

# MISSISSIPPI

## Blood Clot Awareness Bus Tour

Presented by the National Blood Clot Alliance

**Jackson** ♦ **Greenville** ♦ **Columbus** ♦ **Gulfport** ♦ **Pascagoula** ♦ **Oxford**  
(5/18) (5/19) (5/20) (5/21) (5/22) (5/25)



**EDUCATION • PREVENTION • EARLY DETECTION • BETTER OUTCOMES**



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## PURPOSE OF THE TOUR

The Mississippi Blood Clot Awareness Bus Tour is a mobile health education initiative that brings lifesaving education, prevention resources, risk identification tools, and treatment awareness directly to communities across the state.

## WHAT THE TOUR AIMS TO ACCOMPLISH

- ◆ Increase awareness of blood clot signs, symptoms, and risks
- ◆ Reduce delayed diagnosis, a major contributor to preventable deaths
- ◆ Equip communities with practical tools to advocate for care
- ◆ Connect residents with local healthcare resources and providers
- ◆ Address health disparities, particularly in rural and Black communities

## WHO IS INVOLVED

- ◆ National Blood Clot Alliance (NBCA)
- ◆ Local hospitals and health systems
- ◆ Community organizations and churches
- ◆ Public health leaders
- ◆ Patient advocates and survivors
- ◆ Industry partner: Penumbra



## MISSISSIPPI TOUR STOPS



stoptheclot.org

**May 15-17**  
Churches & Community Health Stops  
*Exact locations / dates TBD*

**May 18: Jackson**  
Baptist Mississippi Medical Center

**May 19: Greenville**  
Delta Regional Hospital

**May 20: Columbus**  
Baptist Memorial Hospital Golden Triangle

**May 21: Gulfport**  
Memorial Hospital Gulfport

**May 22: Pascagoula**  
Singing River Health Pascagoula

**May 23-24**  
Churches & Community Health Stops  
*Exact locations / dates TBD*

**May 25: Oxford**  
Baptist Memorial Hospital - North Mississippi

## EVENT AGENDA

### Attendees will be empowered with life-saving information:

- ◆ How to spot the signs and symptoms of blood clots
- ◆ Risk factors and prevention strategies
- ◆ Why certain populations, like Black Americans, face higher risks
- ◆ Firsthand stories from blood clot survivors
- ◆ Live Q&A sessions with clinical experts

### SPECIAL FEATURE

#### Hands-on vascular demonstrations to:

- Show how DVT is detected
- Build trust in diagnostic processes
- Educate clinicians and community members



**Led by clinical expert, Julie Cardoso, RDCS, RVT, RPhS  
Founder and CEO of Universal Ultrasound**

## A STATE FACING ONE OF THE NATION'S MOST SEVERE HEALTH ACCESS CRISES

Mississippi is home to some of the most medically underserved regions in the United States—particularly across the Delta—where systemic barriers to care are among the most extreme in the country.

- ◆ **All or part of all 82 counties** are designated as medically underserved
- ◆ Mississippi ranks **50th in the nation for physicians per 100,000 people**
- ◆ Three counties have **no primary care physician at all**  
While **53% of residents live in rural areas**, only **35% of primary care providers practice there**

This imbalance creates vast gaps in access—especially for communities already facing disproportionate health risks.

## LIMITED ACCESS TO CARE—AT A CRITICAL LEVEL

For many Mississippians, accessing even basic healthcare requires significant travel:

- ◆ Individuals in the Mississippi Delta travel an average of **up to 75 miles for primary care**
- ◆ Many residents routinely live **20–50+ miles from the nearest hospital**
- ◆ By comparison, rural Americans nationally live about **10.5 miles from a hospital**
- ◆ Some Mississippi communities **lack any brick-and-mortar clinic**, forcing residents to travel to other cities for care



Compounding this crisis:

- ◆ **48% of rural hospitals in Mississippi are at high financial risk**, with ongoing closures
- ◆ Large portions of the state are designated **Health Professional Shortage Areas**
- ◆ There is a critical lack of specialists, including vascular experts and hematologists—creating a true **“specialty care desert”**

## A STATE FACING DEEP HEALTH DISPARITIES

These access challenges intersect with longstanding inequities:

- ◆ **A predominantly Black population** disproportionately impacted by systemic barriers
- ◆ Higher rates of **chronic disease, maternal mortality, and preventable death**
- ◆ Significant **poverty and transportation barriers** limiting access to timely care

This aligns with federal and state priorities, including the **Maternal and Family Transportation Act (MS HB1681)**, which aims to reduce transportation barriers to care.

