



2024

NBCA Community
Thrombassador Program

NBCA COMMUNITY THROMBASSADOR METRICS

JANUARY 1 - MARCH 31, 2024



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 34 states across the country and additional places including:

- Canada
- Kenya
- Uganda
- Europe
- United Kingdom



114
**Total Trained
Thrombassadors**

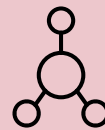
*42 Thrombassadors reported active metrics this quarter



570
**Volunteer
Hours**



54
**Community
Events/Activities**



282,323
**People
Reached**

Events Overview



- Spoke with students at a local high school
- Taught the signs and symptoms of blood clots to church congregation members
- Provided education at outpatient clinic health and safety event
- Met with Congress in Washington DC to help raise blood clot awareness
- Partnered with local pharmacies to raise awareness
- Made connections with state legislators
- Gave the keynote speech at community health fair event
- Educated a group of women about blood clot risk factors
- Hosted a social media event that reached 1,800 people
- Participated in the 100,000 Reasons Challenge
- Distributed New Patient Guides to hospitals and clinics across the United States
- Spoke to college sorority group on risk factors for women
- Spoke about blood clots at a local community hall
- Published an article in the local paper to raise blood clot awareness
- Distributed awareness flyers throughout the local community
- Delivered community education presentation for Lifestyle Medicine Group of Healthy Aging for Women
- Conducted conversations with patients undergoing surgery
- Shared NBCA acronym poster with women and medical groups
- Spoke about blood clot story at graduations and church events
- Held an educational event and donated \$4,000 to NBCA from Knotty Leopard Designs sales

Event Highlights

"Re-upped our scholarship at Mer's high school where her story is told to 500-600 students at the commencement."

"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!"

"Responses from my family and friends has been tremendous. I have received feedback that expressed the new awareness."

"Meeting with Leslie and Kelly Keisling in Nashville to start the process of introducing a law for monitoring and surveillance of blood clots in Tennessee."

"I love being a Thrombassador! It gives me purpose and that is something I really need as I am unable to work due to blood clots. I truly can't believe how little information is out about blood clots! It pushes me to make people listen and understand the risks, signs, and symptoms. "

"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."

"The amount of people who have come to me to share their story is really worth doing what I do when sharing my story."

"After my keynote speech at the health fair, I was approached by a woman who shared her blood clot story with me. Post-flight, misdiagnosis, ignoring her own symptoms, etc. She said her will to live and get healthy again was motivated by her precious granddaughter. She reminded me about gratitude, a purpose-driven life, and faith."

"Explaining the relationship between stroke and clots as the two deceased suffered this effect. Most people have never understood the relationship/interconnection between the two."

"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)
- Hospitalized patients
- College students
- Those with mobility disabilities
- Healthcare providers
- Older and younger populations
- Young population of LGBTQ community on hormone blockers
- Medical professionals
- Young women on contraceptives
- State legislators and Congress

“As a Thrombassador, I am committed to educating and empowering my community about the risks and prevention of blood clots, ultimately striving to save lives and improve public health. Being a Thrombassador means being a catalyst for positive change, raising awareness, and fostering a supportive network for those affected by this critical health concern.”

Partnerships Formed

- OB-GYN providers
- University hospitals
- Yale Smilow Hematology
- Newspaper in Kenya
- College sororities
- UBS Group
- Utah Pagan Chronicle
- AFC Urgent Care
- Delta Sigma Theta Sorority
- Chiropractic offices
- North Jersey Alumni Chapter
- Kohler Mira
- DC Public Library
- Junior Leagues
- Charities Guild
- UVM Medical Center Hematology
- Utah Pagan Marketplace

“Formed a strong partnership with the owner of the Pagan Chronicle as well as the owner of the larger Pagan Market (who reaches between 3,000-5,000 people at her events).”

“Working with the Yale Smilow hematology group on investigation into genetic factors causing thrombosis for multiple members of my family. Supporting Yale staff on organizing third phase of whole exome sequencing testing focused on SERPINC1 and antithrombin deficiency”

“Excellent conversations with health care physicians on lifestyle risks of blood clots, particularly for women with a goal of aging well. I appreciate that they value my experience and want to learn from it.”

Thrombassador Testimonies

"Saving ONE life is like saving a MILLION LIVES!"

-Arshell Brooks-Harris

"I am at happy that I've been able to tell my story to my fellow Kenyans and am also happy that we have a WhatsApp blood clot awareness group"

-Esther Mwangi

"Surviving an invisible disease means equipping visible people with visible information for survival."

-Grace Kinyanjui

"Attending Capitol Day on the Hill with NBCA was life-changing. I was able to tell my story to members of Congress and advocate for blood clot awareness."

-Jacarra Lampkin

"Being a Thrombassador means being heard. It also means that I have the opportunity to turn my difficult life experience into something that could save the life of someone else. It means more moms going home to their newborns and families."

-Heather Beissel

"As a Thrombassador and a future nurse, I take pride in empowering the community with crucial knowledge on preventing blood clots. It is a great honor to make a positive impact and contribute to the well-being of others."

-Megan Sloyer

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-Kristie Fox

"Being a Thrombassador and being able to spread awareness as a survivor means the world to me!"

-Kristin Billings

Thank you to our program sponsors:

