

A photograph of three surgeons in an operating room, wearing blue scrubs, masks, and caps, focused on a surgical procedure. The scene is dimly lit with blue overhead surgical lights.

Podiatric Medicine: Where Surgical Expertise Meets Specialized Care

Campaign Toolkit



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➤ Introduction & Overview

We believe the next generation of podiatrists is already out there—

bright, driven, and ready to make a difference. They just need someone to show them a path that makes sense.

That's what **Podiatrists Move the World** is all about.

This campaign puts podiatric medicine in the spotlight as a dynamic, hands-on, yet often overlooked route to a rewarding surgical career. And this toolkit is here to help you share that story.

Whether you're part of a podiatric medical school, a pre-health advisor, or a campaign partner, we've made it easy to get involved. Inside, you'll find ready-to-use social posts, email copy, video assets, and core messaging, all customizable to fit your audience, voice, and brand.

Everything you'll find here is grounded in student insights and extensive audience research, built to connect with today's pre-health learners. Please use what you need, make it your own, and don't hesitate to reach out with any questions along the way.

Thank you for helping more students see that there's more than one way to build a meaningful medical career and that podiatric medicine could be the right fit for their future.

Contact JPA@APMA.org for any questions or support.

Toolkit Contents

- Social Posts
- Email/Newsletter Copy
- Messaging Framework
- Brand Guidelines

Partner Instructions

- Post from your school's or organization's official channels
- Use the graphics provided in the "Social Ads" folder
- Tag posts with **#PodiatristsMoveTheWorld** and **#DiscoverPodiatry**
- Link to discoverpodiatry.org

► Customizable Social Posts

Platform: Facebook (can be adapted for LinkedIn, Instagram, and other needs)

Hashtags: #PodiatristsMoveTheWorld #DiscoverPodiatry

Link: discoverpodiatry.org

About the Campaign Posts



Post 1: Why This Campaign Matters

We're proud to support the Podiatrists Move the World campaign—helping more people discover the impact and opportunities of a career in podiatric medicine.

Know someone who's passionate about surgery, mobility, or public health? This may be the path they haven't yet considered. Help us spread the word. Visit discoverpodiatry.org



Post 2: Championing the Future of Foot & Ankle Care

From restoring mobility to preventing limb loss, podiatrists play a vital role in the healthcare ecosystem.

That's why we're joining the call to elevate awareness of the profession and inspire the next generation.

Learn more: discoverpodiatry.org



Post 3: Helping Students Discover a Different Kind of Surgical Career

Podiatric medicine combines surgical training, patient relationships, and long-term career flexibility.

The new #DiscoverPodiatry campaign is helping students see how impactful this field can be.

Proud to be part of this movement.

[LINK TO: discoverpodiatry.org]

Campaign Messaging Posts

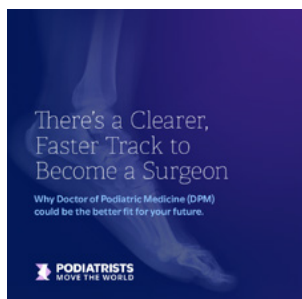


Post 1: Introducing the Campaign

Thinking about med school but not sure where to go next?

Podiatric medicine offers a focused, hands-on path to a surgical career, with a near 100% residency match rate for qualified applicants and early exposure to the OR.

Explore how becoming a Doctor of Podiatric Medicine (DPM) could take you where you want to go: discoverpodiatry.org



Post 2: Clearer Surgical Path

Want to be in the OR? As a Doctor of Podiatric Medicine (DPM), you'll follow a clearly defined path that includes a three-year surgical residency and early hands-on experience.

Compared to MD/DO routes, DPM students start with surgical training built right into their education, and nearly all qualified applicants match into residency.

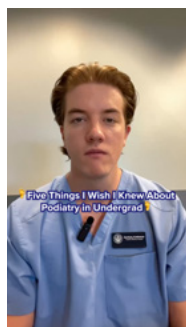
[LINK TO: discoverpodiatry.org]



Post 3: Video — A Day in the Life

What does a day in podiatric medicine actually look like? In this video, a DPM resident takes you inside the clinic and the OR to share why she chose this career.

Watch now: discoverpodiatry.org/#videos



Post 4: Video – What I Wish I Knew

Still weighing your options? Hear from a second-year DPM student about what he wishes he'd known earlier—about training, impact, and what sets this career path apart.

