



World Physiotherapy Day Movement for Health



World Confederation
for Physical Therapy



Boxing in Gisborne



Princess Margaret Hospital



Otago students

Absorbed at the aluminium smelter



Coastal Walkway, Taranaki



Waitemata DHB



Waitemata DHB



*Coastal Walkway,
Taranaki*



Boxing, orienteering, massages, donations, skates, pogo sticks, cook-off, radio ads, displays... Just some of the ways versatile New Zealand physiotherapists found to celebrate. See page 24

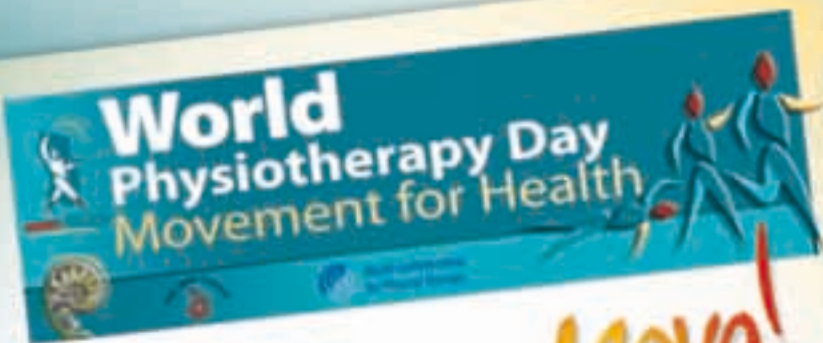
World Physiotherapy Day

Movement for Health

Advertorials



World Confederation
for Physical Therapy



For your health's sake: **Move!**

Physiotherapists celebrating World Physiotherapy Day on 8 September have one message for New Zealanders:

Move!

Move! To feel better

- Enjoy everyday life with more energy.
- Help prevent lots of conditions (like heart and lung problems, high blood pressure, stroke, type 2 diabetes, cancer, obesity).
- Help manage any conditions you have already.

Move! For fun

- Like walking? Then walk - take the car only when you really have to. Get off the bus early when you can. Use the stairs instead of the lift - at least downstairs. Take the kids and/or the dog for a walk, or join a walking group.
- Like biking? Then bike - it can be quicker than sitting in traffic (and much more fun) - or choose some quiet track in your area.
- Like computers? Play some active computer games.
- Used to like sports? Get back into them - find a social sports team near you, or a local tramp club.
- Your fun activity is swimming? Then swim - many pools have discounts for frequent users and for people on low incomes.
- Used to dance? Do it again! You don't have to have a partner.
- Other fun activities? Try Tai Chi, or Pilates, or yoga, or ...

Move! How much?

- Adults - At least half an hour a day
- Children - At least an hour a day
- Your activity can be broken up - say, chunks of ten minutes
- Housework and gardening count as moving
- More is better

Your Citizens Advice Bureau can give you a list of local clubs & groups



Movement is essential for health.

"Physical inactivity causes at least 1.9 million deaths per year."
- World Health Organisation.



afraid to move?

at your body shape or size?

apist can help you move!

and your medical history
city programme for you
I confident about it
you don't get bored
what's gym for you to start
new active lifestyle!
se-up or you've worried
is movement for health. At the heart of
tive so they can join in society fully
nd highly educated, understanding the
ins and how the body works.
ry important to physiotherapists.



lace

you need to move.
designed by the
posters free through
der ACC952).



**Tama tu tama ori,
tama noho tama mata.**

The person who is active will
live long and well, but the
person who only sits will not.

World Physiotherapy Day marks the unity and solidarity of the physiotherapy profession from 109 countries around the world. It is an opportunity to recognise the work physiotherapists do for their patients and communities with various activities.

Members of the New Zealand Society of Physiotherapists around the country will be celebrating the day
www.physiotherapy.org.nz



Marketing Physiotherapy

Check out your Society's website www.physiotherapy.org.nz



Ailsa Cornell
Communications Officer

How you celebrated World Physiotherapy Day

Following is just a sample of the ways members celebrated. I know members were planning a lot more activities, but these are the ones I have been told about since the Day. See photos on the outside and inside back covers.

Radio: hey you!

Several local radio stations ran an ad hourly, organised by the Otago Branch, as well as an interview with Dr Margot Skinner.

The radio ad

Voice 1: Hey you... Yes you! What do you think you're doing?!

Move!!!!

Voice 2: Movement for Health is the theme for this year's World

Physiotherapy Day. Get active for at least half an hour every day. Do something you enjoy like... walking, biking, swimming, dancing... just do something! Get on the move! This year the New Zealand Society of Physiotherapists are celebrating the unity and solidarity of the profession in 101 countries worldwide with one message to the world, get on the...

Voice 1: Move!!!!

Service for university staff

Physiotherapy students gave neck and shoulder massages to 164 university staff at the Otago School of Physiotherapy Clinics, in return for a gold coin donation. Clinicians were available to assist and advise the students. Gisela Sole comments, "The 25 students did themselves and the School proud by providing an excellent, highly professional service." The \$500 raised from the massages and a student social event went to buy physiotherapy equipment at the Vera Hayward Clinic, a paediatric outpatient clinic at Dunedin Hospital for children up to five years.

"We advertised World Physiotherapy Day to all staff with NZSP posters etc and had a sponsored Wii game from Video Ezy and chose the boxing and set up a staff competition in the main corridor to the café so it was very visible. It was well attended and really good fun as the competitive spirit was rife. We had winners in different classes: best female, best male, best house-surgeon, most calories expended in a suit etc. It certainly got everyone moving." Glenn Smith at Gisborne Hospital.

