



2023

NBCA Community
Thrombassador Program

NBCA COMMUNITY THROMBASSADOR METRICS

SEPTEMBER 2 - DECEMBER 31, 2023

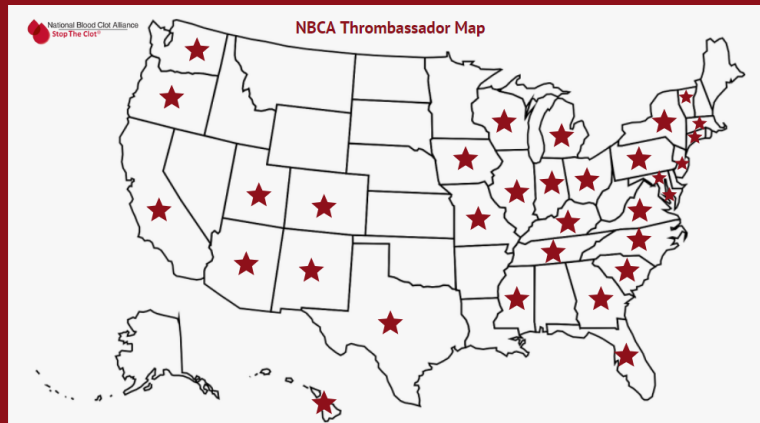


What is the Thrombassador Program?

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 32 states across the country, and in additional countries including:

- Canada
- Kenya
- United Kingdom



94
Total Trained
Thrombassadors

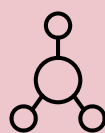
*48 Thrombassadors are currently active and reporting metrics



318
Volunteer
Hours



51
Community
Events/Activities



69,903
People
Reached

Events Overview



- GotSneakers fundraiser
- Speaking 1:1 with family members about blood clots
- Blood clot education provided at a health and safety event at an outpatient clinic
- Speaking about NBCA/blood clot awareness on podcasts
- Providing educational content at church events
- Education provided at a Junior League Seminar
- Education provided at a Disco event
- Connections made with local state legislators
- Spoke to a sorority about blood clot risks
- Spoke to cancer patients about blood clot risks
- Hosted a Stop the Clot Fun Run
- Giving Tuesday fundraiser for NBCA
- New Patient Guides distributed to hospitals and clinics across the United States
- 2nd Annual Memorial Clay Shoot spreading blood clot awareness
- Hosted NBCA booth at a college community health fair
- Awareness materials distributed to chiropractors offices
- Awareness flyers distributed at local food stores and pharmacies
- Community education spread at a local library
- Conversations with patients undergoing surgery
- NBCA acronym poster shared to women and medical groups
- Spoke about blood clot story at graduations and church events
- Yoga Flow fundraiser for NBCA
- Educational luncheons and holiday festivals/parades spreading blood clot awareness

Event Highlights

“People reached out to me via messenger with concerns about the signs and symptoms of blood clots after they read my experience via social media.”

“A highlight of being a thrombassador was knowing that I encouraged someone to call an ambulance when she was experiencing blood clot symptoms, and it saved her life!”

“I started including awareness materials with every order I send out through my business.”

“I found that more people adhere to the message of blood clots because more and more people have either had or know someone with a blood clotting experience.”

“I spoke with 4 people in the healthcare community, 2 doctors specifically admitted to me that they likely would have missed my sisters case. They thanked me for my speech, and took some information, promising to speak to their clinics about my story, our mission, and to never let a misdiagnosis happen again.”

“Sharing my story and information with physicians is always a highlight of being a Thrombassador, since most of them aren’t aware of NBCA or the patient resources they provide.”

“I have loved meeting other blood clot survivors through my awareness activities.”

“I am a human billboard, I often wear a Stop the Clot shirt while I am out, and while I was out shopping I encountered a lady who survived 3 PE’s. She screamed across the store that she loved my shirt and needed one herself. We began talking and exchanged information. I sent her a shirt and awareness information to share with her network. It’s moments like these that keep me going.”

“It was great seeing athletes respond to their risk for blood clots and the importance of asking ER physicians about blood clots if they have recently traveled or had an injury.”

“I have noticed wearing blood clot awareness shirts easily spark conversations about blood clots.”

