**NBDF Unveils THRIVE Campaign:**

**Empowering Individuals with Bleeding Disorders Through 6 Key Steps**

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The National Bleeding Disorders Foundation (NBDF) launched the THRIVE campaign, a comprehensive initiative designed to raise awareness and educate community members about **6 key steps to living healthy with a bleeding disorder.** This campaign aims to empower individuals and their families, providing them with the knowledge and resources necessary to thrive in their everyday lives.

Lena Volland, Director of Education at NBDF shared that “*the goal is to provide empowerment and education through this resource, enabling you and your loved ones to thrive in your everyday life. We invite you to explore the topics that catch your interest and dive more deeply into each component of THRIVE”*

The THRIVE campaign emphasizes the following **6 key steps**:

T – Take advantage of regular care from health care providers focusing on bleeding disorders.

H – Have a conversation with your health care provider about yearly inhibitor testing.

R – Review the latest treatment options for you.

I – Identify, treat, and fully heal bleeds.

V – Value and make time for your emotional and mental health.

E – Embrace your bleeding disorders community and get involved!

To access more detailed information about each step, [**visit the THRIVE webpage**](https://www.bleeding.org/educational-programs/outreach/thrive). This NBDF webpage features additional resources, including THRIVE Questions for Your Health Care Provider and a kids THRIVE Coloring Activity Book.

Learn more, share and let’s THRIVE Together! #THRIVEwithNBDF

*NBDF is proud to collaborate with the Centers for Disease Control and Prevention (CDC) on this campaign, which is fully funded by a $500,000 financial assistance award from CDC/HHS. The project has been developed in close collaboration with patients, parents, and health care providers.*