

Massive response to World PT Day



Physiotherapy students at Masterskill College in Malaysia get into the spirit of their World Physical Therapy Day celebrations under the Movement for Health banner.

In a remarkable global demonstration of professional commitment, at least a third of WCPT's 101 member organisations organised publicity and events to mark World Physical Therapy Day on 8th September.

"We have been absolutely overwhelmed by the response, with reports coming in from over 30 member organisations around the world," said WCPT President Marilyn Moffat. "Physical therapists have clearly been putting huge effort into demonstrating what they can do to help their patients, their communities, and the health of whole populations."

Activities included poster campaigns, rallies, television interviews, conferences and workshops, magazine and newspaper articles, photographic exhibitions, health check-ups, leaflets, fun-runs, taping competitions and mobile health promotion campaigns. The theme was Movement for Health, this year focusing on cardiovascular disease, obesity and other lifestyle-related disease.

"It's very gratifying to see that the initiatives we have taken to make World Physical Therapy Day a major event every year are paying off," said Brenda Myers, WCPT Secretary General. In 1996, WCPT designated 8th September (the date WCPT was founded in 1951) World Physical Therapy Day. It marks the solidarity of the profession around the world, and provides a focus for physical therapy organisations to publicise the profession and its clinical expertise.

You can read about the activities of individual organisations in the World PT Day News section at www.wcpt.org/wptday.

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Breakthrough palliative care meeting in Vienna

Around 90 physical therapists attended the first ever “Physiotherapy Pre-meeting” before the 11th Congress of the European Association for Palliative Care (EAPC) held earlier this year in Vienna.

Organised and chaired by Rainer Simader of the Working Group Palliative Care from the Austrian Physiotherapy Association, and Peter Nieland of the Physiotherapy Working Group of the German Palliative Care Association, it attracted participants from the United Kingdom, Sweden, Norway, Denmark, the Netherlands, Switzerland, the United States, Belgium, Hungary, Italy, Portugal, Australia, Romania, Germany, Austria, Japan and Namibia.

In the presence of Silvia Mériaux-Kratochvila, President of the Austrian Physiotherapy Association, and Pam Firth, a member of the board of the EAPC, Jenny Taylor, senior physiotherapist at St Christopher’s Hospice in London, talked about non-pharmacological interventions in breathlessness and fear.

Jacob van den Broek of the Hospice Kuria, Amsterdam, gave a lecture on the use of TENS in neuropathic pain. Unni V Nygaard, of the Hospice Lovisenberg, Oslo, presented a special physical exercise group programme for palliative care cancer patients and Peter Nieland, of the Malteser Hospital Bonn, described techniques of lymphatic drainage to manage head oedema. The final part of the pre-meeting was a round table session entitled “The Right Time for Physiotherapy Interventions in the Palliative Care Process: is there a too late?”

“This invitation from the EAPC to hold a pre-meeting represents a huge step for the physiotherapy profession as it moves towards this prestigious and highly professional association,” said Rainer Simader. “Importantly, it marks both a significant beginning of an international network of physical therapists, and also a demonstration of the enormous benefits of physiotherapy for patients, their relatives and the palliative care service.”

The next EAPC congress will take place in Lisbon, Portugal in 2012 and another “Physiotherapy in Palliative Care” pre-meeting is planned. For more information contact Peter Nieland peter.nieland@malteser.de or Rainer Simader palliativecare@physioaustria.at

New ideas, big issues, new ways of thinking: why Congress will deliver



Ann Moore

What makes a WCPT Congress special? The International Scientific Committee organising the programme for the 2011 event is building on past experience and surveys of physical therapists to try and create an event that is invaluable to the profession – whichever part of the world you happen to come from. Simon Crompton talks to Ann Moore, Chair of the Committee, about the planning to date, and what's in store.

It may sound a way off, but to WCPT's International Scientific Committee, 2011 has been looming large for a while now. The group of physical therapists from around the world who are responsible for putting together the

scientific programme of World Physical Therapy 2011 have been considering the shape and aims of the next Congress since their appointment last summer – and they are taking some fascinating changes of direction.

Chair of the committee is UK physiotherapist Ann Moore, Professor of Physiotherapy and Head of the Clinical Research Centre for Health Professions at the University of Brighton. She says that what really enthuses her about the task is that she knows congresses make a difference. She speaks from personal knowledge. She's attended four of them.

