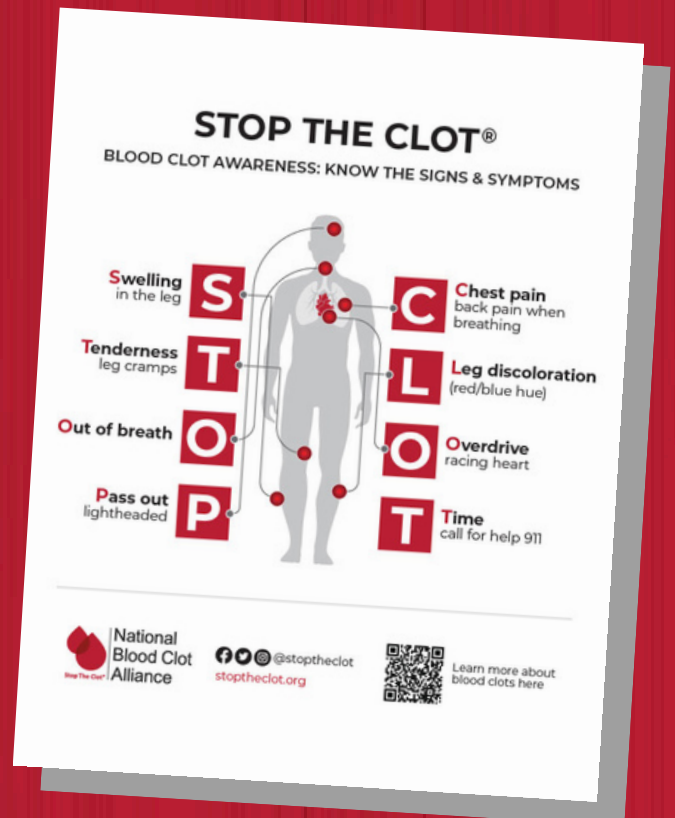




National Blood Clot Alliance  
Stop The Clot®

# BLOOD CLOT AWARENESS MONTH TOOLKIT

March 2025



[stoptheclot.org](http://stoptheclot.org)

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Since 2013, the National Blood Clot Alliance (NBCA) has observed March as **Blood Clot Awareness Month**. This initiative aims to educate the public about blood clots, which affect 900,000 each year, claiming 100,000 lives, and ranking as a leading cause of preventable hospital deaths in the U.S.

Early prevention, prompt recognition, and effective treatment are crucial for survival. **Everyone—the patient community, healthcare community, and broader public—plays a pivotal role in saving lives.** To support this effort, NBCA encourages action with its toolkit, offering essential messaging, digital tools, and resources.

Let's all take action and **'Do Your Part to Stop the Clot'** by engaging communities, colleagues, and loved ones in raising awareness and education about blood clots.



*Click the button to watch and share the video about NBCA.*



## What is a blood clot?

A **blood clot** is a gel-like mass that forms in the arteries or veins. While clots are essential for stopping bleeding by sealing injured blood vessels, they can also lead to serious conditions like deep vein thrombosis (DVT) and pulmonary embolism (PE).

**Deep vein thrombosis (DVT)** is typically a blood clot that forms in one or more large veins of the legs or arms (or other sites), potentially blocking blood flow and causing swelling, pain, and red or purplish discoloration.

When left untreated, a DVT can move or break off and travel to the lungs, which is called a **pulmonary embolism (PE)**. This can be fatal and requires immediate medical attention. Together, DVT and PE are referred to as **venous thromboembolism (VTE)**.

These conditions can affect anyone and may lead to severe illness, disability, or death.

**Fortunately, early identification makes DVT and PE highly preventable and treatable.**

## Who is at risk of getting a blood clot?

Blood clots can affect anyone, regardless of age, ethnicity, race, or gender. To protect yourself from these potentially life-threatening conditions, the first and most important step is to understand your individual risk factors. The more risk factors you have, the higher your overall risk.



