

NBCA COMMUNITY THROMBASSADOR OUTREACH SUMMARY

JULY 1 - SEPTEMBER 30, 2024



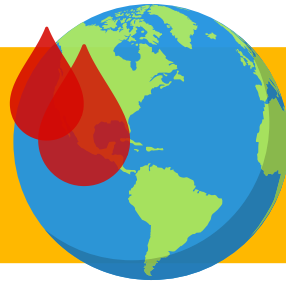
NBCA Community
Thrombassador Program

What is the Thrombassador Program?

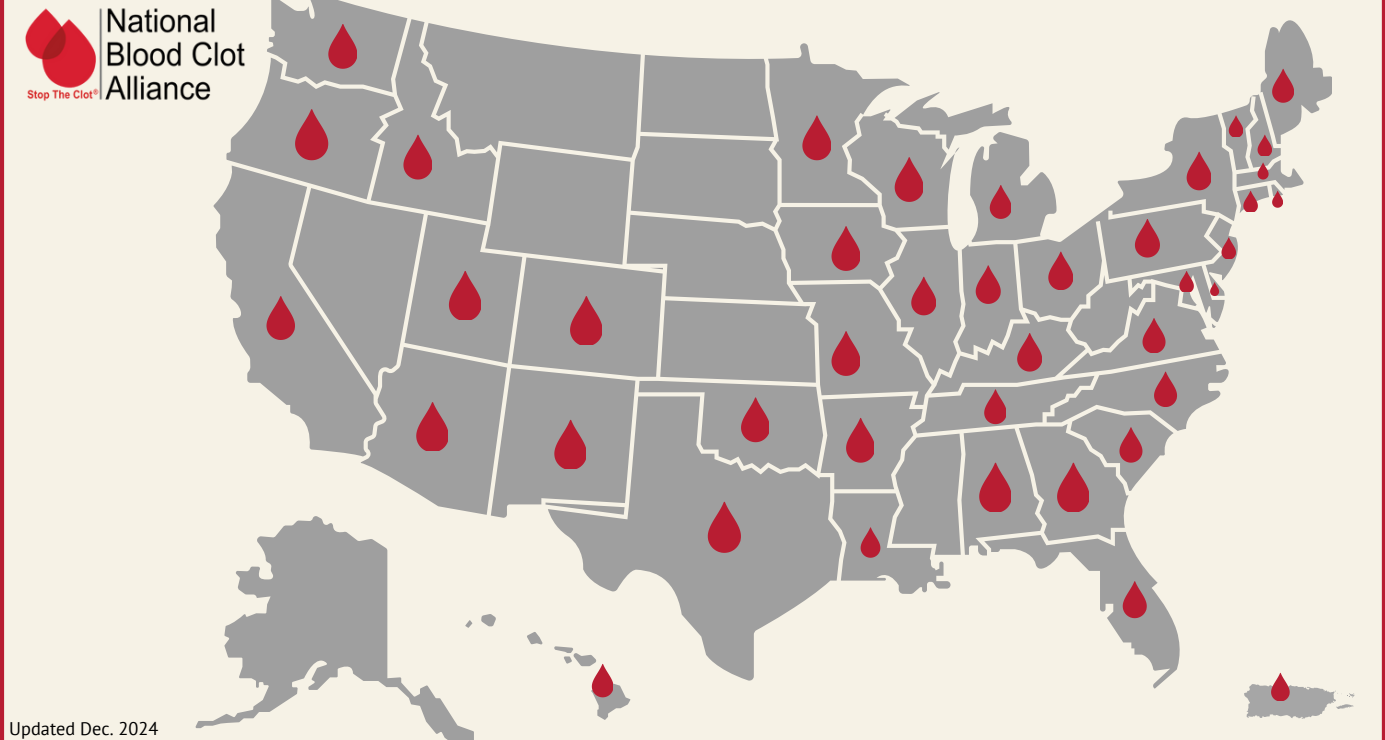


NBCA Certified Community “Thrombassadors” is a network of patients, caregivers, and family members committed to spreading blood clot education, awareness, and prevention in their communities. In partnership with local organizations, Thrombassadors share their personal stories—and life-saving information—about blood clots.





Thrombassador US Map



Thrombassadors are engaging in community outreach in 42 of the 50 states nationwide and 1 territory.

