Spreading the Word About Podiatry

Presented by
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Quick Facts

• By age 80, you’ll have walked the equivalent of 110,000 miles on average!
• Eight in ten Americans have experienced foot pain from poorly fitting shoes.
• Six in ten Americans have had heel pain in the past year that has caused an inconvenience to their daily routine.
• Only about 12% of Americans with foot ailments have seen a podiatrist.
When Did You Learn About Podiatry

- Before College: 35%
- During College: 56%
- After College: 9%
Did Your Pre-Health Advisor Inform You About Podiatry

- Yes: 83%
- No: 17%
Major Areas of Improvement

• Social Media
• College and High School Outreach!
Some Encouraging Trends

- June 2017
  - 193 Followers
  - 189 Page Likes
- June 2018
  - 232 (20%)
  - 227 (20.1%)
Where We Can Improve

• 41% of our followers in the 25-34 year old age bracket.
• 34% of our followers in the 35-44 & 45-54 year old age bracket combined.
• Only 3% age 18-24!!!!
• Spreading the word to colleges and even high schools.
TUSPM Outreach Committee

- **Components:**
  - Each TUSPM class president
  - APMSA representative
  - Two elected social media representatives
  - ANYONE who is a TUSPM student and wants to join!

- **Purpose:**
  - Improve awareness of podiatry as a profession and TUSPM as the best pod school in the world!
Financing

• Summer sales and partially SGA fund if approved.
• Do you know a school in need of a podiatry presentation?
  ▫ Shadowing opportunities in the area?
Main Content of Presentation

• Who we are as podiatrists and what do we do on a daily basis.
• Pros of a career in Podiatry.
• Where do podiatrists work?
• Subspecialties
• What to do now?
• Case Study
References

• www.bpm.ca.gov/forms_pubs/tp_podiatryfacts.pdf
• https://datausa.io/profile/soc/291081/
• Wu, Daniel “Podiatric Medicine and Your Future” Survey