## MATERNAL HEALTH CRISIS

Mississippi’s maternal health outcomes underscore the urgency:

- ◆ **Ranks 2nd in the U.S. for maternal mortality**
- ◆ **Blood clots are a leading cause of maternal mortality**
- ◆ **Black women are 4X more likely to die from pregnancy-related causes than white women**

When access to care is delayed—or out of reach—these risks become even more dangerous.



## WHEN ACCESS IS LIMITED, EDUCATION BECOMES LIFESAVING

In regions where care is distant, delayed, or unavailable, education is the first line of defense.

That's where this initiative comes in.

## THE BUS TOUR: BRINGING LIFESAVING EDUCATION DIRECTLY TO COMMUNITIES

The Mississippi Blood Clot Awareness Bus Tour is designed to meet this moment:

- ◆ **Meets people where they are**—in their own communities
- ◆ **Eliminates transportation barriers** by bringing education directly to local sites
- ◆ Provides **trusted, face-to-face engagement** in hospitals, community centers, and gathering spaces
- ◆ Equips individuals with **knowledge to recognize symptoms, understand risk, and seek care sooner**



## MISSISSIPPI HEALTH SNAPSHOT: A PERFECT STORM OF RISK

Mississippi's population faces multiple overlapping risk factors for blood clots and poor outcomes:

- ◆ **41% of adults are obese** (a major VTE risk factor)
- ◆ High prevalence of **hypertension and diabetes**
- ◆ Rural populations experience higher rates of **preventable hospitalizations**
- ◆ Among the **highest poverty rates in the United States**

## WHY THIS MATTERS

In Mississippi—especially in the Delta—this is more than a healthcare gap.

**It is a life expectancy gap, a maternal health crisis, and a preventable death crisis.**



This bus tour is not just awareness.

It is **access**. It is **equity**. It is **prevention in action**.

## FACES OF MISSISSIPPI

### This is our why.

We are bringing this tour to Mississippi to ensure that vibrant lives like Emanuell's and Amy's are not lost to preventable blood clots.



**Emanuell Cooks**  
**Nov 8, 2006 – Sept 18, 2025**

Emanuell was a young man full of promise, faith, and heart — earning a full scholarship to Mississippi Delta Community College, where he played offensive line for the Trojans. He passed away from a pulmonary embolism at just 18 years old.



**Amy Dornbusch**  
**March 23, 1978 – Nov 22, 2023**

Amy was a woman of boundless energy and warmth — a standout athlete, proud Ole Miss graduate, devoted wife, and loving mother of six. Amy passed away unexpectedly from a pulmonary embolism at just 45 years old.

## THE AMY DEW DORNBUSCH BLOOD CLOT PREVENTION ACT

*Legislating for Love: Protecting Mississippi Families*

**Amy Dew Dornbusch** (March 23, 1978 – November 22, 2023) was a woman of boundless energy and warmth. A standout athlete from Brownsville, TN, Amy



excelled as a soccer player and cheer captain at Haywood High School before attending Lambuth University and ultimately graduating from The **University of Mississippi**. At Ole Miss, she majored in Journalism and worked as a trainer for the football team, fueled by an impressive work ethic and a personality that made everyone feel at ease.

In 2005, Amy met the love of her life, Kette, in Jackson, MS. While she had a successful pharmaceutical career, Amy found her true purpose in motherhood. She walked away from her professional life to give herself fully to her six children, becoming the fiercest and most loving advocate for their happiness. Whether organizing neighborhood gatherings, traveling to the Gulf Coast, or ensuring every child felt uniquely loved, Amy lived to create "core memories."

On **November 22, 2023**, Amy passed away unexpectedly from a **pulmonary embolism (PE)**. She was 45 years old. Her passing left a void in Oxford and beyond, but her legacy now fuels a movement to ensure no other Mississippi family endures this preventable tragedy.

