REPORT ON WORLD PHYSIOTHERAPY DAY BRITISH VIRGIN ISLANDS

For the first time in its history, the British Virgin Islands (BVI) celebrated World Physiotherapy Day (WPTD). The goal of celebrating the day was two-fold; first, to increase the awareness about physiotherapy among the general public and second, to encourage the public to be more active and to “MOVE!”.

The events began by generating public interest via posters and flyers posted around the main island, Tortola, prior to the day. Posters and flyers notified of the impending day and encouraged the public to “MOVE!” and be active. Press releases were also sent out to local newspapers and online news sites. Further public involvement was garnered by hosting a raffle, where in exchange for answering questions about physiotherapy, members of the public were given a chance to win prizes such as a Blackberry Pearl phone or an IPOD Nano.

The response to the raffle was phenomenal. Local telephone company “LIME” and the Director of Hospital Services of the BVI Health Services Authority donated prizes for the event. Numerous members of the public entered the raffle and commented that they learned so much about the profession by answering the raffle questions.

Additionally, on WPTD, an open house was held at the islands’ only public physiotherapy clinic. The public was invited to come, visit the clinic and were given the opportunity to ask questions or speak to any one of the therapists.

The open house was publicized via news report by local TV station, JTV. Long after WPTD passed, the news spot (which contained valuable information about being active and about accessing physiotherapy services in the BVI) continued to air on local TV creating further awareness about the profession and physiotherapy services in the BVI.

The WPTD activities were considered a huge success as the public was stimulated to learn about the profession and encouraged to be more active in their daily lives. The goals of promoting greater awareness about physiotherapy and a more active lifestyle were clearly achieved.