Assessment of General Public Awareness of Thrombosis & How To Increase That Awareness

INTRODUCTION
Thrombosis Ireland was founded in 2016 by thrombosis patients to raise awareness about thrombosis within the general public and provide information and support to thrombosis survivors and their families. We believe that if we arm people with some basic facts about Thrombosis, lives can be saved. This Survey endeavour’s to find out what people want to know and how best to get that information to them in the most effective manner. We asked 105 random people to complete our survey.

AIM
- Identify the current awareness within the general public about Thrombosis.
- Establish what information the public most want.
- Identify what platforms people would use to acquire the information.

METHOD
- A set of questions were formulated in order to extract the information we required. It was completed via the following methods.
  - Online Survey via social media platforms, Facebook & Twitter.
  - Face to face survey completed on line with a laptop.

OBJECTIVES
- Identify the current awareness within the general public about Thrombosis.
- Establish what information the public most want.
- Identify where people would be inclined to go for information.

RESULTS

RECOMMENDATIONS
- Urgent need for National Thrombosis Awareness Campaign.
- Irish Thrombosis Website is essential stating the signs & symptoms and risk factors of Thrombosis clearly on the front page.
- Facebook is an important way of imparting information and a great form of real-time interaction.
- 15% of participants would ask their doctor for information on Thrombosis suggesting that forming partnerships with doctors would be worthwhile.