

# **Wounds Canada Diabetic Foot Campaign**

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Social Media Content  
(English)



**Wounds**CANADA.ca

*25 years of advancing wound prevention and care*

## Date

## Messages

## Notes

*October 26*

Did you know that 14 people lose a limb every day in Canada due to diabetic foot complications? 4 out of 5 of those losses are preventable! Everyone has the power to #EndAmputations. Join us to raise awareness through our #SaveThe4 selfie campaign. #EndDiabetes



Use the photo provided or create one of your own.

*October 27*

We all have a role in #EndDiabetes and ending unnecessary diabetes-related amputations. Join our campaign this November to raise awareness to #SaveThe4 #EndAmputations. Visit the @WoundsCanada website to learn how you can participate <https://www.woundscanada.ca/>

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**October 28** According to @DiabetesCanada 5,000 amputations due to diabetic foot problems happen every year! But 4,000 of those are preventable. Join us on Twitter starting November 1 to raise awareness through our #SaveThe4 selfie campaign. #EndAmputations #EndDiabetes

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**October 30** We all have a role in ending unnecessary diabetes-related amputations. Join our campaign this November to raise awareness to #SaveThe4 #EndAmputations #EndDiabetes. Visit the @WoundsCanada website to learn how you can participate <https://www.woundscanada.ca/>

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**November 1**

**Message 1:**  
Every day 14 people lose a lower limb due to a diabetic foot ulcer that did not heal properly. 4 out of 5 of these are preventable. Governments need to act now to #Savethe4. #EndAmputations #EndDiabetes

**Message 2 thread, part 1:**  
It starts today! Join the @WoundsCanada #SaveThe4 selfie campaign to raise awareness and #EndAmputations. #EndDiabetes

**Message 2 thread, part 2:**  
Take a selfie with 4 fingers raised and post with the hashtags or reply to this tweet. Challenge your friends and colleagues to do the same. Let's end unnecessary diabetes-related amputations! #SaveThe4 #EndAmputations #EndDiabetes

**Message 2:** Post message 2 thread, p 1: then immediately post message 2, thread part 2 as a thread (click the blue + sign at the bottom right of the message box on Twitter to create the thread). Use either the photo provided or take one of your own and use that instead. Encourage your colleagues to reply with their own selfies!

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**November 2** What can be revealed when patients tell their story? Read about the journey of Marty Enokson #SaveThe4 #EndAmputations #EndDiabetes <http://www.diabeticfootcanadajournal.ca/journal-content/view/what-can-be-revealed-when-you-listen-to-your-patients>

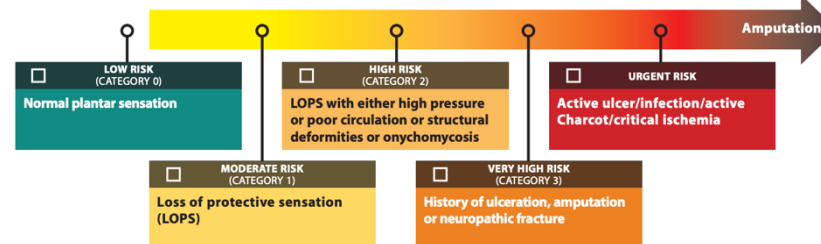


At the Alberta Health Services Diabetic Foot Pathway Symposium, Marty met Petra O'Connell, Senior Provincial Director, and Kathy Dmytruk, Senior Advisor, both of the Diabetes, Obesity & Nutrition Strategic Clinical Network, Alberta Health Services.

**November 3** Do you have patients with diabetes? Use Inlow's 60-second Diabetic Foot Screen to assess and create a management plan to #SaveThe4 to #EndAmputations and #EndDiabetes <https://www.woundscanada.ca/docman/public/health-care-professional/162-60-second-foot-screen-2011/file>

► **Step 2: Determine the Risk for Ulceration and Amputation**

**Instructions:** Review the results from Inlow's 60-second Diabetic Foot Screen to identify parameters that put the patient at risk. Align the identified parameters with the International Diabetes Federation's Risk Categories (modified) to identify which risk category your patient falls into.