Populations Reached



- Women of childbearing age
- Pregnant/postpartum women
- Women on hormone replacement therapy
- BIPOC community (Black, Indigenous, People of Color)
- Those who are overweight
- Smokers
- Those with mobility disabilities
- Healthcare providers
- Older & younger populations
- Athletes
- Hospitalized patients
- Cancer community
- Caregivers of people with terminal illness
- People with ports

“I started conversations with women in my family, my church and social circles. I let them know that I am a Thrombassador and that I plan to share my blood clot story with them soon.”

Partnerships Formed

- GYN providers
- University Hospitals
- Junior League
- Charities Guild
- College Sororities
- Morris Essex Magazine
- Utah Pagan Chronicle
- AFC Urgent Care
- Lenoir City Chamber of Commerce
- Chiropractic Offices
- Staff at Giant Pharmacy
- Vascular Department at UPMC Shadyside
- Waterbury Community Library
- Germantown Press
- AmeriFest
- Birth Trauma Mama Podcast
- Wild Root Yoga
- Truck Driving Company

"I am working with someone that does the monthly safety training for approximately 1200 truck drivers within the company. He has agreed to focus on blood clot awareness for his next meeting."

"I distributed some New Patient Guides to the Vascular Department at a local hospital. I also contacted a hematologist and sent him a personalized letter introducing NBCA, and gave him a New Patient Guide to see if he'd be interested in distributing those among his patients."

"I have formed a relationship with 5 charities and in April 2024 I will be part of ladies lunch group to talk about my blood clot story to empower others."

Thrombassador Testimonies

"Being a Thrombassador means everything to me. I am always looking for ways I can do more and be more present on social media." - Kristin Billings

"It is my sincerest desire to keep other young people from ending up in the hospital like I did." -Josie Doefer

"I have always said, "saving a life is like saving a million." Arshell - Brooks Harris

"I feel that it is my responsibility to educate my community on blood clot awareness. I am responsible for what I know." -Taliaia Bryan

"I've grappled with a sense of helplessness due to my disorders for 17 years since my diagnosis. For the first time, I sense that resources, improvement, and fellowship are within closer reach than ever before, all thanks to awareness being championed by NBCA." - Lisa Williams

"Being a Thrombassador means the world to me as I get to help educate and advocate for blood clot survivors like myself." -Jacarra Lampkin

"To me being a thrombassador is an empowering tool to help the people I love, the people in my community, and the people that might one day go on to become the next leaders and world changers in our community. It is such a gift to be able to turn grief into hope, to share my pain and know that people will remember that pain, remember my story, and keep that hope alive that it never happens again to another person." - Heather Dupaix

"I love being able to connect with a population often overlooked, pregnant women! While it is a time of overwhelming joy and excitement, we as moms, often forget to take the time to listen to our bodies and to prioritize our health." - Heather Beissel

"Being a Thrombassador means a great deal to me because I am passionate about raising awareness of blood clots and the signs and symptoms." -Maricatherine Mullaney

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"With increased awareness and education we can contribute to the field of science for better outcomes for those impacted by blood clots." -Cassandra Kelly

"Nothing is impossible after blood clots." - Chantelle McSharry

"I'm a Thrombassador because I want people to be able to recognize the signs and symptoms of blood clots quickly. A prompt diagnosis is not only fundamental, but it can also mean the difference between life and death." -Clara Bueno

"Being a Thrombassador allows me to provide the support and awareness that I wish I had when I had my first clot almost 20 years ago. No one fights alone." -Brittany Rolan

"There are moments in life when you realize nothing will ever be the same. Surviving a bilateral PE has changed the way I view life. I wouldn't have succeeded physically & emotionally without the help of NBCA. I owe it to NBCA to pay it forward & I intend to." -Kristie Fox

"I never anticipated blood clots would become part of my birth story. When I was diagnosed with DVTs and PEs provoked by childbirth, I was so thankful to find the NBCA and the community of support within the organization. As a blood clot survivor, It is my goal as a thrombassador to spread education and awareness to those who may need it, and provide that same sense of community to others that NBCA provided me." - Hannah Lipton

"Being a Thrombassador is life!" - Jennifer Vega

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