"I think it's the sense of conviviality, the ease of networking, that makes them so special. I love the way that, during congresses, you can't help but be exposed to different ways of thinking, new ideas, big issues that other countries are facing and which put a new perspective on your own. There's that sense of the profession standing shoulder to shoulder."

That's why it's been a priority for the next Congress to be as inclusive as possible. Central to the programme will be focused symposia, where a convenor will lead a group of presenters through a series of linked presentations on a topic of international appeal. At least three of WCPT's regions have to be represented by the speakers contributing to each symposium – ensuring that sessions embrace the interests and practice of delegates whatever part of the world they come from.

The programme itself has yet to be decided. The deadline for proposals for focused symposia is 31st October, and only then will the International Scientific Committee begin to slot all the pieces into place. But there are definitely other structural changes on the way. One is to integrate the programme far more closely thematically.

In particular, the committee is looking to cater for clinicians and educators who want to hone their practical skills. At previous congresses, there have been pre- and post-congress courses focusing on applied skills, but these are now being integrated alongside the main programme. Delegates will be able to "pick and mix" sessions according to their professional interests. For example, they will be able to participate in a specialist course on one day, a clinical visit on another, and scientific programming on another.

Highly-regarded keynote speakers will also now be integrated into symposium sessions, so that they can answer questions and join in debates.

"We want a programme that will attract practising physical therapists as well as researchers and educators," says Ann Moore. "They'll be able to attend workshops, courses and discussions which complement the scientific programme, and will allow them to take away new skills."

The views of physical therapists themselves have been fundamental in shaping the new plans. Last year, more than a thousand physical therapists around the world responded to a WCPT survey asking them about the issues that interested them the most. It found that the challenges of an aging society, new roles for physical therapists, physical inactivity and health promotion were common concerns around the world.

"What I found fascinating was how many common issues affect people globally," says Ann Moore. "This means there are some obvious issues we intend to address at the next Congress."

"This time, with all the progress made in previous years on technicalities like

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an on-line abstract management system, we feel we can really focus on getting a lively programme together, moulding it to the needs of as many people as possible.”

The call for education sessions for the satellite programme launches in November and the call for abstracts in January 2010. With the deadline for focused symposium abstracts fast approaching, the act of shaping is about to get well and truly underway. Ann Moore is confident that her fifth Congress could well be her best.



WCPT Europe representative addresses WHO regional meeting



Emma Stokes

Emma Stokes, WCPT Executive Committee member representing the European Region, attended the 59th session of the WHO Regional Committee for Europe in Copenhagen, Denmark, in September 2009. She presented two statements, on health in a time of global crisis and health workforce policies.

In the first statement, she said that WCPT recognised the difficulties in managing health expenditure in the global economic crisis. WCPT advocated, she said, the provision of primary health care that was mindful of local cultural, socio-economic and political circumstances and provided equitable access for all to effective services. Emphasising the important role of physical therapists in primary health care, Emma Stokes said WCPT encouraged member states to seek the professional engagement of WCPT member organisations in the planning and implementation of their response to the global economic crisis.

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In a second statement, she said that WCPT believed that physical therapists had the responsibility, through their national associations, to work with governments and other agencies of member states to contribute to national human resource planning in the area of health. "Such planning should aim to ensure a balance between demand and supply for physiotherapists and a balance between qualified physiotherapists and support personnel, to facilitate the best possible level of quality service/care for the community," she said. "WCPT encourages member states to seek the professional engagement of their member organisation of WCPT in planning."

She also informed the meeting that WCPT and other professional organisations were collaborating with the Global Health Workforce Alliance to undertake a campaign to improve work environments and aid in staff recruitment and retention through the development of positive practice environments (see www.wcpt.org/node/29151#PPE)

During the meeting, the delegates from the 53 WHO European Member States discussed: a declaration on protecting health in times of economic crisis; starting a discussion on the governance of health within the WHO European Region; and health workforce policies, including support for a global code of practice for international recruitment of health personnel.



A new PT association in Belgium: how two became one



The signing of the Articles of the new physical therapy association in Belgium

Roland Craps describes how a momentous change in professional representation in Belgium took place on World Physical Therapy Day 2009.

