

## World Physiotherapy Day 2019

### Report from the Portuguese Association of Physiotherapists

The Portuguese Association of Physiotherapists celebrated World Physiotherapy Day (WPTD) with several activities that had as main objectives:

1. To promote the profession to the general public
2. To promote the initiatives implemented by Portuguese physiotherapists in the context of the commemoration of the WPTD.
3. To increase the literacy of the general public regarding chronic pain and how physical therapy can help to manage the condition.

For this, the following initiatives were implemented:

- Translation of the materials created by World Confederation for Physical Therapy for the WPTD;
- Creation of an area on the website of the Association dedicated to the WPTD (<http://www.apfisio.pt/dia-mundial-da-fisioterapia/>) with the translated materials, with information about chronic pain, the importance of physiotherapy in this context and how patients can contribute to manage their condition (<http://www.apfisio.pt/dia-mundial-da-fisioterapia/dor-cronica/>);
- Promotion of a contest to reward the best initiative to celebrate the WPTD promoted by Portuguese physiotherapists;
- Organization of an event with lectures about chronic pain and practical advices regarding the management of the condition. The event also included movement sessions directed to the community;
- A Facebook page dedicated to the WPTD where national initiatives were shared (<https://www.facebook.com/WorldPTDayPortugal/>);
- Press release sent to national news agencies and interview of the President of the Portuguese Association with two local radios in the context of the WPTD;
- A Facebook frame alluding to the WPTD that was shared on the social network ([www.facebook.com/profilepicframes/?selected\\_overlay\\_id=911171329256257](http://www.facebook.com/profilepicframes/?selected_overlay_id=911171329256257));
- A Kahoot! game about chronic pain and the role of physiotherapy in its management that was shared by the community of physiotherapists to the general public (<https://kahoot.it/challenge/081461>).