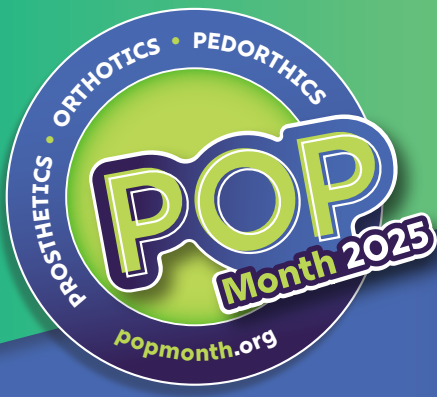


POP-OUT TOOLKIT

**A Guide for Presenting
to a School, College, Club
or Community Group**

March 2025



POP-OUT TOOLKIT

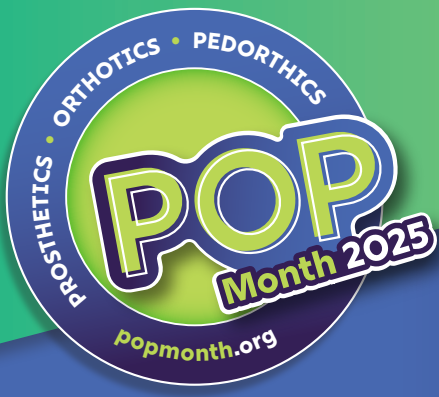
A Guide for Presenting to a School, College, Club or Community Group

Meet students where they are and “POP-Out” to give a presentation about the prosthetics, orthotics and pedorthics profession to a local school, college, club or community group.

Here are resources to help you have a successful “POP-Out” community event, including:

- Event Best Practices 2
- Sample Event Timeline 4
- Sample Outreach Email 5
- Sample Event Agenda and Presentation..... 6
- Sample Activities 7
- Sample Social Media Posts..... 8
- Videos 10
- POP Month Release Form 11

Additional information can be found on POPMonth.org.



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

Event Best Practices

Preparing for the Event

- **Identify potential event hosts** – Start by making a list of local schools, community groups and clubs that you are interested in connecting with. Think creatively: In addition to local high schools, there may be youth clubs and STEM interest groups in your area.
- **Reach out to contacts of interest** – Identify a contact or contacts at each organization and provide brief background about yourself and WhatIsPOP and ask whether they would be interested in setting up a presentation. If so, consider setting up a brief phone or video call to discuss your vision for the presentation and event logistics.
- **Get permission** – Ask staff and attendees to sign [POP Month release forms](#), as well as any organization-specific forms or protocols. Be careful to exclude staff and attendees who prefer not to be photographed/videotaped from any materials shared with WhatIsPOP or the public recapping the event. For attendees under 18, please send the form ahead of the event so parents and guardians can sign for permission.

Materials and Activities to Consider

- **Promo videos** – Consider showing the [WhatIsPOP video](#) as part of your opening remarks or share some of the different [POP stories](#).
- **Shadowing guide** – Consider handing out WhatIsPOP's [shadowing guide](#), which provides a step-by-step guide for students interested in learning more to engage with and shadow at local clinics.
- **Giveaways** – If possible, have some items that you can leave behind (pens, water bottles, knapsacks, notebooks, etc.) as a token of appreciation.
- **Business cards** – Hand out your business cards so attendees can follow up with you or your staff directly if they are interested in learning more.
- **FAQs and key messages** – Review ABC's WhatIsPOP [FAQs](#) and [key message](#) handouts so speakers feel prepared to engage in conversation and are equipped to share additional resources with attendees.
- **Activities** – Incorporate a hands-on activity (e.g., patient modeling a prosthetic fitting) to help bring the profession to life and engage attendees, if time permits.



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

During the Event

- **Capture interest** – Bring a sign-up sheet, computer or tablet to capture contact info for those interested in learning more about the profession. This allows for easy follow-up after the event.

After the Event

- **Follow-up** – Follow up with attendees afterwards. Thank those who attended and remind them that they can visit [WhatIsPOP.org](https://www.WhatIsPOP.org) for additional information.
- **Amplify on social media** – Share the event's success on organizational social media pages. Don't forget to use #POPMonth2025 and tag ABC and WhatIsPOP.
- **Share your experience** – Send photos and reflections to WhatIsPOP using [this form](#). Share release forms with WhatIsPOP@MessagePartnersPR.com.



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

Sample Event Timeline

This sample timeline should be adjusted to the specific nature of your event.

3-4 weeks before

- Identify and reach out to potential schools or community groups of interest.
- Identify and order needed materials and signage.

