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# Media toolkit

Scoliosis Awareness Month

# How to use this toolkit

Medtronic is committed to supporting physicians and hospitals with easy-to-use, impactful tools designed to raise awareness of scoliosis through social media, local media, and in-clinic resources year-round, and especially throughout June during Scoliosis Awareness Month.

For more than 30 years, Medtronic has been a trusted partner in the spine surgery community, collaborating with hospitals, surgeons, patients, and caregivers to develop innovative technologies that improve patient outcomes. From pioneering spinal instrumentation to advancing minimally invasive techniques, we've remained at the forefront of scoliosis care.

But our commitment goes beyond technology. Through ongoing research, education programs, and strong partnerships, we're working to empower healthcare providers with the knowledge and resources they need to deliver exceptional care.

This guide was created to help you spark conversations about scoliosis. We invite you to use and share these tools and join us in proving that Every. Curve. Counts.

Check out more information & patient stories at **Medtronic.com/ScoliosisAwareness.**



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# Toolkit content

Resources to help you drive awareness in your community.



1 **Social media graphics**
Editable graphics for social channels

2 **Patient resources**
Patient-facing brochures, posters, and stories

3 **Media pitch ideas**
Ideas to support generating local media coverage

4 **Resource groups & organizations**
Organizations for patients and families

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# Social media graphics

Editable graphics for personal & hospital channels

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# Social media graphics

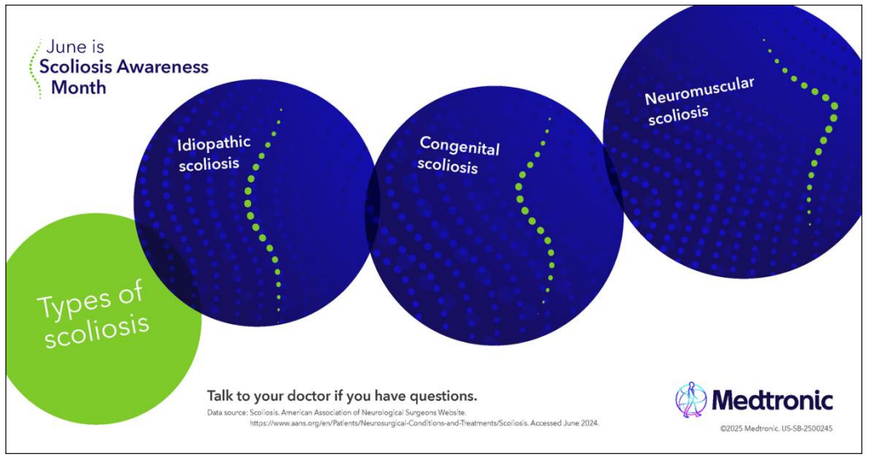
## Creating conversation about scoliosis through social channels

The below social media graphics are available for you to use and co-brand with your hospital or practice logo and leverage on social media channels. These graphics are available in oblong as well as square dimensions to allow you to select the right format for the channel you're using. To insert your hospital logo, open this document as a PDF, click on the "image" icon above the Medtronic logo, and add your file. We recommend leveraging a .png for best results.










Scoliosis Awareness Month social media graphics.
Use these social media graphics that feature facts and figures about scoliosis to drive conversation and awareness online. Most of the graphics are available in two sizes, optimized for Facebook, LinkedIn, and Instagram.

**Download graphics**



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# Patient resources

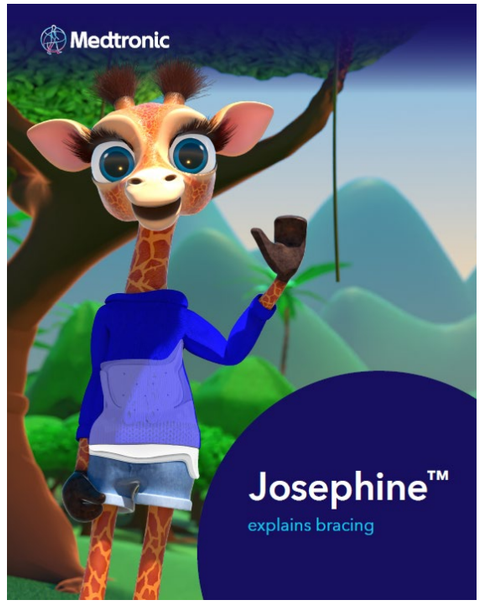
Patient-facing brochures, posters, and stories

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# Patient-facing resources

## Medtronic-generated resources to support patient awareness and education

We’re proud to introduce our refreshed and reimagined scoliosis ambassador Josephine! For the past 10 years, Josephine has served as Medtronic’s scoliosis ambassador, helping young patients better understand their scoliosis and treatment journey. She’s a valuable tool for supporting education and easing uncertainty during care. Below, you’ll find Josephine’s Guide to Scoliosis along with a printable poster. If you’re interested in bulk-ordering printed copies of these resources, please contact your Medtronic representative.




