

About **SIGN**

MISSION & GLOBAL REACH

Our vision is to create equality of orthopaedic fracture care for the injured poor in developing countries.

To achieve that vision, we give the injured poor in low and middle income countries access to effective orthopaedic care by donating education and implants to surgeons who work in low-resource hospitals.

350 hospitals are using SIGN Products to heal more than 27,000 people each year.



HISTORY

Dr. Lewis Zirkle, orthopaedic surgeon, is SIGN's Founder and President. While serving in Vietnam, he became aware of the medical needs in developing countries. For 10 years, Dr. Zirkle spent one month each year teaching surgeons in Indonesia and collecting hospital equipment to send to them.

He went on to build a sustainable humanitarian organization, responsible for healing over 240,000 patients since SIGN began in 1999. This year marks SIGN's 20th Anniversary.

SIGN MODEL

Education + Implants = Healing

SIGN provides educational materials, conferences, and ongoing mentorship to orthopaedic surgeons in developing countries. By partnering with teaching hospitals, SIGN is equipping surgeons to work in their own communities.

After educating each surgeon, SIGN gives them the instruments and implants they need to perform trauma surgery. The SIGN System is designed for use in low-resource hospital environments, and does not require the use of expensive live x-ray machines, or even electricity.

To learn more, visit www.signfracturecare.org





Contact Information

SIGN Fracture Care International is headquartered in Richland, Washington. SIGN has another office with select staff in Portland, Oregon.

SIGN is open: Monday-Thursday, 8am - 5pm, and Friday 8am - 12pm

Office phone: 509.371.1107

Fax: 509.371.1316

Email: info@signfracturecare.org

Social Media

FACEBOOK, TWITTER, YOUTUBE

Engaging with others on social media is a great way to share what draws you to SIGN! **By liking photos, sharing posts, and tagging @SIGNFractureCare, you can help increase our global reach.** Become a SIGN Advocate today and join our fight to create equality of fracture care for all.

How?

First, build your audience: share SIGN posts on your page, or create personalized posts to increase awareness among your followers.

Example i.e.

- Help me spread the word about SIGN! Write a review on @GreatNonprofits.
- Looking to support a new cause? Check out @SIGNFractureCare in Richland, WA. SIGN is creating equality of fracture care in over 50 developing countries worldwide!
- Join me in following @SIGNFractureCare on Facebook. They do amazing work to heal fracture patients in developing countries.

Or, create your own post!

We challenge YOU to share your story. What draws you to SIGN? How are you impacted by SIGN?

Buzzwords

- Building orthopaedic capacity
- Equality of fracture care
- Rebuilding lives
- Healing thousands
- Orthopaedic surgeons
- Healing the world
- Developing countries
- Low- and middle-income countries



Social Media *(continued)*



Social Handles

- Facebook: @SIGNFractureCare
- Twitter: @SIGNTweeter
- Youtube: SIGN Fracture Care

Tags

- | | | |
|--------------|-------------------|---------------|
| #SIGN20 | #buildingcapacity | #SIGNconf |
| #SIGNsince99 | #SIGNheals | #humanitarian |
| #richland | #restoringlives | #orthopaedic |
| #pdx | #globalhealth | #fracturecare |

Community Advocates

Raise awareness for SIGN within your community. Are you involved with a community organization? Talk up SIGN at your next meeting.

YOU can advocate for poor patients in low- and middle-income countries by:

- Developing meaningful relationships with local community groups, and letting them know why you support our organization
- Recruiting volunteers—there are many ways for people to be involved!
- Inviting people to attend SIGN Events
- Educating your circle of friends about the ways we are building orthopaedic capacity around the world

DO...

- Be professional, responsible, transparent, respectful in your posts.
- Be factual—ask us if you have any doubt.

DON'T...

...post anything that could jeopardize our organization, including:

- Inappropriate, offensive, political material
- Posts that mislead followers
- Posts that reveal confidential information

Think before you post! If you have questions, just ask! We are always here as a resource.

