



# 8<sup>th</sup> October International Podiatry Day

**#FEETMATTER**  
**8 OCTOBER 2019**

*Help us spread the word*

International Podiatry Day (IPD) is the global awareness Campaign which aims to spread the word about the **importance of foot health**. Celebrated every year on the **8<sup>th</sup> of October**, International Podiatry Day wants to become the biggest event focused on **foot health around the world** and the greatest effort to raise awareness on **Podiatry** both with the general public, other health professions and government health officials about the impact and the dangers of foot and ankle ailments.

INTERNATIONAL PODIATRY DAY IS AN INITIATIVE OF THE



**FIP** FÉDÉRATION INTERNATIONALE  
DES PODOLOGUES  
**IFP** INTERNATIONAL FEDERATION  
OF PODIATRISTS

## The International Federation of Podiatrists

The International Federation of Podiatrists – Fédération Internationale des Podologues (FIP-IFP) is the international not-for-profit association focused on global leadership and the development of podiatric medicine around the world.

Working together collaboratively with leaders of the podiatry profession, the federation enhances the podiatric profession through the sharing of knowledge, practice and research among member countries.

Currently the FIP-IFP consists of **27 member associations** based in **26 member countries** globally. *In Europe, our member associations represent leading countries such as France, Germany, Spain, Switzerland and the Netherlands. In the rest of the world, we have close links with Canada, South Africa and the United States to name but a few countries.*

## Definition of International Podiatry Day (IPD)

International Podiatry Day is the global awareness Campaign which highlights the importance of foot health in the population. The year-long Campaign culminates in the IPD which is celebrated every year on **8 October**.

## Mission of International Podiatry Day

International Podiatry Day strives to:

- Raise awareness around the world on the importance of Podiatry with the general public, with health professionals (other than podiatrists) and with government health officials, highlighting the impact on people's lives of poor foot hygiene resulting in foot and ankle ailments;
- Unite the international community of podiatrists around the celebration of the impact of their profession on the health of the world population

## Objectives of International Podiatry Day

In order to highlight the importance of foot care, communicate:

- With the general public: encourage people to have a regular check-up
- With health professionals, other than podiatrists: engage a dialogue so they recognise when to refer a patient to a podiatrist
- With government health officials: advocate to have the profession of Podiatry officially recognised in all countries around the world

In order to reinforce the international community of podiatrists:

- Facilitate the organisation of campaigns and events around the world to shine a light on the podiatry profession and to make IPD a celebration
- Help tighten the links among the international podiatry community

## Background on IPD – the International Podiatry Day

FIP-IFP has celebrated a world day for podiatrists since 2015. This was mainly done by the associations of the Federation internally and was fairly confidential.

With International Podiatry Day on October 8, 2018 the Federation wanted to build an awareness campaign that resonated with the whole international healthcare community and where local podiatrists could really get involved.

## Strategy of IPD 2018 and results

To identify how to build an awareness campaign and make IPD 2018 truly international, the World Foot Health Awareness Committee (WFHAC), a committee of volunteers from the Federation, organised a survey with the FIP-IFP members to collect insights on the best way to develop a low-cost but impactful campaign.

Based on the answers and comments received, the FIP-IFP Executive Director worked with the International Media and Marketing (3Y Bachelor) students of a higher education school in Antwerp to develop a campaign.

One major result of this interesting collaboration was that 8 October was chosen as fixed IPD day. The number 8 can be written as a foot which directly visualises the intention of the campaign. Another find was the use of #FeetMatter as the baseline for International Podiatry Day.

The campaign the students developed also included real live marketing actions. These needed financial and human resources that were unfortunately unavailable at the Federation at the time.

The challenge of the campaign was to reach the local podiatrists, the individual members of FIP-IFP's National Member Societies. We wanted them to actively like, share, tweet and retweet what was put online by the Federation.

With this in mind, FIP-IFP started the campaign on 20 September 2018 with its community and worked together towards the day.

