

P.A.D. AWARENESS MONTH

PAD Awareness Month Toolkit

September is Peripheral Artery Disease (PAD) Awareness Month. PAD is a chronic circulatory condition, which if left untreated can result in unnecessary limb amputations. PAD affects nearly 20 million Americans, and an estimated 200,000 of them – disproportionately from minorities communities – suffer avoidable amputations every year.

During September, we encourage members of the vascular care community to use the tools below to spread the word about PAD Awareness Month among their colleagues, patients, friends and communities. Together, we can increase understanding of vascular disease to improve the health of many Americans.

In this toolkit, you will find the following materials:

- **Sample Social Media Posts:** Help us raise awareness about Peripheral Artery Disease and PAD Awareness Month by posting on social media. Our sample social media posts will help you get started.
- **PAD Awareness Month Hand-Held Sign:** We want to highlight the doctors who are helping patients by saving their limbs every day! Take a photo using our handheld “I saved a limb today” sign and either share it on social media (using the hashtag #PADAwareness) or email it to Kristen Burke at kburke@schmidtpa.com.
- **Lawmaker One-Pager:** If you are communicating with your lawmakers during PAD Awareness Month, share our one-pager and encourage them to help raise awareness.

#PADawareness Social Media Posts

Social media is a great way to raise awareness about PAD and PAD Awareness Month. Below are some examples of social posts you can use.

Sample Twitter Posts

September is #PADAwareness Month. Learn more about #PAD & see how you can raise awareness: <https://cardiovascularcoalition.com/pad-awareness-month/>

We are proud to help our patients diagnose and treat PAD to prevent unnecessary amputations! #PADAwareness [Share Photo with Handheld Sign]

By raising awareness about PAD, we can diagnose and treat patients sooner to prevent avoidable amputations. #PADAwareness [Share Photo with Handheld Sign]

In recognition of #PADAwareness Month, ask your lawmakers to block Medicare cuts to specialty services that will hurt PAD patients' access to care: <https://cardiovascularcoalition.com/take-action/>

ACT NOW! Ask your Member of Congress to raise #PADAwareness & block Medicare cuts to specialty services that will hurt PAD patients' access to care: <https://cardiovascularcoalition.com/take-action/>

Sample Facebook/LinkedIn Posts

September is #PADAwareness Month! Learn more about PAD & see how you can raise awareness: <https://cardiovascularcoalition.com/pad-awareness-month/>

We are proud to help our patients diagnose and treat PAD to prevent unnecessary amputations! #PADAwareness [Share Photo with Handheld Sign]

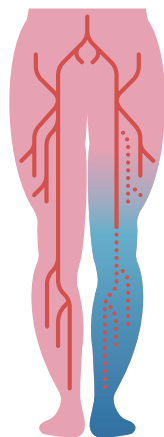
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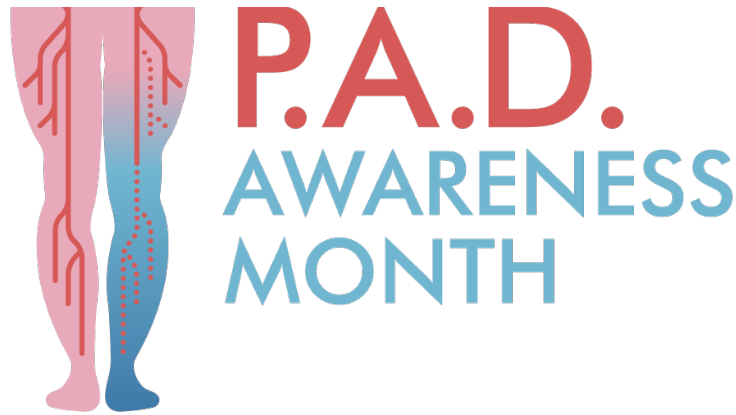
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**I SAVED
A LIMB
TODAY.**

#PADAWARENESS



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By increasing understanding of vascular disease, we can improve the health of many Americans. Please help us raise awareness among your constituents by sharing one of the social posts below:

Sample Twitter Posts

September is #PADAwareness Month. Learn more about #PAD and see how you can raise awareness: <https://cardiovascularcoalition.com/pad-awareness-month/>

Leg pain might be more than just the aches and pains of getting older. Find out if you're at risk for #PAD: <https://cardiovascularcoalition.com/pad-awareness-month/> #PADAwareness

If you are experiencing leg pain, muscle cramping, leg numbness or weakness, coldness on your lower legs or feet, changes in the color of your legs, or sores that won't heal, you may have Peripheral Artery Disease. #PADAwareness <https://cardiovascularcoalition.com/pad-awareness-month/>

Sample Facebook/LinkedIn Posts

September is #PADAwareness Month! Learn more about PAD & see how you can raise awareness: <https://cardiovascularcoalition.com/pad-awareness-month/>

Leg pain might be more than just the aches of getting older. This #PADAwareness Month, find out if you're at risk for PAD: <https://cardiovascularcoalition.com/pad-awareness-month/>

If you are experiencing leg pain when walking, muscle pain or cramping, leg numbness or weakness, coldness on your lower legs or feet, changes in the color of your legs, or sores that won't heal, you may have a condition called Peripheral Artery Disease. Learn more in honor of #PADAwareness Month: <https://cardiovascularcoalition.com/pad-awareness-month/>