



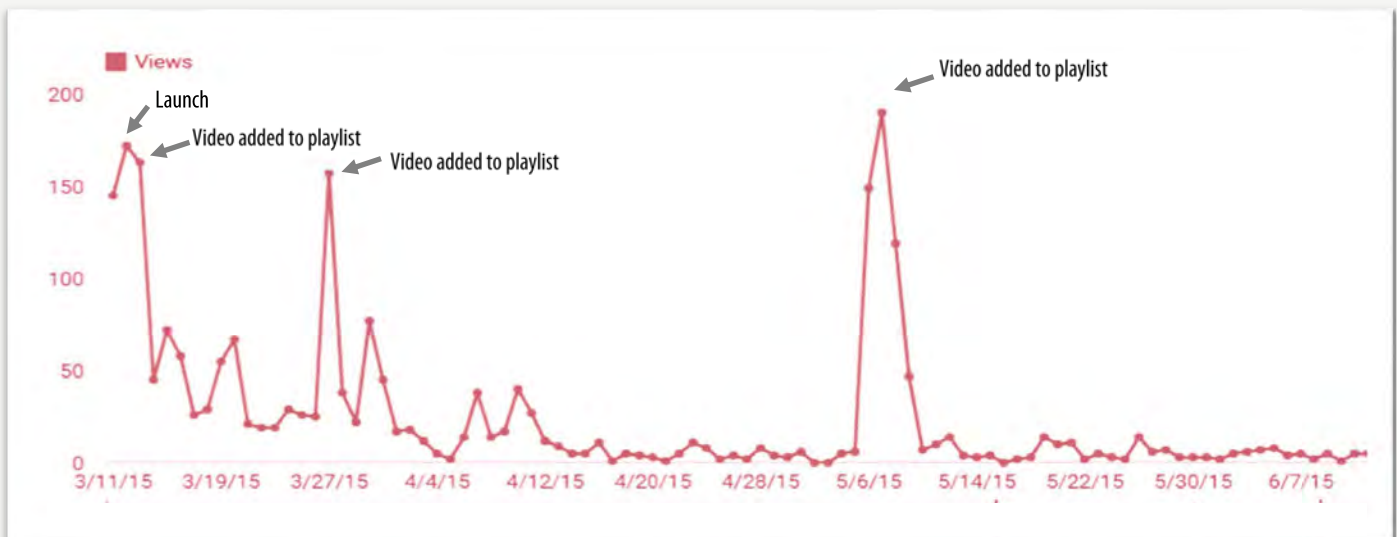
2,323 video views in first three months

34% of views from campaign Web or microsite

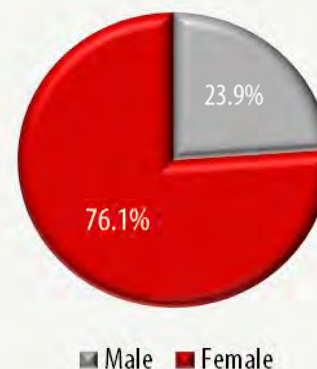
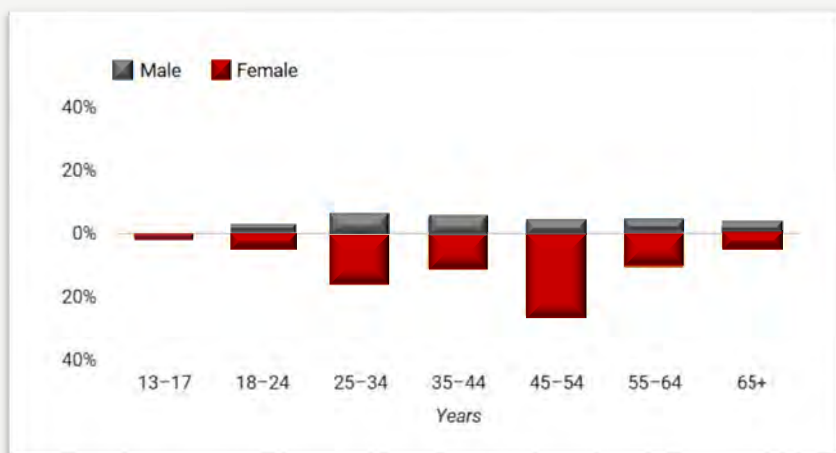
Average view duration via embedded video on microsite: 3:23

Video Views

The chart plotted below shows video views over time, and indicates spikes in performance connected to NBCA promotions. The greatest spikes are seen at launch and also when the video is added to external playlists. (Note: YouTube Analytics could not tell us the names of these playlists.)



Demographics



Traffic Sources

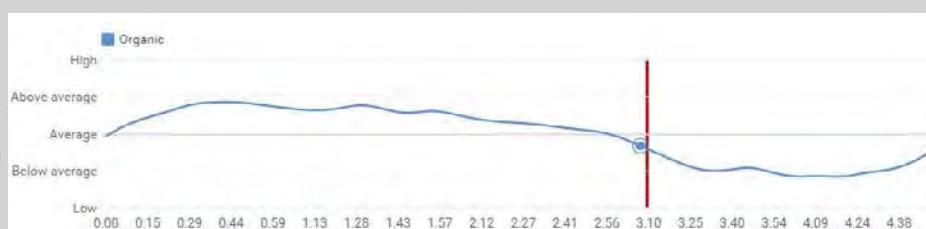
TRAFFIC SOURCE	VIEWS	EST. MINUTES WATCHED	AVERAGE VIEW DURATION
External	866 (37%)	2,640 (38%)	3:02
Embedded player	790 (34%)	2,677 (39%)	3:23
Direct	324 (14%)	779 (11%)	2:24
External app	212 (9.1%)	600 (8.7%)	2:49
YouTube search	43 (1.9%)	68 (1.0%)	1:35
YouTube channel	43 (1.9%)	47 (0.7%)	1:05
Other	46 (3.2%)	89 (1.9%)	—

Device Type

DEVICE TYPE	VIEWS	EST. MINUTES WATCHED	AVERAGE VIEW DURATION
Computer	1,024 (44%)	2,788 (40%)	2:43
Mobile phone	967 (42%)	2,970 (43%)	3:04
Tablet	326 (14%)	1,118 (16%)	3:25
Television	6 (0.3%)	23 (0.3%)	3:49
Unknown	1 (0.0%)	3 (0.0%)	2:48

Video Retention

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



SIGNS & SYMPTOMS OF A BLOOD CLOT IN THE LUNG

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

3:11 / 4:52

Infographic

- NBCA and CDC designed and distributed the campaign infographic to online news websites (i.e., newspaper, radio, television) nationwide, and the resulting media web-site 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

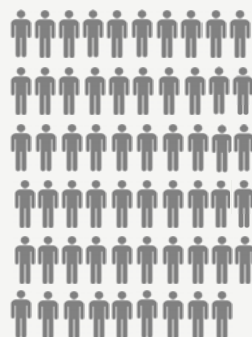


Total online readership

59.7 MILLION

Total Readership = 59,708,948

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



Total advertising equivalency



\$716,507

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™

Blood clots can affect anyone, and blood clots can be prevented.

ON AVERAGE, ONE AMERICAN DIES OF A BLOOD CLOT EVERY 6 MINUTES.

UNDERSTANDING BLOOD CLOTS

A blood clot in one of the large veins, usually in a person's leg or arm, is called a **deep vein thrombosis** or **DVT**. When a blood clot like this forms, it can partly or completely block the flow of blood through the vein.

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

A blood clot in the lung is called a **pulmonary embolism** or **PE**, and can cause death and requires immediate medical attention.

KNOW THE RISKS

Blood clots do not discriminate by age, gender, ethnicity or race. Blood clots can affect anyone. Three major risk factors are:

- Cancer**
- Hospitalization & Surgery**
- Pregnancy**

Other Risk Factors include:

- Birth control that contains estrogen
- Hormone replacement therapy that contains estrogen
- Trauma, particularly when the vein is injured
- Immobility or sitting for long periods
- Being overweight
- Family history of blood clots
- Smoking

RECOGNIZE THE SIGNS AND SYMPTOMS

Blood clots can be safely treated.

DVT (Arm or Leg) - If you experience any of these, call your doctor as soon as possible.

- Swelling of your leg or arm
- Pain or tenderness not caused by an injury
- Skin that is warm to the touch, with swelling or pain
- Redness of the skin, with swelling or pain

PE (Lung) - If you experience any of these, seek medical attention immediately.

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

BLOOD CLOTS CAN BE PREVENTED

- ✓ Know your risks and recognize signs and symptoms.
- ✓ Tell your doctor if you have risk factors for blood clots.
- ✓ Before any surgery, talk with your doctor about blood clots.
- ✓ See your doctor as soon as you can if you do have any symptoms.

