Enhance the public's understanding of our profession through media outreach. *Help us explain how quality O&P care empowers people and changes lives.*

HERE ARE FOUR WAYS YOU CAN PROMOTE O&P THROUGH THE MEDIA.

1. **Write letter to the editor**
   A simple yet powerful way to spread the word. Letters should be about 250 words or less and address a current topic in the news or offer insight on a recently published piece.

2. **Share a photo or video clip**
   Not a writer? Don’t let that stop you. A photo or video of an event your organization held to help patients be more active in the community will be attractive to local media.

3. **Patient stories go a long way**
   Let your patients’ do the talking. Sharing specific examples of how our profession has improved your patients’ lives is a great way to convince a reporter that a story is worth covering.

4. **Stay current and aware**
   The more you know, the more you can share. Stay abreast of new O&P research, changes in legislation, and policies that affect your patients’ care. Share those insights with a reporter.

Want more ways to help spread the word about the O&P profession?
Reach out to the [American Academy of Orthotists and Prosthetists](https://www.aapom.org) to learn more.