

# NBCA COMMUNITY THROMBASSADOR OUTREACH SUMMARY

OCTOBER 1 - DECEMBER 31, 2024



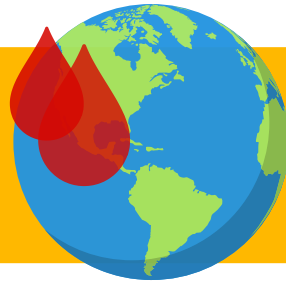
## What is the Thrombassador Program?



**NBCA Certified 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.**



## Thrombassadors Volunteer Around the Globe



### Thrombassador US Map



Updated Dec. 2024

Thrombassadors are engaging in community outreach in 40 of the 50 states nationwide and 1 territory.

#### States Needed:

- Alaska
- Delaware
- Kansas
- Montana
- Nebraska
- Nevada
- North Dakota
- South Dakota
- West Virginia
- Wyoming

Thrombassadors also conduct outreach in 9 countries outside of the United States, which are listed below.

- Australia
- Belgium
- Canada
- Germany
- Scotland
- Ireland
- Kenya
- North Macedonia
- Uganda

## Fourth Quarter Thrombassador Events & Activities



- Shared several Stop the Clot resources with a family member diagnosed with a blood clot.
- Provided patient resources to patients.
- Shared resources with victims of Hurricane Helene.
- Spoke to fellow Career Institute staff members about blood clots and risk factors.
- Provided patient advocacy for 2 recently diagnosed patients.
- Partnered with local pharmacies
- Made connections with state legislators
- Provided ongoing Outpatient DVT Rapid Response Program in our community.
- Educated a group of women about blood clot risk factors over coffee
- Appeared on TV news and in newspapers around the world
- Featured guest podcasts to share my story and life-saving information.
- Spoke to healthcare professionals about blood clots from the patient perspective.
- Speaking with co-workers in the workplace
- Distributed awareness flyers throughout the local community
- Educated fellow veterans on how to identify the signs and symptoms of blood clots.
- Shared blood clot education and my story on several private groups on social media pages and supported patient advocacy.
- Spent the day educating the staff of UH Portage about blood clots.
- Hosted an awareness table in a local hospital
- Tabled event to network with healthcare professionals



## Thrombassadors Sound the Alarm Within Their Communities!

WHERE

Canada



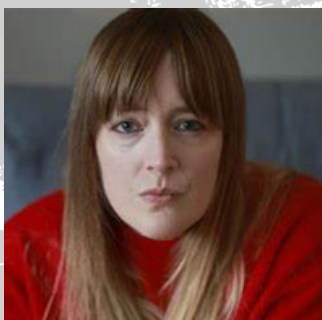
I created consciousness at my job, team mates and customers, about this condition that is not considered as a threat in work environments.  
-Thrombassador Alejandra

California



Hosted a stop the clot family fun run. Was able to share my story with family and friends + share learning materials and spread awareness about blood clots. Had a lot of great conversations about blood clots and it seems like everyone I talked to had at least someone in their immediate or extended family that has been affected by blood clots.  
-Thrombassador Mat

Ireland



I have reached a lot of community members in Ireland and the UK by sharing my story via 3 major media outlets as well as promoting NBCA's mission.  
- Thrombassador Lizzie

Michigan

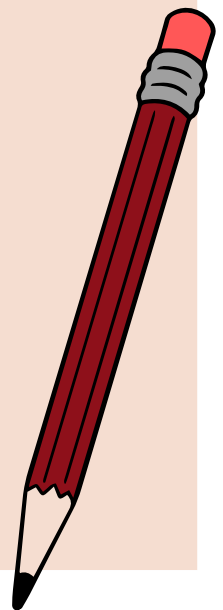


I shared my personal story at a tech event in NYC, educating young developers on the risks of blood clots and things they can do to help prevent clots, such as frequent moving and hydration.  
- Thrombassador Hazel

