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Announcement:

APMA to Award FPMA and IPMS for Outstanding PR Efforts

APMA's 2009 spring campaign "Podiatrists Keep America Walking" (PKAW) focused on heel pain and members from numerous state components joined in to help Americans extinguish the pain! APMA's Department of Public Relations gathered PR activities from 17 state components about the various ways in which members in their state used the PKAW campaign materials. Once all the info was compiled, the Public Education and Information (PE&I) Committee voted both Florida Podiatric Medical Association (FPMA) and the Iowa Podiatric Medical Society (IPMS) stood out for their PR initiatives. The two states will be formally recognized during APMA's 90th Annual House of Delegates meeting in March 2010.

Here's how those state components and their members took action:

FLORIDA: FPMA created a strong Web site presence for Foot Health Awareness Month. The PKAW logo was uploaded to multiple pages on the FPMA Web site and linked back to APMA's materials – the logo and links have remained on FPMA's Public Affairs web page all year. FPMA also emailed members each week of April encouraging them to take action in the campaign, directing them to materials and giving them ideas on how to use them. This email was based on the "PKAW Weekly Email Blast" that they received from APMA.

FPMA also offers their members customizable foot health documents year round that can be sent via email or CD to be used as handouts for health fairs and the PKAW materials are part of those available.

IOWA: Executive Director of the IPMS, Kevin Kruse, reported that the IPMS disseminated the heel pain press release to over **100** newspapers in Iowa and simultaneously encouraged members to contact their local media to develop a feature story on the importance of foot health.

Congratulations to Florida and Iowa and a big thank you to all states that participated in the PKAW campaign – involvement at this level is what makes an APMA campaign a national success.

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