



PARTNER TOOLKIT

Ask Before You Leave

Blood clot warning signs and two questions for families

Graphics, sample posts, newsletter copy and the free Ask Before You Leave card for partners who reach Florida families.

Thank you for helping Florida families learn about blood clots

Emily's Promise is asking every family to learn the warning signs of a blood clot and to ask two questions before a loved one leaves the hospital. The campaign launched during Emily Adkins Blood Clot Awareness Month in October, but the message works any time of year.

Your organization already reaches the patients, families, residents and care teams who need this information. This toolkit gives you ready-to-use posts, newsletter copy, graphics and a free card to share.

OUR ONE ASK

Share one item from this toolkit in your newsletter or on social media. Tag Emily's Promise on Facebook, LinkedIn, Instagram or X (@emilyspromisefl / @Emilys_Promise) so we can thank you.

What's inside

- Background: Emily's story, the law and key facts (page 3)
- Ask Before You Leave: the two questions, warning signs and card (page 4)
- Newsletter copy (pages 5-7)
- Sample social posts (pages 8-9)
- Graphics and tips for using the numbers (page 10)

Emily's story and Florida's law

Emily's story

Emily Adkins of Fernandina Beach was 23 when she died of a blood clot in October 2022. Her family founded Emily's Promise and worked with the Florida Legislature to pass the Emily Adkins Family Protection Act in 2025, without a single vote against it.

What the law asks

- Hospitals with emergency departments: Assess patients for blood clot risk and train staff.
- Nursing homes: Aides learn the warning signs of a blood clot.
- Assisted living facilities: Inform new residents.

What Florida now knows because of the Emily Adkins Family Protection Act

96,416

healthcare encounters involving a blood clot in one year

Almost 45%

of patients hospitalized with a blood clot had another hospital stay with a clot diagnosis within 15 days of the original discharge

35 to 64

More than a third of those blood clot encounters involved adults ages 35 to 64

AHCA reviewed more than 16 million records from July 2024 through June 2025. The report does not say why patients returned to the hospital.

Source: Florida Agency for Health Care Administration, Statewide VTE Surveillance Report, June 2026

Florida's blood clot registry

Hospital reporting to Florida's statewide blood clot registry, the Florida VTE Registry, began July 1, 2026. The Florida Department of Health oversees the registry, and the National Blood Clot Alliance manages day-to-day operations. According to the state, Florida is the first state in the nation to require this kind of registry.

Ask Before You Leave

Before you or a loved one leaves the hospital, ask:

1. What is my risk of a blood clot?
2. What signs should bring me back?

Know the warning signs of a blood clot

- Swelling, pain or warmth in a leg
- Sudden shortness of breath
- Chest pain

If you notice any of these, get medical care right away. Do not wait them out.

The Ask Before You Leave card

A free, printable two-sided card. The front has the two questions for patients and families. The back includes warning signs, space to write down your blood clot risk and contact information for questions, and a QR code to emilypromises.com/october. Share it with patients, residents, families and visitors.



SCAN TO LEARN MORE

Download: emilypromises.com/ask-before-you-leave-card

ASK BEFORE YOU LEAVE

Before you or a loved one leaves the hospital, ask your doctor, nurse or discharge planner two questions:

1. "What is my risk of a blood clot?"
2. "What signs should bring me back?"

Almost 45% of Florida patients hospitalized with a blood clot were back in the hospital with another clot diagnosis **within 15 days of going home.**

Source: Florida Agency for Health Care Administration, June 2026

emily's promise

Know the warning signs of a blood clot:

- Swelling, pain or warmth in a leg
- Sudden shortness of breath
- Chest pain

If you notice any of these, get medical care right away.
Do not wait them out.

My blood clot risk: _____

Who to call with questions: _____

SCAN TO LEARN MORE
EmilyPromises.com/October

Ready to paste into your newsletter

FULL VERSION | ABOUT 160 WORDS

Ask Before You Leave: Two questions about blood clots

Emily Adkins of Fernandina Beach was 23 when she died of a blood clot in October 2022. Her family founded Emily's Promise and worked with the Florida Legislature to pass the Emily Adkins Family Protection Act in 2025. The law asks hospitals with emergency departments to assess patients for blood clot risk and train staff, nursing home aides to learn the warning signs and assisted living facilities to inform new residents.

In June 2026, the Florida Agency for Health Care Administration released the state's first blood clot report. It found 96,416 health care encounters involving a blood clot in one year. Almost 45% of patients hospitalized with a blood clot had another hospital stay with a clot diagnosis within 15 days of discharge.