Watch now: discoverpodiatry.org/#videos

[Download Social Assets](#)

Additional Caption Options

Post 1: Work-Life Balance and Career Control

You don't have to choose between being a surgeon and having a life.

Podiatric medicine offers hands-on clinical impact, schedule flexibility, and the autonomy to build a career that works for you.

[LINK TO: discoverpodiatry.org]

Post 2: Questions About Podiatric Medicine? We've Got Answers.

How long is podiatric medical school? What is a DPM?

You have questions about podiatric medicine? We've got answers—plus tips, timelines, and what to expect on the journey.

Visit our FAQ page: discoverpodiatry.org/frequently-asked-questions

Post 3: DPM Resources to Guide Next Steps

Thinking about podiatric medicine? Find guides, timelines, comparison tools, and student insights—all in one place. If you're thinking about your next steps in podiatric medicine, this is a great place to start:

Watch now: discoverpodiatry.org/explore-resources

➤ Email/Newsletter Copy for Campaign Partners



The following are sample messages you can use in your email outreach. Feel free to customize with your institution's voice, branding, and contact info.

Email 1: General Campaign Introduction to the Campaign

Subject: Join us in spotlighting podiatric medicine to prospective students

Body:

As part of the *Podiatrists Move the World* campaign, we're helping spread awareness about this critical—and often overlooked—medical specialty. If you're connected to future med students, parents, or community members, we invite you to help share this opportunity. Help more students discover a rewarding, flexible path in medicine that many don't even realize exists.

[LINK TO: discoverpodiatry.org]

Email 2: For Pre-Health Advisors or Career Counselors

Subject: Help students explore a path they may not know about

Body:

For students still making decisions about Fall enrollment—or wondering how to stay on track after a med school waitlist—podiatric medicine may be the right next move. With early surgical training, a clear path to specialization, and strong support from faculty and peers, it's a high-impact career with real work-life balance.

We encourage you to share discoverpodiatry.org with any students who are interested in surgery, sports medicine, trauma care, or public health. There's still time to apply for Fall 2025.

Email 3: From a Podiatric School or Clinic

Subject: Fall 2025 applications still open for podiatric medical school

Body:

Podiatric medicine offers a direct path to surgical practice, combining specialized medical training, early hands-on experience, and a focus on restoring mobility and improving lives.

At [INSTITUTION NAME], we're proud to help students pursue this high-impact career. If you have students still considering their options for Fall 2025, the Doctor of Podiatric Medicine (DPM) path offers:

- › A focused path from classroom to OR
- › A near 100% match rate into surgical residency for qualified applicants
- › Hands-on training and long-term career support

Learn more at discoverpodiatry.org, or contact us to connect a student with our admissions team.

Email 4: FAQ/Resources Highlight

Subject: Questions about podiatric medicine? Start here

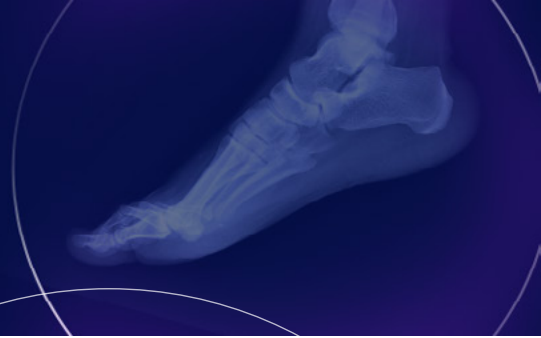
Body:

When exploring podiatric medicine, we recognize that students (and their advisors) may have questions about timelines, career trajectories, surgical training, and how the DPM path compares to other medical specialties.

The *Podiatrists Move the World* was created to provide answers, clarity, and guidance throughout this decision-making process. Explore the FAQ and Resource pages linked below to find helpful guides, key statistics, and answers to commonly asked questions about what sets the DPM path apart:

- › DPM Resources [LINK TO: discoverpodiatry.org/explore-resources]
- › FAQ page [LINK TO: discoverpodiatry.org/frequently-asked-questions]

► Making it Your Own: Customize the Campaign



We know the DPM community is filled with the profession's most passionate advocates—and your voice matters. This campaign was designed to be flexible, so you can add your own voice and perspective while staying aligned with the core message.

Use the ideas and templates below to make the content feel authentic to you, whether you're posting as a practicing DPM, a clinic, a school, or a publication. A little personalization can go a long way toward inspiring others to consider this rewarding path.

