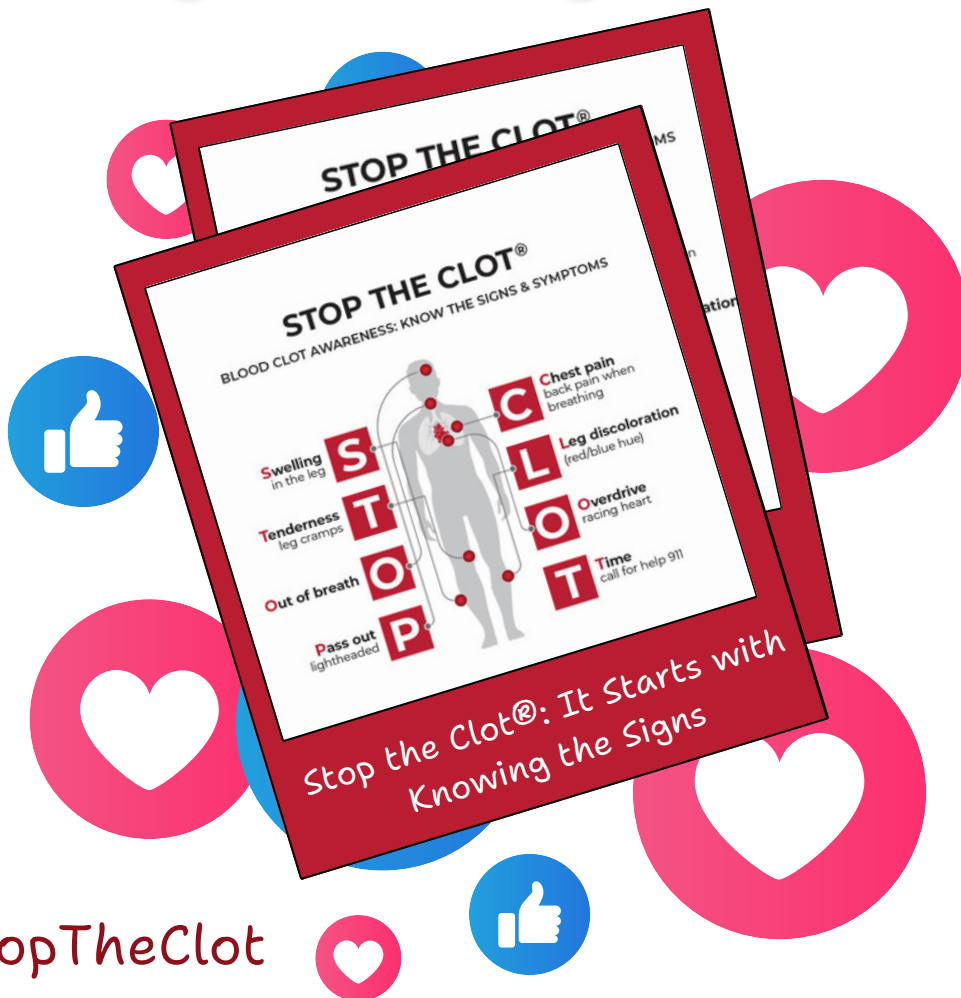


SOCIAL MEDIA TOOLKIT & ACTION GUIDE

BLOOD CLOT AWARENESS MONTH – 2024

STOP the **CLOT**:
Recognize the Signs, Save Lives



#StopTheClot
#BCAM2024
#BloodClotAwarenessMonth

    
@stoptheclot

Shareable social media graphics

Below are graphics and text to share on your social platforms during BCAM.