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*November 4*

**Thread, part 1:**

If you have diabetes, your foot health can change very quickly, especially if you have loss of sensation (neuropathy), changes in bone structure (deformity) or poor circulation (peripheral vascular disease).

**Thread, part 2:**

Visit your health-care professional regularly to maintain healthy feet and spot any issues that may arise. Here is how to make the most of these visits and some questions to ask your health-care provider

#EndAmputations #SaveThe4 #EndDiabetes

<https://www.woundscanada.ca/docman/public/diabetes-healthy-feet-and-you/793-questions-hp-english/file>

Post message thread, part 1: then immediately post message, thread part 2 as a thread (click the blue + sign at the bottom right of the message box on Twitter to create the thread)

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*November 5*

“Five-year mortality following a first-time ulceration is approximately 40% in patients with diabetes and ranges from 52–80% after major amputation.” Why does amputation lead to increased mortality?

#SaveThe4 #EndAmputations #EndDiabetes Learn more:

<https://www.podiatrytoday.com/closer-look-mortality-after-lower-extremity-amputation>

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*November 6*

**Thread, part 1:**

"I am faced with patients with diabetic foot complications frequently in my clinical practice and often struggle to co-ordinate urgent care for them" – Quote by a family physician #SaveThe4 #EndAmputations #EndDiabetes

**Thread, part 2:** We can do better! Do you have an integrated diabetic foot care pathway in your community? #SaveThe4 #EndAmputations #EndDiabetes <https://www.woundscanada.ca/docman/public/limb-preservation-in-canada/2019-vol-1-no-1/1531-lpc-summer-2019-v1n1-final-p-55-61-df-inforgraphic/file>

Post message thread, part 1: then immediately post message thread, part 2 as a thread (click the blue + sign at the bottom right of the message box on Twitter to create the thread)

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*November 7*

**Message 1:**

Every patient with diabetes and foot complications can #SaveThe4 by learning the importance of self-management. Take care of your feet to help #EndAmputations and #EndDiabetes Learn more:  
<https://www.youtube.com/watch?v=WhA16qmYWcU&feature=youtu.be>

**Message 2:**

Have you posted your #SaveThe4 selfie yet? Challenge your friends and colleagues to do the same #EndAmputations #EndDiabetes



**Message 2:** Use either the photo provided or take one of your own and use that instead. Encourage your colleagues to reply with their own selfies!

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*November 8*

**Thread, part 1:** "Diabetes is the leading cause of non-traumatic lower limb amputation in Canadian adults. The good news is 85% of all amputations due to diabetes are preventable. According to the International Diabetes Federation... [1/2]

**Thread, part 2:** ...reductions in amputations can be achieved by well-organized diabetic foot care teams (limb salvage teams), good diabetes control and well-informed self-care" [2/2] #SaveThe4 #EndAmputations #EndDiabetes <https://www.woundscanada.ca/docman/public/wound-care-canada-magazine/2016-14-no3/ads-3/133-wcc-winter-2016-v14n3-medtronic-pd/file> <https://www.woundscanada.ca/docman/public/wound-care-canada-magazine/2016-14-no3/ads-3/133-wcc-winter-2016-v14n3-medtronic-pd/file>

Post message thread, part 1: then immediately post message thread, part 2 as a thread (click the blue + sign at the bottom right of the message box on Twitter to create the thread)

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*November 9*

**Message 1:**

Plato said, "courage is knowing what not to fear." While the threat of amputation can be frightening, we all have a role in ending amputations. Find out more on how you can care for your feet on the Wounds Canada site. #SaveThe4 #EndAmputations #EndDiabetes <https://www.woundscanada.ca/about-dhfy>