—————> **The Legislation: A Path to Prevention (page 11)**

## THE AMY DEW DORNBUSCH BLOOD CLOT PREVENTION ACT

*Protecting Mississippi Families in Honor of a Devoted Mother*

### The Legislation: A Path to Prevention

Blood clots (venous thromboembolism or VTE) are a leading cause of preventable hospital death, yet public awareness remains dangerously low. The **Amy Dew Dornbusch Blood Clot Prevention Act** aims to move through the Mississippi Legislature in **2027** to implement life-saving standards across the state.

### Key Pillars of the Act:

- **Mandatory Patient Education:** Ensuring every hospital patient and new mother receives clear information on the signs and symptoms of DVT and PE.
- **Provider Protocols:** Standardizing VTE risk assessments in all Mississippi healthcare facilities to identify high-risk patients before a clot forms.
- **Community Awareness:** Establishing a statewide campaign to educate the public on the "silent" symptoms of blood clots.
- **Blood Clot Registry:** Establish a state wide registry to track blood clot incidence across the state.

### Your Voice Matters: Join the Movement

We are looking for advocates, healthcare professionals, and families to help us champion this bill. By signing up, you will stay informed on the bill's development and learn how to engage your local representatives as we approach the 2027 legislative session.



*"Amy made it her mission to allow her children to experience life to the fullest. Now, we make it our mission to ensure other mothers have the chance to do the same."*

## A CALL TO ACTION

### We encourage state and local leaders to:

- Support blood clot awareness initiatives
- Expand access to screening and care
- Invest in rural health infrastructure
- Enact groundbreaking statewide blood clot legislation.



**Learn more here.**

**[stoptheclot.org/mississippi-blood-clot-awareness-bus-tour/](https://stoptheclot.org/mississippi-blood-clot-awareness-bus-tour/)**



## STATISTICS

# 900,000

Americans affected by blood clots annually



stoptheclot.org

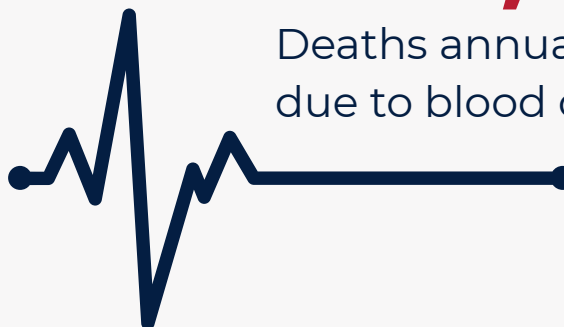
Someone in American dies from a blood clot every



# 6 minutes

# 100,000

Deaths annually due to blood clots



# 50%

of blood clots occur during or within three months of a hospital stay or surgery

## WHAT IS A BLOOD CLOT?

A **blood clot** is a gel-like mass of blood that forms in a vein or artery. While clots play an important role in stopping bleeding after injury, they can also form when they aren't needed. These abnormal clots can block blood flow and lead to serious conditions such as deep vein thrombosis (DVT) and pulmonary embolism (PE).

## TYPES OF BLOOD CLOTS

- ◆ **Deep vein thrombosis (DVT)** is a blood clot that forms in a deep vein, most often in the leg, but sometimes in the arm or other parts of the body. A DVT can block blood flow and may cause symptoms such as swelling, pain, or skin discoloration.
- ◆ **Pulmonary embolism (PE)** occurs when a blood clot breaks loose and travels to the lungs, blocking blood flow, which can be life-threatening. Symptoms may include shortness of breath, chest pain, a rapid heartbeat, or feeling lightheaded.
- ◆ **Venous thromboembolism (VTE)** is a term used to describe blood clots that form in the veins, including both DVT and PE.

**DVT + PE = VTE**

## Why Blood Clots Are Dangerous

Blood clots are dangerous because they can block normal blood flow to vital organs. When left untreated, a blood clot (DVT) can break loose and travel to the lungs, resulting in a pulmonary embolism (PE), which is often fatal if not treated promptly.

## Why Timing Matters

The sooner a blood clot is recognized and treated, the better the outcome. Early diagnosis allows treatment to begin before a clot grows or travels to the lungs, reducing the risk of serious complications and long-term damage.