There are 27,000 physiotherapists registered in Belgium, around 17,500 of them working in private practice settings. For historical reasons – the different language communities in Belgium, different entry levels of education – not one but eleven scattered professional associations grew up to represent them. The two largest have been the Association des Kinésithérapeutes de Belgique (AKB) with 3000 members; and the National Cartel with more than 2000 members.

This split hasn't served the profession well in the past. Both manpower and finances were used inefficiently. New and very complex government system of regulation was introduced in Belgium in 2002, and both associations invested much energy, time and money dealing separately with the same professional and regulation issues.

Physical therapy in Belgium has one of the highest educational levels in Europe. But most physical therapists resented the constant bickering between the different professional associations. Universities and higher education institutes were reluctant to cooperate with these two bodies because they had to make a "political" choice between them.

The Belgian government was demanding more quality, better communication, respect for budgets, and more interdisciplinary collaboration, and was prepared to support a joint effort to realise those objectives. There was other pressure, relating to our international status. WCPT allows only one member organisation per country, but each organisation in Belgium represented only

a small proportion of the profession. Collaboration became imperative.

Then, one day in August 2007, I was sitting in a restaurant with Luc Lemense, then the president of the National Cartel (now the first elected President of the new association). I was Secretary General of the AKB at the time. We were discussing a quality-improvement project before a meeting between the two associations and delegates from the universities, and he said: "We should really put all this together." I answered spontaneously: "Why don't we? What are we waiting for?"

So we did. In the following weeks and months, Luc Lemense and my colleague Luc Vermeeren started negotiations between both organisations and this enthusiastic leading team got a mandate from the two executive boards to realise the merger.

We started the process of merging in July 2008 and proceeded step by step. Problems were isolated and solutions found, and in the process mutual respect started to grow. On 8th September this year - on World Physical Therapy Day - we signed the Articles of Association for the new umbrella association. We called it "Axxon – Physical Therapy in Belgium".

The name Axxon refers to the extension of a neuron, an axon, the primary element of transmission of information within the neural system. The association wishes to be a similarly dynamic stronghold for all physical therapists. The double xx indicates that the organisation is there for every colleague, in every practice situation. Axxon stands for a united organisation of physical therapists, guaranteeing quality and standing close by their patients.

The next steps are about to be implemented. Because Belgium has two communities, the association has two wings: a Flemish (northern) part and a French-speaking (southern) part. Axxon will work at a national level – through national representatives – and at regional level, but there will also be local groups of physiotherapists known as circles. These groups, and also special interest groups, will lay the foundations of a future quality promotion project that will result in an accreditation system based on continuing professional development.

The complete merger of the two associations is due to be completed by January 2010. There is still much work to be done. Associations with specific interests will be invited to join, and follow our common goal: to bring all physical therapists together.

Our main targets are achieving direct access, creating a system of evaluating continuous learning and setting up a quality register for physical therapists. Working in health promotion and prevention is an additional goal, as well as raising the fees in private practice and health institutions.

The new association is already making its mark. It has joined a consortium of medical doctors, pharmacists and nurses to participate in and provide input to Belgium's electronic prescription project "Recipe-e".

The government provided financial support for Axxon and gave it a mandate to develop a quality improvement system. Government officials and social security representatives expressed their admiration and respect for our merger: a first in Belgian health care. Other health professionals showed admiration, even some jealousy. Some medical doctors' organisations are trying to follow our example.

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Axxon, Physical Therapy in Belgium, has a tremendous task ahead. But unity gives strength, and we are convinced that our fellow physical therapists will join us in our common effort to improve the quality of physical therapy in Belgium, for the practitioner and for the patient.

Roland Craps is Treasurer and head of international relations for Axxon, Physical Therapy in Belgium, and 2nd Vice-Chair of the WCPT's European Region.



Israeli physiotherapists run study days at major exhibition



Physiotherapists provide a demonstration during the exhibition in Tel Aviv.

The Israeli Physiotherapy Society held two study days at a major exhibition of aids and assistive devices for disabled people, held each year at the Trade Fair Centre in Tel Aviv. Visitors to this exhibition, called Expo 2009, include those with special needs, their families and care givers and rehabilitation professionals.