**Patient brochure:** Josephine explains bracing
Join ”Jo” as she explains everything patients need to know about bracing.

Download brochure




**Patient brochure:** Josephine explains scoliosis
Join ”Jo” as she explains what scoliosis is, types of treatment, and surgical treatment of scoliosis.

Download brochure




**In-clinic poster:** Josephine explains scoliosis
Leverage this Josephine poster to help patients connect with resources and information about scoliosis on the Medtronic scoliosis patient webpage.

Download poster



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# Patient-facing resources

## Patient stories

Medtronic has a breadth of patient stories available to you to help illustrate what the care continuum may look like for a patient with scoliosis. Click below to access YouTube or written versions of these stories.



### Izzy's scoliosis story

Watch Izzy's story about how quick surgical intervention helped this track & field athlete "stand taller and breathe easier".

**Watch Izzy's story**



### Elise's scoliosis story

Learn how bracing consistently helped Elise get ahead of the curve.

**Watch Elise's story**



### Monica's scoliosis story

Monica, the recipient of a scoliosis surgery through our partnership with SpineHope shares how surgical intervention changed the course of her life.

**Read Monica's story**



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# Media pitch ideas

Ideas to support generating local media coverage

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# Media pitch ideas

## Generating local media coverage during Scoliosis Awareness Month

Below are ideas you may consider when pitching stories during Scoliosis Awareness Month in June. In addition to the themes below, a physician expert and patient story are often core ingredients to a successful media pitch. Pitches solicited to local media outlets during an awareness month often create a timely hook that can boost the chances of securing media coverage.



### Scoliosis facts and screenings

Scoliosis is most common in children aged 11 or older, according to the National Institutes of Health (NIH). About 1-3% of people have pediatric scoliosis, and it is more common in females than males. About a third of people with pediatric scoliosis have a family history of the condition, so those with a family history may want to consider screening. These facts can enhance a media pitch focused on generating awareness about scoliosis and encouraging people to seek screening for their children if they may be at greater risk.



### Patient stories

Compelling patient stories could stand alone as a pitch and are often sought after, especially by broadcast media. Seek out patients with a unique story, such as an exciting hobby, and those who can speak clearly about their situation before and after treatment. Please encourage them to provide photos that highlight their story. Often, children with scoliosis are able to speak to the activities that they can do after treatment that they couldn’t do before.



### Personalizing scoliosis care

A scoliosis diagnosis can be confusing for patients and families who must consider a range of treatment options, from conservative options like physical therapy and braces, to more invasive care, like surgery. Now, doctors can personalize scoliosis care. Hospitals using advanced technologies to treat scoliosis can develop a media pitch highlighting the benefits of those technologies in helping surgeons plan surgeries, order personalize implants and deliver more predictable outcomes.



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# Resource groups & organizations

Organizations for patients & their families

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# Resource groups and organizations

## Offering external support for patients

Medtronic partners with several organizations focused on generating awareness, providing resources, advocating for solutions, and financially supporting surgeries. Please consider organizations, such as those below, to share with patients as they navigate their scoliosis journey.

CURVY GIRLS
We've Got Your Back

Curvy Girls is an organization dedicated to creating connections between girls undergoing treatment for scoliosis.
Learn more

HIGGY BEARS

Higgy Bears seeks to ensure that patients undergoing bracing or surgical intervention for scoliosis have a "buddy" along the way. They provide bears wearing braces or with rods sewn in to serve as companions to patients. Learn more

Pediatric Spine Foundation

Pediatric Spine Foundation is a community dedicated to improving the quality of care and the outcome of treatment for patients and families dealing with scoliosis.
Learn more

setting SCOLIOSIS straight
*Supporting Discoveries in Scoliosis*

Setting Scoliosis Straight Foundation is devoted to empowering families impacted by scoliosis through education, connection, and research. Their mission is to support discoveries and advance techniques in the treatment of scoliosis worldwide.
Learn more

SRS
Scoliosis Research Society

Scoliosis Research Society is the premier international society aimed at fostering optimal care for patients with spinal deformities. They also provide a wealth of resources to patients including diagnosis, treatment, and physician finders on their website.
Learn more

SpineHope

SpineHope is an organization dedicated to providing advanced spine treatment, education, and support to children in underserved populations.
Learn more



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# Thank you for your partnership in raising awareness and advocacy for scoliosis this June and year-round.

Have feedback or ideas for additional resources?

**Email the Medtronic Team**

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