As the Federation had not specific resources available for this first campaign, we chose to create a large-scope digital and social media campaign. Members of the Federation were asked to spread the word on their own social media channels and websites. A special banner was made for them to use. But the main strategy was to involve international as well as local ambassadors and create videos to make the campaign interactive.

On 8 October, during 24 hours, every hour messages were posted online (Facebook, Twitter, LinkedIn and Instagram) and videos from the worldwide renowned **Ambassadors** in Podiatry were posted using Youtube. We relied on the good-will of the ambassadors to further spread the word and thus involve the global podiatry community and related professions. *Of our 18 ambassadors, 10 are from outside Europe. Let us for instance mention **Dr. Dennis Frisch**, former President of the American Podiatric Medical Association, **Dr. Benno Nigg** who is Canadian or **Mr. Ted Jedynak** who comes from Australia.*

The unexpected results:

- Podiatrists from **54 countries** (some not even member of the Federation) talked about International Podiatry Day;
- Almost all associations from the member countries were involved and relayed the information that was posted on the International Podiatry Day social media channels since 20 September to work towards the Day;
- Individual Podiatrists posted their own comments and a podiatry practice posted a picture on cupcakes they made for the day. That was amazing!
- Companies celebrated the day by posting the logo of IPD and the ambassadors showed personal involvement with their own posts.

- Some figures:

- **27,743** Facebook users reached
- **1,022** social media likes
- **103** followers on twitter
- **181** followers on Instagram
- more than **450** #Feetmatter and #InternationalPodiatryDay used
- almost **1,000** Youtube views!

The results were just astonishing for a first edition!

#### Last but not least

On October 8, on the actual day of International Podiatry Day, by chance the Spanish Association of Podiatrists (member of the FIP-IFP) held the second day of their National Congress in Santiago de Compostela. On their own initiative they have written a statement that was read out by 8 amazing podiatrists in their local language. Podiatry brings people from all over the world together.

The Santiago Declaration for International Podiatry Day

" More than 1,000 years ago, citizens from all over the world began the pilgrimage to Santiago de Compostela to honour the apostle. In these 10 centuries the feet of millions of pilgrims have stepped on the stones of this city. Today, on the eve of the International Podiatry Day being celebrated for the first time, more than **1,000 podiatrists** from **21 countries** are in Santiago. Foot specialists from all over the world want to take advantage of this meeting in this universal city to begin the celebration of our International Day with this Declaration of Santiago, something that makes Colexio of Galicia proud." Borja Pérez, President of the Colexio de Podólogos de Galicia.

#### Bronze award

After a successful first edition of the Day in 2018, the European Associations community recognised the campaign with a bronze award for best communications campaign at the European Associations Award celebrated on 28 March 2019 in Brussels.



## The Campaign plan of International Podiatry Day 2019

The objectives of Podiatry Day 2019:

In order to highlight the importance of foot care, communicate:

- With the **general public**: encourage people to have a regular check-up
- With **health professionals, other than podiatrists**: engage a dialogue so they recognise when to refer a patient to a podiatrist
- With **government health officials**: advocate to have the profession of Podiatry officially recognised in all countries around the world
- With the international community of **podiatrists**

We will reach podiatrists, the general public & government health officials:

- Through our Member Societies: we have **27 Member Associations** based in **26 countries**, with **37,000 podiatrists**, serving a population of **892 million**.

We will reach health professionals, other than podiatrists:

- Through the following organisations with which we have official alliances:
  - o **Special Olympics International**
  - o **Peripheral Arterial Disease Coalition**
  - o **European Wound Management Association**
  - o **European Society for Vascular Medicine**
  - o **D-Foot International** (formerly the International Working Group on Diabetic Foot)  
*Our links with D-Foot International are especially strong. We have recently successfully collaborated on the **POINT** (Podiatry for International Diabetic Foot Teams) project*

These organisations serve an international audience.

FIP-IFP resources & *action plan*:

A dedicated person in our team, under the guidance of the Executive Director, will coordinate and execute the communication plan, presented below, towards the above-mentioned stakeholders.

