



Promote Diabetes Awareness Month in Your State

Diabetes Awareness Month (November 1–30) provides you the opportunity to help educate the public about a podiatrist’s critical role on the diabetes management team, specifically in diagnosing vascular disease. Join us in supporting APMA’s new Diabetes: A Path to Poor Circulation? campaign, which provides a host of new educational materials for both member and patient use. The campaign includes an online resource page, free poster, newsletter, social media posts, feature articles, shareable multimedia, and more. Many of these materials will be customizable, so you can provide the patients in your community with information most relevant to them. Visit www.apma.org/diabetes to download the digital toolkit with all campaign materials.

APMA encourages all state components to recognize diabetes awareness month and share these valuable resources with their local communities. Below is a list of ways your state can participate. Use one or more of these ideas, or come up with your own!

1. **Join the social media conversation.** Use your existing social media outlets to share some of the sample social media posts included in this digital toolkit. Share resources from the [campaign resource page](#) on your existing Facebook account, website, and other digital media outlets using hashtag #Path2PoorCirculation.
2. **Reach out to local media.** APMA has created customizable feature articles that you can distribute to local health-care and lifestyle reporters. Mention that a spokesperson for your organization is available for interview. APMA staff (nryounes@apma.org) can help compile a list of reporters in your area.
3. **Contact medical colleagues.** Use our “Dear Colleague” letter to contact referring physicians in your area and share your expertise in diabetic foot care.
4. **Use existing communications.** Add the Diabetes: A Path to Poor Circulation? logo to your e-mail signatures and website. Promote your state’s participation in the campaign by posting an announcement in your internal newsletter or e-mail alerts using the sample announcement included in this toolkit.
5. **Share campaign materials at an event.** If you plan to attend a health fair, career day, or other community event, bring the campaign poster (or print the PDF and use as a flyer), customizable digital brochure, special edition of *Footprints*, and check out the posters available in the e-Store.