## What are some 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.](#)



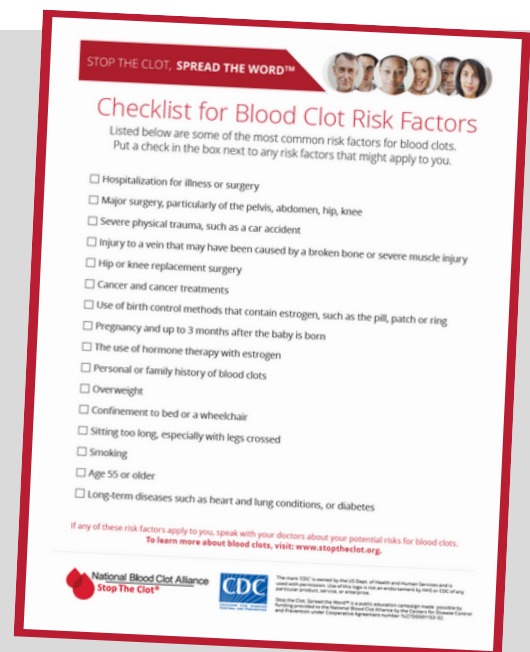
### Cancer & Some Treatments

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 include:

- Age 55 or older
- Estrogen-based contraception or hormone therapy
- Family history of blood clots
- 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.

## How can you help prevent blood clots?

### The best ways to prevent blood clots include:

- ✓ 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 do have any symptoms, as blood clots can be safely treated when caught in time.
- ✓ 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.

## What are the symptoms of blood clots?

### Common signs and symptoms of a DVT include:

- 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.

### Common signs and symptoms of a PE include:

- 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.

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





## Do Your Part to Stop the Clot: A Call to Action

Each year, 900,000 are affected by blood clots, claiming 100,000 lives and ranking as a leading cause of preventable hospital deaths in the U.S. Early prevention, prompt recognition, and effective treatment are crucial for survival. **Everyone**—the patient community, healthcare community, and broader public—plays a pivotal role in saving lives. Let’s all take action and **Do Your Part to Stop the Clot**.

### Patient Community

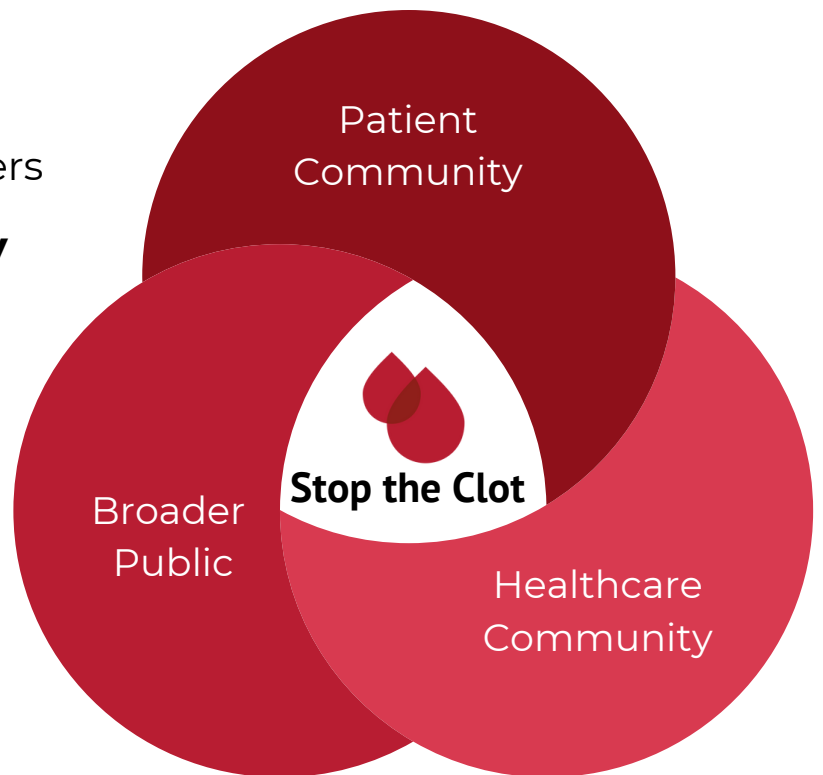
- Patients
- Caregivers
- Families, Friends & Co-Workers