### **From May 2019:**

- Regular newsletters and communications to our Member Societies
- Personal outreach to the representatives of the 14 countries which celebrated IPD 2018 and where we do not have a Member Society
- Personal outreach to the people who follow us on social media (see IPD 2018 statistics in this document)

### **From June, 2019:**

- Weekly new infographics/updates, news posted on all FIP-IFP social media channels: launching the D-30 countdown on September 8
- October 1: Publication of IPD 2019 official press release, distributed on all FIP-IFP social media channels and to all above identified stakeholders + international scientific press
- October 8: **Publication of the article: 'Podiatry today, past challenges and future opportunities' by FIP-IFP Executive Director, Caroline Teugels**, distributed on all FIP-IFP social media channels and to all above identified stakeholders
- October 8: Every hour the posting of an infographic or a video of our Ambassadors (18 International Podiatry Key Opinion Leaders)

### **Results aimed for**

- Minimum double all results on social media of the IPD 2018 Campaign (see page 3)
- *Building on last year's Campaign infographics, continue to develop very visual supports with the aim of increasing social media presence ('light-hearted' (but serious scientific) messages approach of foot health)*



- Alongside our Ambassadors team, develop a network of **IPD Champions**: a minimum of **25 Professionals** from **10 countries**, from different stakeholder groups: podiatrists, **wound management specialists, diabetic foot professionals, representatives of the Special Olympics, vascular medicine specialists and politicians**. Champions are professionals who are passionate about foot health and who are keen to help FIP-IFP to reach other professionals, their patients and the general public.
- Generate enough support so we can enlist the help and expertise of a **Community Manager**.
- Build on the IPD Campaign to increase the visibility of FIP-IFP and increase its number of members

# We value your support

## Corporate support

In order to make IPD 2019 a success, we aim to have a dedicated person concentrating on communicating with and inspiring the International Podiatry Community. To achieve this, we are actively looking for financial support.

Help us in making the International Podiatry Day a success while at the same time increasing your visibility with our Community of Member Societies and podiatrists at large, as well as with general practitioners, the general public and government healthcare officials.

Please find below the benefits of becoming an International Podiatry Day Partner or Supporter.

Description	IPD Partner (20 000 EUR)	IPD Supporter ( 7 500 EUR)
Right to officially associate with, use the IPD logo and brand as "IPD (level)"	x	x
Access to all IPD campaign material for reproduction	x	x
Company name and logo on official IPD press material and releases	x	
Company name on official IPD press material and releases		x
Company logo on the Global Contributors' page of the IPD website with short company description and direct link to company website	x	x
Company name and logo on the IPD page of the FIP-IFP website	x	
Company name on the IPD page of the FIP-IFP website		x
Mention on one (1) eBlast to IPD Member Associations encouraging them to work locally with the IPD partner representatives	x	
Direct contact with the IPD campaign team to help build communication and share information	x	
Educational content pieces posted on the IPD website (at any one time)*	3	1
Company logo and mention on official IPD facebook page	x	
Partner and Supporter social media accounts followed by IPD Executive Director and selected content shared (per month: n° of communications)	3	1
Company logo on selected IPD promotional material	x	
Acknowledgment on official IPD slide kit, sent to all Member Societies	x	
Acknowledgment with logo and company name on panel in entrance hall of the Miami congress	x	
Acknowledgment with company name on panel in entrance hall of the Miami congress		x
Acknowledgement on Miami congress app (exhibitor list - IPD logo)	x	
Acknowledgement with company name under IPD scientific publication coinciding with 2019 IPD	x	
* Shared content pieces selected by FIP-IFP Executive Director		

Want to support in another way? Become an IPD Contributor

- In-kind:
  - if you have a local agency which donates time of a designer or social media consultant
- Financial
  - by means of an unrestricted educational grant

Would you like to find out more?

Please contact :

Caroline Teugels – FIP-IFP Executive Director  
Tel. +32 495 22 44 31 - [director@fip-ifp.org](mailto:director@fip-ifp.org)

[www.fip-ifp.org](http://www.fip-ifp.org)  
[www.internationalpodiatryday.org](http://www.internationalpodiatryday.org)