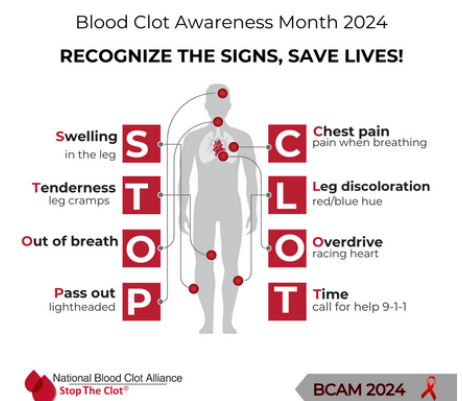
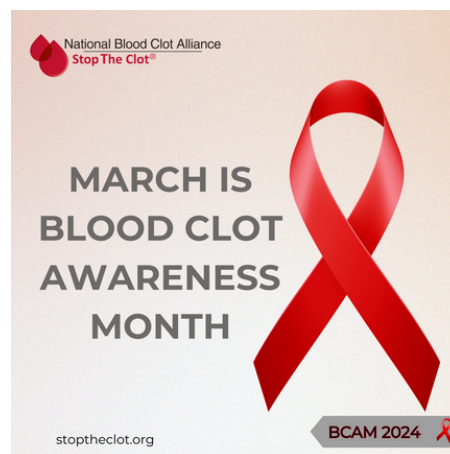
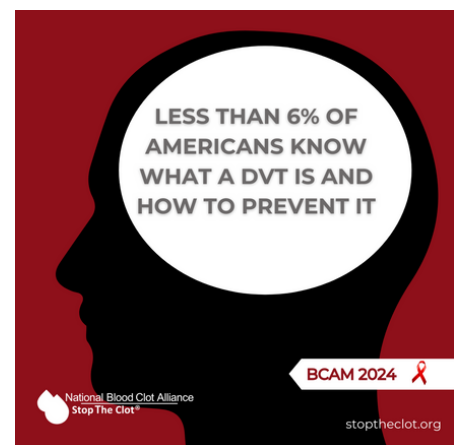
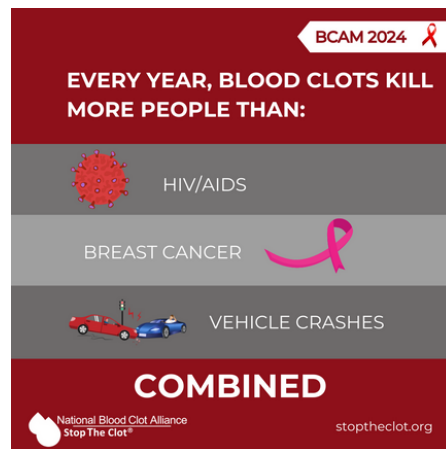
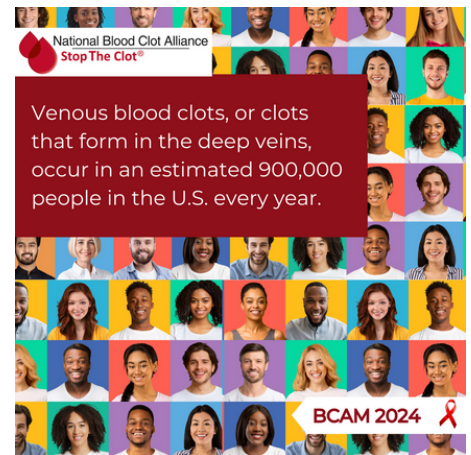
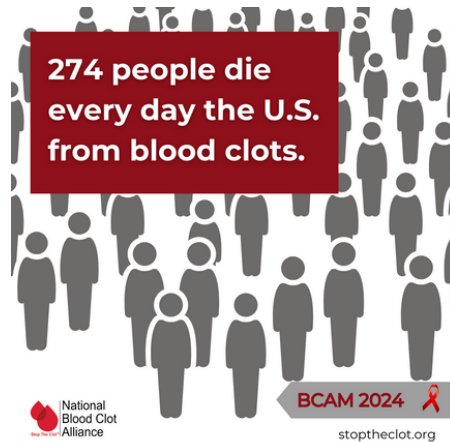
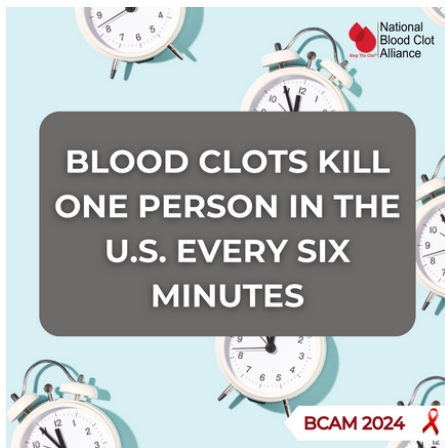


