Organized by
CPTA and WCPT

Sponsored by
ICRC

Physical Therapy Awareness Campaign on March 9-11, 2017, Phnom Penh, Cambodia

FESTIVAL OF THE SCIENCE, TECHNOLOGY, ENGINEERING, MATHEMATICS (STEM) ON MARCH 9-11, 2017
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I- Background

The Cambodian Physical Therapy Association (CPTA) was established by a team of Cambodian physical therapists (PTs) in 1994 and was recognized by the Ministry of Interior, Royal Government of Cambodia, on August 18, 1997. The association is comprised of nationally qualified PTs graduated from Technical School for Medical Care, University of Health Sciences, and Ministry of Health. CPTA has been a member of the World Confederation for Physical Therapy (WCPT) since 2007. CPTA is locally and internationally supported by various organizations and institutes.

World Physical Therapy Day falls on 8th September every year, and is an opportunity for physical therapists from all over the world to raise awareness about their crucial role in keeping people well, mobile and independent. This is due to the lack of understanding from the general population and high school students about what physical therapy is, the benefits, availability good practice and how physical therapists can contribute to health, disability, sport, and quality of life of the patients and people with disabilities in Cambodia. This is why the number of enrolled students for physical therapy has been dramatically decreasing (ten enrolled students in 2015 compared to 25 enrolled students in 2013).

The CPTA conducts physical therapy awareness events every year, such as the free physical therapy treatment campaign during the World Physical Therapy Day in September of 2013, 2014, 2015, physical therapy campaign in STEM Festival in 2013.

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1 Record of student intake for physical therapy in Technical School for Medical Care
2016 as well as the Annual Physical Therapy Congress every year. However, these awareness activities have not been successful in reaching a large population of high school students or the general population in Cambodia.

Therefore, with sponsorship from the International Committee of the Red Cross (ICRC) and the support of Mr. Allen Dodgson Tan, Founder & Managing Director of STEM Cambodia (Cambodian Science & Engineering Festival), the CPTA has conducted a public physical therapy awareness campaign at the STEM Festival (March 9-11, 2017) in Olympic Stadium of Cambodia. Please find the schedule of the STEM Festival in annex 1.

II- Objective of the Campaign

The theme of the physical therapy awareness campaign was “Physical Therapist is Health Professional Practitioner”.

There were four objectives of the campaign that the organizers expected to achieve from it. Those objectives were:

- to promote physiotherapy training and career opportunity among youth who participate the Science, Technology, Engineering, Mathematics (STEM) exhibition in March 2017
- to provide clear information about physiotherapy during the STEM 2017 so that the participated youth may decide as their future profession
- to provide basic knowledge on how physiotherapists can help to gain functional movement, to prevent range of health issues, and to contribute to the society burden of both communicable and non-communicable diseases
- to provide free consultation and assessment so that the participated youth experience themselves briefly on what is physiotherapy profession
a. Campaign Preparation
With the support and advices of Ms. Libby Wallace, CPTA Advisor, Ms. Zoe Blair, CPTA Advisor, Mr. Philip Morgan, Program Manager of Physical Rehabilitation Program, ICRC and Ms. Aicha Benyaich, PT Expatriate, ICRC and the strong collaboration of Mr. Allen Dodgson Tan to do an exhibition of physical therapy at the STEM Festival, especially with the funding of ICRC and the support of Social Media and Communication Officer, ICRC, the CPTA had two exhibition booths, printed a standing poster of physical therapy services, leaflet of physical therapy services and a banner to display at the STEM Festival. Some physical therapy materials and equipment such as an exercise treadmill, an exercise bicycle, exercise gym ball, an Ultrasound machine, TENS Machine (for pain release), small skeletons (spine, pelvic, lower and upper extremities), Goniometers, Tapping, Tape measurement, Theraband, Elastic bandages, Blood pressure machine, Oxygen Saturation Machine, Wheelchair, Sample Orthoses and back support in sitting, two TVs with physical therapy professional information were prepared for the festival.

b. Achievements
During the three days of the physical therapy awareness campaign at STEM Festival on March 9-11, 2017, CPTA has achieved the following results:

- There were more than a thousand people who visited the physical therapy awareness booth, but only 685 people agreed providing their contact addresses to CPTA team. In comparison to 2016, there were 232 visitors increased (only 453 visitors in 2016 as found in the bar graph below). The
majority of them were high school students; followed by university students (see the list of the visitors in the annex 2). In addition, a similar amount of leaflets of physical therapy were distributed and explained to them during their visits. Most of the visitors did not know what physical therapy was and what physical therapist did? Therefore, verbal explanations were given to them during the visits.