Because symptoms can be subtle or unexpected, delays in seeking care are common. Paying attention to warning signs, trusting your instincts, and speaking up quickly can make a lifesaving difference.

## BLOOD CLOT SIGNS AND SYMPTOMS

### Deep Vein Thrombosis (DVT):

- ◆ Swelling, usually in one leg (or arm)
- ◆ Pain or tenderness not caused by injury
- ◆ Reddish or bluish skin discoloration
- ◆ Skin that is warm to the touch




Contact your doctor as soon as possible if you have any of these DVT symptoms.

### Pulmonary Embolism (PE):

- ◆ Shortness of breath
- ◆ Chest pain that's sharp
- ◆ Faster than normal or irregular heartbeat
- ◆ Unexplained cough, sometimes with blood
- ◆ Low blood pressure or lightheadedness



Call 9-1-1 immediately if you experience any of these PE symptoms.



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

Swelling in the leg **S**      Chest pain back pain when breathing **C**  
Tenderness leg cramps **T**      Leg discoloration (red/blue hue) **L**  
Out of breath **O**      Overdrive racing heart **O**  
Pass out lightheaded **P**      Time call for help 911 **T**

National Blood Clot Alliance      @stopthecLOT stopthecLOT.org      Learn more about blood clots here

[Click here](#) to download this STOP the CLOT® acronym poster. You are welcome to print the poster and hang it in your hospital, office, or community.

## WHO IS AT RISK OF BLOOD CLOTS?

Blood clots can affect anyone — regardless of age, ethnicity, race, gender, or activity level — but certain health conditions, life events, and situations can increase risk.

Knowing your personal risk factors can help you recognize symptoms sooner and speak up when something doesn't feel right.



## COMMON RISK FACTORS



### Hospitalization & Surgery

Half of all blood clots occur during or within 3 months of a hospital stay or a surgical procedure.

[Learn more.](#)



### Pregnancy & Postpartum

Women are 5X more likely to have a blood clot during pregnancy and up to an additional 3 months postpartum.

[Learn more.](#)



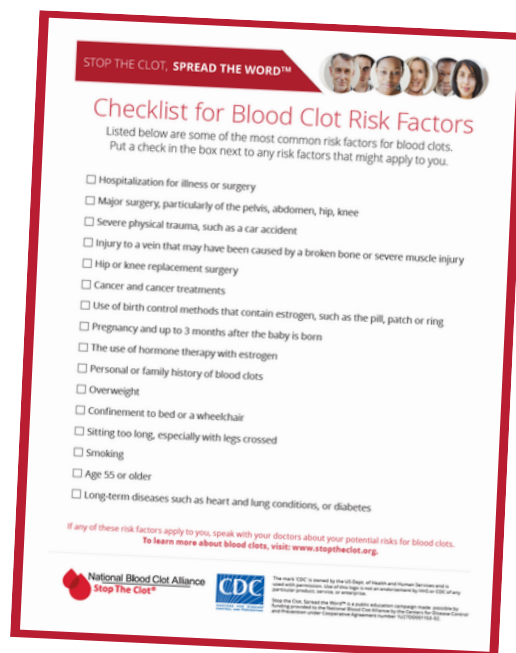
### Cancer & Some Treatments

1 in 5 blood clots are due to cancer and some of its treatments and are a leading cause of death among cancer patients.

[Learn more.](#)

## OTHER COMMON RISK FACTORS

- ◆ Family history of blood clots
- ◆ Age 55 or older
- ◆ Estrogen-based contraception or hormone therapy
- ◆ Immobility
- ◆ Injury or trauma
- ◆ Long-term diseases, such as heart conditions or diabetes
- ◆ Overweight
- ◆ Smoking



[Click here](#) to download this Checklist for Blood Clot Risks.