Emily's Promise asks families to learn blood clot warning signs and ask two questions before leaving the hospital: What is my risk of a blood clot? What signs should bring me back? Download a free card at emilypromises.com/ask-before-you-leave-card.

SHORT VERSION | ABOUT 60 WORDS

Florida's first statewide blood clot report found that almost 45% of patients hospitalized with a blood clot had another hospital stay with a clot diagnosis within 15 days of the original discharge. Before you or a loved one leaves the hospital, ask: What is my risk of a blood clot? What signs should bring me back? Learn more at emilypromises.com/october.

Tailored versions for long-term care, hospital and community audiences are on the next two pages.

Tailored for your members

FOR NURSING HOMES AND ASSISTED LIVING

Blood clots and the trip home from the hospital

Florida's Emily Adkins Family Protection Act asks nursing home aides to learn the warning signs of a blood clot and assisted living facilities to inform new residents. In June 2026, the state's first blood clot report found that almost 45% of patients hospitalized with a blood clot had another hospital stay with a clot diagnosis within 15 days of discharge. The report does not say why, but the days after a hospital stay matter, and many residents spend them in your communities. Consider a warning-signs refresher with your team: swelling, pain or warmth in a leg, sudden shortness of breath and chest pain. Emily's Promise offers a free Ask Before You Leave card for residents and families at emilypromises.com/october.

FOR HOSPITALS

Two questions for every patient before discharge

Florida's first statewide blood clot report, released in June 2026 by the Agency for Health Care Administration, found 96,416 health care encounters involving a blood clot in one year. Almost 45% of patients hospitalized with a blood clot had another hospital stay with a clot diagnosis within 15 days of discharge. Emily's Promise is asking patients and families to ask two questions before leaving the hospital: What is my risk of a blood clot? What signs should bring me back? Care teams can make that easier by raising the questions first. A free, printable Ask Before You Leave card is available at emilypromises.com/october.

If your hospital has added the warning signs or the two questions to discharge materials, Emily's Promise would like to feature your work. Contact emily@sachsmedia.com.

For community partners

FOR CHAMBERS, LOCAL HEALTH DEPARTMENTS AND COMMUNITY GROUPS

Blood clots are not only a problem of old age

Nassau County, Fernandina Beach, Hilliard and Callahan have recognized October as Emily Adkins Blood Clot Awareness Month. Emily Adkins of Fernandina Beach was 23 when she died of a blood clot in October 2022. Florida's first statewide blood clot report found 96,416 health care encounters involving a blood clot in one year, and more than a third involved adults ages 35 to 64. Learn the warning signs: swelling, pain or warmth in a leg, sudden shortness of breath and chest pain. If they appear, get medical care right away. Before you or a loved one leaves the hospital, ask: What is my risk of a blood clot? What signs should bring me back? Learn more at emilypromises.com/october.

For families and the public

POST 1 | Emily's story and the law

Graphic: Download the Card (or the Awareness Month graphic in October)

Facebook, Instagram, LinkedIn: Emily Adkins was 23 when she died from a blood clot. Emily's family turned their grief into action and worked with the Florida Legislature to pass the Emily Adkins Family Protection Act. We're joining Emily's Promise to help families learn the warning signs of a blood clot and know what to ask before a loved one leaves the hospital. emilypromises.com/october

X: Learn the warning signs of a blood clot and what to ask before you leave the hospital. emilypromises.com/october

POST 2 | Ask before you leave

Graphic: Ask Before You Leave (two questions) or Nearly 45%

Facebook, Instagram, LinkedIn: Florida's first statewide blood clot report found that almost 45% of patients hospitalized with a blood clot were back in the hospital with another clot diagnosis within 15 days. Before you or someone you love leaves the hospital, ask two questions: What is my risk of a blood clot? What signs should bring me back? emilypromises.com/october

X: Almost 45% of Florida patients hospitalized with a blood clot were back in the hospital within 15 days with another clot diagnosis. Before you leave, ask: What's my risk? What signs should bring me back? emilypromises.com/october

POST 3 | Know the warning signs

Graphic: Download the Card

All channels: Know the warning signs of a blood clot: swelling, pain or warmth in a leg; sudden shortness of breath; chest pain. If they appear, get medical care immediately. Emily's Promise has a free card with the signs and two questions to ask before leaving the hospital: emilypromises.com/ask-before-you-leave-card

HOW TO TAG US

Facebook and LinkedIn: type @Emily's Promise and select the page.

