

SEPTEMBER 2025 TIMELINE

Sept 8 @ 8pm EST
SVM
Vascular Medicine
Journal Club on
STRIDE Trial

SVS Vascular Health Step Challenge

ACC featuring resources across social media and in newsletters

APMA campaign Podiatrists: First Responders for Vascular Disease

Sept 18 -21
SVM

Vascular Scientific
Sessions
Philadelphia, PA

Sept 18 @
9:30-11:30am EST
SVM
Think Tank Meeting
[Register Here](#)

SCAI Get a Pulse on PAD joint press release & Patient Pathway Toolkit

SVM Vascular Medicine Journal release:
*What to Expect with Endovascular Revascularization for
Peripheral Artery Disease*

<https://www.vascularmed.org/patient-information-pages-vmj/>

Sept 9 @ 6pm CST
SVN/AAWC/AHA
Roundtable
Webinar
[Register Here](#)

Sept
AHA

PAD Screening Guide for
CBOs Release
Updated Heat Map Release
Professional Education
Vodcasts Release

#PADAWARENESS



SVM VASCULAR MEDICINE JOURNAL CLUB

 **Join us for SVM Vascular Medicine Journal Club**

For this iteration of the SVM Vascular Medicine Journal Club, we will be joined by Dr. Marc Bonaca, as we review the STRIDE Trial, a landmark study published in *The Lancet*:

Semaglutide and walking capacity in people with symptomatic peripheral artery disease and type 2 diabetes (STRIDE): a phase 3b, double-blind, randomized, placebo-controlled trial.

Date: Monday, Sept 8, 2025

Time: 8:00pm-9:00pm EST



Join Us for a Think Tank!

The Society for Vascular Medicine (SVM) is hosting the PAD Collaborative for a think tank meeting about changing the landscape for patients with PAD by collaborating to educate, advocate and build awareness.

Date: Thursday, September 18, 2025

Time: 9:30-11:30am EST

Please register by September 1, 2025!

Virtual Registration: [Meeting Registration – Zoom](#)

THINK TANK MEETING

Changing the Landscape for Patients with PAD: Collaborating to Educate, Advocate, and Build Awareness

Please join us for the PAD Collaborative Think Tank Meeting, hosted by the Society for Vascular Medicine.

- Members of the PAD Collaborative Steering Committee are invited to attend the Think Tank in-person, and are welcome to stay for VSS2025.
- SVM is pleased to offer complimentary registration to non-SVM Members. Don't miss the PAD Forum: Debates and Controversies at VSS2025 on Friday, Sept. 19, at 1:10 PM ET. Click [HERE](#) to see the full schedule of sessions.

Think Tank Topics: Education, Advocacy, Building Awareness



REGISTER TO ATTEND IN-PERSON

Deadline 8/1/25

REGISTER TO ATTEND VIRTUALLY

Deadline 9/1/25

**Everyone
is invited to
attend
virtually!**

**Thursday,
September 18
9:30-11:30 AM ET**

Loews Philadelphia Hotel
Philadelphia, PA
Penn Room
(5th Floor)

Questions? info@vascularmed.org

Hosted by

Society for Vascular Medicine



Friday, Sept. 19

8:00 AM ET – PAD Year in Review PAD

8:40 AM ET – PAD Year Going Forward

1:10 PM ET – PAD Forum: Debates and Controversies

Saturday, Sept. 20

1:20 PM ET – Clash of the Titans: Great Debates in Vascular Medicine –
Intervention for Claudication Pros & Cons

4:30 PM ET – CLTI Fireside Chat



The Healing Journey: Nursing Considerations in Amputation from the Patient Lens

Virtual Roundtable
Tuesday, Sept. 9, 6 p.m. CST

 Join Us for a Virtual Roundtable!

The Society for Vascular Nursing, Association for the Advancement of Wound Care, Hanger Clinic, and the PAD Collaborative are hosting a virtual roundtable focused on nursing considerations in amputation from the lens of the patient during the healing journey.

