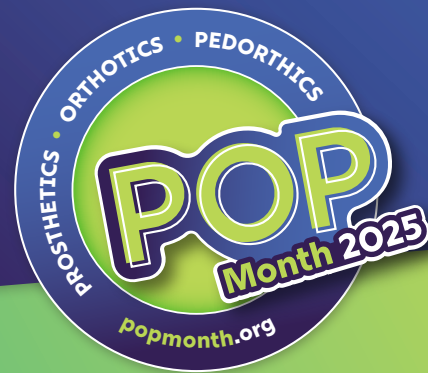


Celebrating the POP Community While Building Awareness



ABC sponsored POP Month in March 2025 to celebrate and engage the profession. Enabling POP professionals to acknowledge pride and joy in their work, and discuss challenges and opportunities, helps lay a positive foundation for more engagement with the next generation of POP professionals.

What Did POP Month Accomplish?

The month uplifted and inspired thousands, while supporting the career awareness goals of WhatIsPOP and allowing for candid conversations and reflection.

POP Month by the Numbers



Engaged industry representatives

- **31** partners
- **30+** known events nationwide
- **20+** active ambassadors



Created buzz from social storytelling

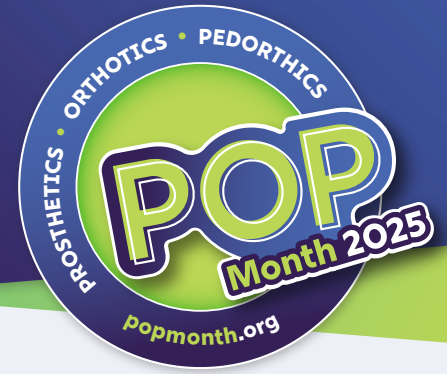
- **1M** social media impressions
- Nearly **3,500** engagements with organic content in March 2025—about four times more than a year earlier
- More than **3,000** engagements with #POPMonth2025
- **54,000** users saw the #POPMonth2025 hashtag
- **1,000** clicks on LinkedIn



Educated and energized POP professionals

- **1,000** registrants across three “POP Talks” virtual events
- **87%** of attendees stayed for the full event
- Planted seeds for future ABC CE programming

Celebrating the POP Community While Building Awareness



Deployed digital content across the web

- **3M** impressions of ads geotargeted to O&P educational programs, driving nearly 25,000 visitors to POPMonth.org
- Nearly **17,800** visitors to POPMonth.org in March, and nearly **27,000** to WhatIsPOP.org
- **200,000** clicks from digital ads
- **52%** average open rate of weekly What's POPpin' newsletter (compared to an average of 30%)



Celebrated across the country

- **1,800+** stories in newspapers, on radio stations and TV programs
 - **KNTV-TV** (NBC in San Francisco, CA)
 - **WNCN-TV** (CBS in Raleigh, NC)
 - **WCJB-TV** (ABC in Gainesville, FL)
 - **WHNT-TV** (CBS in Huntsville, AL/Decatur, AL)
 - **WRGB-TV** (CBS in Albany, NY)
- **50** states featured POP Month stories
- NC Governor acknowledges March 2025 as POP Month



STATE OF NORTH CAROLINA
OFFICE OF THE GOVERNOR

JOSH STEIN
GOVERNOR

March 1, 2025

Dear North Carolina O & P Group,

I am writing to acknowledge March as POP Month. This month is dedicated to celebrating those who work in prosthetics, orthotics, and pedorthics, or POP, for improving millions of lives by evaluating, designing, and fitting devices that help people with mobility challenges. It is also a time to spread awareness about the need for more POP professionals.

popmonth.org