**Promote Foot Health Awareness Month in Your State**

As part of APMA’s strategic goal to educate the public, Foot Health Awareness Month (April 1–30) provides a targeted opportunity to share information about podiatrists’ education, training, and experience. In particular, our spring campaign, “Today’s Podiatrist: Operate like a DPM,” will highlight the podiatrist’s role as a surgeon in treating all things foot and ankle while also acknowledging the full scope of podiatric medicine and surgery. The campaign is based on a record-breaking social media-only campaign APMA ran two years ago. APMA has provided new educational materials for both member and patient use, including an online resource page, free poster, newsletter, social media posts, tip sheets, videos, and more.

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

1. **Join the social media conversation.** To help get the word out about foot health, use your existing social media channels to share and engage using the sample social media posts included in our accompanying digital toolkit. Don’t forget to visit the campaign resource page [www.apma.org/foothealth](http://www.apma.org/foothealth) and use your existing social media channels or to participate in the campaign, using the #TodaysPodiatrist and #OperateLikeaDPM hashtags. You can also mention APMA on Twitter (@APMA) or tag APMA on Facebook (@TheAPMA).
2. **Reach out to local media.** APMA created a variety of customizable feature articles that you can distribute to local health-care and lifestyle reporters. Mention that a spokesperson from your component is available for interview. APMA staff is happy to assist in preparing local media distribution lists or assist in pitch development. Contact Kevin Hess, [klhess@apma.org](mailto:klhess@apma.org), for assistance implementing the materials in your state.
3. **Encourage members to contact medical colleagues.** Your members can use our “Dear Colleague” letter to contact referring doctors in their area and share their expertise in podiatric medicine.
4. **Use existing communications.** Add the “Today’s Podiatrist: Operate Like a DPM” logo to your e-mail signatures and use the included campaign web banners for your website or social media channels. Promote your state’s participation in the campaign by posting an announcement in your internal newsletter, blog, or email alerts using the sample announcement included in this toolkit.
5. **Share campaign materials at an event or conference.** These campaign materials provide perfect informational supplementsif you plan to attend a health fair, career day, medical conferences, or other community events. Share the campaign tip-sheets, the special edition of *Footprints*, and “Dear Colleague” letter, and order our campaign poster for your office!