

**DVT Awareness In Motion - Melanie Bloom Introductory Script**

[[TRT 05:46]]

Hello, and welcome to the 'DVT Awareness In Motion' educational series! I'm Melanie Bloom. For more than six years, I've been the national patient spokesperson for the Coalition to Prevent Deep Vein Thrombosis, or DVT. DVT is a national public health crisis – but many people and even healthcare professionals are unaware of the risk. Up to two million Americans suffer a DVT annually, and complications from DVT kill more Americans than breast cancer and AIDS combined.

My husband, David Bloom, was an NBC news correspondent who lost his life in Iraq in 2003. But the bitter irony is he didn't die from a bullet or a bomb. David died from complications of DVT—or, simply put, a blood clot.

Basically, DVT is a blood clot that forms inside a deep vein, most often in the lower leg. Once formed, a blood clot or fragment of a blood clot can break off and may cause severe complications, such as a pulmonary embolism or PE. It can even cause death if not diagnosed and treated appropriately, which is what happened to David. I often refer to that clot as the 'bomb that lay within David's body.' A bomb he couldn't protect himself against because he didn't even know it existed.

The time between his first symptoms—leg cramps—and his collapse and death was two days. Many DVT sufferers don't experience symptoms at all, but the risks can be reduced.

Clearly, more people need to understand the risk factors, signs, and symptoms of DVT so that they can help reduce their chances of developing this potentially fatal condition. That's what the Coalition is all about. In its seventh year, the Coalition reaches out to the public, healthcare professionals, and policy-makers to generate awareness, advocate action, and encourage treatment and research about DVT.

We've made great strides, but so much more work needs to be done.

And so, for this DVT educational program, we're adopting the theme: "DVT Awareness In Motion."

Many people don't realize that immobility or restricted movement can put you at increased risk for developing a DVT. Movement is only one way to help reduce your DVT risk – some patients may require things like compression socks or medications such as anticoagulants – so please talk to your healthcare professional about your risk.

The "DVT Awareness In Motion" educational program is designed to assist you and the people you care for help reduce their risk for developing a DVT. It features simple, low-impact movements and stretches that can be done anywhere, any time mobility is restricted. These simple movements may help reduce the risk of DVT by encouraging blood circulation. When the muscles of the legs are inactive, blood can collect in the lower extremities, increasing DVT risk.

Of course, keeping moving is only one of many ways to reduce risk — but it's a great place to start.

## US.ENO.09.11.006

To begin the program, we have a special message from my fellow national patient spokesperson for the Coalition, Bonnie Bernstein. As someone who has experienced a DVT, she will share her personal story and some tips to help you become more aware of the signs and symptoms of DVT.

Next, we are pleased to introduce Dr. Geno Merli, a Coalition physician, to help you recognize your risk factors – from restricted mobility to other medically related health conditions. Through Dr. Merli, you'll learn what can be done to spur a discussion with your healthcare professional about appropriate preventative care steps.

And lastly, the star of our show, Mary Ann Wilson, she's a registered nurse and founder of the nationally known PBS series 'Sit and Be Fit.' She will demonstrate simple low-impact movements that you can do while sitting at your desk, traveling, lying in a bed, or in any situation where your movement is restricted but you need to keep the blood flowing. These movements are easy to do any time, anywhere, and they can be potentially life-saving.

By serving as the national patient spokesperson for the Coalition, I've learned that helping others is truly the greatest healer of all. It's gratifying to know that by putting a personal face on DVT, the Coalition has reached millions of Americans and has helped to save many lives.

Through the years, the Coalition's mission has expanded from providing education to also offering an encouraging message of inspiration. We want to let people know that no one is facing this alone. I'm honored to help deliver that message.

Today, DVT remains a public health issue. It's our goal as the Coalition to continue to make it a national public health priority. Of the two million Americans affected annually by DVT, approximately 300,000 will develop a pulmonary embolism, or PE, and die. Sadly, the risk factors often go unrecognized.

"DVT Awareness In Motion," indeed! Through our public awareness and educational program this year, we want to give people hope and the tools that can help them in preventing DVT. Some of these steps are just a click away in this educational series. I invite you to watch all of the segments in this video and join all of us at the Coalition in helping to make a change – by improving awareness and patient outcomes of this potentially fatal condition. Thank you.

***[On screen disclaimer]*** Ambulation/movement is only one way to help reduce DVT risk. Some patients may require compression socks or medications such as anticoagulants – please talk to your healthcare professional. Please be aware that DVT events may occur after you begin to become mobile again.

## US.ENO.09.11.006