



2023

NBCA Community
Thrombassador Program

NBCA COMMUNITY THROMBASSADOR METRICS

MARCH 1 - JUNE 1, 2023

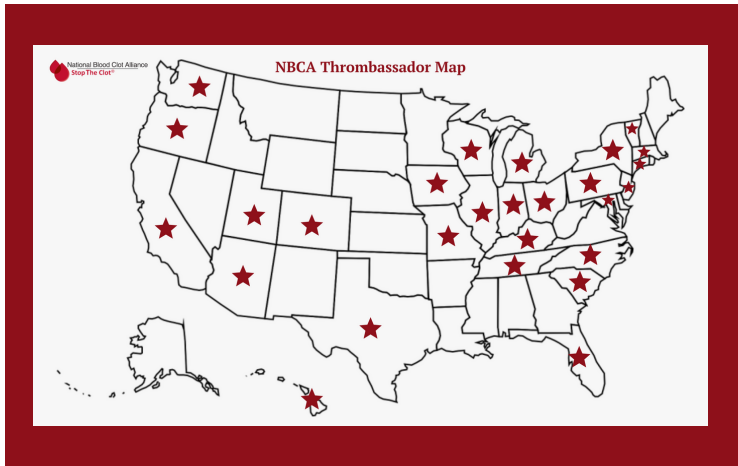


What is the Thrombassador Program?

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



Thrombassadors are represented in 26 states across the country, and in 4 additional countries including:

- Canada
- Kenya
- Scotland
- United Kingdom



66
**Total Trained
Thrombassadors**

*36 Thrombassadors are currently active and reporting metrics



685
**Volunteer
Hours**

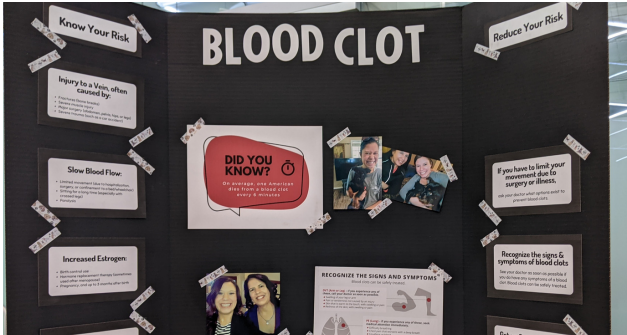


53
**Community
Events**



17,486
**People
Reached**

Event Highlights



- Shared blood clot story with local news channel - ABC 4
- Spoke to local brewery about blood clots
- Hosted a "Stop the Clot® - What Every Healthcare Professional Should Know" watch party with St. Thomas University students
- Represented NBCA at JLC Fashion Show
- Hosted a social media campaign to followers
- Shared handouts and information with a childbirth educator, lactation consultant, family therapist, and motherhood specialist
- Shared personal blood clot story at a women's lunch
- Gave an educational talk to running group
- Conducted an interview with local university communications department to share blood clot story
- Provided blood clot information in a church newsletter
- Set up a booth at a performance hosted by Ensemble Español
- Spoke to newly graduated students about blood clot risk
- Encouraged a co-worker to seek further testing for blood clots - who ended up having elevated d-dimer and was immediately sent for further screening for blood clots

"I connected with a local business that offers various motherhood services and classes. They were eager to display my printed materials on blood clot risks for pregnant and postpartum mothers, as well as general risk factors and NBCA resources. I also plan to speak briefly during the childbirth educator's sessions to raise awareness about blood clot signs, symptoms, and risks during and after pregnancy. Building this relationship has inspired me to extend my outreach to other businesses in the area, especially OB/GYNs and midwifery offices."

Populations Reached



- Women of childbearing age
- Teenagers who vape
- Those using birth control
- People who have Factor V Leiden
- African American nursing students
- Oncologists
- Older women
- PA students
- Post-partum women
- Pregnant women
- Breast cancer patients
- Immunocompromised patients
- Runners
- Hispanics
- African Americans



"I had the opportunity to speak at a Black Health Fair hosted by a local church. The event was a great success, and we were invited to return on June 10, 2023, to further raise awareness of blood clots among approximately 500 attendees. This was particularly significant as we reached a high-risk group of individuals and provided crucial information about blood clot risks."

Partnerships Formed

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Nova Boutique



- First Baptist Church of Guilford
- Red Cross
- Shades Brewery
- Utah Pagan Market
- Santa Barbara Cottage Hospital
- OSU Hematology Service
- Forth Valley Hospital
- Sun Newspaper
- Orlando Health
- Several Local TV Stations
- United Methodist Church of Belvidere
- Village of Park Forest Illinois
- Keystone Transport
- Fitzgerald Mercy Hospital
- University Hospitals Portage Family Safety Event
- AmeriFest
- Corvette Troy
- VOSH Church
- Don Bosco Catholic Church
- Junior League of Cincinnati

"I connected with the OSU Hematology Service Line Administrator to encourage them to offer NBCA's New Patient Resource Guide in their hematology offices to blood clot patients!"

Thank you to our program sponsors:



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