To learn more about blood clots and to spread the word visit:

stoptheclot.org/spreadtheword

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NBCA
National Blood Clot Alliance
1000 17th Street, NW
Washington, DC 20036
www.stoptheclot.org

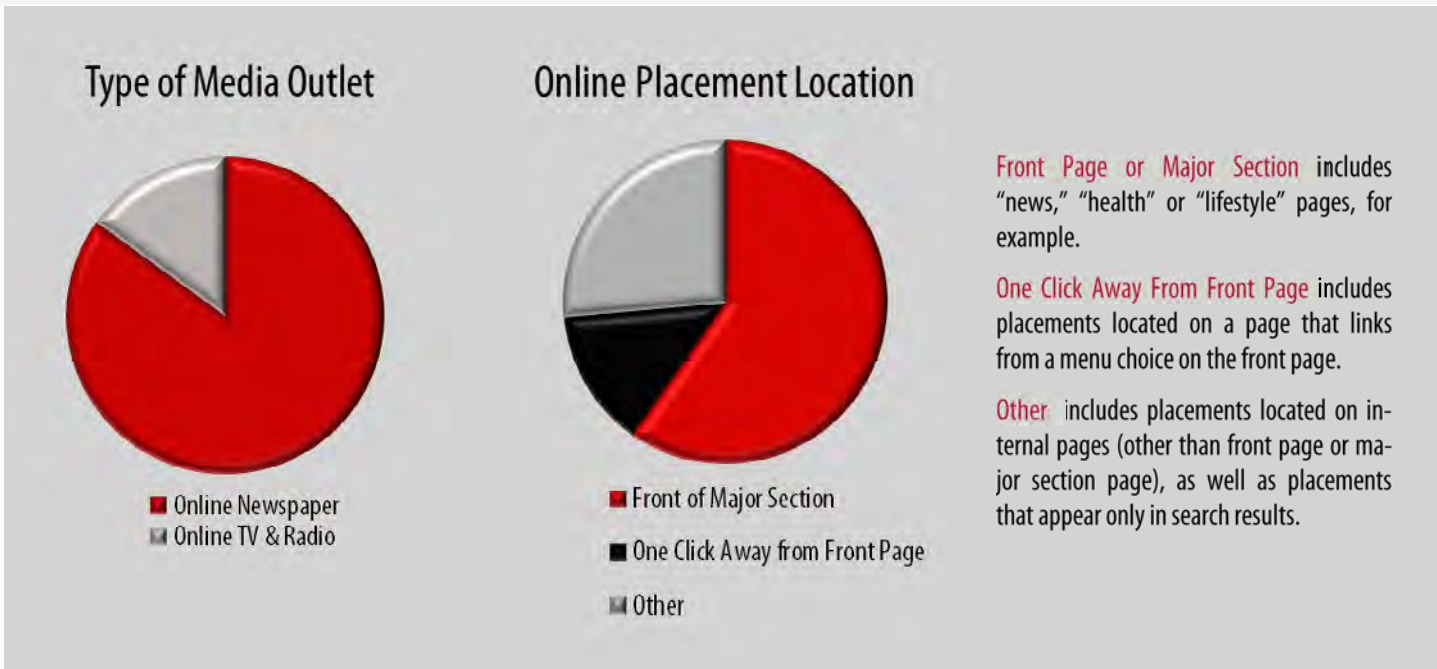
CDC
Centers for Disease Control and Prevention
1600 Clifton Road, NE
Atlanta, GA 30333
www.cdc.gov

Infographic Placements

The campaign infographic realized 59.7 million audience impressions on Web news sites, exceeding the original projected reach of 11 million impressions or total readership by more than five-fold. Of the 996 online infographic placements realized, a few examples appear below.

<u>Boston Globe</u>	
<u>Miami Herald</u>	
<u>Arizona Republic</u>	
<u>WCTV-CBS (Tallahassee)</u>	
<u>WRAL-Radio (Raleigh-Duram, NC)</u>	

The complete list of infographic placements appears in Appendix A (attachment).



Stumbles = Infographic views by individual StumbleUpon users

21,547 Stumbles within 3 months

StumbleUpon User Actions



Blogger Engagement

- Pitch letters were distributed to 90+ target bloggers in mid-April 2015.
- Outreach via phone and email began in early May and this effort continues.
- To date, the following blog posts have been realized and are shown on the following page.

Dandelion Moms reaching an estimated **18,995** unique visitors each month

Mini Van Dreams reaching an estimated **5,000** unique visitors each month

Motherhood Moment reaching an estimated **12,000** unique visitors each month

In total, these three blogger engagements, as well as a few other blogger social media shares, resulted in:

- 26 Twitter Features (Combined Twitter Followers: 46,159)
- 4 Facebook Features (Combined Facebook Fans: 6,450)
- 3 Blog Features (Combined Audience Reach: 35,995)

All of these posts are reflected in Appendix B (attachment). Note: Due to the nature of personal social media accounts, privacy policies restrict our ability to gain access to all social media shares. NBCA will continue to share blog posts with CDC as they materialize over time.


Bloggers: Twitter and Facebook Samples



Blog Placements

A screenshot of a social media post from the account 'Mini Van Dreams'. The post features a profile picture of a woman, the name 'Mini Van Dreams', and a blue verified badge. The main text of the post reads: 'Could you be at risk for a blood clot? Check out this post by @minivandreams! #stopthecлот minivandreams.com/could-you-be-a...'. Below the text is a small icon of a person and the name 'Mini Van Dreams'. At the bottom, there is a red banner with white text that says 'OP THE CL' and 'D THE W'.

[illegible][illegible]




REUNITE THE MOMS WHO SAVE

HOME ABOUT US ENTERTAINMENT TRAVEL LOVE HEALTH TECH DWELL

LIFESTYLE KIDS DADS GIVEAWAYS CONTACT


Health :: Are You At-Risk for a Life Threatening Blood Clot?

[MAY 21, 2017](#)
[by MELISSA](#)
[LEAVE A COMMENT](#)





HELLO I'M MELISSA
THE "MOMMY" OF
DANDELION MOMS
I'm a mom of 4
and a professional
organizational coach

*"So comfortable in the
denominator of our dreams!"*



National
Blood Clot
Alliance






dandelion moms
@dandelionmoms


When I was asked to write about a new camp called Alliance (NCCA) and the Centers for Disease Control (CDC), I knew that I was in for a special trip. I was asked to write about a new camp called Alliance (NCCA) and the Centers for Disease Control (CDC), I knew that I was in for a special trip. I was asked to write about a new camp called Alliance (NCCA) and the Centers for Disease Control (CDC), I knew that I was in for a special trip.

Learn the signs and symptoms of a blood clot and save a life ow.ly/NV

#stoptheclot



On average, 1 person dies every 6 minutes due to a blood clot.



STOP THE CLOT
SPREAD THE WORD

IMAGE COURTESY OF NBC'S STOP THE CLUT FACEBOOK PAGE.

BLOOD CLOTS DO NOT DISCRIMINATE.

Each year, blood clots affect more people than AIDS, breast cancer, and autoimmune accidents combined. Equally important, blood clots rarely discriminate. Blood clots can affect anyone – from infants and young children to teens, young men and adults, people of multiple age, and senior citizens too. Across the country and around the globe, people from all walks of life are affected, even elite athletes. In the U.S. alone, up to 700,000 people each year are injured or killed by blood clots in their legs (known as deep-vein thromboses or DVT) and blood clots in the lungs (known as pulmonary embolism or PE).

the prevented and they can be subtly treated. The first and second steps are to focus on risk. That's why IBCA, the Centers for Disease Control and Prevention, has launched the *Surge Step the Clock, Demand the More*® to help people learn to control risk factors, signs and symptoms, as well as

at risk for a blood clot and not
arn more here:
org/spreadtheword/...
#spreadtheword

Don't let heatstroke take over. The heat of the summer months is a terrible, and even killing, heat, at your disposal you are at risk for heat stroke, so remember to take the time you need every hour or so. It's important to know the signs and symptoms of heat stroke. The symptoms of heat stroke in your leg are include weakness, and nausea or dizziness, and of the skin. The heat stroke in your legs include shortness of breath, change in heart rate with deep breathing, and coughing up blood.

Remember every 5 minutes take a break. Please feel free to ask about heat stroke so that together we can help each other have a safe summer.

**YOU PLEASE SHARE THIS POST IN HONOR OF
OUR HOPES OF BRINGING AWARENESS TO
FACTORS AND SIGNS.**

signs and symptoms of a blood clot
 ve a life ow.ly/NW8Nc
 ot

On average, 1 person dies
 ry 6 minutes due to a blood clot.



500 people about the 100 million

Visit www.stroke.org/speicalresources to download a checklist of stroke risk factors and a chart listing the signs and symptoms of stroke in your leg and arm.

Stop the Clot, Spread the Word™

Blood clots can affect anyone, and blood clots can be prevented.

ON AVERAGE, ONE AMERICAN DIES OF A BLOOD CLOT EVERY 4 MINUTES.

UNDERSTANDING BLOOD CLOTS

Blood and clots of the legs often swell, it's extremely itchy, it often hurts, it's deep and persistent. But there are also other signs. It can easily be confused with the flu or pneumonia.

It's a common blood clot that can travel and cause a stroke or pulmonary embolism.

It's the only route a pulmonary embolism can take and hence where it comes from.

KNOW THE RISKS

Blood clots do not discriminate by age, gender, ethnicity or race. Blood clots can affect anyone. The major risk factors are:

- Cancer**
- Hospitalization & Surgery**
- Pregnancy**

Other risk factors include:

- Being confined to bed for extended periods
- Recent surgery, trauma, or fracture
- Recent travel, especially overseas, or long flights
- Smoking or taking birth control pills
- Being overweight
- Recent history of blood clots
- Genetics

RECOGNIZE THE SIGNS AND SYMPTOMS

Blood clots can be very treatable.

Deep Vein Thrombosis (DVT) symptoms may include:

- Swelling, pain, tenderness, or pain in one or both legs
- Redness or discoloration of the skin
- Warmth to the touch
- Itching or hives
- Swelling of the face, arm, or hand

Pulmonary Embolism (PE) symptoms may include:

- Sudden shortness of breath
- Chest pain, especially when breathing or coughing
- Coughing up blood
- Unexplained drop in oxygen levels

BLOOD CLOTS CAN BE PREVENTED

- Travelers:** Stay hydrated, get up and move around every 2 hours, wear compression stockings.
- Patients:** Follow your doctor's instructions, get up and move around every 2 hours, wear compression stockings.
- Post-surgery:** Stay hydrated, get up and move around every 2 hours, wear compression stockings.
- Post-pregnancy:** Stay hydrated, get up and move around every 2 hours, wear compression stockings.