The study days consisted of lectures and workshops. The first day was designed for physiotherapists, with lectures discussing some of the most advanced technologies now being used for rehabilitation, many of which have been developed in Israel by Israeli physiotherapists. The audience, especially those with special needs, showed great interest in the new equipment and assistive devices.

The second study day discussed a variety of physiotherapeutic approaches including group activities, fitness centres in the community, virtual reality programmes and hydrotherapy. Attendance and participation were at full capacity during the two days.

Josepha Danziger

In early October WCPT received the sad news that Josepha Danziger, a leader in Israeli physiotherapy, had died. "Our colleague and friend passed away after an illness borne with dignity and courage," said Eli Gabay and Nirit Rotem Lehrer in a joint statement on behalf of WCPT's member organisation in Israel. "Josepha was our leader for many years and since retiring helped us tremendously with advice, support and knowledge. She was truly our elder stateswoman and will be greatly missed by the physiotherapy community in Israel."

Brenda Myers, WCPT Secretary General, added: "She was a strong supporter of WCPT and, for many of us, her name was synonymous with physiotherapy in Israel. Josepha believed passionately in international collaboration and worked throughout her professional life to support professional cooperation across geographic, political and cultural divides."

Israeli physiotherapists turn copywriters

The Israeli association has held a competition inviting physiotherapists to devise their own advertisements promoting the profession and what it can achieve.

“We thought it was a good way to get our members thinking about ways of promoting physiotherapy,” says Chair, Eli Gabay. “It was a huge success and people really got in to it.” One of the posters devised can be viewed below.

IPPA study shows that self-referral to physical therapy works

A major international study examining the nature and outcomes of physical therapy, sponsored by the International Private Practitioners Association (IPPA), has been completed. Its results indicate that physical therapists work safely and effectively as independent practitioners, without need for a doctor referral.

The two-phase study, conducted by UK physiotherapists Lesley Holdsworth and Valerie Webster, collected data from selected physiotherapy practices in eight countries. Having developed a web-based data collection tool, they gathered information about types of access to physical therapy and this was collated with information about patient demography, clinical data and outcome data. "We wanted to capture the practice of physical therapy globally, as well as information on access," says Lesley Holdsworth.

In April this year, the authors presented their findings to the IPPA Executive Committee. "The number of practices involved in the study was not enough for us to say these are definitive results, but these are good observational results which show that international comparisons are possible," says Lesley Holdsworth, who is Head of Health Services Research and Effectiveness for NHS Quality Scotland. "Those in the United States are particularly interested in the results, because in some American States patients cannot get direct access to physical therapists. The results of the study show that patients referring themselves to physical therapists is safe and effective, and they shouldn't need a doctor referral."

But the study is also important because it has captured variations from country to country, and what the drivers of those might be. "The data are interesting because we can use them to ask whether the population going to see physical therapists in, say, the US is different from that going to PTs in Holland. Are there gender differences? Is the type of back pain people go with different? We can identify similarities and differences in the patients and outcomes."

The research is now with IPPA, which has funded it up until now, and the association will decide what steps to take next. "With this data collection we have embarked upon a historically significant piece of research," said Jerry Klug, IPPA Chairman. "The results indicate that multi-national research can be done and, with full cooperation of member organisations, can truly assist in understanding the similarities and differences of private practice organisations globally."

"IPPA is looking for additional funding to further the work already accomplished. As we discuss the future of the project, it is evident that using key contacts within member organisations will be the way to garner support and greater data samples. This will enhance the information already documented. We are currently speaking with foundations and organisations to assist with the funding of the next phase of this important research."

If your organisation is interested in supporting the project, contact Jerry Klug at jlkpt@cablone.net

March brings Nairobi to a standstill



The procession of physiotherapists, led by the Kenya Administration Police band, on their awareness-raising march.