Date: Tuesday, September 9, 2025

Time: 6:00-7:00pm CST

Register Here: [Webinar Registration - Zoom](#)



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REGISTER AT: SVNNET.ORG/PAGE/ROUNDTABLES



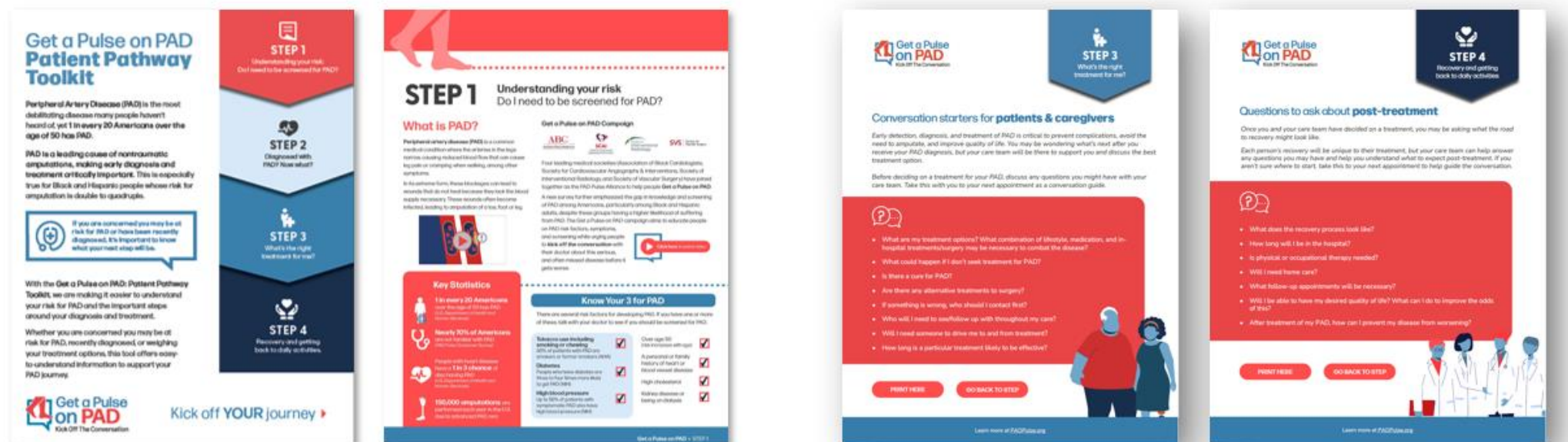
Association for
the Advancement
of Wound Care®



The Patient Pathway Interactive Toolkit

An interactive patient toolkit with downloadable assets, housed on PADPulse.org, to meet people where they are in their PAD journey from screening to diagnosis and treatment.

Website Views: over 26,000 since February 2024



Get a Pulse on PAD Patient Pathway Toolkit

Peripheral Artery Disease (PAD) is the most debilitating disease many people haven't heard of, yet 1 in every 20 Americans over the age of 50 has PAD.

PAD is a leading cause of nontraumatic amputations, making early diagnosis and treatment critically important. This is especially true for Black and Hispanic people whose risk for amputation is double to quadruple.

If you are concerned you may be at risk for PAD or have been recently diagnosed, it's important to know what your next step will be.

With the Get a Pulse on PAD Patient Pathway Toolkit, we are making it easier to understand your risk for PAD and the important steps around your diagnosis and treatment.

Whether you are concerned you may be at risk for PAD, recently diagnosed, or weighing your treatment options, this tool offers ways to understand information to support your PAD journey.

Get a Pulse on PAD
Kick Off The Conversation

Kick off YOUR journey

STEP 1
Understanding your risk
Do I need to be screened for PAD?

What is PAD?

Peripheral artery disease (PAD) is a common medical condition where the arteries in the legs narrow, causing reduced blood flow that can cause leg pain or cramping when walking, among other symptoms.

