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

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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”
Program

Highlights Cont.

- 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

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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.
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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

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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

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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:

CardinalHealth  GRIFOLS  The Wawa Foundation  National Blood Clot Alliance Board of Directors

www.stoptheclot.org
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

Total Thrombassadors Who Submitted Q3 Metrics: 21

15% of thrombassadors are African American

✅ 22 states represented across the country

✅ Global reach includes:
  • Canada
  • Scotland
  • Kenya

Q3 Stats

✅ 414 volunteer hours

✅ 44 community events

✅ 54,149 people reached

Total Program Reach (Feb. - Dec.): 349,098 People

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Event Highlights

Total Q3 Reach of Thrombassadors: 54,149 people

- Hosted Virtual 5K and ran a social media campaign fundraiser
- Hosted awareness event through college student health center
- Hosted an awareness booth at a Farmer's Market "Meet and Greet"
- Spoke at Women’s Networking Groups for Entrepreneurs
- Started Blood Clot Awareness podcast
- Hosted awareness table at youth football game
- Posted a QR code with blood clot information on plaque on a bench where a tree was planted in daughters memory
- Spoke to Nursing School Facility
- Authored an article "Rising above Adversity- #STOPTHECLOT" published in a university magazine
High Risk Populations Reached

Total Q3 Reach of Thrombassadors: 54,149 people

- African-Americans
- Those with mobility disabilities
- Pregnant women
- Women of childbearing age
- Individuals navigating Hormone Replacement Therapy
- Native Americans
- Trauma (MVA) patients going into surgery
- People aged 55+
- Medical providers
- Young women on birth control
- Women ages 40+

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Partnerships Formed

Total Q3 Reach of Thrombassadors: 54,149 people

- Councilwomen in New York
- Engineers in Action
- AmeriFest beauty pageant
- Germantown Press
- Davidson College
- Local Maternity Clinics
- Ohio State University
- "Fabulous" magazine
- "That is Life" magazine

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What's Next?

- Thrombassador e-training launch by February 2023
  - 45 additional people on waiting list for program

- Thrombassador Annual Meeting & Awards Ceremony
  - February 23, 2023

- Engage southern & western parts of the U.S.

Thank you to our program sponsors:

Cardinal Health  Janssen  GRIFOLS  The Wawa Foundation

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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.
Total Thrombassadors Completed Training: 40

Total Thrombassadors Who Submitted Q3 Metrics: 17

15% of thrombassadors are African American

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

**Q4 Stats**

- 544 volunteer hours
- 32 community events
- 6,644 people reached

Total Year 1 Program Reach: 355,742 People

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Event Highlights

Total Q4 Reach of Thrombassadors:

- Birthday celebration highlighting blood clots
- Reaching out to local representatives about blood clot awareness
- Shared blood clot resources with physicians
- Coffee shop "clot talk"
- NBCA booth at a Dance Group Vendor Fair

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High Risk Populations Reached

Total Q4 Reach of Thrombassadors:

- African-Americans
- Low-income students
- Women of all ages
- Women of childbearing age
- Latino community
- Medical providers
Partnerships Formed

Total Q4 Reach of Thrombassadors:

- Schneider Electric
- Germantown Press
- Geneva School Board
- Women’s Chamber of Commerce
- Local High Schools
- WaWa Foundation
- Babies and Bumps

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What's Next?

- Thrombassador e-training launch
- Engage southern & western parts of the U.S.

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