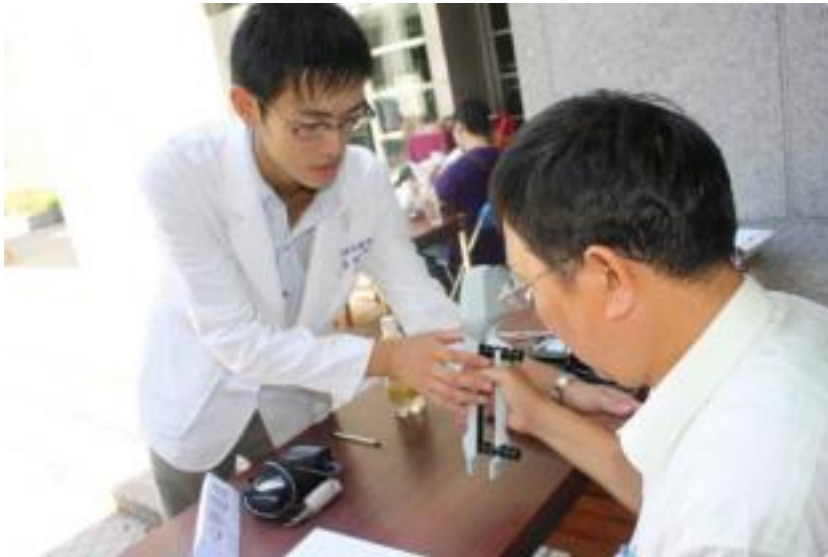
A rally of physiotherapists marking World Physical Therapy Day brought the Kenyan capital Nairobi to a standstill. The procession, including representatives of the profession from Kenya, Zimbabwe, Rwanda, Tanzania, Uganda, Sudan and Germany walked through the streets in a display of pomp and colour, accompanied by the band from the Kenya Administration Police.

The aim was to create public awareness regarding the importance of maintaining healthy lifestyles through physical activities, and physiotherapists' expertise in this area. The procession of over 200 people was flagged off by the President of the Association of Professional Societies in East Africa, and followed through Nairobi's busy main streets, bringing traffic to a standstill.

Before the procession, the Kenya Society of Physiotherapists held an international scientific conference in Nairobi from the 9th to 11th September 2009 at the All Saints Cathedral Conference Hall. The theme was "Enhancing good health through evidence based practice in the 21st century", with research papers presented by physiotherapy scholars from around the world.

The society also held its Annual General Meeting, where outgoing officials Julius Nyagah (President) and Luisier Muange (Treasurer) were re-elected due to their outstanding service.

Olympic athlete supports Movement for Health



Physical therapists from the National Taiwan University Hospital made fitness testing available to the public.

The Physical Therapy Association of the Republic of China (Taiwan) celebrated World Physical Therapy Day for the first time, with a special half-day event based around the “Movement for health” theme. The celebration took place at the School of Physical Therapy, National Taiwan University, and attracted many members of the public and physical therapists.

Celebrations started with a speech given by the first Chinese female Olympic medal winner (hurdles, 1968) Cheng Chi, together with Wen-Jen Chien, President of PTAROC (Taiwan). Cheng Chi, who is also the founder of the Hope Organisation, has been promoting the idea of “walk for health” for years and encouraged participants to appreciate the benefits of exercise to our body and mind. As she spoke, Jie-Chen Cui, who turned one hundred years old earlier this year, demonstrated his own way of maintaining health with 20 types of self-created mat exercises.

President Chien stressed the importance of making exercise a daily routine, as there was evidence that well-planned exercises lower the incidence of many diseases and help rejuvenate body and mind.

At the same time, therapists from the Physical Therapy Center at National Taiwan University Hospital made fitness testing available to the public. The event aimed to make the government and public recognise the importance of fitness testing being included in regular health check-ups. There was also a competition of taping skills for physical therapists from all over Taiwan – the first time the association has held such a competition in clinical skills. The judges and the contestants were all enthusiasts in elastic and kinesio taping. After three rounds of competition, the winner was Ho-Chi Chien, a physical therapist with 10 years’ clinical experience, who walked away with a medal

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and a cash prize equivalent of £100 pounds.

With the success of this year's celebration, the PTAROC (Taiwan) has decided to make World PT Day also a Taiwan PT Day – a time to remind the public of the importance of the profession in promoting holistic health and well-being and to facilitate professional growth in Taiwan.

International video conference marks World PT Day in America



The department faculty and student class officers during the event at the University of South Alabama, with Dr Kyoung Kim, speaking from South Korea, in the background.

An innovative experiment in video conferencing marked World Physical Therapy Day in the United States, where the Physical Therapy Department at the University of South Alabama celebrated World Physical Therapy Day with two international lectures transmitted from overseas.