**Message 2:**

Did you know when an ulcer leads to amputation, a person spends 86 days in hospital, ER and clinic? When a diabetic foot ulcer heals properly, a patient spends on avg only 5 days in care. Governments need to act now to #SaveThe4 #EndAmputations #EndDiabetes

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*November 10*

**Message 1:**

A multidisciplinary approach is crucial to limb preservation for diabetes-related foot complications. Richard F Neville, MD, walks us through these important dynamics. #SaveThe4 #EndAmputations #EndDiabetes  
[https://www.youtube.com/watch?v=Cp4SO7kSfEY&list=PL7-fQJ4fMYrct3VqQGIF9h8iD30Z-obi\\_&index=26](https://www.youtube.com/watch?v=Cp4SO7kSfEY&list=PL7-fQJ4fMYrct3VqQGIF9h8iD30Z-obi_&index=26)

**Message 2:**

Have you posted your #SaveThe4 selfie yet? Challenge your friends and colleagues to do the same as we approach World Diabetes Day, November 14. #EndAmputations

**Message 2:** Use either the photo provided or take one of your own and use that instead. Encourage your colleagues to reply with their own selfies!

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*November 11*

Do you have diabetes and find foot care overwhelming? Don't know where to start? Here are five basic steps to caring for diabetic feet:  
<https://www.woundscanada.ca/for-patients-public> #SaveThe4  
#EndAmputations #EndDiabetes

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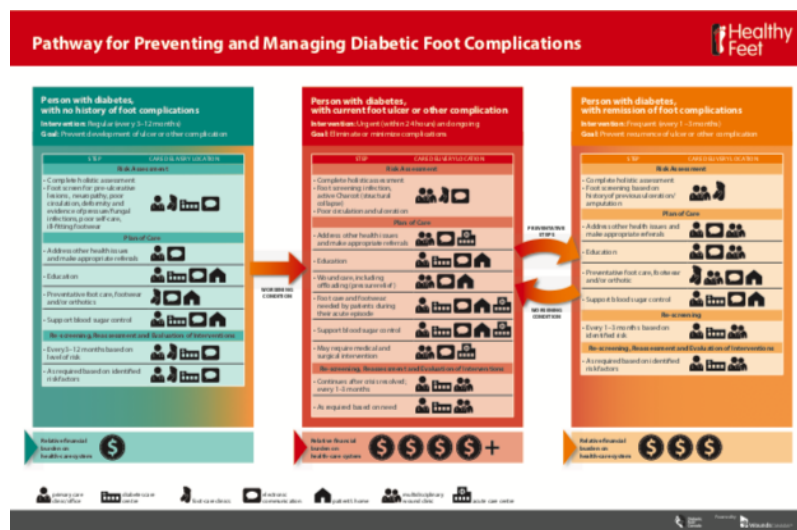
November 12

The lifetime risk of developing a foot ulcer for diabetic patients may be as high as 25%, but could be drastically lowered through simple preventative measures like an integrated diabetic foot care pathway #SaveThe4

#EndAmputations #EndDiabetes

<https://www.woundscanada.ca/docman/public/limb-preservation-in-canada/2019-vol-1-no-1/1531-lpc-summer-2019-v1n1-final-p-55-61-df-infographic/file>

Use the infographic as the image for the post.



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*November 13*

**Message 1:**

This is the inspiring story of Renato's journey with diabetes and how, by learning about self-care and peer leadership, he was able to increase his own quality of life & make a difference for others living with diabetes.

#SaveThe4 #EndAmputations #EndDiabetes

<http://www.diabeticfootcanadajournal.ca/journal-content/view/renatos-journey-a-story-of-inspiration>

**Message 2:**

Are you a health-care professional? Enhance your DF ulcer knowledge and skills with the Wounds Canada Institute, which offers 4 programs related to care of patients with diabetic foot complications. #SaveThe4

#EndAmputations #EndDiabetes <https://www.woundscanada.ca/wci-home>

**Message 3:**

Have you posted your #SaveThe4 selfie yet? Challenge your friends and colleagues to do the same as we approach World Diabetes Day, November 14. #EndAmputations #EndDiabetes