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

Organic Sharing & Blog Exposure (Samples)

DAILY KOS



NEWS · COMMUNITY · ACTION

PEOPLE GROUPS DIARIES TAGS LABOR COMICS ELECTIONS ECON RADIO

Search



Frederick Clarkson · Follow · RSS
LARRY BROWNE
Profile · Diaries (list) · Stream

SUN MAR 15, 2015 AT 06:11 PM PDT

This Has Nothing to Do with Politics and Religion

by Frederick Clarkson

Log in · Tweet (5) · 22 Comments · 0 New

If you clicked on this diary expecting the kinds of things about which I usually write, I am pleased to tell you that my headline was not click bait. But it also has nothing to do with the actual subject of this diary — which is at once a warm memory of a cold reality which I lived out in part on this site, and an opportunity to provide you the closest thing to a public service announcement you will probably ever see from me.

The short of it is that back in 2009 I had a brush with my expiration date due to blood clots in my right leg that had traveled to my lung. It turned out that I had only one functioning lung at the time. A simple, but scary procedure removed most of the clot and I survived.

Meteor Blades and others diaried about my situation, the wonderful Sara R. and the community gave me a **quilt which I treasure**, and I had the chance to tell my story and thank the community and get on with my life. I will never forget the many kindnesses that helped get me through a strange and hair raising time. It was a good reminder that whatever our differences, we are all in this together. I will never stop paying it forward.

But there is a reason for this diary, which has everything and nothing to do with all that.



I just learned (because I follow @StopTheClot on Twitter) that there is a new digital public education campaign called **Stop the Clot** underway as part of Blood Awareness Month. Its sponsored by the **National Blood Clot Alliance** and the **Centers for Disease Control and Prevention**. The web site and video have solid, clearly presented info about clots, risk factors, and prevention.

This is important stuff — especially for people who like many of us are writers, editors and bloggers who sit too long and are way too sedentary. We are a gang of walking risk factors.

So kossacks, those of you who were there for me when it mattered, and those of you who matter for the simple fact that you are here, please check out the video and web site, for the sake of your good health, that of those whom you care about, and your various communities.

✶ [new] I'm honored to report (7+ / 0-)

that the National Blood Clot Alliance is now following me on Twitter. I think they need all the help they can get spreading the word. Let's help in what ways we can!

Follow me on Twitter @FredClarkson

by Frederick Clarkson on Sun Mar 15, 2015 at 07:32:02 PM PDT
[Parent]

✶ [new] the correct shortened link (3+ / 0-)

to this diary in the tweets is bit.ly/1xqERgQ. Somehow, it got screwed up a long way and is being madly retweeted!

Follow me on Twitter @FredClarkson

by Frederick Clarkson on Sun Mar 15, 2015 at 07:51:54 PM PDT
[Parent]

✶ [new] Thank you for sharing this PSA! (6+ / 0-)

Very good video and website. Thanks, and may you stay in good health!

by eagleray on Sun Mar 15, 2015 at 07:27:20 PM PDT

✶ [new] Good info (5+ / 0-)

Thank you for posting it and I hope that you continue to be well. Mr. Urtas sprained his ankle and developed deep vein clots in his leg, it was a big, scary deal.

It took a long time to get rid of them and they left a lot of damage behind. His leg still swells and looks like someone took a baseball bat to it and it's been over twenty years since it happened.

Thanks again, I hope people pay attention.

Some humans ain't human some people ain't kind. They lie through their teeth with their head up their behind. You open up their hearts and here's what you'll



Frederick Clarkson
@FredClarkson

Writers, editors & bloggers. The national campaign sponsored by @StopTheClot could save your life. bit.ly/1xqERgQ #stoptheclot

8:58pm · 15 Mar 2015 · Twitter Web Client

7 RETWEETS · 5 FAVORITES

⬅️ ➡️ ⭐️ ⋮



NBCA @StopTheClot · Mar 15
@FredClarkson Thank you so much for your support, words of encouragement, and shout out. We do appreciate you. #stoptheclot #spreadtheword

Manicatherine Carson favorited

Frederick Clarkson @FredClarkson · Mar 15
@StopTheClot Thank you. You are doing great work. I'm honored to be able to help.

RETWEET 1 · FAVORITES 2

7:28 PM · 15 Mar 2015 · Details

What happened in Tom Cotton's law career?

by EA Doc · 320/320 New · 260 Recs

Damian Aspinall Kills His Gorillas

by DarkScholar2 · 62/62 New · 90 Recs

Tom Cotton's Bronze Star

by PithHead · 28/28 New · 14 Recs

This Has Nothing to Do with Politics and Religion

by Frederick Clarkson · 24/0 New · 161 Recs

FWGBD @fwgbd · Mar 11

Could you be at risk for a blood clot and not know it? Learn more here: stoptheclot.org/spreadtheword/ #stoptheclot #spreadtheword

STOP THE CLOT, SPREAD THE WORD™ CAMPAIGN KICKS OFF THIS MONTH

Report March 11, 2015

Did you know that approximately 10% of people in the US do not know if or whether they are at risk of blood clots and how they can be safely treated if caught in time? That is why the National Blood Clot Alliance (NBCA) launched the new public education campaign today urging the public to learn more about blood clot risks.

The Stop the Clot, Spread the Word™ public education campaign is made possible by funding provided to the National Blood Clot Alliance by the Centers for Disease Control and Prevention. The program includes an integrated digital health education suite, including an on-line educational portal, webinars, a downloadable checklist of blood clot risk factors, a short video about blood clots, and additional educational tools for people to learn more about blood clot risks, signs and symptoms, and prevention.

Read the press release

Visit the Web Site

LEARN MORE

LATEST NEWS

Stop the Clot, Spread the Word™ Campaign Kicks Off This Month

Did you know that approximately 10% of people in the US do not know if or whether they are at risk of blood clots and how they can be safely treated if caught in time? That is why the National Blood Clot Alliance (NBCA) launched the new public education campaign today urging the public to learn more about blood clot risks, signs and symptoms, and prevention.

Read the press release

Visit the Web Site

LEARN MORE

Resources recently added: Prevention and treatment of Venous Thromboembolism

STOP THE CLOT, SPREAD THE WORD™ CAMPAIGN KICKS OFF THIS MONTH

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Read the press release

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Read the press release

Visit the Web Site

LEARN MORE

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Organic Sharing & Blog Exposure (Samples)

LocalHealthGuide @HealthGuide · Mar 12
 Campaign seeks to raise awareness of the risk of blood clots, which kill 100,000 Americans a year.
mylocalhealthguide.com/2015/03/12/sto...

Seattle/LocalHealthGuide
 Your source for Seattle health news and information

HOME ABOUT RESOURCES & SUPPORT HOSPITALS CONTACT US

Stop the Clot, Spread the Word

National Blood Clot Alliance Stop the Clot Channel

Could I be at risk for a blood clot?

LocalHealthGuide is a health news and information web service for Seattle and the Puget Sound Region. We are independent and unaffiliated with any hospital, medical association or insurer. If you have questions or if your group has an upcoming event that you would like us to cover, please let us know by going to our "Contact Us" page and dropping us a note. —Michael McCarthy, Editor

on LinkedIn profile

BEFORE IT'S NEWS
 Featured Alternative Space Sci-Tech Money Politics Health Global Spirituality Self-Sufficiency

web.com Build your own website Get online in 3 easy steps! NOW JOIN Get Started

HOME BLOGGING/CITIZEN JOURNALISM FREE NEWSLETTER: Enter email

RECOMMEND CONTRIBUTOR RECOMMEND STORY

Story Views
 Now: 1
 Last Hour: 1
 Total: 26

top the Blood Clots, Spread the Word Campaign
 Tuesday, March 12, 2015 10:10

Get FREE private and secure Email and Messaging click now!

FACEBOOK TWITTER GOOGLE+ STUMBLEUPON EMAIL

shared by U.S. Department of Health & Human Services Mar 12, 2015
 by W. Craig Cooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Even though the risk for blood clots may not concern you yet, they are serious and they occur frequently. Estimates are about 900,000 people a year get serious blood clots and of those, about 100,000 people die from them. On average, that's one person dying from a blood clot about every 6 minutes.

By W. Craig Cooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Even though the risk for blood clots may not concern you yet, they are serious and they occur frequently. Estimates are about 900,000 people a year get serious blood clots and of those, about 100,000 people die from them. On average, that's one person dying from a blood clot about every 6 minutes.

Blood clots occur most often in the legs, but can occur in the arms and travel to your lungs, this is serious. Most blood clots are preventable. The Centers for Disease Control and Prevention (CDC) is working with the National Blood Clot Alliance to make sure that the warning signs, risk factors, and what to do if this happens to you or a loved one are well known.

dive fitness (blog)

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Stop the Clot, Spread the Word

A Blood Clot Can Happen To Anyone. Don't Let A Blood Clot Happen To You. Blood Clots Can Be Prevented.

Am I At Risk For A Blood Clot?

BLOOD CLOT RISK FACTORS:

- Hospitalization for illness or surgery
- Major surgery, particularly of the pelvis, abdomen, hip, knee
- Severe trauma, such as a car accident
- Injury to a vein that may have been caused by a broken bone or severe muscle injury
- Use of birth control methods that contain estrogen, such as the pill, patch or ring
- Pregnancy which includes the six weeks after the baby is born
- The use of hormone replacement therapy, which contains estrogen

livefriendie.blogspot.com

Stop the Clot, Spread the Word Campaign Launches to Inform People About Blood Clots

MAKING A DIFFERENCE ACROSS THE LIFESPAN

Supporting Adults Helping Children Protecting Babies Empowering Adolescents

CIENCIA SMED
 elbiruniblogspot.com.blogspot.com

top the Clot, Spread the Word™

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

top the Clot, Spread the Word™

Mar 12, 2015

By: W. Craig Cooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Even though the risk for blood clots may not concern you yet, they are serious and they occur frequently. Estimates are about 900,000 people a year get serious blood clots and of those, about 100,000 people die from them. On average, that's one person dying from a blood clot about every 6 minutes.