Dennis Fell, Chair of the Physical Therapy Department at the university, invited two physical therapy colleagues from Africa and Asia to give presentations to the Doctor of Physical Therapy students in his programme. Their lectures were transmitted from their own countries via live Skype video conferencing.

Esther Munalula Nkandu, Chair of Physical Therapy at the University of Zambia, presented a noon lecture on "Physical Therapy for HIV/AIDS in Africa". She captured the attention of the faculty and students with striking statistics about HIV/AIDS in sub-Saharan Africa, and information about what physical therapists there are doing to address the problem.

Kyoung Kim, Director of Physical Therapy at Daegu University, South Korea, presented the evening lecture on "Cardiovascular Physical Therapy in South Korea", including a case study covering examination, intervention and outcomes. "It was a fabulous experience with great opportunities for international collaboration and collegial development," said Dennis Fell.

New award for physiotherapists in Singapore



Some of the physiotherapists who were providing free ergonomic and neuromuscular consultations at the Singapore Physiotherapy Association's public event in East Coast Park.

The Singapore Physiotherapy Association celebrated World Physical Therapy Day with a day-long public event including awards, musculoskeletal and ergonomic testing, fitness and back pain consultations, falls assessments, Tai-Chi demonstrations and give-away goodie bags.

Physiotherapists from all major hospitals and private clinics and over 50 physiotherapy students from the Nanyang Polytechnic Physiotherapy School volunteered their services to ensure the success of this event.

The event was held in East Coast Park and attended by Singapore Health Minister, Khaw Boon Wan, who opened the event by releasing the "Movement for Health" banner amid confetti and applause. The Minister toured the exhibits showcasing the expert services provided by physical therapists in Singapore.

This year's celebrations pioneered the inaugural Physiotherapist of the Year award, rewarding commitment to clinical education, research, clinical work and managerial roles, which received nominations from all over the island. "This will hopefully serve to inspire and drive the younger generation to aspire for greater heights," says Geetha Kayambu, Chairperson of Public Relations with the Singapore Physiotherapy Association.

The events held in both the morning and afternoon drew huge crowds. Entrants were given goodie bags full of wholesome health products. There

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were free musculoskeletal and ergonomics consultations for those suffering back and neck pain who were unsure of a suitable fitness routine, and fitness counselling based on body mass index calculations and derived target heart rates. Free falls assessments using the Berg Balance Scale were also popular with the older population.

Mass Tai-Chi demonstrations were the highlight of the day, with ongoing sessions for the public despite the hot weather. Tai Chi is growing in popularity among physiotherapists in the areas of diabetes, osteoarthritis and other clinical conditions.

“The concerted effort of my public relations team and the Student Committee of SPA has made this celebration enjoyable and memorable,” says Geetha Kayambu. “After sleepless nights to pull together this event over busy work schedules and exam periods, we are indeed very pleased with the outcome. It was indeed an enriching experience for us and we are very proud to have been able to help educate the public about the services offered by physiotherapy.”

Nepalese minister hears of need for physiotherapy in hospitals



As Nepalese physiotherapists march through the streets, the message is that physiotherapists help cut heart deaths and control pain.

The Nepal Physiotherapy Association celebrated World Physical Therapy Day with a rally to raise public awareness of the profession and then a workshop on "Challenges and opportunities for physiotherapy in Nepal". More than 150 physiotherapists took part.

At the workshop, which was inaugurated by the state Minister of Health and Population, physiotherapists discussed the need for physiotherapy departments in all the hospitals in the 75 districts of Nepal, and considered lobbying the government to provide physiotherapy in government hospitals. The minister was asked to note this, and take the message back to the ministry of health.

Also attending were the Director of the Heart Foundation and the Director of the General Hospital, one of the largest government hospitals in Nepal. They were told that physiotherapists not only treat musculoskeletal and neurological conditions, and that their expertise in prescribing exercise could promote global health by preventing diabetes, obesity and heart disease.

There was a press conference after the workshop, and the programme ended with a presentation about the scope and practice of physiotherapy in Nepal.

Major TV profile in Bangladesh



Representatives from all of the physiotherapy institutes in Bangladesh attended a rally to mark the day.

The Bangladesh Physiotherapy Association (BPA) achieved blanket television coverage on World Physical Therapy Day.