### Healthcare Community

- Clinicians
- Researchers
- Hospitals
- Medical Societies

### Broader Public

- All Individuals
- Elected Officials
- Community Organizations



## **PATIENT COMMUNITY:**

*Patients—Caregivers—Families*

Sharing your story or your loved one's story can help others recognize the signs and symptoms, know when to seek treatment, and know they are not alone. **Share, support, and advocate — your story is your strength.**

## **HEALTHCARE COMMUNITY:**

*Clinicians—Researchers—Hospitals—Medical Societies*

Blood clots can affect anyone, regardless of age or appearance. Let's work together, listen to patients and provide resources, thoroughly investigate symptoms, and explore new treatments to ensure better outcomes for all. **Collaborate, educate, and take action—your commitment saves lives.**

## **BROADER PUBLIC:**

*All Individuals—Elected Officials—Community Organizations*

Blood clots are more common than many realize, and they can be deadly—but they're preventable. Learn if you're at risk, know the signs and symptoms, and share this vital information with others to help save lives! **Take action, inform others, and help create a safer, healthier community for all.**

## Your Voice Matters

### Contact Your Congressional Reps

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

Take Action: [bit.ly/ClotAdvocate2025](https://bit.ly/ClotAdvocate2025)



### Share a Blood Clot Story

Help to spread awareness by sharing your experience. Your story is your strength.

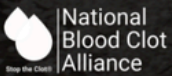
Submit: [bit.ly/BloodClotStory](https://bit.ly/BloodClotStory)

Help spread awareness and honor a loved one lost to blood clots by sharing their story.

Submit: [bit.ly/BCAMTribute](https://bit.ly/BCAMTribute)



# 100,000 REASONS CHALLENGE



Move to Honor the 100,000 Lives Lost Annually to Blood Clots



Join NBCA's 31-day Challenge to honor the 100,000 lives lost annually to blood clots. Move your body to raise awareness, support research, and prevent future tragedies. Your participation amplifies lost voices and shows our commitment to honor their memories. Make every step, every pedal, every stroke count. Join the Challenge to help save lives!

Learn More: [bit.ly/100kReasons2025](https://bit.ly/100kReasons2025)



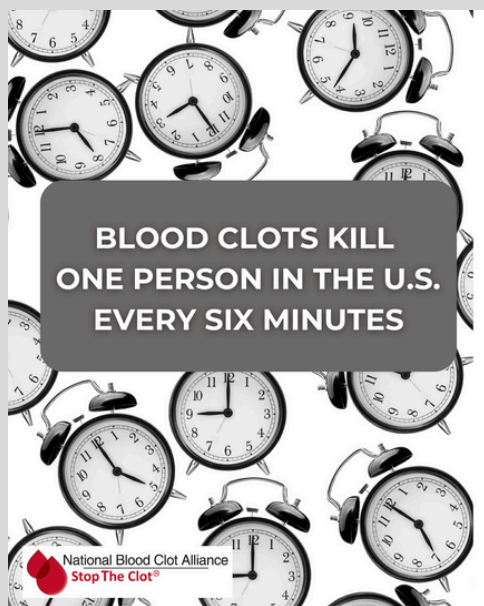
## #MovetoStoptheClot

How do I tell people about Blood Clot Awareness Month?



