World Physiotherapy Day 2016

In Ireland, World Physiotherapy Day was celebrated through various different media. Following the completion of a study into the exercise habits and physical activity of over 50s in Ireland, the results were used to gain media attention. The message was published in newspapers, on websites and on a radio station.

The WCPT materials were circulated for members to use around the country holding different events. Physiotherapists provided a selection of health promotion events including information stands, presentations, quizzes, printed materials, pedometer challenges, exercise classes, and physical challenge events.

Physiotherapist and Olympic athlete Ciara Mageean participated in a University event and gave an inspirational talk. (Photo, Ciara Mageean UCD, Olympic Medallist and Caitriona Cunningham Lecturer)

Well known Irish singer and entertainer Daniel O’Donnell also took some time out of his busy schedule to attempt some of the challenges and help celebrate World Physiotherapy Day in Connolly Hospital Blanchardstown, Dublin.
The **IRISH SOCIETY OF CHARTERED PHYSIOTherapists** (ISCP) conducted a national study coinciding with World Physiotherapy Day 2016 on the exercise habits and physical activity of over 50s in Ireland. The study found that 59% of people aged over 50 in Ireland are not exercising enough despite very high awareness and knowing they should be doing more! The study was published in national newspapers, health websites and on a national radio station. The Society created a range of promotional materials, including a physical activity quiz, using the theme “Add Life to Years” which members around the country used in holding different events.

**Blackrock Hall Primary Care Centre, Cork**

A stand was set up outside a local Supermarket and Primary Care Centre in Cork. Physiotherapists spoke with the public who passed by and handed out ‘We’re talking about your Generation’ leaflets as well as some extra information on healthy bones, osteoporosis, falls prevention and footwear. They met a wide spectrum of ageing people from the very active to the very sedentary. The stand and leaflets remained in the primary care centre reception for a time after the event for extra promotion of the benefits of physiotherapy for all generations.
RehabCare Disability Services, Meath

An ISCP member delivered a presentation on *Physical Activity As We Age*, to a group of service users in her local Rehab Day Unit. The participants had a physical disability, and some are wheelchair users. The presentation focused on patients’ limitations and how they can present further challenges to the goal of increasing the levels of physical activity as we get older.
Wexford:

In Wexford General Hospital, the physiotherapy team set up an information booth at the main entrance providing advice and encouragement to get active!

St James Hospital Physiotherapy Department, Dublin

St James’ Physiotherapy Department celebrated World Physiotherapy with 2 information stands at the staff restaurant and the main hospital concourse.

Prior to the event, the “Add Life to Years” campaign was promoted for a week on the hospital’s intranet page in order to emphasise ‘World Physiotherapy Day’, increase awareness of the event amongst staff members and highlight to staff a pedometer challenge. Members of the public including both staff and patients were provided with information on achieving and progressing to their recommended daily physical activity levels and the benefits of doing this.

Pedometers were provided as well as demonstrations showing how to use smart phone apps as pedometers and other physical activity measurement tools.

The "Add Life to Years" theme was welcomed amongst the vast population with badges being offered to highlight and promote physical activity for all.

Local gym representatives also attended the stands to provide staff and the public with information on local physical activity amenities.
St James Hospital Physiotherapy health promotional campaign 'Add life to your years'- Rosemary Clarke, Jean Feaheny, Fiona O Dwyer and Aileen Lambe

**PhysioCare**

A set of private practices had promotional print materials available on site. They sent a newsletter to over 5,000 subscribers in relation to World Physiotherapy Day 2016, added a custom tile to their website homepage, created a blog post and posted social media updates using the #addlifeyears hashtag.

*Chartered Physiotherapists Eoin and Áine alongside the banner in our Blanchardstown clinic*
Peamount Hospital

**Peamount Hospital** physiotherapy staff set up an information stand at the canteen. Information booklets and posters were distributed throughout the wards, the Physio gym and in the staff restaurant. Staff, patients and family wore stickers with the movement for health logo and questions regarding physio, health and exercise while aging were answered by physiotherapy staff. They held a quiz with the questionnaire provided by the ISCP; over 60 people entered and two winners were chosen. The message of #addlifetoyears was spread around Peamount and all feedback was very positive.

Connolly Hospital Blanchardstown Dublin

A variety of information stands, challenges, exercise classes, inpatient Olympics, a staff pedometer challenge and a raffle for the local hospice took place on the day, with over €900 being raised.

Well known singer and entertainer Daniel O’Donnell took time out of his busy schedule to attempt some of the challenges and help celebrate World Physiotherapy Day with the department.
Milltown Physiotherapy clinic

Chartered Physiotherapists handed out information leaflets and questionnaires standing at an ISCP stand. The practice put forward a prize of six Functional Fitness classes for the winner of a draw. Patients were offered reduced sessional rates if they cycled to their appointments and have photos to prove it.

Blackrock Clinic, Dublin

World Physiotherapy Day was held in the atrium of the Blackrock Clinic, Dublin. The theme of the day was “Add life to years” highlighting physiotherapists’ expertise in exercise, movement and function. Staff, patients and visitors participated in a numerous of activities including a fitness quiz and a one minute physical challenge. A lunchtime walk in a local park was also led by the Hospital CEO.

Celebrating World Physio Day by taking a bit of exercise in Belfield were from left to right, UCD Physiotherapy students Srushti Mistry, Cian Dunne, regular exerciser Fred Duffy (aged 83), Courtney Bertrand and Jessica Little
University College Dublin

UCD Physiotherapy staff and students hosted a successful community event to mark World Physiotherapy day. UCD Better Hearts and Better Bones community exercise programme participants, staff, friends and families joined in this on-campus event to promote active ageing. All were delighted to have Ciara Mageean, UCD Physiotherapy student and Rio 2016 Olympic athlete join them for exercise and deliver an inspirational talk. Evening events also included an excellent Physiotherapy public lecture on 'Adding life to years' through exercise.

Ciara Mageean UCD, showing off her European Championship Medal and Lecturer Caitriona Cunningham

The Physio Company
Another private practice hosted a Facebook Live event from 2.30pm - 3.00pm on their Facebook profile, where a physiotherapist talked about:

- The Theories of Ageing
- MSK Effects of Ageing
- Fear & Falls
- What Physiotherapy Can Do

This was a great opportunity for people to ask questions of their own as well as receiving professional advice from a Chartered Physiotherapist.

**West Cork Screens for Diabetes**

World Physiotherapy Day was a huge success in West Cork this year. Diabetes screening was performed in 4 physiotherapy departments around West Cork using the FINDRISC screening tool. This is a validated questionnaire that predicts the risk of developing diabetes within the next 10 years.

Of those screened almost 20% were shown to have a moderate (1 in 6) or high risk (1 in 3) of developing diabetes within the next 10 years. Those at risk were offered advice about lifestyle changes including exercise.

Well done to all the members throughout the country who held events to mark World Physiotherapy Day 2016.