In its earliest form, these blockages can lead to wounds that do not heal because they lack the blood supply necessary. These wounds often become infected, leading to amputation of toes, feet or leg.

Get a Pulse on PAD Campaign

Four leading medical societies (Association of Black Cardiologists, Society for Cardiovascular Angiography & Interventions, Society of Interventional Radiology, and Society of Vascular Surgeons) have joined together as the PAD Pulse Alliance to help people Get a Pulse on PAD.

A new survey for their emphasized the gap in knowledge and screening of PAD among Americans, particularly among Black and Hispanic adults, despite these groups having a higher likelihood of suffering from PAD. The Get a Pulse on PAD campaign aims to educate people on PAD risk factors, symptoms, and screening while urging people to take off the conversation with their doctor about this serious, and often missed disease before it gets worse.

Key Statistics

- 1 in every 20 Americans over 50 has PAD.
- Nearly 20% of Americans over 50 have PAD.
- People with PAD double their risk of heart failure, heart attack, stroke, and death.
- 150,000 amputations are performed each year in the U.S. due to complications from PAD.

Know Your 3 for PAD

There are several risk factors for developing PAD. If you have one or more of these, talk with your doctor to see if you should be screened for PAD.

Tobacco use including smoking or vaping

- 20% of current and former smokers have PAD.
- Quitting now can reduce your risk of PAD.
- High blood pressure
- High cholesterol
- Diabetes
- Age 50 and older
- Family history of PAD
- High blood pressure
- High cholesterol
- Diabetes

Conversation starters for patients & caregivers

Early detection, diagnosis, and treatment of PAD is critical to prevent complications, avoid the need to amputate, and improve quality of life. You may be wondering what's next after you receive your PAD diagnosis, but your care team will be there to support you and discuss the best treatment option.

Before deciding on a treatment for your PAD, discuss any questions you might have with your care team. Take this with you to your next appointment as a conversation guide.

Questions to ask about post-treatment

Once you and your care team have decided on a treatment, you may be asking what the road to recovery might look like.

Each person's recovery will be unique to their treatment, but your care team can help answer any questions you may have and help you understand what to expect post-treatment. If you aren't sure where to start, take this to your next appointment to help guide the conversation.

What does the recovery process look like?

- How long will I be in the hospital?
- Is physical or occupational therapy needed?
- Will I need home care?
- What follow-up appointments will be necessary?
- Will I be able to have my desired quality of life? What can I do to improve the odds of that?
- After treatment of my PAD, how can I prevent my disease from worsening?

Print Here **Go Back to Step**

Learn more at PADPulse.org

Learn more at PADPulse.org

Patient Stories

Short and long-form interviews with patients & providers



PAD Patient Voices: Don Breeding

"I was prepared to have my leg amputated, but I refused to give up. Finding the right doctor changed my life."

[PAD Patient Voices: Don Breeding](#)



PAD Patient Voices: Jerry Nelson

"Don't be bashful. Demand relief and knowledge of the situation."

[PAD Patient Voices: Jerry Nelson](#)

PAD Month 2025: Social Media + Advocacy Focus

- **Sept 2:** Joint press release to kick off **PAD Awareness Month**
- Follow with social media posts **each Tuesday** (Sept. 9, 16, 23, 30)
- **Goals**
 - **Patient awareness.** Leverage patient stories, highlight PAD Toolkit, & write in support of Amputation Reduction and Compassion (ARC) Act.
 - **Physician buy-in.** SCAI members distribute PAD Toolkit and advocate for ARC Act.
 - **Grassroots advocacy.** Encourage physicians & patients to write to their congresspeople and make noise in support of the ARC Act, particularly in the lead up to Congressional briefing expected from PAD Caucus.