[Download graphics](#)

**NBCA created graphics and messaging that you can share on social media, company newsletters, in person events, or any channel.**

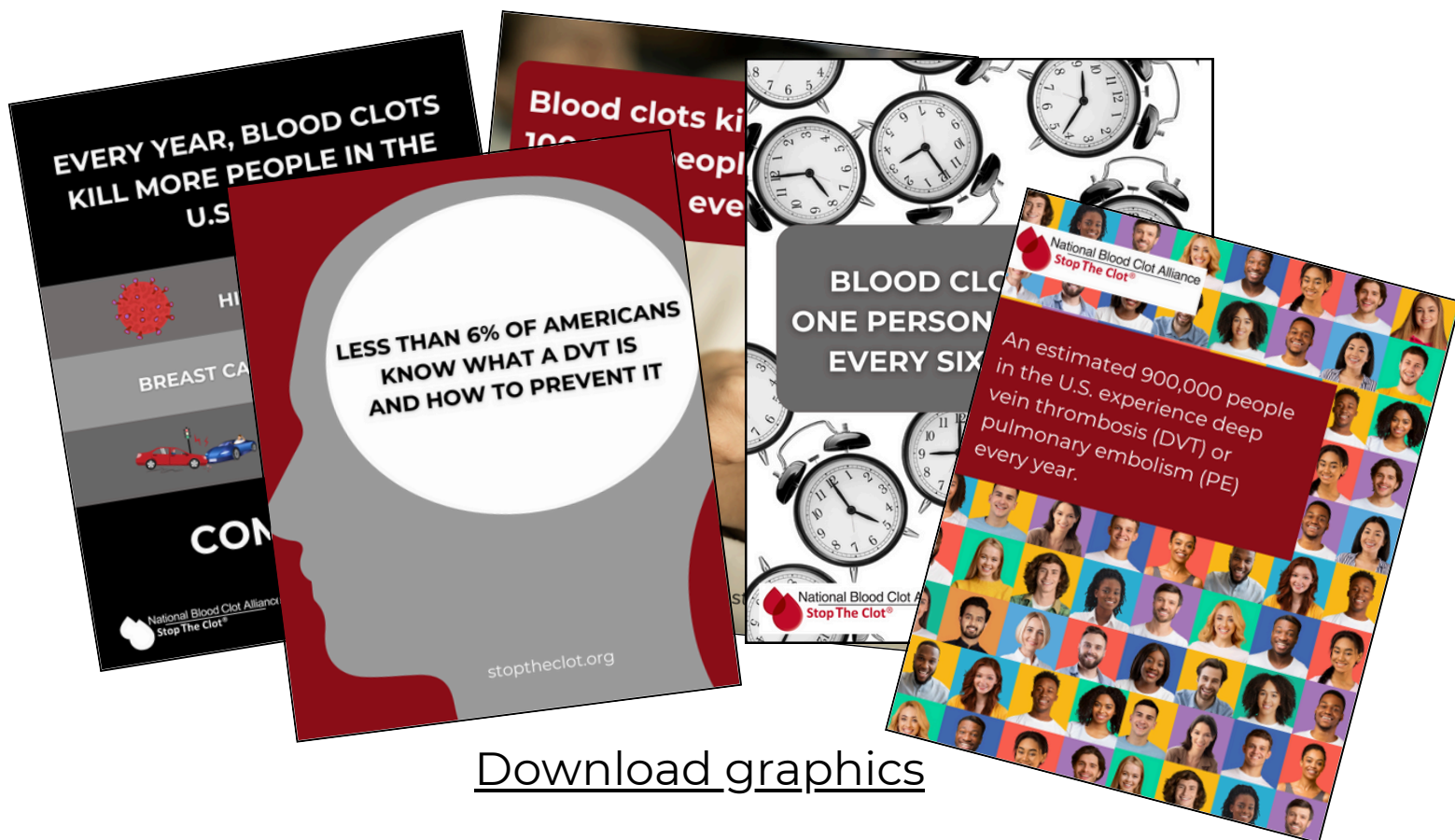


March is #BloodClotAwarenessMonth. Tragically, blood clots kills one person every six minutes in the U.S. and most of them are preventable with greater awareness and education. Learn more about the risks, signs, and symptoms of blood clots at [stoptheclot.org](http://stoptheclot.org).