Instagram: @emilyspromisefl

For care teams and community partners

POST 4 | Hospitals and care teams (LinkedIn)

Graphic: Download the Card

One finding from Florida's first statewide blood clot report stands out: almost 45% of patients hospitalized with a blood clot had another hospital stay with a clot diagnosis within 15 days of discharge. The report does not say why, but the days after discharge matter for patients, families and care teams. Emily's Promise offers a free Ask Before You Leave card with the warning signs and two questions every patient can ask before going home. emilypromises.com/october

POST 5 | Nursing homes and assisted living (LinkedIn, Facebook)

Graphic: What Florida's Blood Clot Law Asks

Florida's Emily Adkins Family Protection Act asks nursing home aides to learn the warning signs of a blood clot and assisted living facilities to inform new residents. Consider a team refresher: swelling, pain or warmth in a leg, sudden shortness of breath and chest pain can all signal a blood clot. Emily's Promise has a free card to share with residents and families: emilypromises.com/october

POST 6 | Community and employers (Facebook, LinkedIn)

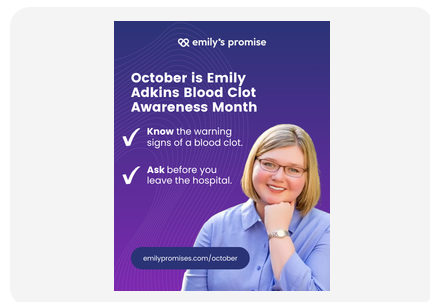
Graphic: 96,416 visits

Blood clots are not only a problem of old age. Florida hospitals, ERs and surgery centers recorded 96,416 visits involving a blood clot in one year, and more than a third involved adults ages 35 to 64. Emily Adkins was 23. Share the warning signs with your team and family: emilypromises.com/october

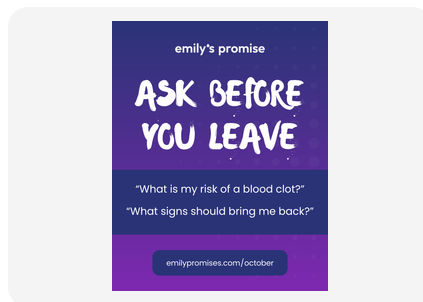
How to tag us: On Facebook and LinkedIn, type @Emily's Promise and select the page. On Instagram, use @emilyspromisefl.

Graphics and tips

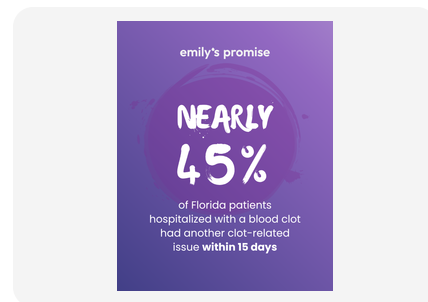
[Download all graphics: Open the toolkit folder on Google Drive](#)



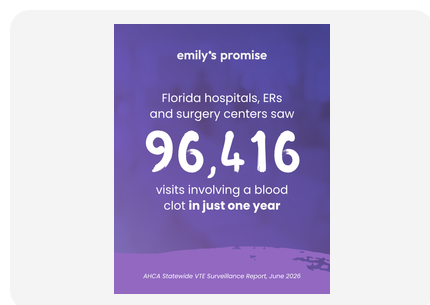
1. Awareness Month (October only)



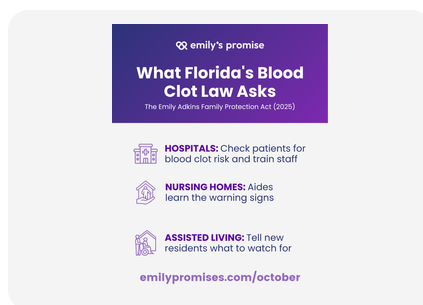
2. Ask Before You Leave



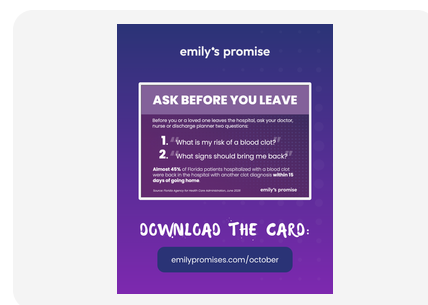
3. Nearly 45%



4. 96,416 visits



5. What Florida's Blood Clot Law Asks



6. Download the Card

Tips for using the numbers

- Say "blood clot" for public audiences.
- Call 96,416 visits or encounters, not people.
- Use the full 45% wording. The report does not say why patients returned.
- Credit the June 2026 AHCA report, not the registry, for these numbers.

Questions?

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emilypromises.com/october