

INTERNATIONAL PODIATRY DAY ON 8 OCTOBER 2019 RAISING THE AWARENESS ON PODIATRY



Press release and Media Advisory
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Because #Feet Matter

International Podiatry Day (IPD) is held each year to draw attention to foot health and Podiatry with the general public, other health professions and government health officials. IPD focuses on the impact and the dangers of foot and ankle ailments, and is to be held this year on **8 October**.

Individuals, healthcare professionals and organisations worldwide take part in this global event. The organiser, the International Federation of Podiatrists (FIP-IFP), has started the campaign since June to work up and create awareness towards the day .

This year will be the second global campaign of this size and will mainly be held digitally through infographics, challenges and online videos on Social Media platforms.

Podiatry is that profession of health sciences concerned with the research, prevention, diagnosis and treatment of deformities, pathologies and injuries of the foot and associated structures – in relation with the body as well as the manifestations of systemic diseases – by all appropriate systems and technologies using scientific and professional specialised knowledge. Despite the variability of the educational programs in the different countries, and difference in the requirements and official qualifications that enables the practice of the Podiatric profession, podiatrists have a specific knowledge and skillset with direct positive effects to Public Health. Many research studies in the area of e.g. the diabetic foot have proven that well trained podiatrists have a positive impact on the well-being of the patients but also are very cost-effective for governments budgets.

What does a podiatrist do: The foot is a highly complex structure, which can develop problems affecting a patient's overall health and well-being. Podiatry can significantly improve people's quality of life by promoting and maintaining mobility. Moreover, podiatrists are working with patients at risk (post-traumatic, diabetic,...) in multi- and interdisciplinary teams. The knowledge and skill set and the critical/analytical thinking and scientific reflection is part of the education in Podiatry to offer the high level of care and treatment to the patients as a safe practitioner.

The International Federation of Podiatrists gathers professional podiatry associations throughout Europe and the world to advance podiatry globally by given it a strong voice.

In particular, IPD wants to celebrate the podiatry profession and draw more attention to the negative effects of the absence or underrecognized presence of podiatrists in the health care system. For International Podiatry Day 2019, FIP-IFP is calling for the establishment and/or strengthening of the high level podiatry training and for more countries to recognise the added value of podiatrists in the health system.



On 05 August this post reached already more than 10.000 people.

The 2018 edition was a big success and was really well received by all podiatrists worldwide. Podiatrists and other health professionals see the urge for more and better foot health and the need to integrate podiatry in the health care system. During the campaign, which happens exclusively online, challenges are introduced and infographics posted so that the global community can further spread the message. "The need for more knowledge about the Podiatric profession is high", says Christian Jérôme President of the Federation. "It is our mission to spread the word of podiatry towards other health professions and governments so that all patients can benefit from high level foot care."

What's up on 8 October

On International Podiatry Day itself we want to create a big buzz around the podiatric community by having everybody using the IPD frame on Facebook and make a selfie at work alone, with colleagues or with their favorite instrument.

We are very happy with the results so far and hope everyone will join us and share a workselfie on International Podiatry (8 October) with a frame we created on Facebook.

The International Federation of Podiatrists:
The International Federation of Podiatrists is an international not-for-profit association since 1947 focused on global leadership and the development of podiatric medicine around the world.

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For further information:
Please see the International Podiatry Day website: www.internationalpodiatry.org; Activities can also be followed on Twitter: (@IntPodiatryDay and #IPD), on Facebook.com/IntPodiatryDay/ and on Instagram (@IntPodiatryDay); The International Federation of Podiatrists (FIP-IFP): www.fip-ifp.org.

On 02 September this post reached already more than 16.000 people.



International Podiatry Day is supported by