#StopTheClot #BCAM2025 @stoptheclot

**Follow @stoptheclot on social media for the most current resources and and shareable posts.**

## Shareable Statistics



[Download graphics](#)

Tag @StopTheClot on social media and use these hashtags:  
#StopTheClot #BCAM2025  
#BloodClotAwarenessMonth



[Download graphics](#)

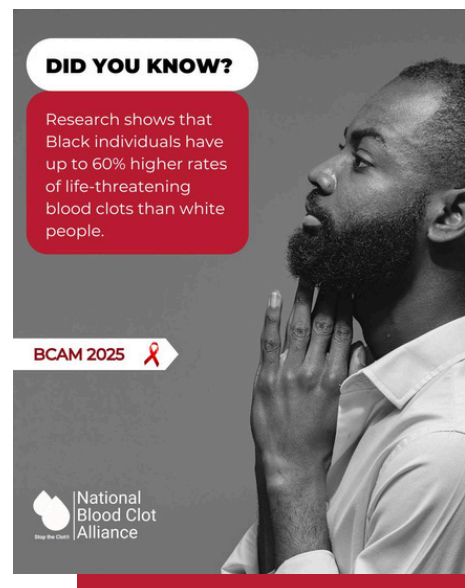
## Sample Posts

### Health Equity

Black Americans face a higher risk of blood clots due to factors like genetics, healthcare disparities, and higher rates of conditions like high blood pressure and diabetes.

Awareness is key.

Learn more: [bit.ly/blackamericansrisk](https://bit.ly/blackamericansrisk)



### Cancer

Certain types of cancer, particularly ones affecting the pancreas, stomach, lungs, uterus, ovaries, kidneys, and blood cancers, increase the risk of blood clots. If you or a loved one is diagnosed with cancer, learn the signs and symptoms of blood clots and speak to your doctor about how to prevent them.

Learn more: [bit.ly/clots-cancer](https://bit.ly/clots-cancer)



[Download graphics](#)

Tag @StopTheClot on social media and use these hashtags:

- #StopTheClot
- #BCAM2025
- #BloodClotAwarenessMonth

## Sample Posts

### Women and Blood Clots



Estrogen-based birth control and hormone therapy increase a woman’s blood clot risk, especially with a family history. Pregnancy and postpartum also increase risk—in fact women are five times more likely to experience a dangerous blood clot during pregnancy and the three month period after delivery. Risk Assessment: [bit.ly/KnowYourClotRisk](https://bit.ly/KnowYourClotRisk) #womenandbloodclots

### Hospital-Associated Blood Clots

Heading to the Hospital? Get Better. Don’t Get a Blood Clot. Blood clots are a leading cause of preventable hospital death in the United States, but they can be prevented. Make sure all of your doctors know your risk for blood clots and ask for a prevention plan. Learn more and get your prevention plan: [bit.ly/HospPrevPlan](https://bit.ly/HospPrevPlan)



Tag @StopTheClot on social media and use these hashtags: #StopTheClot #BCAM2025 #BloodClotAwarenessMonth



## Sample Posts

### B.L.A.C.K. Church Bus Tour

NBCA is proud to announce the launch of its first-ever B.L.A.C.K. Church Bus Tour—Black Lives Advocating for Clot Knowledge! Blood clots are a serious public health crisis, especially in the Black community, where risks and outcomes are disproportionately more severe. Learn more about this groundbreaking initiative taking place during Blood Clot Awareness Month in March. #stoptheclotbustour