## Populations Reached Through Thrombassador Efforts



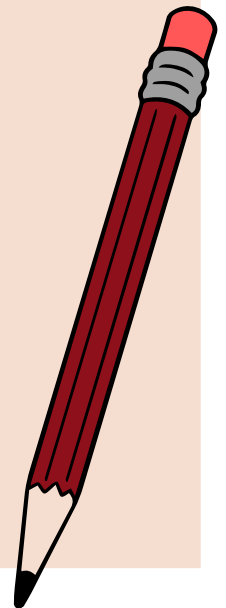
- Women of childbearing age
- Pregnant/postpartum women
- Women on hormone replacement therapy
- BIPOC community (Black, Indigenous, People of Color)
- Hospitalized patients
- College students
- Athletic Trainers
- Healthcare providers
- Older and younger populations
- Young athletes
- LGBTQ community
- Medical professionals
- Young women on contraceptives
- State legislators



## Thrombassador Formed Partnerships

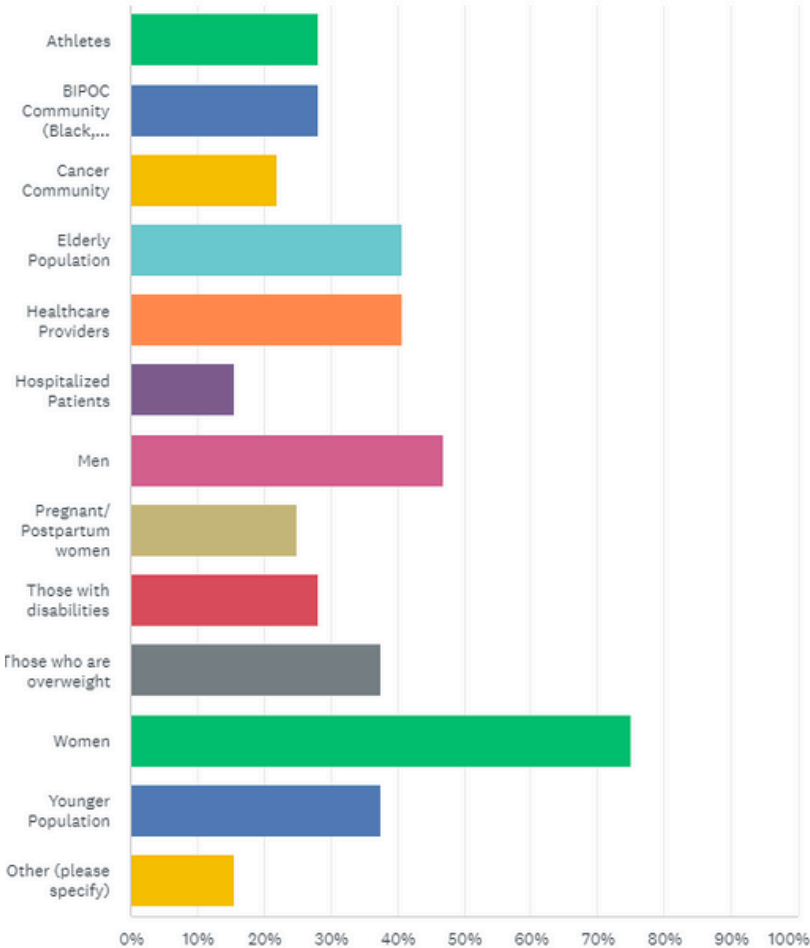


- Recreation Centers
- Cincinnati Children's Hospital
- High schools and middle schools
- Irish Independent Newsmedia
- College sororities
- Local churches
- Entrepreneur Support Group
- Furman University
- Chiropractic offices
- Local Library
- Northeast Florida VA Clinics
- UH Portage
- Utah Pagan Marketplace
- Orthopedic Care Clinics
- Primary Healthcare Providers
- Career Institute