STOP THE CLOT, SPREAD THE WORD™

STOP THE CLOT, SPREAD THE WORD™

In recognition of Blood Clot Awareness Month, established in March each year, the National Blood Clot Alliance (NBCCA) has launched a new public education campaign with the HHS/CDC's Division of Blood Disorders. The purpose of the campaign is to increase awareness about the devastating blood clots and to urge people nationwide to ask themselves one potentially life-saving question: "Could I be at risk for a blood clot?"

STOP THE CLOT, SPREAD THE WORD™

blood clots occur most often in the legs, but can occur in the arms as well. If the clot breaks off and travels to your lungs, this is serious. 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 make sure that the warning signs, risk factors and what to do if this happens to you or a loved one are well known.

READ MORE: Stop the Clot, Spread the Word™

SHARE ON FACEBOOK

JUST Ability Chicago Info Blog

Source for "People with Disabilities" for diverse News, Resources, Updates, Chicago area, and National Information.

Showing posts sorted by relevance for query: stop the blood clots. Sort by date Show all posts

Thursday, March 12, 2015

Stop the Blood Clots, Spread the Word Campaign

as shared by U.S. Department of Health & Human Services Mar 12, 2015

By: W. Craig Cooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Even though the risk for blood clots may not concern you yet, they are serious and they occur frequently. Estimates are about 900,000 people a year get serious blood clots and of those, about 100,000 people die from them. On average, that's one person dying from a blood clot about every 6 minutes.

gender, ethnicity or race. Blood clots affect everyone — from young adults and older people of middle age, and senior citizens. Each year, about 900,000 people are affected by blood clots in their legs (deep vein thrombosis or DVT). Annually, up to 100,000 people die from blood clots — all due to a blood clot.

Join the Stop the Clot, Spread the Word™ — ask to yourself: "Could I be at risk for a blood clot?"

As well as the signs and symptoms of blood clots, to help turn P.E. on so many families.

disability and in-home elder care." Isabel Cohen is a former National Center on Birth Defects and Developmental Disabilities. The National Blood Clot Alliance for many years to help prevent blood clots.

US Department of Health & Human Services (HHS) Sharing

- HHS shared important information about our campaign via its social media channels and hhs.gov.
- HHS featured the campaign on its hhs.gov homepage.
- The campaign also was spotlighted in a blogpost on hhs.gov, authored by Craig Hooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control & Prevention.



Selected HHS Blog Posts

Stop the Clot, Spread the Word™

Mar 11, 2015
By: Craig Cooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention
Serious blood clots are preventable. Talk with your doctor about risk and what to do to prevent them.

Secretary Burwell Challenges You to #GimmeFive

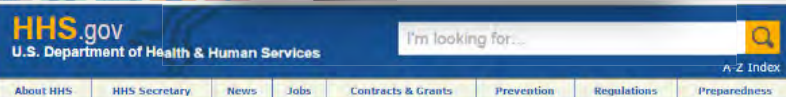
Mar 11, 2015
By: Emily Dalton Niles, HHS (Public Affairs)
Secretary Burwell is joining the #GimmeFive challenge to share she does to lead a healthier life.

News

March 10, 2015
Affordable Care Act initiative builds on success of ACOs
March 10, 2015
Nationwide nearly 11.7 million consumers are enrolled in 2015 Health Insurance Marketplace coverage
February 24, 2015
Since 2010, 9.4 million people with Medicare have saved over \$15 billion on prescription drugs

Tweets

SAMHSA @samhsa.gov
The theme for this year's #Voice4wards program is suicide prevention. Learn more and submit your nomination now! 1.usa.gov/1dHf00c
ONC @ONCHHS
The Digital Conversation: How #ONCHHS Can Help
Join the Conversation →



Stop the Clot, Spread the Word™

Mar 12, 2015

By: W. Craig Cooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention
Even though the risk for blood clots may not concern you yet, they are serious and they occur frequently. Estimates are about 900,000 people a year get serious blood clots and of those, about 100,000 people die from them. On average, that's one person dying from a blood clot about every 5 minutes.



Blood clots occur most often in the legs, but can occur in the arms as well. If the clot breaks off and travels to your lungs, this is serious. 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 make sure that the warning signs, risk factors, and what to do if this happens to you or a loved one are well known.
The Stop the Clot, Spread the Word™ campaign has information about risks, signs, and symptoms for blood clots. Please visit the website and also help spread the word by sharing educational materials, such as the chart of signs and symptoms, the list of risk factors, and a video about blood clots in the places that you work, live, worship, and play.
Our goal is for you to:

- Know the signs and symptoms of blood clots,
 - Know who is at higher risk for blood clots, and
 - Know the risks and how to prevent blood clots.
- A blood clot in the arms or legs can include swelling, pain, and redness. A blood clot in the lungs—called a pulmonary embolism—include shortness of breath, chest pain, or a cough that brings up blood.

If you have had surgery recently, are taking hormone therapy, are taking estrogen-containing contraceptives, or have been pregnant recently, talk with your doctor about your risk and what to do to prevent blood clots.

Learn the signs and symptoms of blood clots. Remember Stop the Clot, Spread the Word™. For more information on the prevention of blood clots, visit www.cdc.gov/ncbddd/dvt/.

Posted In: Prevention & Wellness | Public Health & Safety

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Secretary Burwell Challenges You to #GimmeFive
HIV/AIDS: In Their Own Words
Ten Ways to Bite into a Healthy Lifestyle During National Nutrition Month

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Programs for Families & Children (14)
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February 2015 (23)
January 2015 (30)
December 2014 (27)
November 2014 (25)
October 2014 (25)
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Centers for Disease Control & Prevention (CDC) Sharing

- CDC, under this cooperative agreement, provided funding for NBCA's work, and also contributed a number of important tools to NBCA's communications efforts at launch, including the delivery of a campaign announcement to more than 1 million readers via govdelivery.
- CDC also showcased the campaign on its Web home page for the National Center on Birth Defects and Developmental Disabilities (NCBDDD), and routinely shared information about the *Stop the Clot, Spread the Word™* program via its assorted social media channels. CDC also posted the campaign video on the NCBDDD Web home page.
- 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 for a quote in our digital media press release, Dr. Craig Hooper, Acting Director, Division of Blood Disorders, NCBDDD, authored a post about the campaign that appeared on hhs.gov, and CDC Director Dr. Tom Frieden shared information about our campaign via his Twitter feed.

Twitter Post by Dr. Tom Frieden (@DrFriedenCDC) - Apr 9
#Bloodclots can happen to anyone, at any age, at any time. Luckily, they're preventable. Discuss your risk w/your Dr.
Stop the Clot, Spread the Word™

CDC Website: Blood Disorders
 CDC's Division of Blood Disorders published a series of articles online September 16, 2014 in AJP's "Articles in Press" section. We invite you to read the abstracts and view the full text articles via the links provided below.

CDC Facebook Post
 Blood clots claim more lives than AIDS, breast cancer, & car accidents combined. Learn how you can **#stoptheclot**: bit.ly/1C4RQfy

CDC Website: Deep Vein Thrombosis (DVT) / Pulmonary Embolism (PE) — Blood Clot Forming in a Vein
STOP THE CLOT, SPREAD THE WORD™
 Stop the Clot, Spread the Word™ - New Blood Clot Campaign!

Launch Press Release, CDC Attribute:
"Blood clots can cause serious illness, disability and in some cases death," stated Coleen A. Boyle, Ph.D., MSHyg., Director of CDC's National Center on Birth Defects and Developmental Disabilities. "CDC has worked closely with the National Blood Clot Alliance for many years to help prevent blood clots and save lives. We are pleased to continue this partnership through the launch of NBCA's new Stop the Clot, Spread the Word™ campaign in recognition of Blood Clot Awareness Month."

Centers for Disease Control & Prevention Sharing (continued)

CDC Centers for Disease Control and Prevention
 Making a Difference Across the Lifespan

Stop the Clot, Spread the Word Campaign Launches to Inform People About Blood Clots

STOP THE CLOT, SPREAD THE WORD™

In recognition of Blood Clot Awareness Month, celebrated in March each year, the [National Blood Clot Alliance](#) has launched a new public education campaign with the CDC's Division of Blood Disorders. The purpose of the campaign is to increase awareness about life-threatening and to urge people nationwide to ask themselves one potentially life-saving question: **Clot for a blood clot?**

Blood clots do not discriminate by age, gender, ethnicity, or race. Blood clots affect every age and sex. Up to 300,000 people in the United States each year are affected by blood clots in the veins. [Blood clots can happen to anyone but they can also be prevented.](#)

This new public education campaign—called **Stop the Clot, Spread the Word™**—aims to raise public awareness about blood clots, factors, as well as the signs and symptoms of blood clots. The campaign will be a multi-media effort, including TV, radio, print, and online.

"Blood clots can cause serious illness, disability, and in some cases death," stated Colleen Ph.D., M.D., Director of the Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention. "We are launching this campaign to help people understand the risks, signs, and symptoms of blood clots, and to spread the word by sharing the list of risk factors, and a and play."

Dr. Tom Frieden, M.D., M.P.H., Director of the CDC, said: "Blood clots can happen to anyone, at any age, at any time. Luckily, they're preventable. Discuss your risk w/your Dr."

Stop the Clot, Spread the Word™

Blood clots can affect anyone, and blood clots can be prevented.

ON AVERAGE, ONE AMERICAN DIES OF A BLOOD CLOT EVERY 6 MINUTES.

UNDERSTANDING BLOOD CLOTS

A blood clot in one of the large veins, usually in a person's leg or arm, is called a **deep vein thrombosis** or **DVT**. When a blood clot like this forms, it can partly or completely block the flow of blood through the vein.

