

# Social Media Toolkit

## Blood Clot Awareness Month 2023

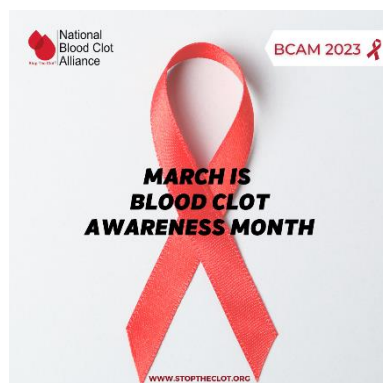
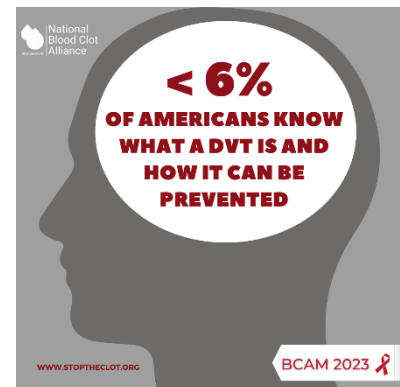
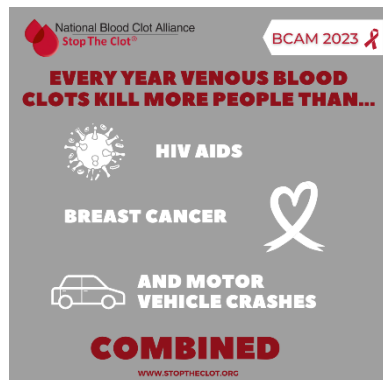
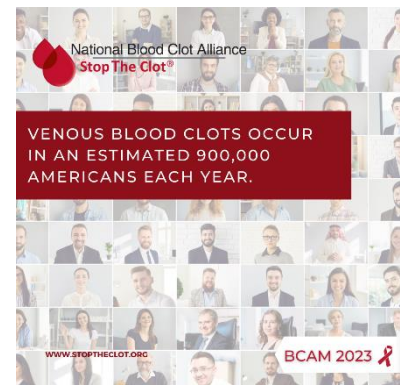
**Don't forget to tag NBCA in your post using @StoptheClot on [Twitter](#), [Facebook](#), & [Instagram](#)!**

Below you will find graphics and text to share with your community during Blood Clot Awareness Month (BCAM). All graphics can be downloaded from our [shared drive](#). Thank you for raising your voice during BCAM to help Stop the Clot®.

### Hashtags

Various suggested hashtags are included with each post. However, always be sure to include:  
 #stoptheclot #BCAM2023 #bloodclotawarenessmonth

## Blood Clot Fast Facts



## Women and Blood Clots

### Birth Control and Blood Clots

Hormonal #birthcontrol, including the pill, patch, and ring increase a woman's risk for life-threatening blood clots. Learn more about birth control methods to reduce or eliminate your blood clot risk by visiting: [www.womenandbloodclots.org](http://www.womenandbloodclots.org)

#stoptheclot #womenandbloodclots #womenshealth #BCAM2023



### Pregnancy and Blood Clots

A blood clot in the lung is one of the most common causes of pregnancy-related death in the United States. If you are #pregnant or planning to become pregnant, talk to your doctor about ways to reduce your risk for blood clots, and develop a #bloodclot #preventionplan. [www.stoptheclot.org/spreadtheword/pregnancy](http://www.stoptheclot.org/spreadtheword/pregnancy)

#stoptheclot #womenandbloodclots #womenshealth #BCAM2023  
#stoptheclotspreadtheword #pregnancy



### Menopause and Blood Clots

#Hormonetherapy for the treatment of #menopause symptoms increases a woman's risk for blood clots. Learn more about how to safely manage symptoms of menopause: [www.womenandbloodclots.org](http://www.womenandbloodclots.org)

#stoptheclot #womenandbloodclots #womenshealth #BCAM2023



## Cancer and Blood Clots

### Cancer Post #1

Did you know that blood clots are the second leading cause of death in cancer patients, aside from cancer itself, and that each year approximately 1 in 200 cancer patients develop a blood clot? If you have been diagnosed with cancer, getting well is your top priority. Learn how #cancer and some of its treatments can put you at risk for a life-threatening #bloodclot. [www.stoptheclot.org/spreadtheword/cancer](http://www.stoptheclot.org/spreadtheword/cancer)

#cancerandbloodclots #cancersucks #stoptheclot #BCAM2023  
#stoptheclotspreadtheword



## Cancer Post #2

1 in 5 blood clots are due to cancer and some of its treatments. Discuss a #bloodclot #preventionplan with your provider:

[www.stoptheclot.org/spreadtheword/cancer](http://www.stoptheclot.org/spreadtheword/cancer)

#cancer #cancerandbloodclots #cancersucks #stoptheclot #BCAM2023  
#stoptheclotspreadtheword



## Cancer Post #3

Cancer can be a difficult diagnosis, with many new and overwhelming things to learn about and manage. Your top priority is to get healthy. This is why NBCA is teaming up with SHARE Cancer Support during Blood Clot Awareness Month to help educate individuals diagnosed with women's cancers on the best blood clot prevention practices. Learn more about our shared initiatives today: [www.stoptheclot.org/events/clotsandcancer](http://www.stoptheclot.org/events/clotsandcancer)