Swine flu intervenes

Elizabeth Coke describes the display at her practice in Richmond, Nelson using an NZSP promotional kit.

"Posters were colourful and provided an excellent overview of the different services on offer. The display was very eye catching in the Health Centre waiting room. Due to waiting room regulations, we were not able to leave a lot of pamphlets out for people to look over (due to H1N1 virus). Some pamphlets were pinned to the display board.

"It was great to have use of the posters for the past three weeks. We had a captured audience as magazines were not available for patients (H1N1) and people were obviously **really looking** at the display."

Donating the day's earnings

The staff at Richmond Physiotherapy Centre gained publicity for physiotherapy and for their clinic by donating the centre's gross earnings for the day to the McKenzie Institute for use in research. The *Richmond-Waimea Leader* 3 September published a story and photo about their intentions for World Physiotherapy Day.

Malls

There was a display of posters and pamphlets at the shopping centre, Onerahi, Whangarei. The NZSP balloons prompted questions like, "Whose birthday is it?" which gave our members the opportunity to explain about World Physiotherapy Day and physiotherapy. A Christchurch mall also featured a display.

How far can physios go?

"At Waitemata we ran our 'How far can the physio department get in eight hours' competition, with staff running or walking on the treadmill. It was also a launch for fundraising efforts for four physios (including myself) who are running the Auckland Marathon. We have set up a fundraising website as well as a blog (<http://www.fundraiseonline.co.nz/physiosforstroke/>) & (<http://physiosforstroke.blogspot.com/>).

"The day was well received with hundreds of people guessing how far we might get – 70.83km in the end. It also tied in well with Stroke Awareness Week with the nurses checking blood pressure and giving out information on stroke prevention." Andrew Jones.

Their website is headed up "Pushing their limits on one day ... for others who do each and every day" and continues, "For those who have a stroke and survive, physiotherapists play a major role in their recovery. Physiotherapists may be involved as early as the first day following a stroke right through to many years later. Recovering from a stroke is one of the greatest challenges we can think of, so we thought we should set ourselves a challenge that will stretch each one of us."

Display at aluminium smelter

Jo Wilson put up a display in the canteen at the aluminium smelter in Tiwai Point where she works. (Jo wrote an article for our Physiotherapy WHERE? column in December 2005, about her full-time employment with New Zealand Aluminium Smelters.)

Breakfast

Twenty-nine South Canterbury physiotherapists celebrated the Day with a breakfast together.

Orienteering and cake

"We had a great day at the Princess Margaret Hospital [Christchurch]," Margaret McFedries reports. "We had a sponsored Orienteering Competition open to all staff within the Older Persons Health Specialist Service which fitted the 'For your health's sake MOVE!' theme. With a spin bike up for grabs and other fitness equipment too, there was good motivation to join in. The orienteering course was on site and had staff visiting many areas they wouldn't normally venture into.

"It wouldn't be a physio celebration, however, without a good morning tea and again staff excelled with a themed 'cake-bake' competition between the physios from different wards and work areas."

Pogo sticks and skates

Plenty of originality and activity in Taranaki. Vicky Lee says, "We had a story published in the Taranaki *Daily News* with photo on Sept 9th re the physio dept gathering at the wind wand (on the 8th) on scooters skates, skate boards, pogo sticks etc to spread the message Movement for Health."

Curry cook-off and spring seminar

Canterbury Branch organised a spring seminar, during which they displayed our posters and pamphlets etc.

Burwood Hospital Physiotherapy Department had a highly competitive curry cook-off and a display.

Muffins to GPs

Maureen Betts from Massey Physiotherapy delivered pamphlets with muffins to her local GPs on the Day.

Advertorial grabs attention

From her clinic in Wairoa, Kit Broad says, "I ran the advertorial with some alterations to personalise it in the local paper. I held an open day on World Physiotherapy Day. No one came to 'check me out' but patient numbers have increased since I did the article." Kit also had a display in her clinic.

The Minister, the Ministry and ACC

Our World Physiotherapy Day posters were displayed in the Minister of Health's office, and at four Ministry of Health sites and two ACC head office sites.

Other displays

Besides those I have already mentioned, we know that displays of our posters and pamphlets were shown at:

- Palmerston North Hospital
- Hastings Hospital
- Bay of Islands Hospital, Kawakawa
- Taranaki Base Hospital
- Wellington Hospital
- Southland Hospital
- Middlemore Hospital
- Waikato Hospital
- Dunedin Hospital
- Waipawa Physiotherapy
- Muscle People Physio, Christchurch
- Physio Rehab, Albany
- Muscle People, Christchurch
- Kowhai Physiotherapy, Warkworth

Plenty of newspaper coverage

Barbara Day of Capital and Coast DHB achieved extensive coverage on the Health Page of the *Dominion Post* 7 September, with a large article and two photos about physiotherapy, focusing particularly on a patient with cystic fibrosis and another whose respiratory physiotherapist taught her breathing techniques to control her anxiety, and touching on neonatal physiotherapy care. On the same page an article picks up our news release re World Physiotherapy Day.

I know that some of our Branches and members were intending to use the advertorial material we supplied (see sample on the inside back cover) in community newspaper advertisements, but I do not have details.

A number of community newspapers used our World Physiotherapy Day news release – sometimes in full.

Ailsa Cornell
Communications Officer