American Heart Association PAD Awareness Month Activities

Paid Campaigns

Reaching undiagnosed/at-risk individuals in areas with highest prevalence of lower limb amputations

- Point of Care Campaign
- Paid- Search, Social and Programmatic Display campaign

Owned Channels

- Organic Social weekly posts throughout September on Masterbrand platforms (see calendar on next slide)
- E-Newsletter Inclusion
- AHA internal channels

Earned Opportunities

- Media Pitching
 - A targeted media push for PAD Awareness Month with a press kit including patient story quotes, press release highlighting Heat Map updates and links to House Calls
- Refine PAD Patient Stories
 - 4 compelling personal stories that reflect a mix of gender, age, and geographic diversity. Stories will be used across newsletter articles, media pitches, and AHA social channels.

AMERICAN HEART ASSOCIATION

SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3		5	6
7	8		10	11	12	13
14	15	16	17		19	20
21	22		24	25	26	27
28	29	30				

SEPTEMBER 2025 SOCIAL CALENDAR

AHA Social Media Accounts

Patient/Consumer:

-  • [American Heart](#)
(Instagram)
-  • [American Heart Association](#)
(Facebook)
-  • [American Heart Association](#)
(LinkedIn)
-  • [@American_Heart](#)
(X)

American College of Cardiology Resources

As part of PAD Awareness Month, the ACC is excited to spotlight a range of resources designed to support both clinicians and patients. We'll be promoting these through our social media channels (X, LinkedIn, Instagram, Facebook and BlueSky) and newsletters all month long.

1. [CardioSmart PAD Hub](#): Helpful resources for patients and clinicians including symptom/treatment info, risk factors, lifestyle tips, clinician discussion guides, and bilingual infographics (English and Spanish)
2. [2024 PAD Guideline Hub \(JACC\)](#): This centralized hub presents the most recent clinical practice guidelines for managing lower extremity PAD, developed in collaboration with multiple societies
3. [Journal Scan: STRIDE & SOUL Trials](#): A brief review of the latest breaking clinical trials presented at ACC.25
4. [JACC Scientific Statement on Antithrombotic Strategies](#): A detailed scientific overview on antithrombotic strategies in PAD (evaluates antithrombotic strategies in PAD and summarizes the current state of the art)
5. ACC CardiaCast: Pulse Check (Podcases) in Collaboration with ACC's Vascular Disease Section:
 - [ACC CardiaCast: Pulse Check: Introduction to PAD – American College of Cardiology](#)
 - [ACC CardiaCast: Pulse Check: PAD Interventional Treatment Options – American College of Cardiology](#)
6. [PAD National Action Plan Expert Analysis](#): Highlights the implementation of the PAD National Action Plan as a critical advocacy priority: Outlines six strategic goals to boost public awareness, professional education, early detection and treatment, promotion of public health, research, and advocacy of PAD nationwide
7. [Foot Care in PAD Expert Analysis 2024 Guidelines](#): Highlights foot care as a critical component of PAD management



American Podiatric Medical Association Resources for PAD Awareness Month

To learn about our resources for PAD Awareness Month please view the following webpages:

[APMA Webpage](#)

[Podiatrists: First Responders for Vascular Disease](#)

- [Signs and Symptoms](#)
- [Vascular Disease Video](#)
- [Short Quiz](#)

Be on the lookout for our social media posts too!

The screenshot shows the APMA website header with the logo 'apma' and the tagline 'Advancing foot and ankle medicine and surgery'. The navigation menu includes: ABOUT APMA, PRACTICE MANAGEMENT, EDUCATION & EVENTS, RESOURCES, ADVOCACY, and FIND A PODIATRIST. The main content area is titled 'Patients And The Public' and features a list of links: APMA Seal Program Footwear & Products, Find a Podiatrist, What is a Podiatrist?, Prepare for Your Appointment, Conditions Affecting the Foot and Ankle, Tips for Healthy Feet, Foot Health Awareness Month, and Diabetes Awareness. A blue button labeled 'Podiatrists: First Responders to Vascular Disease' is prominently displayed. Below this, the 'Peripheral Arterial Disease' section is visible, starting with 'What Is PAD?' and a paragraph explaining the condition. The text states: 'PAD is short for Peripheral Arterial Disease. PAD is caused by a blockage or narrowing of the arteries in the legs when fatty deposits called plaque buildup. The buildup of plaque causes the arteries to harden and narrow, which is called atherosclerosis. This results in a reduction of blood flow to the legs and feet. This is commonly referred to as poor circulation.'