## DIAGNOSTIC TESTING

If a blood clot is suspected, healthcare professionals may order one or more of the following:

### Ultrasound (Compression Ultrasound)

- Most common test for deep vein thrombosis (DVT)
- Uses sound waves to visualize blood flow in veins
- Non-invasive and widely available

### CT Scan (CT Pulmonary Angiography)

- Primary test for pulmonary embolism (PE)
- Uses contrast dye to detect clots in the lungs
- Fast and highly accurate



### D-dimer Blood Test

- Measures a substance released when a clot breaks down
- Helps rule out a clot in low-risk patients
- Not used alone to confirm diagnosis

### Other Tests (in select cases)

- MRI or CT venography
- Ventilation-perfusion (V/Q) scan (when CT is not an option)

## WHY DIAGNOSIS CAN BE MISSED OR DELAYED

- Symptoms can be subtle or mistaken for muscle strain, anxiety, or respiratory illness
- Risk factors may not be fully assessed
- Access to imaging can be limited in rural or underserved areas

## TREATMENT OPTIONS

Treatment decisions depend on the type, size, and location of the clot, as well as a patient's overall health.

### Common Treatment Options

#### ◆ Anticoagulants (Blood Thinners)

The most common treatment for blood clots.

- Help prevent clots from growing larger
- Reduce the risk of new clots forming
- May be taken as pills, injections, or IV medications
- Often prescribed for several months—or longer depending on risk

#### ◆ Thrombolytic Therapy (Clot-Busting Medications)

Used in more severe or life-threatening cases.

- Designed to dissolve clots quickly
- Typically used for large pulmonary embolisms or extensive DVT
- Infused into the clot through intravenous catheters

#### ◆ Mechanical Thrombectomy

For certain patients, especially when medications alone are not enough.

- Minimally invasive procedure that physically removes the clot
- Restores blood flow immediately
- Performed by specialists such as interventional radiologists
- Includes technologies such as Computer Assisted Vacuum Thrombectomy (CAVT), which uses computer-controlled aspiration to maximize clot removal while minimizing blood loss

#### ◆ Inferior Vena Cava (IVC) Filters

Used in specific situations when blood thinners cannot be used.

- A small device placed in a large vein to catch clots before reaching the lungs
- Typically temporary and used selectively



**In many Mississippi communities, access to specialized care is limited. Delays in diagnosis and treatment can increase the risk of serious complications and death.**



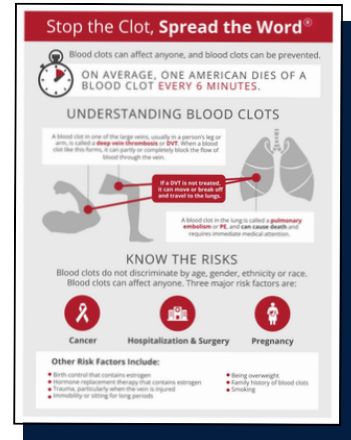
## PREVENTION TIPS

- ◆ Know your individual risk factors.
- ◆ Recognize the signs and symptoms.
- ◆ Tell your doctor if you have risk factors for blood clots.
- ◆ Before any surgery or hospitalization, talk to your doctor about how to prevent clots.
- ◆ Seek medical attention as soon as possible if you experience any symptoms.
- ◆ Know your family history and inform your doctor if you learn of any relatives who've had a blood clot.
- ◆ Get up and move! Stand up, walk around, and stretch your legs every two to three hours.
- ◆ Maintain a healthy weight and exercise as directed by your doctor.
- ◆ Don't smoke or take steps to quit smoking.

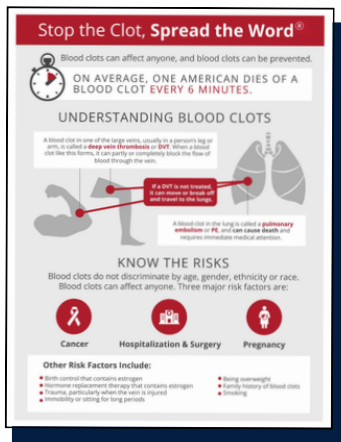
## EDUCATIONAL MATERIALS

◆ **Stop the Clot, Spread the Word®** campaign has a variety of infographics and digital resources:

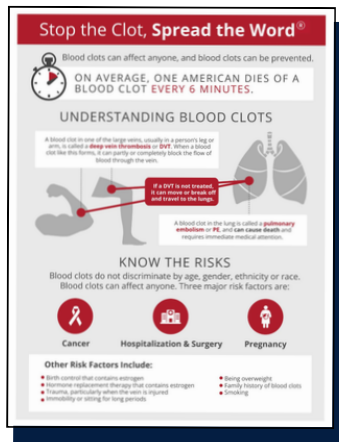
- [General Awareness](#)
- [Cancer](#)
- [Hospitalization](#)
- [Pregnancy](#)