**Message 3:** Add your own selfie. Encourage your colleagues to reply with their own selfies!

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*November 14*

**Message 1:** Today's the big day! World Diabetes Day 2020! Tweet your #SaveThe4 selfie to increase awareness about preventing the 4 of every 5 diabetic foot-related amputations in Canada that are preventable. #EndAmputations #SaveThe4 #EndDiabetes

**Message 2:** Patients with diabetes shouldn't lose a lower limb because our health-care system didn't know where to send them to receive appropriate and timely treatment. All of our provinces and territories need to implement wound care pathways so patients can heal. #EndAmputations #SaveThe4 #EndDiabetes

**Message 3:** Wounds are everywhere—in all settings! Health-care professionals need access to education that will help them properly identify and treat wounds like diabetic foot ulcers, so they don't lead to complications. #EndAmputations #SaveThe4 #EndDiabetes  
<https://www.woundscanada.ca/wci-home>

**Message 4:** Frank's Story: His experience with Charcot Foot in the health-care system shows the importance of educating patients and clinicians, and raising our voices to policy makers. #SaveThe4 #EndAmputations #EndDiabetes [https://www.youtube.com/watch?v=6ZMpm\\_uc-8k](https://www.youtube.com/watch?v=6ZMpm_uc-8k)

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**Message 1:** Take a selfie with the four fingers showing and challenge your friends and colleagues to reply or create new posts with their own selfies!

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*November 15*

**Message 1 thread, part 1:**

Listen to Jack Bridges, a man with diabetes who experienced a foot infection that nearly resulted in an amputation. He shares the story of how he saved his foot and learned about the seriousness of having diabetes. #SaveThe4 #EndAmputations #EndDiabetes

**Message 1 thread, part 2:**

Jack also shares his management routine of caring for his feet and changing his lifestyle. You will be inspired! #SaveThe4 #EndAmputations #EndDiabetes <https://www.youtube.com/watch?v=KOIpt3YF3fY>

**Message 2:**

Did you know that 50% of people living with peripheral arterial disease do not show signs? This is an important risk factor for ulcers and amputations #EndAmputations #SaveThe4 #EndDiabetes

**Message 1:** Post message 1 thread, part 1: then immediately post message 1, thread part 2 as a thread (click the blue + sign at the bottom right of the message box on Twitter to create the thread).

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*November 16*

**Message 1:** One of the keys to having healthy feet and managing wounds is having them professionally checked. Find a wound clinic near you!

#SaveThe4 #EndAmputations #EndDiabetes

[https://www.woundscanada.ca/index.php?option=com\\_civicrm&view=Profiles&layout=search&task=civicrm/profile&gid=29&reset=1&force=1&civicrmSID=4\\_u&Itemid=652](https://www.woundscanada.ca/index.php?option=com_civicrm&view=Profiles&layout=search&task=civicrm/profile&gid=29&reset=1&force=1&civicrmSID=4_u&Itemid=652)

**Message 2:** We did it! @WoundsCanada's #SaveThe4 selfie campaign reached around the world and raised awareness to #EndAmputations and #EndDiabetes. Let's keep it going through the rest of the year and beyond!

**Message 2:** Use either the photo provided or take one of your own and use that instead. Encourage your colleagues to reply with their own selfies!

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**November 17** You are the key to your own success. Here is how to prevent complications and #EndAmputations #SaveThe4 #EndDiabetes  
<https://www.diabetesdaily.com/blog/keys-to-long-term-success-and-preventing-complications-639903/>

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**November 18** Douglas Cowling has diabetic foot disease and describes neuropathy as being “like no other health indicator. There is no pain or discomfort. The absence of symptoms means our body’s early-warning signals are useless. We have to think and not feel!” #SaveThe4 #EndAmputations #EndDiabetes

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**November 19** Why are people with diabetic foot ulcers getting lost in the health-care system? By the time they’re found, they lose a lower limb. < **your local representative’s twitter handle** > needs to implement wound care pathways so patients receive timely treatment. #EndAmputations #SaveThe4 #EndDiabetes

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**November 20** All month @WoundsCanada’s #SaveThe4 selfie campaign reached around the world and raised awareness to #EndAmputations and #EndDiabetes. Let’s keep it going through the rest of November and beyond!