**Report on our PAD Awareness Activities
Prepared for the American Heart Association PAD Collaborative**

PAD Awareness Month – September 2025 Campaign Overview

At the heart of our September PAD awareness campaign is our *Patients are Partners* program:

- Engaging patients in education, outreach, and research initiatives
- Empowering patients to advocate for their own health and improve the healthcare system
- Amplifying patient voices to ensure studies are relevant, care is accessible, and trust is built in research

This patient-driven approach leads to clearer communication, stronger community support, and more inclusive research outcomes.

Overview of Activities:

- 4-6x daily messaging about PAD across 4+ media channels - using themes as daily focus points: movement, songs, motivation, nutrition, smoking cessation, gratitude, challenges
- Partnered with SVS for the Step Challenge – bringing patient voices to support the challenge and participate
- Supporting a separate *Move It Move It Challenge* by patients, focused on any and all movement that patients are able to do (recumbent bike, yoga, dog walks)
- Producing and airing 5 new patient videos

Details:

Move It, Move It Challenge

The *Move It, Move It Challenge* is an initiative of the Facebook group PAD Walking, Exercise, and Wellness Support (led by patients, administratively supported by the Foundation to Advance Vascular Cures), designed to encourage regular movement, exercise, and community support during PAD Awareness Month. We promote this challenge by sharing it through our networks, contributing promotional and educational content, and helping tie daily themes to resilience and patient voice. This year, we're also promoting the *Move It, Move It* song playlist, which invites everyone in the group to contribute songs to a shared playlist to keep each other motivated to move.

Social Media Campaigns

We are using our communication channels to highlight our initiatives throughout PAD Awareness Month, including the *Patients are Partners* program, patient advocate stories, and our educational modules. We will also promote partner resources, stories, and events to amplify their reach. Through social media, email newsletters, and community networks, we will work to maximize the visibility and impact of all campaign initiatives.

- Daily: Featured "Song of the Day" from the Move It, Move It song playlist to encourage movement
- Daily: Promotions of PAD walking challenges and support groups
- Bi-weekly: Patient spotlight videos and patient talks/interviews
- Bi-weekly: Vascular health tip



Partnership with the Society of Vascular Surgeons – Step Challenge

The Vascular Health Step Challenge is a fundraiser put on by SVS that raises awareness of PAD through walking. The Foundation to Advance Vascular Cures is partnering with SVS and specifically: we are developing and sharing *My Health Monday* facts and patient recommendations, and *Why I Walk Wednesday* videos featuring patient advocates. These stories will showcase personal patient experiences, lifestyle advice, and encouragement to stay active, demonstrating how movement can help combat PAD.

Moving Forward Together: PAD Collaborative

We are proud to be part of the PAD Collaborative, facilitated by the AHA. We are sharing our PAD Awareness Month resources and events with the PAD Collaborative to increase awareness and engage a broader network of patients and advocates, and are committed to sharing the activities of other groups in the Collaborative, to maximize their impact. Through these collaborations, we are working to make PAD Awareness Month a catalyst for lasting change in how patients are informed, supported, and included in research. We look forward to working with the American Heart Association and all our partners to share these initiatives and inspire action throughout September and beyond.

Social Media Handles:

[VC website](#)

[VC FB](#)

[VC X](#)

[VC LinkedIn](#)

Patient-led, VC-Supported Peripheral Artery Disease (PAD)

Walking, Exercise and Wellness Support [FB page](#)