Kuwait Physical Therapy Association
World Physical Therapy Day Celebrations 2015

Greetings from the Kuwait Physical Therapy Association (KPTA)
On behalf of the KPTA I would like to wish you all happy physical therapy day, and present you with this report for our celebrations that took place in Kuwait for a period of 1 week and it was the biggest success we had for the past 3 years we celebrated PT Day, sponsored by Boubyan Bank and ATC.

Our plan:
We started from where we left over on last year 2014, after electing our new board in May 2015 we contacted our sponsors to remake an even bigger celebration for 2015, it was in 3 stages:
Stage 1:
A meeting was held between our board and the sponsors to study last year’s success and correct the flaws and mistakes that we had in the previous event. We included new aspects in our plan this year where we had a special area to present new PT modalities and treatments. Also a new PT Counseling station was created, with a special station for pediatrics.

Afterwards, the theme of the event was chosen including the main title “Movement for Health” and the secondary title for this year “Fulfilling Potential”.

Stage 2:
We have established PT Day Team consisting of Student PT from Kuwait university and various experienced PT’s working in all sectors in Kuwait. The team had 55 members in which all got their own role Pre-event/ During event/ and Post event.

With a meeting that included all the team members; the plan for PT Day 2015 was finalized in which:
- PT Day should be held indoor in the biggest Mall of Kuwait (The Avenues) with a booth of 8x8 meters
- Some tests were included which are: Heart rate, O2 Saturation, Blood pressure, Glucose level, and BMI
- Various PT techniques and treatments were presented which are: Shockwave Therapy, Dry Needling, Medical tape
- Special Postural correction, and advises for the pediatrics; including the new tech. (i.e. tablets and mobiles) that can affect the posture in the long run.
• Contest for the best photo of the event that will be posted in Instagram
• Finalized the material for the event for the following topics:
  o The main flyer (taken from WCPT tool kit)
  o Dry needling flyer
  o Shockwave therapy Flyer
  o Daily stretching exercises flyer
  o School backpack Flyer
  o Obesity Flyer
• Posters to be distributed in all local hospitals in Kuwait
• Souvenirs for the guests in the booth (Flash memory and power bank)
• Contacting the local media to arrange coverage for the event:
  o Kuwait TV
  o Alrai TV
  o Alyoum TV
  o Al Shahid TV
  o Kuwait Channel 2
  o Kuwait Channel 3
  o Alanbaa newspaper
  o Alwattan Newspaper
  o Al Siyasa Newspaper
  o Al Jareda Newspaper
  o Al nahar newspaper
  o Kuwait Radio FM

Stage 3, interviews with the media:
More than 12 interview took place prior/during/ and after the event in various TV channels and radio channels all to cover the event. Then we started a mini event for Boubyan Bank to thank them for their continues support for PT in Kuwait, afterwards we all ran according to plan in the Avenues and had 2328 visitors in 2 days for our both in which scored more than 2014 which was 1500 visitors.
Visitors Data Analysis and Report

On Friday and Saturday 11th and 12th of September 2015, Kuwait physical therapy association managed and organized the celebration of world physical therapy day at the Avenues mall. The event was supported and sponsored by Boubyan Bank of Kuwait and ATC. 2328 visitors were spotted and visited the booth and got some advises and suggestions regarding many health care issues. A group of physiotherapists volunteered to participate in both days and helped each other to make this event successful. Basic data were collected such as age (age groups were formed: less than 15/15-19/20-24/25-29/30-34/35-39/40-44/45-49/50-54/55-59/60-64/more than 65 years old) and gender for most of the visitors. Several tests including blood-sugar level (mmol/l), blood pressures (mmHg), blood Oxygen saturation (mgL-1), heart rate (bpm) and the Body mass Index BMI (kg/m2) were done to the visitors. Data were collected and documented in each day. Statistical analyses for the collected data were done. The higher percentage of the visitors was in the Non-Kuwaiti group as represented by 65%, while Kuwaitis were 35%. Most of the gathered data were among males rather than females. The attendance was 66% males and the others were females. The average age of the visitors was in the age group 35-39 years old. The Mean heart rate among all the collected data was is 90 (bpm). The average blood-sugar level of the participants was 7.9 (mmol/l). Most of the visitors had good blood Oxygen saturation as indicated by the average of all the collected data 97 (mgL-1). The Mean BMI of the collected data was 28.3 (kg/m2), which can characterize the overweight status of the population in Kuwait.
Pictures of the event that took place in Mall Avenues (2000 + visitors):
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