


Sample Promotion

Social Media Sample Posts:

- Don't let the lack of information hold you back! NATF's patient toolkit, "Transgender Health and Blood Clot Risk: What You Should Know" provides essential knowledge about blood clots and their impact. Get informed and empowered, and remember: the risk of a blood clot is small and should NOT stop patients from getting gender-affirming care.
-  Effective communication is vital! NATF's patient toolkit offers guidance on open communication between patients and care providers about blood clot risk. Remember, risk of a blood clot is small and should NOT stop patients from getting gender-affirming care.
- Hormone therapies and surgery can increase blood clot risk, but this risk is small and IS not and SHOULD not be a barrier to gender-affirming care! Remember, gender-affirming care is lifesaving care! Learn more about the link between blood clots & GAHT in NATF's new patient toolkit "Transgender Health and Blood Clot Risk: What You Should Know".

Email Distribution Sample Copy:

- *[for patient audiences]* Discover what a blood clot is and why it matters for your health! NATF's patient toolkit, "Transgender Health and Blood Clot Risk: What You Should Know" empowers you to make informed decisions about gender-affirming care. Remember, the risk of a blood clot is small, and is not and should not be a barrier to receiving gender-affirming care.
- *[for HCP audiences]* Working with patients undergoing gender-affirming care? Share NATF's patient toolkit, "Transgender Health and Blood Clot Risk: What You Should Know". This toolkit takes patients through what a clot is, how to minimize risk of a clot, and ways to speak with healthcare providers about managing risk. The risk of a blood clot is small; it's important to remind patients that risk IS not and SHOULD not be a barrier to receiving gender-affirming care.
- Hormone therapies and surgery can increase blood clot risk, but this risk is small and IS not and SHOULD not be a barrier to gender-affirming care. Learn more in NATF's new patient toolkit "Transgender Health and Blood Clot Risk: What You Should Know". This toolkit offers materials to educate patients and caregivers about the link between blood clots and gender-affirming care. By addressing this critical issue, NATF hopes to empower toolkit readers with vital information to make informed decisions and enhance patient care.

More Promotion Resources:

- [Transgender Health and Blood Clot Risk: What You Should Know](#) (digital toolkit)
- [Transgender Health and Blood Clot Risk: What You Should Know](#) (toolkit pdf)