Share Your Why

Use this prompt to create a quick, personal post or quote for social or newsletters:

"I became a DPM because [insert reason]. Whether it's helping patients stay active or performing life-changing surgery, this profession has given me [insert benefit]."

Proud to support the #PodiatristsMoveTheWorld campaign. [LINK TO: discoverpodiatry.org]

Additional Prompts:

- "What I love most about podiatric medicine is..."
- "I chose podiatry because..."
- "Every day, I'm reminded that podiatry is..."

Video Prompts for Reels or Stories

Record a 15–30 second video using these prompts:

- "3 things I wish I knew before becoming a DPM"
- "Why podiatry was the right fit for me"
- "What I tell students who ask me about this path"

TIP: Keep it short, speak from the heart, use the #discoverpodiatry or website link discoverpodiatry.org



Custom Captions for Clinic or Practice Photos

Pair these caption templates with a photo from your clinic, surgical tools, or a patient success story:

Mobility matters—and podiatry helps people move through life pain-free. Proud to be part of a profession that makes a difference. #PodiatristsMoveTheWorld #DiscoverPodiatry

From clinic to OR, podiatric medicine blends science, surgery, and human connection. We're sharing this campaign to help the next generation discover what's possible. #DiscoverPodiatry

Add a Personal Note to Emails (Personal Endorsement Block)

Add a sign-off alongside to make email one-offs, blasts, or newsletter feel more personal.

Option 1:

We've seen firsthand how podiatric medicine changes lives—for patients and providers alike. If you know a student who's exploring medical careers, this is a path worth sharing. Our team is proud to support this campaign. If you have questions or want to connect a student with us, reply anytime.

Option 2: Email Campaign Banners



[Download Banners](#)

► Campaign Messaging Framework

When students think about medical school, it's easy to feel overwhelmed wondering about matching, timing, debt, burnout, and whether they'll actually get to do the kind of work they care about.

We created [Podiatrists Move the World](#) to help break through that confusion.

This campaign centers on four core pillars, highlighting things students told us they care most about when deciding their future in medicine. These messages reflect what they're really asking: *Will this be worth it? Will I make an impact? Will I have a life?*

Let's make it easy to say yes!

Podiatrists Move the World: Campaign Positioning

1

A Clearer, Faster Track to Surgical Practice

For students who know they want to be in the OR, podiatric medicine offers something rare in the medical world: a clearly defined path to practice.

- A near 100% residency match rate for qualified applicants across all 11 DPM schools, compared to significantly lower match rates in MD/DO surgical specialties.
- A three-year surgical residency with hands-on training built directly into the program, rather than after general training, reducing the wait to specialize.
- A direct path to specialized care, including trauma, sports medicine, diabetic limb preservation, and more.

2

Work-Life Balance & Career Control

Students today want careers that challenge them, but not at the expense of everything else. Podiatric medicine stands out as an opportunity to build a meaningful surgical career while still having a life outside the OR.

- Flexible schedules and practice settings. Podiatrists can structure their practices to fit their lifestyle, with fewer on-call demands than many MD/DO surgical specialties.

- › Lower burnout compared to other surgical specialties, in part due to predictable hours and autonomy over caseload.
- › Opportunities to work in hospitals, private practices, multidisciplinary groups, academic settings, and more.

3

Immediate Patient Impact

Podiatric medicine is one of the few surgical careers where the results are often visible right away. It's a career where you see your impact, sometimes before the patient even leaves the room.

- › Visible, tangible results for patients. DPMs often help patients walk again, prevent amputations, or return to sports—sometimes in a single visit.
- › Direct improvement in mobility and quality of life. For example, DPMs play a critical role in managing chronic conditions like diabetes, through wound care and limb preservation.
- › Strong patient relationships and continuity of care. High patient satisfaction and long-term care relationships are common in podiatric medicine.

4

Supportive Community

One thing that stood out in student feedback was just how much the culture of podiatric medicine matters. While the career path itself resonated, so did the idea of joining a close-knit community of peers, mentors, and professionals who will support you from day one through every step of your career.

- › Students benefit from smaller class sizes and close faculty relationships that foster mentorship.
- › Residency placement is less competitive and more structured, reducing stress and encouraging collaboration over competition.
- › A strong professional network extends from school through practice, reinforced by alumni support and advocacy groups.

Voice & Tone Guidance

We are communicating with students who have worked hard and are facing one of the biggest decisions of their lives. There is often uncertainty, emotion, and a lot of unknowns in the process. Our goal is to meet them where they are, with clarity and empathy, and help them feel confident exploring a path they might not have considered—that could be the right fit.

