

*World Physical Therapy Day advice sheet 2*

## Ideas for activities

If you are planning some events and activities for World Physical Therapy Day, try and make sure that you choose something that's right for you, and that fits in with what you want to achieve for the day. Make sure you prepare and publicise your activity well, inviting the press and key people along (see Guide to Planning Activities). You may find you can get a sponsor for t-shirts, caps, badges or prizes.

Here are some ideas, focusing particularly on the theme Movement for Health, and physical therapists' role in encouraging fitness and preventing disease...

### **Public events**

- A free health screening programme in a public place – measuring, for example, weight, BMI, blood pressure, cholesterol, blood sugar, lung capacity. Shopping centres are an ideal place.
- Talks and seminars in work places, suggesting work place exercises and providing literature to employers
- Talks or events at community centres such as youth centres, old people's homes, day centres, adult education colleges
- Public workshops on obesity, diabetes and other diseases of civilisation
- A roaming information booth, visiting different locations in the day, or over a week
- A "health challenge" for the public, politicians or celebrities – for example, challenge them to walk a certain number of steps during the day. You could lend out pedometers for the challenge, or give them away free.
- A fun run
- Public exercise classes, say in a large city park
- A parade, or road walk (a sponsor may be interested in providing caps/t-shirts)
- A cycle race
- A sports days in a local park, with races, obstacles courses, long jump, tug of war

### **WCPT Secretariat**

Kensington Charity Centre • 4th Floor Charles House • 375 Kensington High Street • London W14 8QH • UK  
T +44 (0)20 7471 6765 • F +44 (0)20 7471 6766 • [info@wcpt.org](mailto:info@wcpt.org) • [www.wcpt.org](http://www.wcpt.org)

- A Movement for Health Fair with stands from companies, specialist physical therapy groups, voluntary organisations demonstrating their work and providing information on current projects

## **Events in schools**

- Arrange a school assembly on 'Movement for Health' with a guest speaker
- Provide a leaflet on the importance of exercise for young people and the role schools play
- Find a way of rewarding children who walk/cycle to school
- Have a walk/cycle to school day
- Give schools the opportunity to set up "walking buses" to school
- Hold an essay or art competition, perhaps with a prize donated by a local company
- Hold a seminar for school teachers
- Hold a school quiz, testing children and teachers' knowledge of healthy lifestyles
- Work with them to assess ergonomic challenges such as carrying book bags/rucksacks, using computers, sitting on the floor, using low chairs

## **Added extras**

- See if there's a local celebrity who can support your cause, and participate in any events. This is likely to increase public and media interest.
- Offer to be a guest on a local radio show, or to answer questions online.
- Have something to give people which will help them stay healthy, and show what physical therapists do to help: flyers, information sheets and stickers like those available from the WCPT website are a good place to start. But you might also be able to get companies to donate pedometers, healthy eating sheets etc.