- The running exercise on the treadmill and cycling exercise on the bicycle for one minutes were trained to the visitors. After the exercise, heart rate was measured and calculated then explained to the visitor on middle range of their minimum and maximum heart rate which they should consider before and during any exercises.

- The video clip about the important role of physical therapy profession for health and rehabilitation was displaying at the booth for all visitors. The CPTA team has explained to the visitors once they had any queries about the physical therapy profession and education in Cambodia.

- All displayed physical therapy materials and equipment were explained to the visitors about their function and how to apply them with the patients and people with disabilities.

- Most interestingly, on the second day of the exhibition, Mr. Roman Paramonov, Head of Mission, ICRC Phnom Penh and Mr. Philip Morgan, Program Manager of Physical Rehabilitation Program, ICRC Phnom Penh, visited the
physical therapy exhibition. They might find interesting with the awareness activities of the CPTA’s team for promoting the physical therapy profession at the festival. They have provided concrete advices to the team to attract more visitors.

![Graph: Visitors at PT Awareness Campaign at STEM Festival by Year]

### III- Financial Report

There were a total of **US $ 902.75** was spent during the campaign. CPTA would like to gratefully thank **ICRC** for funding with **US $800.00** to CPTA for conducting this awareness campaign.

### IV- Acknowledgement

The Cambodian Physical Therapy Association (CPTA) would sincerely like to express our deep gratitude to **ICRC** for sponsoring the CPTA in organizing this awareness campaign.

The CPTA would like to acknowledge **Mr. Allen Dodgson Tan, Founder & Managing Director of STEM Cambodia**, for providing us, free of charge, an exhibition stand for promoting physical therapy to the visitors, particularly to high school students.

**Figure 6. CPTA team with Head of Mission and PRP Manager of ICRC**
The CPTA would like to deeply thank Ms. Libby Wallace, CPTA Advisor, Ms. Zoe Blair, CPTA Advisor, Mr. Philip Morgan, Program Manager of Physical Rehabilitation Program, ICRC and Ms. Aicha Benyaich for providing very helpful comments and advices to CPTA team to prepare and conduct this physical therapy awareness campaign.

Lastly, the CPTA would like to express sincere thanks to all the leaders of the CPTA, particularly to Mr. Suth Seiha, Mr. Huoth Chantheng, Mr. Poeung Sareth, Mrs. San Many, Mr. Chap Sarun, other physical therapy volunteers and physical therapy students for organizing and conducting this successful physical therapy awareness campaign.

V- Conclusion

The Physical Therapy Campaign at the STEM Festival on March 9-11, 2017 was well-organized and smoothly run achieving the expected outputs. Information on physical therapy and its advantages were spread to the Cambodian population with the majority being high school students.

The CPTA is committed to continue organizing physical therapy awareness campaigns to promote the physical therapy profession in Cambodia with the support of volunteers and sponsors. All the visitors who provided the contact addresses will be contacted and shared the information of the physical therapy education, especially the enrollment and other physical therapy campaigns.
Figure 7. Treadmill and cycling exercise explanation

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Ms. Zoe Blair, CPTA Advisor
### Appendix 1. STEM Festival Schedule on March 9-11, 2017

#### Exhibitor Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 March</td>
<td>13:00 – 16:00</td>
<td>Exhibitor large item setup: tents, large equipment. Please note: no tables, chairs or festival tents will be prepared at this time. This time is primarily for exhibitors providing their own tents or other large equipment.</td>
</tr>
<tr>
<td>8 March</td>
<td>9:00 – 16:00</td>
<td>Exhibitor move-in and setup: tables and tents will be available for banner installation and exhibit setup. <em><strong>All exhibits should be set up and ready before 16:00</strong></em></td>
</tr>
<tr>
<td>9 March</td>
<td>7:00 – 7:30</td>
<td>Exhibition space opens to Exhibitors for last minute setup</td>
</tr>
<tr>
<td>9 March</td>
<td>7:30 – 8:45</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>9 March</td>
<td>8:45 – 9:00</td>
<td>VIP Tour of Exhibition Space</td>
</tr>
<tr>
<td>9 March</td>
<td>9:00 – 19:00</td>
<td>Exhibition Open to Public</td>
</tr>
<tr>
<td>10 March</td>
<td>9:00 – 19:00</td>
<td>Exhibition Open to Public</td>
</tr>
<tr>
<td>11 March</td>
<td>9:00 – 19:00</td>
<td>Exhibition Open to Public</td>
</tr>
<tr>
<td>11 March</td>
<td>17:00 – 19:00</td>
<td>Closing Celebration</td>
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</tbody>
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