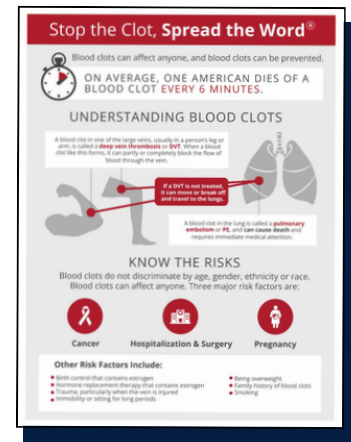
*General Awareness*



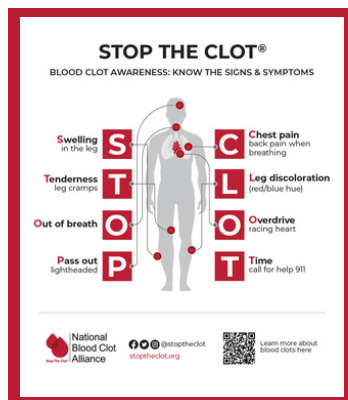
*Cancer*



*Hospitalization*




*Pregnancy*



◆ **Stop the Clot acronym** highlights the signs and symptoms of blood clots — deep vein thrombosis (DVT) and pulmonary embolism (PE). Download and print [here](#).

### SOCIAL MEDIA TEMPLATE

**MISSISSIPPI**  

**Blood Clot Awareness Bus Tour**  
Presented by the National Blood Clot Alliance

Jackson > Greenville > Columbus > Pascagoula > Gulfport

**NATIONAL BLOOD CLOT ALLIANCE**  
**MISSISSIPPI BLOOD CLOT TOUR**

STOPTHECLOT.ORG

EDUCATION • PREVENTION • EARLY DETECTION • BETTER OUTCOMES

 National Blood Clot Alliance  
Stop The Clot®

stoptheclot.org



Be sure to tag **@StopTheClot** and use our suggested hashtags so we can reshare and amplify your impact!

### Sample Post

The Blood Clot Awareness Bus is coming to [CITY]! Find an event near you to learn the signs, know your risk, and protect your family. [LINK]


[Download Graphic](#)

### [Download LinkedIn Banner](#)

**MISSISSIPPI**   stoptheclot.org

**Blood Clot Awareness Bus Tour**  
Presented by the National Blood Clot Alliance

Jackson • Greenville • Columbus • Pascagoula • Gulfport

 National Blood Clot Alliance  
Stop The Clot®

**NATIONAL BLOOD CLOT ALLIANCE**  
**MISSISSIPPI BLOOD CLOT TOUR**

## LOCAL MEDIA PITCH: ANGLES

Use these to tailor outreach depending on the outlet:

### ◆ **Rural Health Crisis**

Access gaps in Mississippi are contributing to delayed diagnosis and preventable complications from blood clots.

### ◆ **Maternal Health & Disparities**

Blood clots are a leading cause of pregnancy-related death — with Black women disproportionately impacted.

### ◆ **Preventable Deaths**

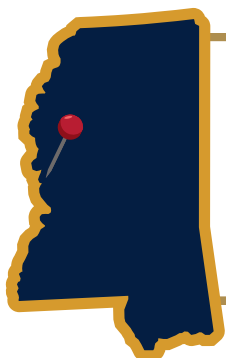
Up to 100,000 lives lost each year — many preventable with awareness and early action.

### ◆ **Bringing Care to Underserved Communities**

Taking education and resources directly into communities rather than expecting patients to navigate complex systems.

### ◆ **Human Stories + Policy Relevance**

Real stories of loss and survival paired with growing momentum for policy change and prevention efforts.



### **Why This Matters Here**

“In Mississippi, where rural access challenges and health disparities persist, bringing this information directly into communities can mean the difference between life and death.”

## LOCAL MEDIA PITCH: EMAIL / LANGUAGE

### Subject Line Options

- Lifesaving Health Tour Coming to [CITY] — Addressing Preventable Deaths in Mississippi
- Local Stop: Blood Clot Awareness Bus Tour Bringing Critical Education to [CITY]
- Cover Opportunity: National Health Initiative Tackling Rural Health Gaps in [CITY]

### Email Body

Hi [Name],

I wanted to reach out with a timely and locally relevant story opportunity coming to [CITY].

