



## APMA Daily eNews

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### APMA Awards Five States for Outstanding PR Efforts

At APMA's 90th Annual House of Delegates (HOD), APMA's Public Relations (PR) Department presented five state component societies with awards for outstanding public relations efforts during the 2009 APMA public awareness campaigns, Podiatrists Keep America Walking (PKAW), and Diabetes is a Family Affair (DIAFA).

Dennis R. Frisch, DPM, of Florida (left); Carolyn E. McAloon, DPM, of California; and Marlene Reid, DPM, of Illinois. Dr. McAloon accepted an award on behalf of CPMA. Drs. Frisch and Reid of the APMA PE&I Committee announced the winners at the 90th APMA House of Delegates.



A total of 16 states participated in the spring PKAW campaign, which focused on heel pain. The two states recognized were Iowa Podiatric Medical Society (IPMS) and Florida Podiatric Medical Association (FPMA). IPMS jumped head first into the campaign on the media front, disseminating the PKAW press release with new heel pain statistics to more than 100 local publications. IPMS also encouraged members to reach out to the media during April. FPMA took to the Web in a strong way by blasting members with e-mails about the campaign and outfitting the FPMA Web site with PKAW information and links back to the APMA Web site.

For the DIAFA campaign, a record-breaking 21 states participated! Within those 21 states, a total of three stood out above the rest for their excellent diabetes education efforts. Virginia Podiatric Medical Association (VPMA) continued growing an innovative partnership with local pharmacies and began a targeted effort to create new relationships with endocrinologists. An interview with MSNBC that touched on diabetes and the importance of shoe selection rounded out VPMA's campaign activities in November.

The California Podiatric Medical Association (CPMA) was bustling in November. A number of members stepped up to the plate by organizing diabetes awareness events, contacting the media, posting DIAFA information to the CPMA Web site, and even having the DIAFA logo placed on one of the cars in the NASCAR Sprint Cup Series. Energy and innovation earned CPMA special recognition for their DIAFA participation.

Last, but certainly not least, the Michigan Podiatric Medical Association (MPMA) took action through a very successful World Diabetes Day event, a partnership with the department of health, to release diabetes data to over 300 media outlets, a redesigned diabetes section of the MPMA Web site, and an outreach effort to a local school system with one of the highest rates of diabetes in the state.

Thank you to the Fab Five and all state component societies for your continued support and involvement in APMA's public awareness campaigns.