

ESSAE Awards Program

Nomination for the Association Excellence Award for Marketing/Public Relations

The New York State Happy Feet Association HAPPY FEET FOR LIFE PROGRAM

Overview

The New York State Happy Feet Association (NYSHFA), whose mission is to promote the importance of proper foot care for a full and healthy life, created the Happy Feet for Life Program in order to create a public forum for good foot health and the encouragement of foot exercise.

The Program

NYSHFA understands that of all the body parts, the feet, are the most misunderstood—and as we start each day through the simple act of standing up—the feet are the foundation of good health. The Happy Feet Program was created to help promote a greater understanding and appreciation for the role of good foot care plays in maintaining a healthy and happy lifestyle.

The Happy Feet for Life Program was promoted statewide through an extensive social media campaign, website, local public service announcements on radio and in newspapers, member-supported outreach, and public awareness events held at schools, farmer's markets, and malls. A variety of creative graphics and messages were created and utilized.

Here is an example of one of the program's promotions:



Program Achievements

From its inception, NYSHFA received much positive feedback in the program, not only for its message and information, but for its creativity and humor in promoting the central message of good foot health.

- The social media component (#happyfeet) garnered over 50,000 followers.
- A micro-website was created by an intern (www.happyfeetforlife.org) and was directly linked and cross-promoted on our association website (www.nyshfa.org). The program's website had over 25,000 hits over the last year.
- In its first year, 40 public service announcements were placed on radio stations and in newspapers representing every region of the state.
- 350 NYSHFA members personally promoted the program among their social and professional networks, and at their places of work.
- 75 public awareness events were held at a variety of public settings, including Buffalo, Rochester, Syracuse, Ithaca, Elmira, Watertown, Albany, Poughkeepsie, Manhattan, and on Long Island.

Through social media, event evaluations, and public surveying, NYSHFA believes that overall public awareness in good foot health has increased by 50%. Our efforts were very successful. The association will continue to build upon these efforts in the year ahead.

Conclusion

We ask the Awards Committee to give NYSHFA and the Happy Feet for Life Program its consideration for the Association Excellence Award in Industry Innovation.

Thank you.

Jane M. Digits

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Executive Director
New York State Happy Feet Association