IF A DVT is not treated, it can move or break off and travel to the lungs.

A blood clot in the lung is called a **pulmonary embolism** or **PE**, and can cause death and requires immediate medical attention.

KNOW THE RISKS

Blood clots do not discriminate by age, gender, ethnicity or race. Blood clots can affect anyone. Three major risk factors are:

- Cancer
- Hospitalization & Surgery
- Pregnancy

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

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

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HHS Home > Blog > Stop the Clot, Spread the Word™

Text Size: A A A

Stop the Clot, Spread the Word™

Mar 12, 2015
 By: W. Craig Cooper, PhD, Acting Director, Division of Blood Disorders, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Even though the risk for blood clots may not concern you yet, they are serious and they occur frequently. Estimates are about 900,000 people a year get serious blood clots and of those, about 100,000 people die from them. On average, that's one person dying from a blood clot about every 6 minutes.

STOP THE CLOT, SPREAD THE WORD™

Blood clots can happen to anyone but they can also be prevented. [#stopthecLOT](#) [#spreadtheword](#)

Stop the Clot, Spread the Word™
 RECOGNIZE THE SIGNS AND SYMPTOMS

Blood clots can be safely treated.

experience any of these symptoms, seek medical attention immediately:

- Difficulty breathing
- Chest pain that worsens with a deep breath
- Coughing up blood
- Swelling in the leg or arm
- Redness or pain in the leg or arm

BLOOD CLOTS CAN BE PREVENTED

- Know your risk factors for blood clots.
- Before any surgery, talk with your doctor about blood clots.
- See your doctor as soon as you can if you do have any symptoms.

Learn more about blood clots and to spread the word visit: stopthecLOT.org/spreadtheword

CDC March 11

Like Page

Did you know that blood clots claim more lives than AIDS, breast cancer, and car accidents combined? On average, 1 out of every 6 people dies due to a blood clot; don't let that person be you! Take time this March for Blood Clot Awareness Month to learn more from Stop the Clot on the risks, signs, and symptoms to prevent a blood clot from forming: <http://bit.ly/1C4RQfy>

Unlike · Comment · Share

You and 1,565 others like this.

Most Relevant

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

- In the three months immediately following the launch of the *Stop the Clot, Spread the Word™* campaign, NBCA utilized Facebook to promote and build reach for the new program and its key collaterals.
- This effort involved a total of 18 posts, with only 3 of these 18 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 campaign on Facebook.
- Facebook was shown to be an important driver, in terms of traffic to the newly established Web portal stoptheclot.org/spreadtheword, and so NBCA considers these data important to consider for upcoming activities.
- NBCA had 6,843 Facebook “fans” when the campaign launched on March 11. On June 12, this number had increased to 8,361, a gain of more than 1,500 “fans” in three months. Of these 8,361 individuals, 82 percent are female and 18 percent are male.
- Note: Due to the nature of personal social media accounts, privacy policies restrict our ability to gain access to all social media shares.

A Total of 18 NBCA Facebook Posts:



Shared more than
3,000 times



Reached more than
350,000 people



Resulted in more than
8,000 clicked links

Date	Reach	Liked on Post		Link		Boosted	Observations
		Shared	& Shared Posts	Clicked	Content		
11-Mar	43,630	400	815	221	Launch announcement	Y - \$60	
11-Mar	6,296	50	131	77	Press release (afternoon archive)	N	
11-Mar	5,176	0	132	48	Share: CDC Campaign post	N	
12-Mar	1,780	48	210	33	HHS post/blog	N	
13-Mar	7,292	73	148	100	First video post	N	
16-Mar	8,060	94	131	18	Risk check list, Signs/Sx chart	N	
18-Mar	29,056	234	514	511	Message: VTE deaths > AIDS, BC, Crashes	N	message is key
20-Mar	3,778	33	45	41	Video push reinforcement	N	
27-Mar	11,252	86	153	102	Could I be at Risk? Requested Share	Y - \$60	call to action
27-Mar	12,696	300	311	32	5 days left to VTE awareness month	N	call to action
30-Mar	5,630	54	116	65	2 days left, video push	N	
31-Mar	16,968	231	450	34	Thank you for embracing campaign	N	high ROI relationships
7-Apr	20,616	155	302	870	Infographic launch	N	content counts
9-Apr	135,552	1000	2813	6094	Infographic launch	Y - \$60	content counts
6-May	35,040	207	313	159	ICYMI: Video, campaign	N	content counts
21-May	2,815	18	37	60	Motherhood Moment blog share	N	low ROI
26-May	5,582	110	109	148	Dandelion Moms blog share	N	low ROI
2-Jun	1,216	0	28	14	Minivan Dreams blog share	N	low ROI
352,435		3,093	6,758	8,627			

All NBCA Facebook Posts, March 11 through June 12, Appear Below

Stop the Clot
Published by Lisa Fullem Wheeler · March 11 · Edited ·

NBCA is proud to unveil today, in cooperation with the Centers for Disease Control and Prevention, its new public awareness campaign – called Stop the Clot, Spread the Word™ – in recognition of Blood Awareness Month. Using the latest digital communications tools, our new Stop the Clot, Spread the Word™ campaign will reach millions of people and sharpen public awareness about blood clot risk factors, as well as the signs and symptoms of blood clots. Please join us in recognition of Blood Clot Awareness Month, and share this information with your family and friends so together we can #stoptheclot and #spreadtheword.
www.stoptheclot.org/spreadtheword



STOP THE CLOT, SPREAD THE WORD™


43,360 people reached

447 Likes · 4 Comments · 400 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fullem Wheeler · March 11 ·

Today, NBCA announced the launch of its new Stop the Clot, Spread the Word™ public awareness campaign. Check out our digital media press release here: <http://www.marketwired.com/.../national-blood-clot-alliance-u...>
#stoptheclot #spreadtheword



STOP THE CLOT, SPREAD THE WORD™

National Blood Clot Alliance Unveils New Public Education Campaign Urging the Public to Learn...

ROCKVILLE, MD--(Marketwired - Mar 11, 2015) --

MARKETWIRED.COM

6,296 people reached

69 Likes · 4 Comments · 50 Shares

Like Comment Share

Stop the Clot shared CDC's post.
Published by Lisa Fullem Wheeler · March 11 ·

CDC

Did you know that blood clots claim more lives than AIDS, breast cancer, and car accidents combined? On average, 1 out of every 6 people dies due to a blood clot...

See More

5,176 people reached

131 Likes · 1 Comment

Like Comment Share

Stop the Clot
Published by Lisa Fullem Wheeler · March 12 ·

The U.S. Department of Health & Human Services also encourages people to Stop the Clot, Spread the Word. We hope you've had the chance to check out our new awareness campaign: <http://www.hhs.gov/blog/2015/.../12/stop-clot-spread-word.html>



STOP THE CLOT, SPREAD THE WORD™

Stop the Clot, Spread the Word™

Serious blood clots are preventable. Talk with your doctor about your risk and what to do to prevent them.

1,780 people reached

68 Likes · 3 Comments · 49 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fullem Wheeler · March 13 ·

It's Friday afternoon, and there's no better time to share our new blood clot awareness video far and wide. Please take a moment and help us Stop the Clot & Spread the Word. Share this important new video with friends and family: <https://www.youtube.com/watch?v=ADgCB9Xpe7k>



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 ...

7,292 people reached

61 Likes · 6 Comments · 13 Shares

Like Comment Share

Stop the Clot added 2 new photos.
Published by Lisa Fullem Wheeler · March 15 ·

Looking for clear information to share about blood clot risks. Check out our new awareness campaign and spread the word with everyone you know: www.stoptheclot.org/spreadtheword
We need you! #stoptheclot #knowyourrisk



Risk Checklist, Learn Your Risk!

IF YOU EXPERIENCE ANY OF THE FOLLOWING SIGNS OR SYMPTOMS...

8,060 people reached

57 Likes · 1 Comment · 94 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fullem Wheeler · March 19 ·

If you think a blood clot can't happen to you, think again. Blood clots can affect anyone. Each year, blood clots kill more people than car accidents, AIDS, and breast cancer combined. Know your risk: www.stoptheclot.org/spreadtheword Please share and help us spread the word.



STOP THE CLOT, SPREAD THE WORD™

Stop the Clot, Spread the Word™ - Blood Clot Awareness

The NBCA and CDC are working on this important public health campaign to get the word out about blood clot risks and the signs and symptoms of blood clots.

29,056 people reached

158 Likes · 2 Comments · 234 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fullem Wheeler · March 20 ·

If you haven't had the chance yet, please check out and share our short, new video about blood clot risk factors: <https://youtu.be/ADgCB9Xpe7k>
#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 ...

3,776 people reached

24 Likes · 32 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fullem Wheeler · March 27 · Edited ·

Could I be at risk for a blood clot? That's a question we need many more people to ask themselves, because the best way to prevent blood clots is to know if you're at risk. Please share our short new video about blood clot risks and prevention far and wide, so that together we can #stoptheclot and #spreadtheword. <https://youtu.be/ADgCB9Xpe7k>



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 ...

11,252 people reached

88 Likes · 2 Comments · 66 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fulham Wheeler · March 27 · Edited ·

With just 5 days left in March, Blood Clot Awareness Month, we need your help to spread the word about blood clot risk factors. Most people are unaware of their risk for blood clots. Please share this post to help us reach as many people as possible with the information they need to know about blood clots. <http://www.stopthecLOT.org/spreadtheword/>

Risk Checklist, Learn Your Risk!

