**Template Information & Press Summary**

**VTE - YOU and ME**

**Anyone** can develop a VTE, regardless of age, gender, ethnicity or general health.

A VTE (venous thromboembolism), or a thrombosis, is a condition in which life-threatening blood clots form in the artery or vein.

A clot in the vein (usually in the leg or pelvis) is known as a deep vein thrombosis (DVT) and a clot that breaks off and travels to the lungs is known as a pulmonary embolism (PE).

Together, DVT and PE make up venous thromboembolism (VTE).

Thrombosis does not discriminate. A recent high-profile patient was Serena Williams, a young and very fit athlete.

**Thrombosis UK’s #LetsTalkClots national campaign,** launching 1st May 2018 will focus on the importance of VTE as a national priority for patient safety, patient outcomes and NHS burden.

* 1:4 deaths as a result of causes related to blood clots
* 55%-60% of all blood clots result from hospitalisation
* VTE is the number 1 cause of preventable deaths in hospital



Let’s Talk Clots will provide CPD accredited conferences, Patient Information meetings and awareness events across the UK, [INSERT LOCAL EVENT HERE].

The Let’s Talk Clots campaign shares three key messages:

**For Healthcare Professionals:**

* **Think Thrombosis** – risk assess everyone being admitted into hospital, whilst there and at discharge
* **Prevention** saves lives, burden and cost to NHS
* **80% of people presenting with a DVT have no symptoms,** always consider VTE & investigate



**For Everyone:**

* **Think Thrombosis** – A blood clot can occur in anyone at any time without warning
* Keep active & be aware of risk factors
* If you think you may have a blood clot – seek urgent medical attention



For further information contact jo@thrombosisuk.org

Visit: [www.thrombosisuk.org](http://www.thrombosisuk.org)

Follow us on Twitter @ThrombosisUK

#LetsTalkClots

#KnowThrombosis

**Extra information:**

**Venous thromboembolism** (**VTE) is the number 1 cause of preventable deaths in hospital**

**Venous thromboembolism** is a leading cause of death and disability worldwide. In Europe and the U.S., it claims more lives than AIDS, breast and prostate cancer, and motor vehicle crashes combined.

1 in 4 people worldwide are dying from conditions caused by thrombosis

The top three cardiovascular killers are linked to blood clots