

Take the weight off your feet

Feet for life month campaign 2014 set to raise awareness of obesity and feet

AS INTERNATIONAL CONCERN regarding obesity remains high, the College of Podiatry has made this the theme of Feet for Life Month for June 2014.

With obesity rising in the UK, the implications of obesity on general health are vast, and feet bear the brunt of weight in every stride. Feet for life month in June aims to create awareness of the link between weight and feet. The impact of this is often unrecognised, and therefore the campaign over the summer will highlight how being overweight or obese puts you at a greater risk of developing serious conditions. It will also highlight how common foot problems are in people who are

overweight or obese, affecting movement, and impacting on walking and exercise.

Postcards, posters & press releases

Postcards highlighting the impact of obesity on feet are available. Find the order form online with details or download the postcard and poster. A template press release is also available that can be downloaded and sent to local media in your area. Login to the members area on www.feetforlife.org for your copy.

A press release to be sent out before June will highlight the issue for national media.



National Shoe Fitting Week encourages professional shoe fitting



Despite approaching our 55th year as a not-for-profit organisation it was only last year that the Society of Shoe Fitters (SSF) decided to create a campaign aimed at encouraging people back into shoe shops (primarily independent shoe shops), for a professional shoe fitting service. National Shoe Fitting Week was born! Considering its small beginnings, this year the initiative has really taken off, and we hope you will come onboard with us!

Last year, many SCP members joined forces with our membership to create special events in shops up and down the country. Some gave mini-consultations, others talks, and one or two even set up clinics in stores for the week... the response was amazing and thank you to everyone who joined in.

Our members reported a far greater understanding between our respective specialisations, and at the same time the public received far more information and education about what they should be wearing

and how their problems could be treated.

Another very positive thing to come from working together has been that many Orthotists have seen how difficult it is to fit custom made orthotics into mainstream footwear and that it can help to find the shoe first and then adapt an orthotic to fit, thus saving precious NHS funding for more severe cases and speeding up the response time for children.

The Society of Shoe Fitters has never faced a more difficult task in educating the public about the importance of shoe fitting. Independent shops are finding it hard to compete and as they close, the expertise within them goes too. The number of queries we receive from the public increases year on year as they are faced with fashion stores and supermarkets swallowing up the little people. We feel this is a good reason for SCP members to be involved in the sale of footwear, as your advice is more likely to be taken.

Together we can bridge the gap between the shoe industry and the

nation's foot health by promoting National Shoe Fitting Week and displaying posters – so thank you all for your support.

For more information about National Shoe Fitting Week go online: www.shoefitters-uk.org or email: secretary@shoefitters-uk.org