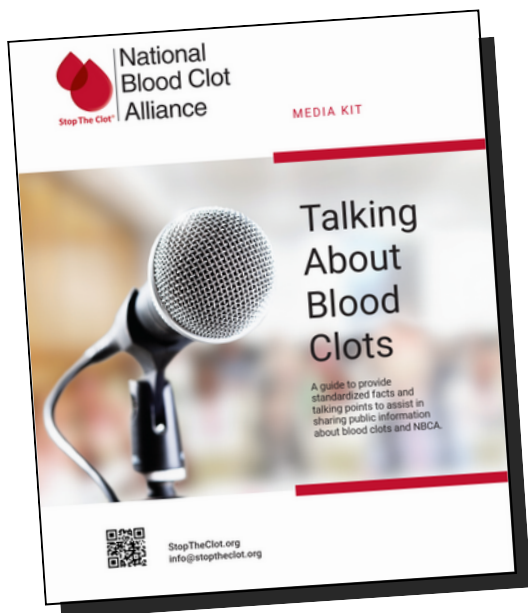


### 100,000 Reasons Challenge



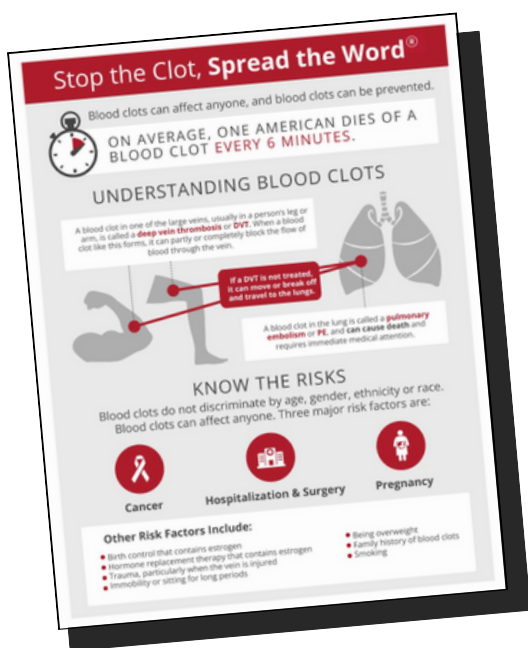
March is Blood Clot Awareness Month—and I signed up for the 100,000 Reasons Challenge, a 31-day movement challenge honoring the 100,000 lives lost to blood clots each year. I plan to \_\_\_\_\_ *[insert activity, such as daily walking]*. Every step, mile, and effort helps raise awareness and prevent future tragedies. 🙌 Sign up to join me, or donate to support the cause: [bit.ly/100kReasons2025](https://bit.ly/100kReasons2025) #movetostoptheclot

## Digital Resources



NBCA created a **Media Kit** to provide standardized facts and talking points to assist in sharing public information about blood clots and NBCA.

[Download Media Kit](#)

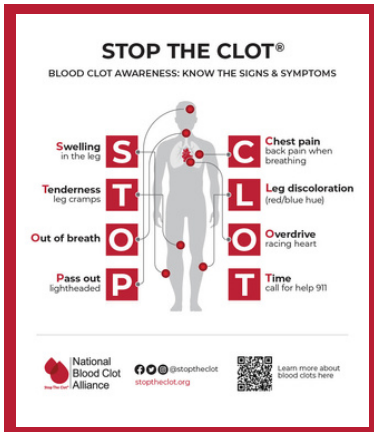


NBCA's **Stop the Clot, Spread the Word**<sup>®</sup> campaign has a variety of infographics and digital resources you can share with your community to help raise awareness.

Explore the resource library:

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

## Digital Resources



### Stop the Clot Acronym

Share our Stop the Clot acronym to highlight the signs and symptoms of blood clots. This information can save your life or the life of someone you know. Download and print [here](#).

### Taking a Breath Podcast

Listen to NBCA's [award-winning podcast](#) that shines a light on real-life experiences of blood clot survivors, with input from the medical community. Listen [here](#), or any major platform.



### Patient Resource Center

Learn and share at NBCA's Patient Resource Center, including the [New Patient Guide](#), [PEP Talk library](#), [online support group](#), and more. Explore more patient resources [here](#).