A national rally organised by the BPA was covered by several channels throughout the day, and Bangladesh Television broadcast a special programme marking the day, including interviews with the President and Secretary General of the BPA. Special features were shown demonstrating the effectiveness of physical therapy.

All the national physiotherapy institutes took part in the rally, held in Dhaka. "Overall, the day has created a very good impact about physical therapy," said Sohrab Hossain, BPA Secretary General.

Swiss physio bus hits the road



Queues of people form to get their personal fitness tested on the physio bus.

Physioswiss, the Swiss Association of Physiotherapy, celebrates its 90th anniversary this year, and on World Physical Therapy Day its “physio bus” set off on a health promotion tour of the whole of Switzerland until 24th September 2009.

Visitors to the physio bus had the opportunity to test their personal level of fitness and to draw up, in conjunction with physiotherapists, a plan aimed at increasing their physical activity. The physio bus was also designed to direct public attention to the fact that physiotherapy services are not only suited to treatment and rehabilitation, but to prevention, health promotion, advice and research.

World PT Day activities in brief



Physiotherapists from Rwanda demonstrate aerobic exercises at a public gathering following their health walk in Kigali City.

Dozens of WCPT member organisations have organised events and activities to mark World Physical Therapy Day – some of them lasting a full week. Here are some of the highlights in brief.

Afghanistan

Celebrations on World Physical Therapy Day were extensive this year. In its headquarters in Kabul, the Afghan Association for Physical Therapy presented a series of talks from distinguished speakers including representatives from government ministries. Representatives from all physical therapy institutions in the country were also there. The day was also celebrated in the Handicap International offices in Kabul, and there were other events in AAPT's Eastern and Western regions, which attracted representatives of various disability organisations.

Australia

The Australian Physiotherapy Association produced a "Movement for Health" poster and handout, and congratulated its 12,000 members for contributing to more than a century of essential healthcare provision Down Under and abroad.

Austria

The Austrian Physiotherapy Association produced a dedicated Movement for Health page on its website, with a poster and the Movement for Health logo available for download.

Botswana

The Botswana Physiotherapy Association held a celebratory dinner with guest speakers and scientific presentations, and also an associated course on dry needling.

Canada

The Canadian Physiotherapy Association supported WCPT's call to raise awareness about the vital contribution that physiotherapists make to global health, and encouraged its members to find a few minutes on 8th September to think about the important role each of them plays in the lives of their patients.

Czech Republic

The Union of Physiotherapists of the Czech Republic held its fourth international congress, which took place in Brno on the 4th and 5th September.

Ecuador

The Federacion Ecuatoriana De Fisioterapia (FEF) published a message from WCPT's South America Region Executive Committee on its website, drawing attention to the impact of physical therapists on the quality of life and health of the population. It also focused on the importance of the profession implementing health policies related to physical activity and movement.

Ethiopia

The Ethiopian Physiotherapists Association celebrated World Physical Therapy Day during its annual conference, which took place from 6th to 11th September. T-shirts were made to mark the day, featuring the Movement for Health logo. These were worn during a march by a group of physical therapists.

India

A number of institutions across India celebrated World Physical Therapy Day. The Amity Institute of Physiotherapy held a seminar at which distinguished physical therapists presented their views on physical therapists' scope of practice and their role in cardiovascular disease and obesity. The event generated much press coverage. The Dr MV Shetty College of Physiotherapy organised a workshop in collaboration with the Sports and Fitness Training Federation of India with the theme "Teaching Methodology".

Ireland

The Irish Society of Chartered Physiotherapists issued a patient information notice providing guidance on how to find a qualified chartered physiotherapist.

Italy

The Associazione Italiana Fisioterapisti marked the day with several meetings looking at physiotherapists in regional health systems. A photograph exhibition was held in Bologna with the theme: "Physical Therapists: a history spanning 50 years".

Jamaica

The Jamaica Physiotherapy Association organised a week of activities including a church service, a 15 minute radio feature on one of the most popular stations, a booth providing fitness assessments in a Kingston shopping mall, and a "Movement for Health" mini-symposium for healthcare professionals and the general public. The symposium included presentations on exercise after a heart attack, paediatric obesity, fighting middle-aged weight gain, returning to sports after injury, exercise for elderly people, exercise for people confined to wheelchair, and determining exercise intensity.