Tag @StopTheClot on social media and use these hashtags:

#StopTheClot #BCAM2024 #BCAM #BloodClotAwarenessMonth

Blood Clot Fast Facts

[Download all BCAM graphics.](#)



Know the Signs and Symptoms of Blood Clots

Tag @StopTheClot on social media and use these hashtags:

#StopTheClot #BCAM2024 #BCAM #BloodClotAwarenessMonth

[Download all BCAM graphics.](#)

STOP the CLOT:
 Recognize the Signs, Save Lives

SWELLING
 in the arm or leg

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

TENDERNESS
 & leg cramps

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

OUT OF BREATH

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

PASSING OUT
 & lightheadedness

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

CHEST PAIN
 & back pain when breathing

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

LEG DISCOLORATION

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

LEG DISCOLORATION

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

OVERDRIVE
 racing heart

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

STOP the CLOT:
 Recognize the Signs, Save Lives

TIME
 to call 9-1-1

STOP THE CLOT®
 BLOOD CLOT AWARENESS: KNOW THE SIGNS & SYMPTOMS

S Swelling in the leg
T Tenderness in the leg
O Out of breath
P Pass out (lightheaded)

C Chest pain (sudden pain when breathing)
L Leg discoloration (red, blue, white)
O Overdrive racing heart
T Time (Call for help 911)

National Blood Clot Alliance

Women and Blood Clots Graphics, captions and hashtags



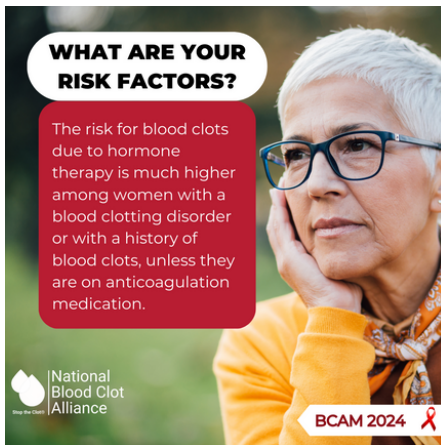
Birth control methods that contain estrogen can place a woman at an increased risk for blood clots. Before starting an estrogen-based contraception, make sure to know your risk for blood clots. This risk assessment tool can help you evaluate your risk: bit.ly/clotrisksforwomen

#stoptheclot #bcam2024 #bcam #womenshealth #womenandbloodclots



A pulmonary embolism, or blood clot in the lungs, is associated with 10-15% of pregnancy-related deaths in the U.S. Women who have a family history of blood clots or blood clotting disorders should work with their doctor to develop a blood clot prevention plan during pregnancy and postpartum. Learn more: bit.ly/pregnancy-childbirth

#stoptheclot #bcam2024 #bcam #womenshealth #pregnancy



Hormone therapy for the treatment of menopause symptoms increases the risk of blood clots up to three-fold. That risk is increased for people with a family history of blood clots or clotting disorders. Before starting hormone therapy, tell your doctor if you have a history of blood clots and ask if an anticoagulant to counteract this risk is an option for you. Learn more: bit.ly/HRT-Risk

#stoptheclot #bcam2024 #bcam #womenshealth #menopause



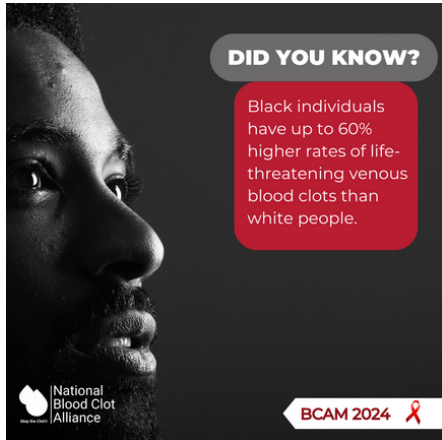
Some transgender women use estrogen as part of their hormone therapy for gender affirmation. Estrogen helps transgender women align their bodies with their female gender identity. However, it comes with the risk of blood clots. Before starting hormone therapy, tell your doctor if you have a history of blood clots and ask if an anticoagulant to counteract this risk is an option for you. Learn more: bit.ly/HRT-Risk