Indications for stress or surgery
Recent surgery, particularly of the pelvic, abdominal, hip, knee
Sedentary lifestyle with little or no movement
Injury to a vein that may have been caused by a broken bone or severe muscle injury
Use of birth control, hormone therapy, or hormone replacement therapy
Cancer and cancer treatment
A family history of blood clots

Pregnancy, which elevates the risk for weeks after the baby is born
The use of hormone replacement therapy, which increases estrogen
Use of birth control methods that contain estrogen, such as the pill, patch or ring
Smoking
Comments to pay
Sitting too long, especially while legs crossed

If any of these risk factors apply to you, check with your doctor or healthcare provider about your personal risk for blood clots. To learn more about blood clots, visit www.stopthecLOT.org.

12,895 people reached

84 Likes 6 Comments 300 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fulham Wheeler · March 30 · Edited ·

With just 2 days left to Blood Clot Awareness Month, let's give it everything we've got. Please share this new video to help #spreadtheword far and wide about blood clot risk factors and the best ways to prevent life-threatening blood clots. #stopthecLOTcommunity #bettertogether <https://www.youtube.com/watch?v=A0gCB9Xpe7k>

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...

5,630 people reached

54 Likes 1 Comment 54 Shares

Like Comment Share

Stop the Clot added 2 new photos
Published by Lisa Fulham Wheeler · March 31 · Edited ·

March 31, 2015: The final day of Blood Clot Awareness Month is here. We want to thank everyone who shared information about our new Stop the Clot. Spread the Word™ public awareness campaign. Thanks to your efforts, we reached a record number of people with the information they need to know about blood clots. We so appreciate all that you do to support our efforts. Blood clot awareness doesn't end here. It ends only when we turn back the staggering statistics we now face. On a...

STOP THE CLOT, SPREAD THE WORD™

On average, 1 person dies every 6 minutes due to a blood clot.

10,908 people reached

163 Likes 9 Comments 231 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fulham Wheeler · April 7 · Edited ·

NBCA and the Centers for Disease Control and Prevention recently introduced the exciting new Stop the Clot. Spread the Word™ awareness campaign. Today, we're delighted to introduce our latest educational tool stemming from this program: A brand new infographic that shares key information about blood clot risks, signs/symptoms, and prevention in one easy-to-understand visual. Please share this important new educational tool far and wide to help us #stopthecLOT and #spreadtheword. <http://www.stopthecLOT.org/spreadtheword/infographic/>

Infographic - Stop The Clot, Spread The Word™

STOPTHECLOT.ORG

20,016 people reached

117 Likes 4 Comments 156 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fulham Wheeler · April 9 · Edited ·

Blood clots can be life-threatening. Knowing the signs and symptoms of blood clots can save your life. Please share this important information with everyone you know and love: Blood clot symptoms in one handy reference. <http://www.stopthecLOT.org/spreadtheword/infographic/>

Blood clot symptoms in one handy reference

135,552 people reached

516 Likes 28 Comments 1k Shares

Like Comment Share

Stop the Clot
Published by Lisa Fulham Wheeler · May 6 · Edited ·

ICYMI - Please spread the word and share this important new video from the National Blood Clot Alliance and the Centers for Disease Control and Prevention about blood clots: [youtube.com/watch?v=A0gCB9Xpe7k](https://www.youtube.com/watch?v=A0gCB9Xpe7k) The more people we reach with this crucial information, the more people we help to prevent life-threatening blood clots. #stopthecLOT #spreadtheword #savellives

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...

35,040 people reached

213 Likes 7 Comments 207 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fulham Wheeler · May 21 · Edited ·

A popular blog - Motherhood Moment - shares important information from NBCA about blood clots. Read more here: <http://motherhood-moment.blogspot.com/.../healthy-habits-stop...> #stopthecLOT #spreadtheword

Motherhood Moment: Healthy Habits: Stop the Clot

MOTHERHOOD-MOMENT.BLOGSPOT.COM | BY BE...

2,815 people reached

29 Likes 17 Shares

Like Comment Share

Stop the Clot
Published by Lisa Fulham Wheeler · May 26 · Edited ·

Thanks to the Dandelion Moms blog site for helping to #stopthecLOT and #spreadtheword. Click the link below to read their post, "Are You at Risk for a Life Threatening Blood Clot?" http://dandelionmoms.com/.../health-are-you-at-risk-for-a-bl...

On average, 1 person dies every 6 minutes due to a blood clot.

Health :: Are You At-Risk for a Life Threatening Blood Clot?

Health :: Are You At-Risk for a Life Threatening Blood Clot?

DANDELIONMOMS.COM | BY MELISSA

5,502 people reached

62 Likes 2 Comments 110 Shares

Like Comment Share

Stop the Clot shared Mini Van Dreams's photo
Published by Lisa Fulham Wheeler · June 2 · Edited ·

Thank you to Mini Van Dreams for helping to #stopthecLOT and #spreadtheword with this great blog post. We appreciate you.

STOP THE CLOT, SPREAD THE WORD™

Mini Van Dreams

Could you be at risk for a blood clot? via Mini Van Dreams: http://www.minivandreams.com/could-you-be-at-risk-for-a-bl...

One person dies every six minutes from ...

See More

1,216 people reached

28 Likes

Like Comment Share

Resultant Facebook Shares, Influencers (select samples) #stoptheclot #spreadtheword



Elizabeth Feil via Blood Clot Recovery Network
April 8 · 🌐

IMPORTANT STUFF PEOPLE!!! Bookmark it so you can have questions!



Infographic - Stop The Word™



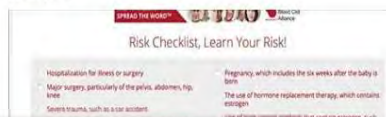
Asher James Congenital Heart Disease & Thrombosis Foundation via Stop the Clot
March 18 · 🌐

Know the signs and symptoms. Anyone can get a clot.



Deborah Joyce shared your post.
March 29 · 🌐

Learn more



STOP THE CLOT,
SPREAD THE WORD™



Dawn Hard shared your photo.
March 11 · Edited · 🌐

Really Serious stuff. It can happen to any one, but there are tips to avoid it. Usually you don't know you have one in your lung until you are in the morgue. I consider myself VERY lucky to have caught this clotting condition earlier. It can run in families too. Usually clots are in the calf, and they get real hot, red, and sore. Don't shine it off, it could be a lifesaving signal. Keep moving everyone, and STOP THE CLOT!



Stop the Clot

NBCA is proud to unveil today, in cooperation with the Centers for Disease Control and



World Thrombosis Day
March 13 · 🌐

Congrats to our U.S. World Thrombosis Day partner organization National Blood Clot Alliance on their new Stop The Clot, Spread the Word campaign! Click like to show your support!

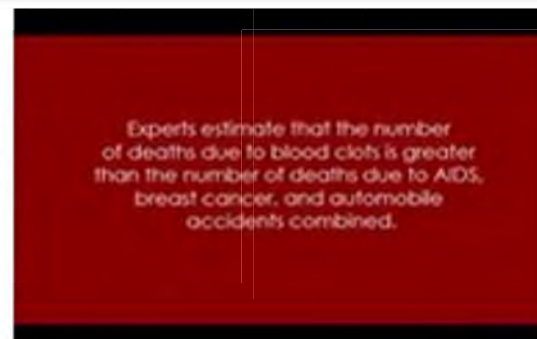


Stop the Clot, Spread the Word™

Serious



Kara King updated her cover photo.
May 2 · 🌐



aspire



Deep Vein Thrombosis (Blood Clots) Recommend on Facebook Tw.....

variety of channels including live community education activities, print materials. Stop the Clot, Spread the Word is a new national campaign from the **National Blood Clot Alliance (NBCA)**. This new program aims to reduce blood clots through awareness, education, and community engagement. NBCA plans to incorporate a far-reaching, awareness-building effort through a dynamic digital and social media initiative. This campaign will be implemented through the traditional

Resultant Facebook Shares, Influencers (select samples) #stoptheclot #spreadtheword

 **May-Thurner-Syndrom, Thrombose, Lungenembolie & "Anderes nebenbei"** shared your photo.

March 27 · 🌐



Risk Checklist, Learn Your

Hospitalization for illness or surgery	Pregnancy, whether born
Major surgery, particularly of the pelvis, abdomen, hip, knee	The use of hormone therapy
Severe trauma, such as a car accident	Use of birth control pills or as the pill, patch, or injection
Injury to a vein that may have been caused by a broken bone or severe muscle injury	Obesity
Hip or knee replacement surgery	Confinement in bed
Cancer and cancer treatments	Sitting too long
A family history of blood clots	

If any of these risk factors apply to you, speak with your doctor or healthcare provider about your potential risk.

 **Margaret Prendergast** shared your photo.

March 27 · 🌐

Check this site out, it's so important as we get older to be aware of these things that might affect us down the stretch! Caught me totally off guard, never dreamt I'd get a total blockage below my knee and also needed to stents put in my shoulders for blockages! I didn't have a single symptom that would've indicated trouble till my toe become Gangrene! So please become familiar with your family history and stay in tune with your bodies! Thanks

 **Blood Clot Recovery Network** via **Stop the Clot**

April 7 · 🌐

FANTASTIC new resource from Stop the Clot! A brand new infographic that shares key information about blood clot risks, sign/symptoms, and prevention in one easy-to-understand visual. Please share this important new educational tool far and wide and everywhere to help us #stoptheclot and #spreadtheword #AwarenessMatters.

<http://www.stoptheclot.org/spreadtheword/infographic/>



Recognize the Signs and Symptoms
Blood clots can be safely treated.

DVT (Arm or Leg) - If you experience any of the following:

- Swelling in the leg or arm
- Pain or tenderness in the leg or arm
- Redness or discoloration of the skin
- Warmth to the touch
- Shortness of breath
- Chest pain
- Coughing up blood
- Sudden dizziness or loss of consciousness
- Sudden weakness or numbness in the face, arm, or leg
- Sudden confusion or trouble speaking
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking or falling
- Sudden loss of consciousness


National Center for Family & Professional Partnerships

Home | NCPFP | F2F HIC | CYSHCN | Activities | Tools-Resources | Partners | Quality Health Care | Contact

Providing Leadership
in helping families of children and youth with special health care needs & disabilities and professionals partner to improve care.

43% of families with CSHCN not being partners in their child's medical decision.

National Center for Family / Professional Partnerships
A Blood Clot Can Happen To Anyone. Don't Let A Blood Clot Happen. Blood Clots Can Be Prevented. The National Blood Clot Alliance (NBCA) launched a new public awareness campaign with the Centers for Disease Control and Prevention. This campaign -- called Stop the Clot, Spread the Word -- is a public health campaign to get the word out about blood clot risks and symptoms.

 **Eileen Pulice Carl** shared your photo.

March 28 · 🌐


This is an important message....blood clots happen more than you realize. Know your risk and the signs.

Alliance for Aging Research

Enhancing Lives.

Alliance for Aging Research
Non-Profit Organization

Sign Up | Like | Share


 **Trombose - even serious** via **World Thrombosis Day**

April 9 · 🌐

Wat we (misschien) al weten, maar wat niet genoeg herhaald kan worden.

What we (maybe) already know, but what does not enough can be repeated.

Automatically Translated

 **Stop The Clot, Spread The Word™ - Blood Clot Awareness**

04/20/15 13:51

Here's a great new awareness campaign from the National Blood Clot Alliance about the dangers of #blood clots. The NBCA and CDC are working on this important public health campaign to get the word out about blood clot risks and the signs and symptoms of blood clots.



National Blood Clot Alliance Stop the Clot Channel

Could I be at risk for a blood clot?

YOUTUBE.COM

 **I-Care Urgent Care**

Stop the Clot, Spread the Word

Did you know that March is Blood Clot Awareness Month?? - Blood clots claim more lives than AIDS, breast cancer, and car accidents combined. On average, 1 out of 6 people will die from a blood clot. For more information go to: www.stoptheclot.org/spreadtheword/ If you think you might be too young or too physically fit to experience a blood clot, think again. Blood clots do not discriminate. They affect people of all ages, race & gender.

Resultant Facebook Shares, Influencers (select samples) #stoptheclot #spreadtheword



TriStar Greenview Regional Hospital

Even though the risk for blood clots may not concern you yet.....

Greenview Regional Hospital is working with the **National Blood Clot Alliance** to make sure that the warning signs, risk factors, and what to do to you or a loved one are well known. Our goal is for you to: The symptoms of a blood clot in the arms or legs can include swelling, redness. Symptoms of a blood clot in the lungs—called a pulmonary embolism—include difficulty breathing, a fast or irregular heartbeat, and chest pain. If you are at increased risk if you

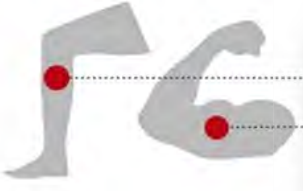
Arch



Asher James Congenital Heart Disease & Thrombosis Foundation shared your photo.

April 9 -

Blood clots are life threatening. Take time to view this info.




Stop the Clot

Blood clots can be life-threatening. Knowing the signs and symptoms can save your life. Please share this important information. Love: Blood clot symptoms in one handy reference. <http://www.stopthecLOT.org/spreadtheword/info>

World Thrombosis Day via **Stop the Clot**

March 27 -

Could I be at risk for a blood clot? That's a question we need many more people to ask themselves, because the best way to prevent blood clots is to know if you're at risk. #StopDeadlyClots #AwarenessMatters #JoinWTD15




National Blood Clot Alliance Stop the Clot Channel

YOUTUBE.COM

Epic Healthcare Management, LLC shared your photo.

March 27 -

Via Stop the Clot - With just 5 days left in March, Blood Clot Awareness Month, we need your help to spread the word about blood clot risk. Most people don't know the warning signs, so please post to help them. They need to know. <http://www.stopthecLOT.org>



Blue Ridge Chapter Academy of Medical-Surgical Nurses shared a link.

March 18 -

Lynette Taylor via **Stop the Clot**

March 18 -

Please watch this video - it could save your life or someone you love.



Ryan Piper Tudhope shared your photo.

March 11 -

Awesome! I almost died after my C-section with Olivia because of blood clots that got stuck in my lungs. Let's raise awareness! I underestimated the importance of any type of blood disorder! I'm a survivor!



APS Foundation of America, Inc. via **Blood Clot Recovery Network**

April 7 -



Cancer **Hospitalization & Surgery** **Pregnancy**

Other Risk Factors Include:

- Birth control that contains estrogen
- Hormone replacement therapy that contains estrogen
- Trauma, particularly when the vein is injured
- Immobility or sitting for long periods
- Being overweight
- Family history of blood clots
- Smoking

Melissa Lamprey via **Stop the Clot**

March 27 -

Please keep sharing this video. Everyone needs to know. Please help in stopping the clots.



National Blood Clot Alliance Stop the Clot Channel

YOUTUBE.COM

Symptoms

1. Swelling in the legs

2. Redness or discoloration of the skin

3. Pain or tenderness in the legs

4. Shortness of breath

5. Chest pain or discomfort

6. Coughing up blood

7. Sudden dizziness or loss of consciousness

8. Rapid heart rate

9. Nausea or vomiting

10. Fatigue

Resultant Facebook Shares, Influencers (select samples) #stoptheclot #spreadtheword



Juan Lopez via **Stop the Clot**

March 18 · 🌐

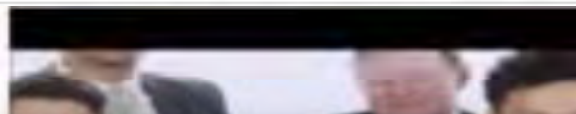
If it happened to me, it can happen to you. Please educate how to recognize the symptoms of Deep Vein Thrombosis Blood Clot and Pulmonary Embolism (PE). Minutes can make a difference between life and death.



Gloria Gibson Adkins

March 18 · 🌐

Blood clots....please share especially if your in our family



Cathy Middlekauff shared your photo.

April 6 · 🌐

Hey everybody, this is a serious issue and a medical emergency. If your doctor writes you an order for a radiology exam and uses the words R/O (rule out) PE (pulmonary embolism), DVT (deep vein thrombosis) anything similar, don't wait! Go to the nearest radiology place, show your insurance and present your order. Most places will work without an appointment if you have that dx.

You can call Inova Mon - Fri 8 to 6 at 571 423 5477 to tell you where the nearest Inova facility is that can do the test.



Roland Varga shared your photo.

March 12 · 🌐

#StopTheClot

#StopTheClot

#StopTheClot

This is making a difference!



Diane Durbin Kuhlman shared your photo.

March 12 · 🌐

I'm sharing this because I was lucky and had a smart doctor who took me straight to ER this past October. The only warning sign I had was shortness of breath.

**STOP THE CLOT,
SPREAD THE WORD™**



Dana M. Henderson shared your photo.

March 27 · 🌐

Please... read and share.

I hear all of the time that you are too young to have had a stroke (& multiple TIA's). My heart is perfect. I never knew about ApS until last August. I also learned to ask questions from your doctor and get another opinion. If you personally know me I will ask questions and defend myself... not so much when it came to me until that day.



Marla R Reed shared your photo.

March 12 · 🌐

Because my beloved sister, Lee is suffering for the rest of her life with this painful, life threatening illness. Love you Lee ❤️

**STOP THE CLOT,
SPREAD THE WORD™**



Stephen Drachler shared your photo.

March 12 · 🌐

My blood clot in my calf was diagnosed while I was being tested for something else. Probably saved my life. Be aware that blood clots are often silent killers.

**STOP THE CLOT,
SPREAD THE WORD™**



AndreaGunner Kuykendall via **Blood Clot Recovery Network**

April 7 · 🌐

Wouldn't want this to affect anyone else I care about. This has affected my life for sixteen years. More importantly took the life of my beautiful Aunt Debbie



Infographic - Stop The Clot, Spread



Ada Crandall shared your photo.

March 13 · 🌐

This is important.. Mine was Sooooo scary

**STOP THE CLOT,
SPREAD THE WORD™**



NBCA Promotion of Campaign via Twitter

- In the three months immediately following the launch of the *Stop the Clot, Spread the Word™* campaign, NBCA utilized Twitter to promote and build reach for the new program and its key collaterals.
- NBCA's Twitter followers numbered 876 when the campaign launched on March 11. By June 12, that number grew by nearly 50 percent, increasing to 1,298.
- We realized some important organic sharing through Twitter, and look for this social media channel to grow in influence as NBCA continues to build its Twitter follower base.
- Note: Due to the nature of personal social media accounts, privacy policies restrict our ability to gain access to all social media shares.