1-2 weeks before

- Solidify event needs and logistics:
 - Finalize event date.
 - Confirm technology needs (e.g., microphones, projector and screen for slide presentations).
 - Obtain any materials needed for hands-on activities.
 - Share the release form file with staff and attendees to submit prior to the event.
- Prepare and practice your presentation.
- Prepare sign-in sheets for event attendees.

Day of event

- Check A/V.
- Obtain signed release forms from staff and attendees.
- Take pictures!

Immediately following event

- Send a thank-you note to the organization and follow up with interested students.
- Share photos on website and social media feeds.
- Send photos and reflections to WhatIsPOP using [this form](#). Share [release forms](#) with WhatIsPOP@MessagePartnersPR.com.



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

Sample Outreach Email

About a month before your event, send out your invitation to your email lists and target attendees. A sample invitation can be found below.

New message

To:

Subject line: Exciting Opportunity to Share STEM Careers with Your Students

Good [morning/afternoon]—My name is [Name], and I am a [Title] at [Organization] in [City]. I'm involved with WhatIsPOP, an initiative raising awareness among young people about careers in prosthetics, orthotics and pedorthics (POP), and I would love the opportunity to share more about the profession with your students.

Would you be interested in hosting a short presentation with your [class/group] to learn more about the POP profession? POP blends science, engineering and art, making it an exciting career option for students with many different interests and backgrounds.

Please let me know if this is something you'd be interested in pursuing or if you have any questions. I'd be happy to work with you to align the presentation with your curriculum to ensure that it is an interesting, informative experience for your students.

Best,

[Name], [Title]

Send



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

Sample Event Agenda & Presentation

Your presentation is an opportunity to share more about the POP profession, your journey and why you love what you do. You can download a [sample presentation with talking points](#) included. Recommended topics of discussion include:



POP-Out Presentation

March [DAY]

[TIME]

- ✓ **Introductions** – Briefly describe your current role and (depending on group size) have attendees share their name and a bit about their career interests.
- ✓ **What Is POP?** – Provide an overview of prosthetics, orthotics and pedorthics and what it means to be a POP professional.
- ✓ **My POP story** – Share how you discovered the POP profession and the path you took to where you are today.
- ✓ **Exploring a POP career** – Outline next steps students can take, including educational programs to consider and where they can go for additional information.
- ✓ **Audience questions** – Open the floor for questions from the group.



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

Sample Activities

Bring the profession to life with additional activities, time permitting. Be sure to consider the age of your audience, the presentation space, materials you may need to bring or purchase and required cleanup. Potential activities include:

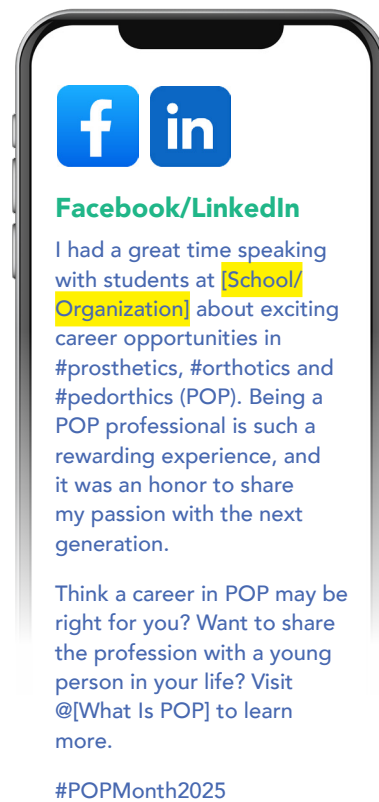
- **Finger casting** – Give students a glimpse of the early process of making a POP device by having them cast their or their classmates' fingers.
 - Required materials: Plaster bandages, plastic gloves, scissors, water, towels, tarp (optional)
 - Approximate time needed: 30 minutes
- **Foot molding** – Let students see how POP can apply to lower limbs by having them make molds of their feet. When students step into the foam art box, they will create an impression of their foot that can then be filled with plaster.
 - Required materials: Foam art shipping boxes, plaster, towels, water
 - Approximate time needed: 30 minutes
- **Hear from a POP patient** – Invite one of your patients to join you to share their journey and their perspective on the POP profession and its importance.
 - Required materials: None, although patients are welcome to share photos or other mementos that were important to them on their POP journey.
 - Approximate time needed: 5 to 10 minutes