## Populations Reached



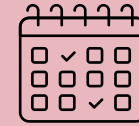
**167**

**Total Trained  
Thrombassadors**



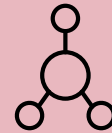
**832**

**Volunteer Hours**



**74**

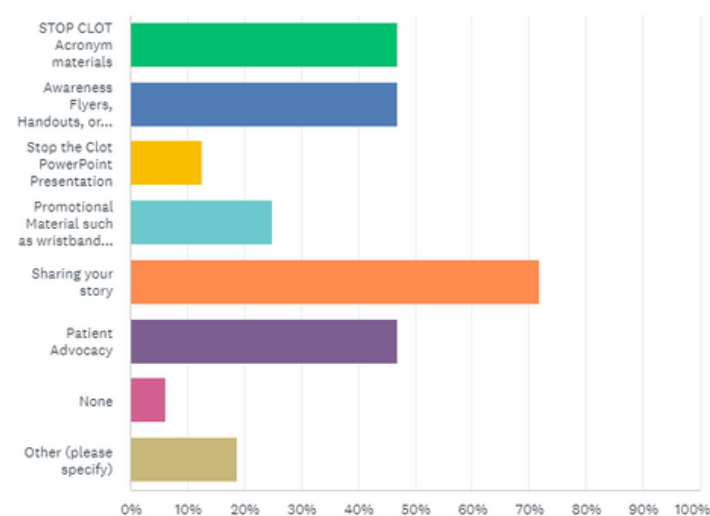
**Community Activities**



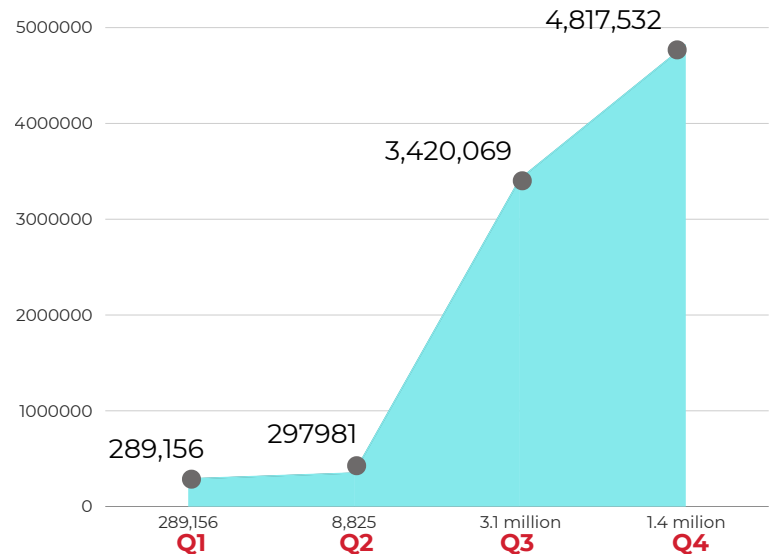
**1,397,463**

**People Reached**

## Awareness Materials Used



## Thrombassador Quarterly Outreach



## A message from the Thrombassador Program Manager



Thrombassadors,

Congratulations on a fantastic fourth quarter and an outstanding year of outreach! Your dedication to Stop the Clot has resulted in reaching 1.4 million people in the fourth quarter and a total of 4.8 million globally in 2024!

As we continue to perform outreach, I would like to encourage all Thrombassadors to participate in the following opportunities next quarter:

- **Thrombassador Mentorship and Connections:** Learn from fellow Thrombassadors to take your outreach to the next level by joining our private Thrombassador Facebook Group or by connecting with other Thrombassadors in the newly established "Community Thrombassador Network List" within the Thrombassador Share Drive.
- **Social Media:** Increase Blood Clot Awareness on social media by sharing your story, prevention tips, upcoming PEP Talks, signs and symptoms, or statistics. Tag the NBCA @stoptheclot and use hashtag #stoptheclot when sharing your post.
- **Recruitment:** Thrombassadors currently volunteer in 40 states across the nation. Let's work together to grow our program and achieve presence in all 50 states. By doing so, we can educate communities with life-saving information who are less aware of the dangers blood clots.

On behalf of the National Blood Clot Alliance, thank you for your amazing efforts and commitment to sharing life-saving information.

*Stephanie Martinez*

Stephanie Martinez, MA, CHES  
Thrombassador Program Manager

A special thank you to our sponsors



stoptheclot.org