**Promote American Diabetes Month in Your State**

As part of APMA’s strategic goal to educate the public, our diabetes campaign provides the unique opportunity share information about podiatrists’ education, training, and experience in preventing and treating complications of diabetes. As a state leader, you play a critical role in helping to disseminate the campaign messages and meet our profession’s public education goals.

APMA encourages all state components to recognize American Diabetes Month and share these valuable resources with their local communities. Below is a list of ways your state can participate. Use one or all of these ideas, or come up with your own!

1. **Join the social media conversation.** To help get the word out about how podiatrists care for diabetes, use your existing social media channels to share some of the sample social media posts included in this digital toolkit. Update your social media channels with our graphics, sized for each channel. Share resources from the campaign resource page on your existing social media channels or website using #TodaysPodiatrist.
2. **Visit our YouTube Channel.** Go to <https://www.youtube.com/user/TheAPMA>, and embed our diabetes video on your website, or share it on social media.
3. **Reach out to local media.** APMA created a variety of customizable feature articles that you can distribute to local health-care and lifestyle reporters. Mention that a spokesperson from your component is available for interview. APMA staff ([klhess@apma.org](mailto:klhess@apma.org)) can help compile a list of relevant reporters in your area.
4. **Encourage members to contact referring physicians.** Your members can use our “Dear Colleague” letter to contact other physicians in their area and share their expertise in podiatric medicine.
5. **Use existing communications.** Add the “Today’s Podiatrist” logo to your e-mail signatures, and use the included campaign web banners for your website or social media channels. Promote your state’s participation in the campaign by posting an announcement in your internal newsletter, blog, or e-mail alerts using the sample announcement included in this toolkit.
6. **Share campaign materials at an event or conference.** If your component plans to attend a health fair, career day, medical conferences, or other community events, bring the campaign tip sheets and special edition of *Footprints*, and check out the digital brochures and posters available on the “Promote Your Practice” section of our website.