#stoptheclot #bcam2024 #bcam #womenshealth #hrtrtransgender

[Download all BCAM graphics.](#)

Health Equity, Cancer and Heart Disease

Graphics, captions and hashtags



Research shows that Black individuals have up to 60% higher rates of life-threatening blood clots than white people. Learn more:

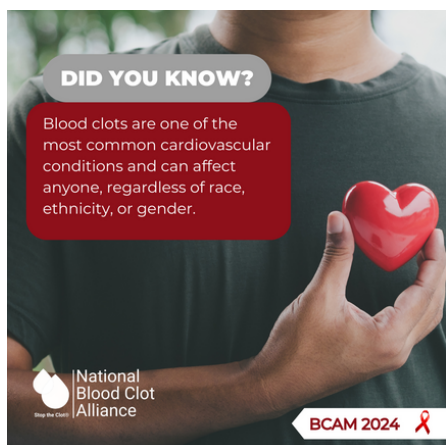
bit.ly/blackamericansrisk

#stoptheclot #bcam2024 #bcam #healthequity



Certain types of cancer, particularly ones affecting the pancreas, stomach, brain, lungs, uterus, ovaries, and kidneys, as well as blood cancers, such as lymphoma and myeloma, further increase the blood clot risk. If you or a loved one have been diagnosed with cancer, learn the signs and symptoms of blood clots and speak to your healthcare provider about how to prevent them. Learn more: bit.ly/clots-cancer

#stoptheclot #bcam2024 #bcam #cancerandbloodclots



Blood clots are one of the most common cardiovascular conditions, after heart attack and stroke. Blood clots can obstruct blood flow, causing strain on the heart and potentially damaging heart vessels and valves.

Learn more: stoptheclot.org

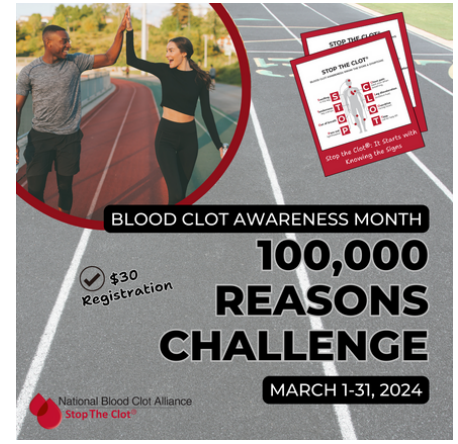
#stoptheclot #bcam2024 #bcam #heartdisease

[Download all BCAM graphics.](#)

BCAM Activities

100,000 Reasons Challenge

Graphics, captions and hashtags



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 #BCAM2024 #BCAM #RaceToStopTheClot #100000ReasonsChallenge

bit.ly/100KChallenge24

[Download all BCAM graphics.](#)

BCAM Activities

Share Your Blood Clot Story in Writing

Help to spread the word about the signs and symptoms of blood clots by sharing a written narrative of your experience. We will share these stories throughout the month of March and beyond.

Submit: stoptheclot.org/share-your-story





BCAM Activities

Share Your Blood Clot Signs and Symptoms on Social Media

Assist us in raising awareness by creating a short video describing the signs and symptoms you experienced and tagging @stoptheclot. We will reshare throughout the month.

Sample script: *Every six minutes, someone dies of a blood clot. Knowing the signs and symptoms can save lives. My blood clot signs and symptoms included (describe your symptoms). Know the signs and stop the clot!* Use these hashtags: #stoptheclot #bcam2024 #bcam



Submit Your Loved One's Blood Clot Story in Writing

We wish to pay tribute to the memory of the 100,000 individuals who lose their lives annually due to blood clots. We invite you to join us in commemorating those who have passed. If you have lost a loved one to a blood clot, consider sharing their story with us. We will share these stories on our website and on our social media platforms to help increase awareness about blood clots. To learn more and to submit your loved one's story: bit.ly/BCAMTribute



Contact Your Congressional Reps

There is little federal funding for blood clot education and awareness efforts in the U.S. We are on a mission to change that, and we need your help. We are urging Congress to unlock funding for an expansion of educational and awareness programs to reach more people with life-saving information about blood clots.

Take Action: bit.ly/clotadvocate