The National Blood Clot Alliance is bringing its Blood Clot Awareness Bus Tour to communities across Mississippi, including a stop in [CITY], to address a critical but often overlooked public health issue — blood clots, which affect up to 900,000 Americans each year and contribute to as many as 100,000 deaths.

This initiative, in partnership with Penumbra, Inc., is particularly relevant for the [CITY] region, where access to specialized care can be limited and where health disparities — including higher rates of maternal mortality and preventable deaths — continue to impact communities.

At each stop, NBCA is partnering with local organizations to provide education on recognizing the signs and symptoms of blood clots, understanding personal risk, and knowing when to seek care.

We can offer:

- Local interviews with community partners and healthcare providers
- Patient or family stories impacted by blood clots
- National perspective on prevention and health disparities
- Visuals of the bus and on-the-ground community engagement

Please let me know if you're interested in covering the [CITY] stop or connecting with a spokesperson.

Best,  
[Name]

## LOCAL MEDIA PITCH: MEDIA ALERT TEMPLATE

### Lifesaving Blood Clot Awareness Bus Tour Coming to [CITY]

#### National initiative addresses preventable deaths and health disparities in the Mississippi

**WHAT:** The National Blood Clot Alliance (NBCA) will bring its Blood Clot Awareness Bus Tour to [CITY] as part of a multi-stop initiative across Mississippi focused on education, prevention, and early recognition of blood clots.

Blood clots affect up to 900,000 Americans each year and contribute to as many as 100,000 deaths—many of which are preventable with increased awareness and timely care.

At this stop, NBCA will partner with local organizations to provide community education on:

- Signs and symptoms of blood clots
- Personal risk factors
- When and how to seek medical care

**WHO:**

- Representatives from the National Blood Clot Alliance
- Local healthcare providers and community partners
- Patients and families impacted by blood clots (if available)

**WHEN:**

[DAY, DATE]  
[TIME]

**WHERE:**

[LOCATION NAME]  
[ADDRESS]  
[CITY, STATE]

**WHY:** This initiative is especially critical in the Mississippi Delta, where access to specialized care can be limited and health disparities—including higher rates of maternal mortality and preventable deaths—continue to impact communities.

The tour aims to close gaps in awareness and empower individuals with lifesaving information.

**VISUALS / COVERAGE OPPORTUNITIES:**

- Blood Clot Awareness Bus on site
- Community engagement and educational activities
- Interviews with healthcare providers and local partners
- Patient and family stories
- NBCA spokesperson available for national perspective

**MEDIA CONTACT:**

[Name]  
[Title / Organization]  
[Phone]  
[Email]

## ADDITIONAL ASSETS

### NBCA Logos



# MEDIA CONTACT

Tarin Patrikis  
Deputy Director  
National Blood Clot Alliance  
[tpatrikis@stoptheclot.org](mailto:tpatrikis@stoptheclot.org)  
703-935-8845

## ABOUT THE NATIONAL BLOOD CLOT ALLIANCE

Founded in 2003, the **National Blood Clot Alliance** (NBCA) is the leading nonprofit organization, dedicated to advancing the prevention, diagnosis, and treatment of life-threatening blood clots.

NBCA works to:

- Advance public awareness
- Support patients and families
- Improve healthcare systems and outcomes

NBCA's Mississippi Bus Tour initiative is in partnership with Penumbra, Inc., the world's leading medical device company focused on removing blood clots.

NBCA is also a partner organization through Penumbra's **Get Out the Clot™** campaign, a collaborative educational initiative uniting medical societies, patient advocacy organizations, healthcare providers, and other leaders in blood clot care to address gaps and discrepancies in treating VTE. The campaign aims to work toward standardizing care for blood clot conditions, including expanding access to the latest innovations and improve patient outcomes. **Learn more [here](#).**



## RIGHTS AND USAGE

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### MEDICAL DISCLAIMER

*The information in this toolkit is for awareness and education purposes only and should not be used as a substitution for treatment or advice from a practicing health care professional.*