#cancerandbloodclots #cancersucks #stoptheclot #BCAM2023  
#SHARECancerSupport #SHAREtostoptheclot

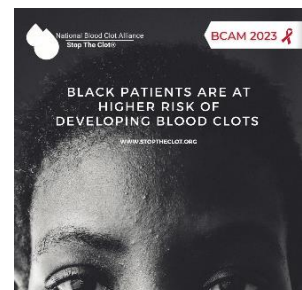


## Health Equity

### Health Equity Post #1

The overall incidence of venous blood clots is 30-60% higher in Black patients compared to White patients. Learn how to protect yourself from blood clots: [www.stoptheclot.org](http://www.stoptheclot.org)

#healthequity #stoptheclot #BCAM2023



### Health Equity Post #2

Studies show that venous blood clots occur differently by race, with Black patients having the highest rates, followed by White patients, and then Hispanic and Asian patients. Learn how to protect yourself from blood clots: [www.stoptheclot.org](http://www.stoptheclot.org)

#healthequity #stoptheclot #BCAM2023



## Blood Clots and Heart Disease

### Blood Clots and Heart Disease Post #1

Did you know that blood clots can damage your heart vessels and valves? This damage is caused by increased strain on the heart due to obstructing blood flow. Learn how to protect yourself from blood clots today:

[www.stoptheclot.org](http://www.stoptheclot.org)

#heartsupport #heartcommunity #stoptheclot #BCAM2023

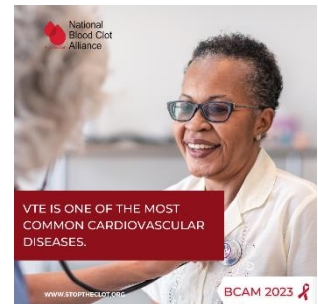


### Blood Clots and Heart Disease Post #2

After #heartattack and #stroke, VTE is one of the most common cardiovascular diseases and impacts people regardless of race, ethnicity, or gender. Learn how to protect yourself from blood clots today:

[www.stoptheclot.org](http://www.stoptheclot.org)

#heartsupport #heartcommunity #stoptheclot #BCAM2023



### Blood Clots and Heart Disease Post #3

Many patients living with cardiovascular disease are unaware of their risk of blood clots, or are unaware of the signs and symptoms that may be present. NBCA and Mended Hearts are teaming up to provide VTE education and support to heart patients and families. Learn how to protect yourself from blood clots today: [www.stoptheclot.org](http://www.stoptheclot.org)

#heartsupport #heartcommunity #stoptheclot #BCAM2023



## BCAM Activities

### 100,000 Reasons Challenge

I am participating in NBCA's 100,000 Reasons Challenge during Blood Clot Awareness Month in honor of the 100,000 lives that are lost each year to preventable blood clots. I plan to **\*insert activity & miles\*** and raise **\*insert fundraising goal\*** register today and join my team **\*insert team name\*** or donate to my fundraiser! Together we can help #stoptheclot

[bit.ly/reasonschallenge23](http://bit.ly/reasonschallenge23)

#racetostoptheclot #BCAM2023 #virtualfitness #onlinefitness #fitnesschallenge



## Film Your Patient Story

Do you have a blood clot story you want to share to help spread awareness? The National Blood Clot Alliance is asking community members to create a 30-second video about their blood clot experience for Blood Clot Awareness Month, or that of a loved one, to help raise awareness about #bloodclots. The videos will be shared on @stoptheclot social media channels throughout the month. Help raise your voice today! [www.stoptheclot.org/film-your-story](http://www.stoptheclot.org/film-your-story)

#stoptheclot #stoptheclotstory #BCAM2023

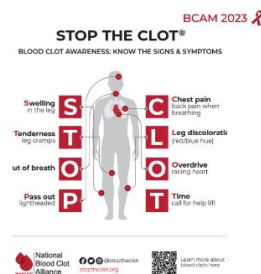


## Life-Saving Resources

### Acronym Poster

Join us in the fight to spread awareness during Blood Clot Awareness Month by downloading this blood clot signs and symptoms poster and distributing it across your local community. Helping others identify the signs and symptoms of blood clots could be life-saving! Download this poster today: [bit.ly/STCacronym](http://bit.ly/STCacronym)

#stoptheclot #BCAM2023 #bloodclotawarenessmonth



### Risk Factor Checklist

Did you know that 274 people die every day from blood clots in the United States? Blood clots are often preventable and treatable when caught early enough. Download this risk factor checklist and discuss your risk for blood clots at your next doctor's appointment. [bit.ly/riskchecklist](http://bit.ly/riskchecklist)

#stoptheclot #BCAM2023 #bloodclotawarenessmonth



### Women's Risk Factor Checklist

Did you know that women have their own unique risk factors for developing a blood clot? Download this risk checklist and share it with the women in your life to protect them through all stages of life – whether it be making decisions about #birthcontrol, planning for a family, or navigating #menopause. Have a plan and know your risk factors. [bit.ly/3w4u4PV](http://bit.ly/3w4u4PV)

#womenshealth #womenandbloodclots #stoptheclot #BCAM2023 #pregnancy