NBCA Campaign-Focused Twitter Impact



19,637
Impressions



905
Engagements



267
Links Clicked

DATE	IMPRESSIONS	ENGAGEMENT	LINK(S)	ENGAGEMENT	RETWEET	CAMPAIGN-FOCUSED CONTENT
			CLICKED	RATE		
11-Mar	1,806	75	15	4.2%	14	Campaign Unveiling
11-Mar	1,147	25	7	2.2%	8	Campaign press release
11-Mar	337	30	9	3.2%	7	Video prompt
12-Mar	370	18	5	4.9%	5	Campaign reinforcement
13-Mar	52	27	9	3.2%	9	Video prompt
13-Mar	40	31	8	12.9%	1	Charts: Risks/Sx
16-Mar	1,512	134	23	8.9%	27	1 person, 6 mins mess
18-Mar	90	76	25	8.5%	11	Could you be at risk?
20-Mar	309	10	2	3.2%	9	ICYMI video
20-Mar	57	15	4	4.2%	7	Prevention
27-Mar	34	42	8	4.5%	11	5 days left/share
27-Mar	1,118	45	3	4%	13	Share video CTA
30-Mar	432	43	9	3%	11	2 days remain in BCAW/share
31-Mar	71	11	n/a	3.0%	3	Public thank you pt 1
31-Mar	94	7	2	3.6%	2	Thank you pt 2
31-Mar	201	4	N/A	2.0%	0	Thank you pt 3
31-Mar	1,040	47	N/A	4.3%	13	Thank you pt 4
2-Apr	495	42	3	8.5%	5	Risk factor chart
3-Apr	50	44	23	4.6%	9	Signs/Sx charts
7-Apr	1,650	114	81	6.9%	16	Infographic launch
7-Apr	98	23	16	7.7%	3	Infographic share CTA
26-May	1,152	15	6	1.3%	4	Dandelion Moms blog, thank you
1-Jun	717	20	8	2.8%	6	Minivan Dreams blog, NBCA retweet
1-Jun	65	7	1	1.1%	3	Minivan Dreams blog, thank you
	19,637	905	267	5.1% avg	197	

NBCA Twitter Posts (select samples) #stopthecLOT #spreadtheword

NBCA
@StopTheClot

NBCA proudly unveils its new awareness campaign today in cooperation with @CDC_NCBDDD. bit.ly/1KTC6Aa



RETWEETS 14 FAVORITES 3

6:35 AM - 11 Mar 2015

NBCA @StopTheClot · Mar 16

On average, 1 person dies every 6 minutes due to a blood clot. Don't let that 1 person be you: bit.ly/1Mw3zoQ
#stopthecLOT

27 8

NBCA @StopTheClot · Mar 11

Check out & please share NBCA's new short video re: blood clots: bit.ly/1Ag0SQN #stopthecLOT #spreadtheword



7 3

NBCA @StopTheClot · Apr 2

Could you be at risk for a blood clot?
#stopthecLOT #knowyourrisk
stopthecLOT.org/spreadtheword

STOP THE CLOT, SPREAD THE WORD™

Risk Checklist, Learn Your Risk!

Hospitalization for illness or surgery	Pregnancy, which includes the six weeks after the baby is born
Major surgery, particularly of the pelvis, abdomen, hip, knee	The use of hormone replacement therapy, which contains estrogen
Severe trauma, such as a car accident	Use of birth control methods that contain estrogen, such as the pill, patch or ring
Injury to a vein that may have been caused by a broken bone or severe muscle injury	Obesity
Hip or knee replacement surgery	Confinement to bed
Cancer and cancer treatments	Sitting too long, especially with legs crossed
A family history of blood clots	

If any of these risk factors apply to you, speak with your doctor or healthcare provider about your potential risk for blood clots. To learn more about blood clots, visit: www.stopthecLOT.org

5 2

NBCA @StopTheClot

New to NBCA's #bloodclot awareness campaign w/ @CDC_NCBDDD, this new infographic: bit.ly/1DFxWIM Please RT.

Stop the Clot, Spread the Word™

Blood clots can affect anyone, and blood clots can be prevented.

ON AVERAGE, ONE AMERICAN DIES OF A BLOOD CLOT EVERY 6 MINUTES.

UNDERSTANDING BLOOD CLOTS

A blood clot in one of the large veins, usually in a person's leg or arm, is called a deep vein thrombosis or DVT. When a blood clot like this forms, it can partly or completely block the flow of blood through the vein.

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

A blood clot in the lung is called a pulmonary embolism or PE, and can cause death and requires immediate medical attention.

NBCA @StopTheClot · Apr 3

Blood clot signs & symptoms: Can you name them?
stopthecLOT.org/spreadtheword
#stopthecLOT #knowthesymptoms

STOP THE CLOT, SPREAD THE WORD™

IF YOU EXPERIENCE ANY OF THE FOLLOWING SIGNS OR SYMPTOMS...

Swollen Only in Your Leg or Arm	Swollen Only in Your Lung
CALL YOUR DOCTOR AS SOON AS YOU CAN	SEEK MEDICAL ATTENTION IMMEDIATELY
Swelling of your leg or arm Pain or tenderness that started in an injury Dark skin to where the blood Redness of the skin	Difficulty breathing Chest pain that worsens with a deep breath Coughing or coughing up blood Sudden dizziness or lightheadedness

9 5

NBCA @StopTheClot

@dandelionmoms Thank you so much for helping to #stopthecLOT and #spreadtheword. We appreciate you. go.shr.

dandelion moms

BEAUTIFUL, STRONG

RETWEETS 4 FAVORITES 2

4:50 AM - 28 May 2015

NBCA @StopTheClot · Jun 1

@minivandreams Thank you so much for helping to #stopthecLOT & #spreadtheword. We appreciate you.

Mini Van Dreams @minivandreams

Could you be at ... via: minivandreams.com/could-you-be-a... Learn the signs, symptoms & risks. #stopthecLOT #spreadtheword

RETWEETS 3 FAVORITES 2

5:01 AM - 1 Jun 2015 - Details

Resultant Twitter Engagements (select samples) #stopthecLOT #spreadtheword



Amethyst Health @ScreeningU · Mar 28

Stop The Clot, Spread The Word™, what are the risk and symptoms of a clot? check out this brilliant site @StopTheClot buff.ly/1EAjBNn

3 1



Shievonne Robinson @BBshievshievs · Mar 15

The work that @CDC_NCBDDD @StopTheClot do is amazing in raising awareness of this condition! Although what I personally have is very rare

4 1

[View conversation](#)



Albert @ThatDude_Albert · Mar 15

@StopTheClot Thank you for the follow! Thanks for raising awareness and being a pillar of support and advice! #StopTheClot

1 1



Your Pregnancy @urpregnancy · Mar 11

In recognition of Blood Clot Awareness Month, celebrated in March each year, the National Blood Clot Alliance is... bit.ly/1GGXWE5



Turning Point Dx @TPDiagnostics · Mar 12

#StopTheClot, watch this video, #knowyourrisks: youtu.be/A0gCB9Xpe7k via @StopTheClot, @YouTube #DVT

YouTube

National Blood Clot Alliance Stop the Clot Channel



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 ...



GlatfelterPublicPrac @GPPInsurance · Mar 26

Up to 900,000 people are affected by blood clots every year. See tips to share from @StopTheClot - bit.ly/1F2nQjI

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APSFA @APSFA · Apr 7

Infographic - Stop The Clot, Spread The Word™ fb.me/6sDhbhaT9

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Sanofi US @SanofiUS · Mar 30

MT @StopTheClot 2 days left in Blood Clot Awareness Month. #spreadtheword bit.ly/1yEq65



[View photo](#)



PcRoyston @PCRoyston · Apr 7

I had a multiple bi lateral PE and was lucky to survive. Please be aware of the dangers



NBCA @StopTheClot

New to NBCA's #bloodclot awareness campaign w/ @CDC_NCBDDD, this new infographic: bit.ly/1DFxWIM Please RT.

3 1



EmotionQuotien @emotionquotien · Mar 14

Blood clots claim more lives than AIDS, breast cancer, & car accidents combined. #StopTheClot #SpreadTheWord ow.ly/KdVtf @CDCgov

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VFIS @VFIS · Mar 17

Up to 900,000 people are affected by blood clots every year. See preventable measures from @StopTheClot - bit.ly/1F2nQjI #stopthecLOT

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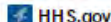
Resultant Twitter Engagements (select samples) #stopthecLOT #spreadtheword

 **Inspire** @teaminspire · Mar 25
RT @StopTheClot: Could you be at risk for a blood clot and not know it? Get the facts: bit.ly/1Mw3zoO
#stopthecLOT #spreadtheword

 **Juzo** @JuzoUS · Mar 17
What's the state of DVT awareness? Stop The Clot explores as part of DVT Awareness Month: stopthecLOT.org/learn_more/dvt...

 **WA Hospital Assoc** @WAHospitals · Mar 18
RT @CDCgov: Blood clots claim more lives than AIDS, breast cancer, & car accidents combined. #StopTheClot bit.ly/1C4RCfy


 **Elaine Schattner** @ElaineSchattner · Mar 12
Blood clot awareness, who knew? very seriously: Stop the Clot, Spread the Word™ @HHSgov - hhs.gov/blog/2015/03/1...


 **HHS.gov**

Stop the Clot, Spread the Word™

Serious blood clots are preventable. Talk with your doctor about your risk and what to do to prevent them.



[View on web](#)

 **Ali** @schmidtallison


 **Following**

Could you be at risk for a blood clot and not know it? Learn more here:

stopthecLOT.org/spreadtheword/...

#stopthecLOT #spreadtheword

5:41 PM - 9 Apr 2015

 **BCRN** @ClotRecoveryNet · Apr 7
Share this. Everywhere. #StopTheClot #SpreadTheWord



NBCA @StopTheClot

New to NBCA's:

@CDC_NCBDC

Please RT.



zestforlife @SonjasSoul

03/12/15

Could you be at risk for a blood clot and not know it? Learn more here:
<http://www.stopthecLOT.org/spreadtheword/> #stopthecLOT #spreadtheword



PublicHlth4Everyone @PHis4Everyone · Mar 17

@NALBOH 1 person dies every 6 mins from a blood clot. Obesity is risk factor.

#stopthecLOT bit.ly/18CrCDB w/ phetoolkit.org



Bloom Life @bloom_life · Mar 19

Risk for blood clots increases with #pregnancy - Stop the Clot, Spread the Word™ 1.usa.gov/1Cu5kjB via @HHSgov



EdithNutescu @EdithNutescu

04/07/15

Could you be at risk for a blood clot and not know it? Learn more here:
<http://www.stopthecLOT.org/spreadtheword/infographic/> ... #stopthecLOT #spreadtheword

**STOP THE CLOT,
SPREAD THE WORD™**



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