

NBCA Community Thrombassador Metrics Q2

June 10, 2022 - September 8, 2022

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.

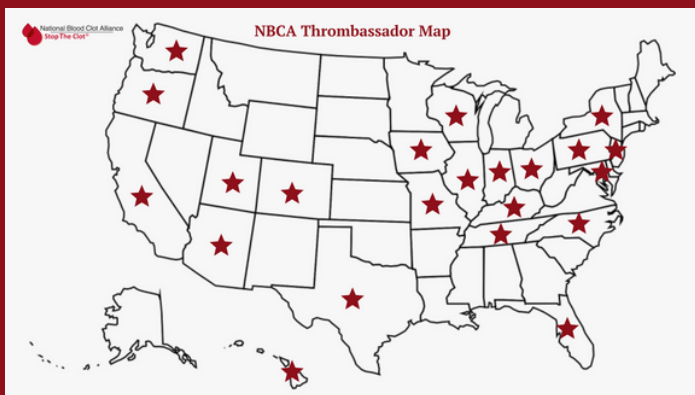
Metrics

Total Thrombassadors
Completed Training: 40

- Q1: 28
- Q2: 12



15% of thrombassadors are African American



- ✓ 22 states represented across the country
- ✓ Global reach includes:
 - Canada
 - Scotland
 - Kenya

Q2 Stats

- ✓ 750 Thrombassador volunteer hours
- ✓ 47 community events
- ✓ 107,494 people reached

Total Program Reach (Feb. – Sept.): 294,949 People

Event Highlights

Total Q2 Reach of Thrombassadors: 107,494 people



- Sharing blood clot story for the first time ever
- Blood clot awareness BBQ
- Clay shoot memorial event to raise awareness about blood clot risk factors for young women
- Farmer's market informational booth
- Church newsletter
- News feature sharing blood clot story
- Winning Miss Voluptuous UK to share blood clot story
- Hanging posters in various gyms
- Presented materials at local township community day
- Awareness bike ride

Populations Reached

Total Q2 Reach of Thrombassadors: 107,494 people

- African-Americans
- Trauma (MVA) patients going into surgery
- People aged 55+
- Medical providers
- Athletes
- Young women on birth control
- Women ages 40+
- African-American women of all ages
- Menopausal women
- Pregnant women
- Post-partum mothers



Partnerships Formed

Total Q2 Reach of Thrombassadors: 107,494 people



- Explored partnership opportunities with Vanderbilt University
- Councilwomen in New York
- Engineers in Action
- AmeriFest beauty pageant
- Germantown Press
- KCCI TV
- Iowa Healthiest State Initiative
- Several local churches
- WBNG Action News
- Local community first responders
- Miss Voluptuous beauty pageant
- "That is Life" magazine

What's Next?

- Thrombassador e-training launch by January 2023
 - 35 additional people interested in the program
- Q3 Check in: December 8, 2022
- Engage southern & western parts of the U.S.



Thank you to our program sponsors:

