



## Press Release - Announcing the Peripheral Arterial Disease (PAD) Public Awareness Campaign: "If You Think It's Just Leg Pain...Think Again"

Belgium, Canada, United States, 01 September, 2023 - **September is Peripheral Arterial Disease (PAD) awareness month.** The American Limb Preservation Society, the Canadian Podiatric Medical Association, D-Foot International and Wounds Canada are excited to announce a new vital public awareness campaign, bringing together regional, national, and international organizations to address the growing concern of Peripheral Arterial Disease (PAD). This disease, affecting millions worldwide, encompasses all non-coronary arterial diseases and often leads to reduced or blocked blood flow to limbs.

PAD increases the risk for individuals over 70 or those over 50 with cardiovascular risk factors like high blood pressure, diabetes, high cholesterol, or smoking. People with diabetes are notably two to four times more likely to develop PAD.

"Putting Patients First: Timing Matters – Ensuring the Right Care, Right Place, Right Time, Right Provider," said Dr. Ahmed Kayssi, Vascular Surgeon and Wound Care Physician in the Division of Vascular Surgery at the University of Toronto. "Our focus is on patients, driving enhanced understanding, early diagnosis, and effective treatment for Peripheral Arterial Disease through this crucial awareness campaign."

"This alliance will take our vision to a global scale. The imperative for limb preservation knows no borders, and through this alliance, we will catalyze transformative change for individuals grappling with PAD" added Dr. David G. Armstrong, Professor of Surgery at the University of Southern California, co-founder of the Southwestern Academic Limb Salvage Alliance (SALSA) and ALPS Founding President.

"Through united efforts and global collaboration, PAD Awareness Month shines a spotlight on the transformative power of education." Dr Zulfiqarali G. Abbas, Consultant Physician, Dar es Salaam, Tanzania, President of D-Foot International, reminds us that education is a priceless tool, freely empowering patients in the developing world."Let's stride forward together, making a lasting impact through awareness campaigns led by our organizations."

**The "If You Think It's Just Leg Pain...Think Again" PAD awareness campaign will provide:**

- Information for clinicians to enhance patient collaboration.

- Awareness programs targeting individuals with diabetes and the professional healthcare community.

Join us in this significant public health initiative. For more information or to participate in PAD Awareness Month activities, please visit our [campaign page](#) or contact:

- American Limb Preservation Society (ALPS): Annkathrin Mathe ([am@cap-partner.eu](mailto:am@cap-partner.eu))
- Canadian Podiatric Medical Association (CPMA): Joel Alleyne ([jalleyne@podiatrycanada.org](mailto:jalleyne@podiatrycanada.org))
- D-Foot International: [secretariat@d-foot.org](mailto:secretariat@d-foot.org)
- Wounds Canada: Loukia Papadopoulos ([loukia.papadopoulos@woundscanada.ca](mailto:loukia.papadopoulos@woundscanada.ca))

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### **About American Limb Preservation Society**

The American Limb Preservation Society (ALPS) has made it its vision to eliminate preventable amputations over the next generation. We believe this can be achieved by promoting interdisciplinary teams to advance the science, clinical care, advocacy, awareness, and education of limb preservation through increased access to resources and specialized care that improves patient-centered outcomes. Learn more at [www.limbpreservationsociety.org](http://www.limbpreservationsociety.org).

### **About Canadian Podiatric Medical Association**

The Canadian Podiatric Medical Association (CPMA) is a non-profit organization working on behalf of its 400-plus members – Canada’s premier foot specialists. We are dedicated to enhancing the profession of podiatry and increasing awareness among Canadians about the importance of good foot health care. CPMA acts as the national voice for podiatrists in Canada, serving as a resource for legislative and policy changes affecting podiatry both provincially and federally. Learn more at <https://www.podiatrycanada.org/>

### **About D-Foot International**

D-Foot International is a registered international non-profit association under Belgian law promoting the global profile of diabetic foot prevention and care through awareness, guidance, education, research, and professional development. The aim of the association is to prevent and reduce the number of lower limb amputations from diabetes worldwide. D-Foot International is the implementation group of the International Working Group on the Diabetic Foot (IWGDF). Learn more at <https://d-foot.org/>

## **About Wounds Canada**

Wounds Canada, a health charity founded in 1995, leads the way in advocating for best practices in wound prevention and management. We address the silent crisis of wounds, which affects countless Canadians and costs our health-care systems billions each year. We specialize in providing essential wound-related information, aiming to reduce the occurrence of life-altering wounds and ensure those affected by wounds receive adequate care.

Our mission extends beyond individual health. We strive to mitigate wounds' wider impact on families, communities and our health systems. By offering resources, advocacy, education and events, we support diverse networks of patients, families, health-care professionals, researchers, policy makers and sector leaders across the country.

Visit [www.woundscanada.ca](http://www.woundscanada.ca) to learn more about Wounds Canada and our commitment to enhancing Canadians' quality of life.

### **Relevant Resources:**

[Best Practice Recommendations](#)

[Information on PAD](#)

[Patient videos](#)

[Peripheral Arterial Disease – Causes, Symptoms and Treatments and More](#)

[Podcast](#)

[Professional Resources](#)