States Needed:

- Alaska
- Nevada
- Kansas
- North Dakota
- Montana
- South Dakota
- Nebraska

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

Third Quarter Thrombassador Events & Activities



- Spoke with students at a local high school
- Shared Stop the Clot with the International Homeschool Messaging Board
- Provided education at outpatient clinic health and safety event
- Set up local hospital awareness tables
- Partnered with local pharmacies
- Made connections with state legislators
- Gave the keynote speech at community health fair event
- Educated a group of women about blood clot risk factors over coffee
- Appeared on TV news and in newspapers around the world
- Organized six local Race to Stop the Clot Fun Runs nationwide during World Thrombosis Day
- Featured guest on American and Canadian podcasts
- Spoke to two different clinical teams about blood clots during visits
- Organized the 3rd Annual MerBear Clay Shoot
- Speaking with co-workers in the workplace
- Distributed awareness flyers throughout the local community
- Connected with disabled communities on a national podcast
- Held the inaugural Chandra Golf memorial Awareness event.
- Shared NBCA acronym poster with women and medical groups
- Spoke about blood clot story at graduations and church events
- Hosted a local awareness walk
- Tabled event to network with healthcare professionals

Thrombassadors Sound the Alarm Within Their Communities!

WHERE

Local Gyms



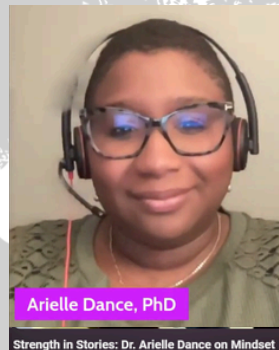
Sharing my story through consistency in exercise. Exercise and diet have truly helped me reach people I never knew were paying attention.
-Thrombassador Talicia

Local Schools



Through a sponsorship at a local youth sports organization, I provided the NBCA and blood clots exposure in front of hundreds of people from all walks of life; young, old, healthy individuals, patients with chronic illness, and everything in between.
-Thrombassador Heather

Disabled Communities



I focused on primarily sharing my story in connection with other invisible disabilities I live with. I used those platforms to introduce my story to new communities.
- Thrombassador Arielle

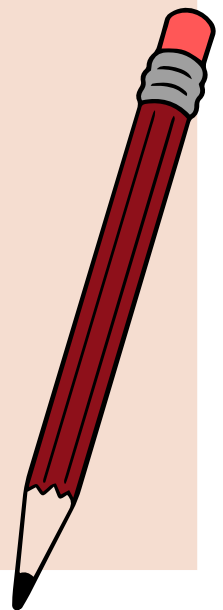
The Workplace



Through my efforts to bring the issue of thrombosis closer through lectures and meetings with friends, colleagues, and especially with athletes; I managed to show the magnitude and seriousness of blood clots.
- Thrombassador Meri

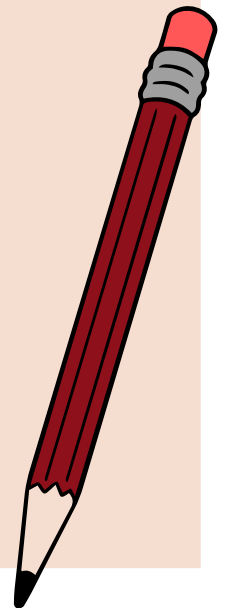


- Women of childbearing age
- Pregnant/postpartum women
- Women on hormone replacement therapy
- BIPOC community (Black, Indigenous, People of Color)
- Hospitalized patients
- College students
- Athletic Trainers
- Healthcare providers
- Older and younger populations
- Young athletes
- LGBTQ community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