- › **Sound like a mentor.** Speak with warmth and credibility, like someone who's been there and genuinely wants to help.
- › **Keep it clear.** Avoid jargon and overly technical terms. Use language that feels accessible, not academic.
- › **Center the student.** Focus on their questions, their goals, and what they need to know to feel confident in their decision.
- › **Highlight support.** Reassure them that this isn't a path they'll walk alone. Emphasize structure, guidance, and a sense of community/belonging.
- › **Show what's possible.** Paint a picture of the future they could have and how podiatric medicine can help them get there.

DO SAY	DON'T SAY
"Podiatric medicine" It reinforces the full scope of the field	"Podiatry" Avoid as shorthand unless in casual, visual-only uses
"Doctors of Podiatric Medicine (DPMs)" — Establishes professional status	"Physicians" Avoid unless quoting; use "doctors" or "surgeons" instead
"Near 100% residency match rate for qualified applicants" Accurate and encouraging	"Guaranteed residency" Can be misleading
"Hands-on surgical training starts early" Emphasizes a key differentiator	"You'll be in the OR right away" Avoid oversimplifying timeline or process
"A rewarding, in-demand medical career" Reflects purpose and job outlook	"It's easier/cheaper than MD/DO" Avoid diminishing rigor or value
"A flexible, supportive path to practice" Highlights structure and mentorship	"No competition" or "No stress" This path still requires dedication and work

► Brand Guidelines

Logo

The Podiatrists Move the World logo focuses on clean geometry and simplistic typography. The lockup must be used without modification to maintain brand integrity and consistency. Care should be taken to provide enough contrast for lockup legibility. Always be sure to use approved logo files, and never attempt to redraw or re-create any part of the logo as each element has been carefully configured.

The logo is available in two color variations. The navy logo is the preferred full-color option to be used on light backgrounds; the white logo can be used on colored backgrounds.



Navy Logo



White Logo

[Download Logos](#)

Minimum Clear Space

The minimum clear space around the logo is equal to the height of the “P” in Podiatrists. To create the greatest impact, allow even more space around the lockup. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



How Not to Use Logo

Changing the logo in any way will weaken its impact and detract overall brand recognition. Avoid using or adapting the logo in the ways exemplified below.



Do not change colors of the logo.



Do not stretch, skew, or distort

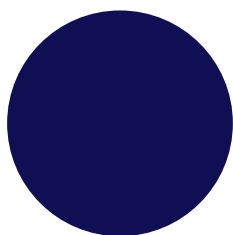


Do not change the logo fonts

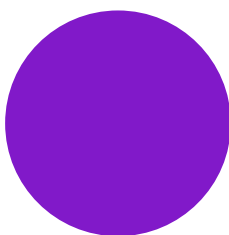


Do not add effects like drop shadows

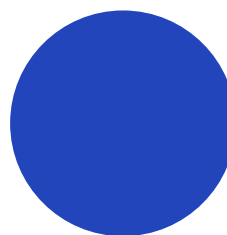
Colors



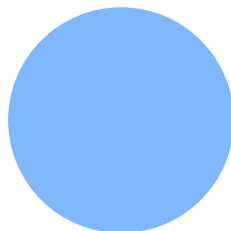
RGB: 17, 15, 83
CMYK: 100, 100, 29, 39
HEX: #110F53



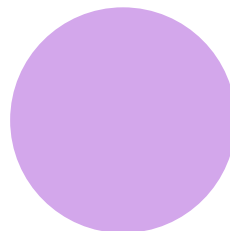
RGB: 129, 25, 201
CMYK: 65, 85, 0, 0
HEX: #8119C9



RGB: 34, 69, 187
CMYK: 90, 79, 0, 0
HEX: #2245BB



RGB: 127, 184, 255
CMYK: 44, 19, 0, 0
HEX: #7FB8FF



RGB: 211, 167, 235
CMYK: 19, 36, 0, 0
HEX: #D3A7EB

Typography

For headlines and subheads:

Adelle (Available through Adobe Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

Battambang (Free alternative available through Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

For subheads and body copy:

Utile (For body copy, subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

Poppins (Free alternative available through Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[Download Font](#)

➤ Additional Resources & Support

There will be additional assets available in upcoming months, including printable materials and event/clinic signage.

Please reach out to mcabral@jpa.com with any questions or additional material requests.