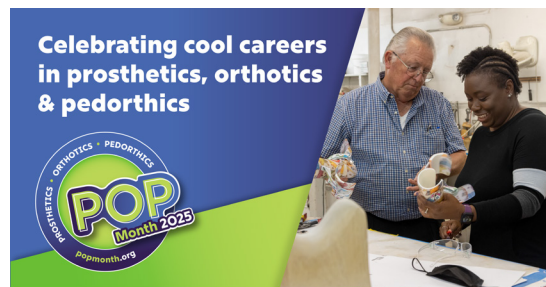
POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

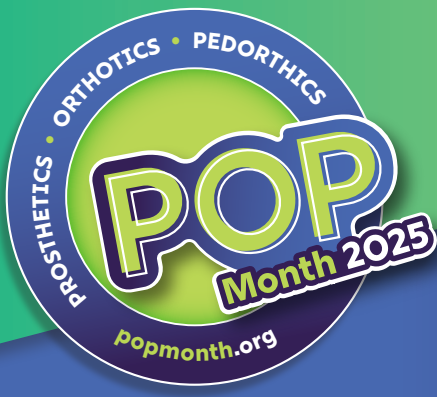
Sample Social Media Posts



Download Social Graphic



Download Social Graphic



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

Sample Social Media Posts

For all posts, tag **WhatsPOP** and **ABC** accounts:



Instagram: [@what.is.pop](#) / [@abc.opp](#)



TikTok: [@whatispop](#)



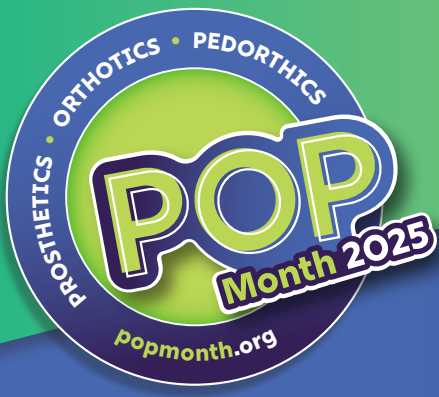
Facebook: [@POPcareers](#) / [@ABCopp](#)



LinkedIn: [What Is POP / American Board for Certification in Orthotic, Prosthetics & Pedorthics, Inc.](#)



YouTube: [What Is POP / American Board for Certification](#)



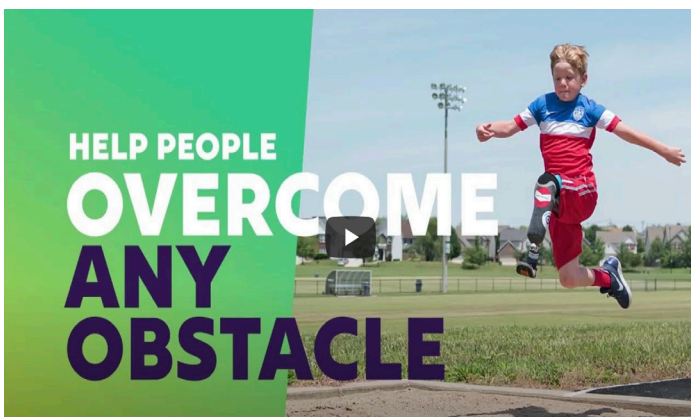
POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

Videos

WhatIsPOP has a rich video library to help bring the profession to life, including an [overview of POP](#) and a [POP stories](#) series highlighting the “day in the life” of current students and professionals.

Visit the [WhatIsPOP YouTube channel](#) to access all video content.



▶ Watch Video



▶ Watch Video



POP-OUT TOOLKIT

A Guide for Presenting to a School, College, Club or Community Group

POP Month Release Form



I, _____, give The American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABC) and those acting within its authority the unqualified right to reproduce, copyright, publish, circulate or otherwise use any still photographs, videotapes and/or audio tapes of me produced by ABC or in its behalf by any other person, in connection with the ABC Video Filming Project designed to help with O&P recruitment / awareness ("the Project"). This authorization and release covers the use of said still photographs, videotapes and/or audio tapes in any published form and any media of advertising, publicity or trade in any part of the world for an unlimited period of time in connection with the Project.

I also agree that I may be identified by name, and I fully understand that this is a complete release of all claims against ABC or any other person, firm or corporation by reason of any such use of such still photographs, videotapes and/or audio tapes.

Subject certifies that subject is 18 years of age or over. If less than 18 years of age, his/her contract consent and a parent or guardian must sign release.

Signature

for ABC

Signature of guardian if under 18

Name

Address

(City, State, Zip)

Phone

Date