



Share a Photo or Video Clip

Spotlight community events or patient engagement. Visuals hook editors fast.

Why Visuals Matter

- Today, people often make their first impression through a photo or video, not a statistic.
 - A compelling image can communicate independence, resilience, and impact instantly with no explanation required.
 - Visuals help ensure an easy way to share your story, increasing the likelihood of coverage.
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What to Capture

1. Patients in Action

- A child running, playing sports, or dancing with their orthosis.
- A veteran standing tall with a prosthesis at a community event.
- A senior walking confidently thanks to orthotic support.

Why it works: Movement = hope, progress, independence.

2. Human Connection

- A clinician fitting a device while smiling with a patient.
- A family embracing after a successful fitting.
- Patients connecting at a support group or awareness walk.

Why it works: Emotion + relatability stick with audiences.

3. Community Engagement

- Local O&P professionals volunteering at health fairs.
- Patients speaking on panels, mentoring others, or celebrating milestones.
- Ribbon-cuttings, awareness walks, or advocacy days.

Why it works: Shows O&P as part of the wider community.

4. Technology in Action

- Close-ups of prostheses, orthoses, or scanning/fitting equipment.
- Before/after demonstrations of mobility with and without a device.



Why it works: Highlights innovation + credibility of the profession.

Pro Tips for Using Visuals in Media Outreach:

- **Always get written consent** before sharing patient images.
 - **Keep video clips short** (under 30 seconds)—perfect for social media, local TV, or online stories.
 - **Think horizontal + vertical.** Horizontal for TV/print, vertical for social.
 - **Pair visuals with a quote.** Example: *“This brace gave me the freedom to keep my job.”*
 - **Package as ready-to-use.** Send editors both high-resolution photos and short, captioned video clips to make their job easy.
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Closing Line:

“Every photo tells the story of resilience. O&P is not just about devices, it’s about people regaining independence, dignity, and full participation in their communities.”