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**November 21** Studies show that someone living with diabetes is twice as likely to have depression as a person without diabetes. You can find resources and ways to help your mental health through the Diabetes Hands Foundation at <https://diabetesadvocates.org/c/depression-and-diabetes/> #SaveThe4 #EndAmputations #EndDiabetes

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*November 22*

<name of your organization> was proud to be part of @WoundsCanada's #SaveThe4 selfie campaign. Let's keep working together to raise awareness to #EndAmputations and #EndDiabetes!

Insert your organization's or personal twitter handle in the space provided.

*November 23*

"When the physician recommended amputation of my toe with a warning that failure to do so could result in amputation of my foot...his words hit me like a bucket of ice." Read JV's story and how it affected her family #SaveThe4 #EndAmputations #EndDiabetes  
<http://www.diabeticfootcanadajournal.ca/journal-content/view/its-just-a-toe>

*November 24*

To reduce unnecessary hospitalizations, governments need to ensure people with diabetes receive the integrated care they need to prevent complications, like diabetic foot ulcers and amputations.  
#EndAmputations #SaveThe4 #EndDiabetes

In Canada: tag the health minister and premier of your province/territory.

*November 25*

Infection from a pedicure sent Kristine Galka to the ER. For those with diabetes, this has a high risk for amputation! Watch her story here 'Are you taking the right steps towards a healthy pedicure?' #SaveThe4 #EndAmputations #EndDiabetes  
<https://www.ctvnews.ca/health/infection-from-pedicure-sends-toronto-woman-to-er-1.1988714>

*November 26*

Wounds Canada professionals walk us through some techniques of how to care for your feet #SaveThe4 #EndAmputations #EndDiabetes  
[https://www.youtube.com/watch?v=xC-\\_TqWvU0I&feature=share](https://www.youtube.com/watch?v=xC-_TqWvU0I&feature=share)

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**November 28** What are the makings of a perfect shoe? Here are 6 tips for therapeutic shoes! While shopping, look for these features of diabetes-friendly footwear #SaveThe4 #EndAmputations #EndDiabetes  
[http://www.diabetesforecast.org/2014/08-aug/6-tips-for-therapeutic-shoes.html?utm\\_content=buffer02ed8&utm\\_medium=social&utm\\_source=facebook.com&utm\\_campaign=buffer&fbclid=IwAR3APxhzFqM\\_G8AqeOtM2L6Oa4TeLzOlajmBgKKka-1rmsVQ2wuAjfj4-u8](http://www.diabetesforecast.org/2014/08-aug/6-tips-for-therapeutic-shoes.html?utm_content=buffer02ed8&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer&fbclid=IwAR3APxhzFqM_G8AqeOtM2L6Oa4TeLzOlajmBgKKka-1rmsVQ2wuAjfj4-u8)

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**November 30** All month @WoundsCanada's #SaveThe4 selfie campaign reached around the world and raised awareness to #EndAmputations and #EndDiabetes. Congratulations and many thanks to everyone who participated!

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**November 30** **Thread, part 1:**  
"Yet, for all of the many medical advancements and breakthroughs of recent years, how well are we really faring in the war against diabetes? It is a question we need to ask not only as a society, but also as individuals...  
1/2

**Thread, part 2:**  
... especially for those among us who are directly afflicted by this disease."  
~ Renato Zoppi, a patient living with diabetes, knows that there is work to be done to #EndAmputation, #EndDiabetes and #SaveThe4 2/2

Post message thread, part 1: then immediately post message thread, part 2 as a thread (click the blue + sign at the bottom right of the message box on Twitter to create the thread)

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