## Clinical Resources

### VTE eLearning Course

STOP THE CLOT® – WHAT EVERY HEALTHCARE PROFESSIONAL SHOULD KNOW is a self-paced, no-cost continuing education course. Learn more [here](#).



**ADVANCING VTE AWARENESS: Insights into Cancer-Associated Thrombosis, Surveillance, and Comorbidities**  
MARCH 20, 2025 • 2:00–3:00 PM ET



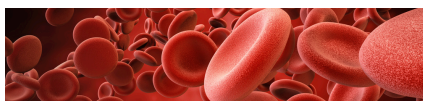
Alok Khorana, MD, FASCO, FACP



Gary Raskob, PhD



Anna Parks, MD



### Advancing VTE Awareness Webinar

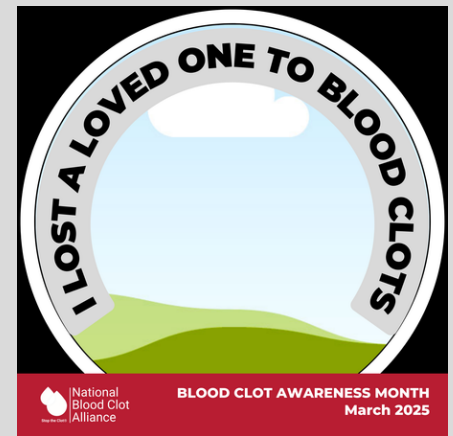
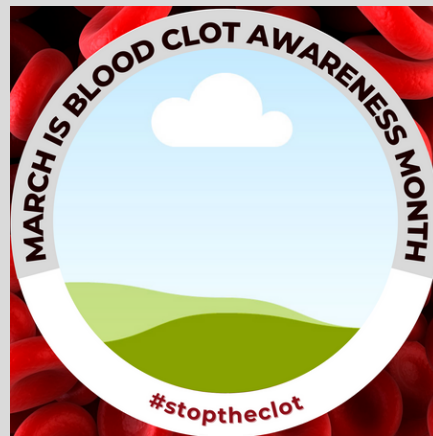
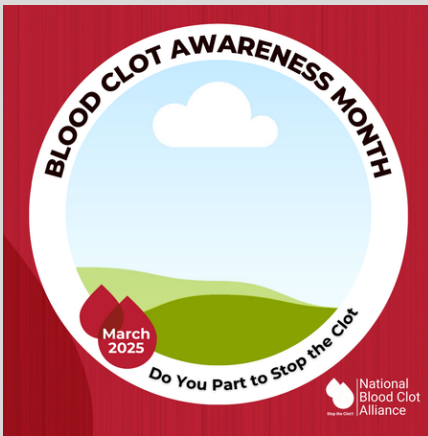
This expert-led webinar taking place on March 20 at 2 p.m. ET will explore the intersection of VTE with cancer, other high-risk conditions, and public health surveillance strategies. Register [here](#).

### VTE Centers of Excellence™

*Elevating Patient and Community Care*  
A growing network of healthcare centers committed to redefining what VTE clinical excellence looks like. Learn more [here](#).



## Social Media Profile Frames



**Follow the steps below for more information on creating your customized frame in Canva.**

1. Click [Download Graphics](#) to get the template.
2. Click “edit this design” in Canva.
3. Choose the design you want and drag your photo into the blank frame.
4. Save and upload to your social media profiles.

[Download graphics](#)

## Rights and Usage

This toolkit and the materials included and linked within it are property of the National Blood Clot Alliance. All materials are intended for educational and awareness purposes only. When used for educational and awareness purposes, the materials must be used in their original unaltered state, that includes not adding logos, websites, or additional graphics. The National Blood Clot Alliance logo and branding must be clearly visible. Do not add any logo to the materials, unless you have been given prior approval.

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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.*



If you have any questions about this toolkit, or would like more information about blood clots or NBCA, please email us at [info@stoptheclot.org](mailto:info@stoptheclot.org).

**Thank you for helping raise awareness this March, and doing your part to Stop the Clot®!**