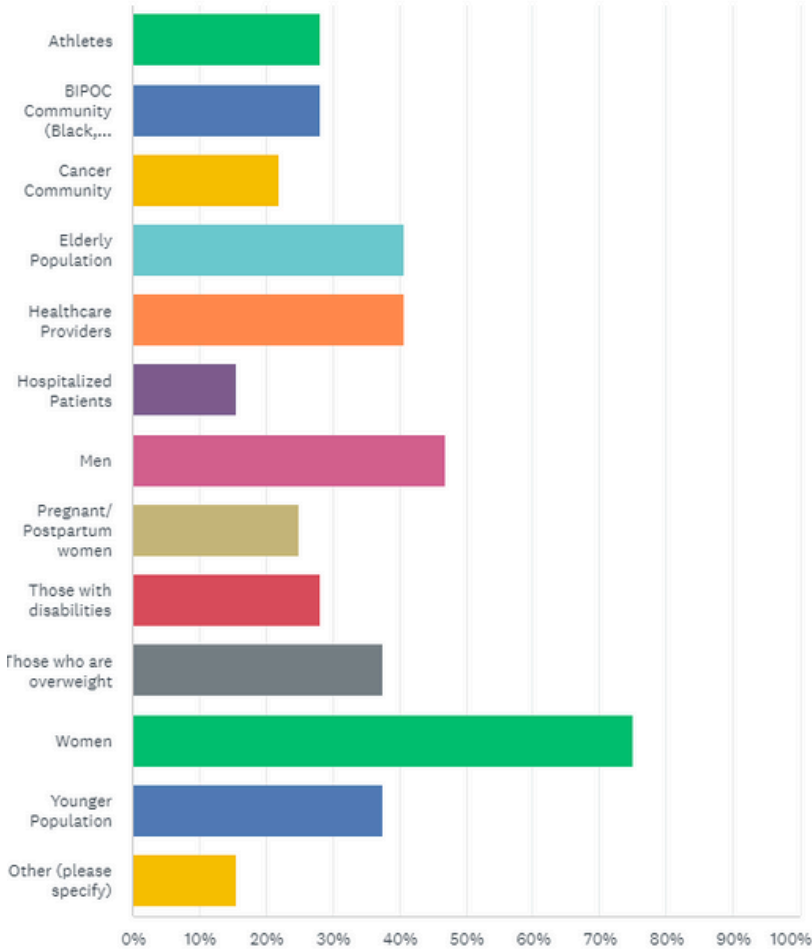


- OB-GYN clinicians
- Cincinnati Children's Hospital
- High schools and middle schools
- Newspaper in Kenya
- College sororities
- Local churches
- Utah Pagan Chronicle
- Humana Health
- Dominic's Sports Tavern
- Chiropractic offices
- JP Jewelers
- Local Library
- Tamarack Golf Course
- Junior Leagues
- Novelis
- UVM Medical Center Hematology
- Utah Pagan Marketplace

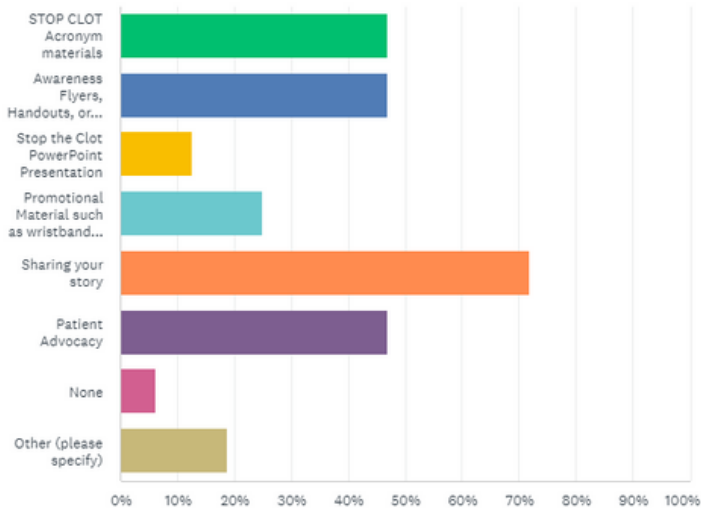




Populations Reached



Awareness Materials Used





143

Total Trained Thrombassadors



664

Volunteer Hours



41

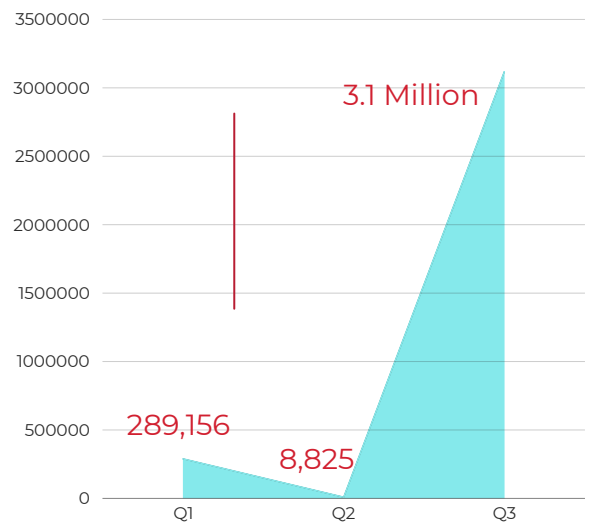
Community Activities



3,122,088

People Reached

Thrombassador Quarterly Outreach



A message from the Thrombassador Program Manager



Thrombassadors,

What an amazing third quarter it has been! Your hard work and dedication to Stop the Clot have led to an overall community outreach of 3.9 million people worldwide through Thrombassador efforts alone!

As we get ready to wrap up 2024 and spring ambitiously into 2025, I wanted to touch on some goals we can aim to achieve together next quarter.

- **Blood Clot Awareness Month:** March 1 - 31, 2025 will be a very active time for blood clot health education, awareness, and advocacy! Here are some ways you can help:
 1. Submit a "Call to Action" or State Proclamation
 2. Participate in 100,000 Reasons Challenge (NBCA's signature event) by holding an in-person event that promotes physical activity, fundraising, or sharing the challenge.
- **Recruit:** Thrombassadors currently volunteer in 42 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, I would like to extend our gratitude for your tireless efforts, passion, and unwavering commitment to our mission.

Now let's rock 2025!

Stephanie Martinez

Stephanie Martinez, MA, CHES
Thrombassador Program Manager

A special thank you to our sponsors

