NBCA Community “Thrombassadors” is a network of patients, caregivers, and family members committed to spreading blood clot education, awareness and prevention in their communities. In partnership with local organizations, “thrombassadors” share their personal stories—and life-saving information—about blood clots.
Metrics

Total Thrombassadors
Completed Training: 26

- 15 states represented across the country
- Global reach includes additional representation in
  - Canada
  - Scotland
  - Kenya

www.stoptheclot.org
Program Highlights

Total Reach of Thrombassadors: 187,000+ people

- Blood clot lecture to a college exercise class at Southern Illinois University
- Exploring strategic partnership with the Illinois Department of Health
- Amerifest Pageant focusing on a special interview regarding blood clot platform
  - NBCA Thrombassador took National AmeriFest title, and is using this platform to spread awareness about blood clot risks, signs, and symptoms
- Meetings with local councilmen and women about the importance of community blood clot awareness and education programs
- Custom website & support group created in Scotland “Unmask the Clot”
• Distribution of blood clot awareness materials throughout local fitness centers

• Thrombassador interviews featured in local newspaper articles & television networks

• Riding bike across the state of Missouri to raise awareness about blood clots

• Speaking at a high school scholarship ceremony about the signs and symptoms of blood clots

• Countless posts and shares on social media
  ○ One thrombassador has over 30,000 connections on LinkedIn and uses his platform to share life-saving blood clot information
What's Next?

- Next thrombassador training date: August 29, 2022
  - 29 additional people interested in the program
  - Estimated 15 people in attendance

- Q2 Check in: September 8, 2022

- Engage western half of the U.S.