Latvia

Physiotherapists all around the country provided free consultations in an effort to educate people about the benefits of physiotherapy. The Latvia Physiotherapists' Association published a poster and brochure highlighting the role of physiotherapy in health improvement, prevention and disease management. They also provided information on how to access a physiotherapist. The association gained wide coverage of the activities by local and regional newspapers and websites.

Malaysia

The Malaysian Physiotherapy Association organised events at physiotherapy departments in public and private institutions throughout the country. At Masterskill College of Nursing and Health, there were opportunities for the public to have their body mass index (BMI) checked, a blood donation campaign, and an exhibition about physiotherapy. In all, 96 pints of blood were donated, 364 people had their BMI checked, and 600 people attended the exhibition. An information leaflet was handed out to 3,000 people.

Malta

The Malta Association of Physiotherapists launched a Movement for Health awareness campaign in collaboration with the Health Promotion and Disease Prevention Unit. The Minister of Social Policy was present at the launch. As part of the campaign the association organised fun walks across the country, published a leaflet promoting walking and gained coverage in The Times of Malta.

Namibia

The Namibian Society of Physiotherapy held "Movement for Health" events throughout the week. A formal dinner and dance for 200 people provided dancers with an ideal opportunity to "get moving". Due to the evening's huge success, it has been decided that the event will be held again next year. A 5km fun run was held, with a slightly higher turnout than that achieved for 2009. A year-long project was launched, whereby a short informative article will be published in local newspapers every week. A CD with 52 articles was given to two newspapers.

New Zealand

The New Zealand Society of Physiotherapists sent out a news release to raise awareness of the day, and provided members with a poster and advertorials to use in local newspapers, newsletters, on websites and in clinics.

Nigeria

The Nigeria Society of Physiotherapy (NSP) held a press conference, addressed by the President and Chairman, at the LOC Lagos 2009 conference. It was widely reported in the media. This was followed by health talks given by physiotherapists shown on the TV Lagos channel, covering keeping fit, caring for older people, cardiovascular diseases and spinal cord injuries. The MITV channel also featured NSP in its news coverage.

Philippines

The Philippine Physical Therapy Association conducted a campaign on living an active lifestyle. Posters were displayed throughout the university campus encouraging everyone to take the stairs.

Puerto Rico

The Asociacion Puertorriquena de Fisioterapia celebrated World Physical Therapy Day by organising a free course for their members.

Rwanda

The Association of Rwandan Physiotherapy used the whole month of September to sensitise the public to the importance of exercising for better health as a way of preventing lifestyle-related disease. This was partly through talks on national radio and television, during which the public were invited to participate in a "health walk" in Kigali City, to demonstrate and motivate the public on how to exercise. After the walk, all participants gathered for a further demonstration on aerobic exercises and some speeches. The Minister of Sports and Culture attended the health walk, and during his speech indicated his support and recommended that such "action oriented sensitisation" should be done frequently.

Slovenia

Every year the Department of Physiotherapy at the Faculty of Health Sciences, University of Ljubljana, organises activities on World Physical Therapy Day. For 2009 a team of physical therapists went to Nanos, a mountain in Slovenia.

Spain

The Asociación Española de Fisioterapeutas issued a press release celebrating World Physical Therapy Day using the "Movement for Health" theme, asserting the impact physical therapists may have in combating lifestyle diseases, including obesity, diabetes and heart disease.

Sri Lanka

A large number of physiotherapists and physiotherapy students participated in a series of educational workshops. Subjects covered included spinal cord rehabilitation and new approaches to Down's syndrome. Students also organised a quiz programme.

United Kingdom



October 2009

The Chartered Society of Physiotherapy widely publicised World Physical Therapy Day and the "Movement for Health" theme to its members. The CSP runs a similarly titled "Move for Health" campaign. Bridget Hurley, focusing on the child-oriented part of the campaigns, said: "Childhood obesity is a global issue and the CSP recognises physiotherapists have a great impact on it. The Society is working at national and international levels to promote the profession's role in addressing it."

Uruguay

The Asociacion de Fisioterapeutas del Uruguay celebrated World Physical Therapy Day with the launch of its new website at www.fisioterapia.todouy.com.