ISCP World Physiotherapy Day 2017

Survey

The Society conducted a national study coinciding with World Physiotherapy Day 2017 on the levels of physical activity in Ireland. The survey found two in three Irish adults are not getting enough activity to maximise the benefits for their health and initial findings suggested that 18-24 year olds may be the least physically active amongst all adults. The survey showed on average, the youngest 18-24 age group report spending the least amount of time per day being physically active at just 2.5 hours per day. This is especially concerning when you consider that peak bone density is achieved between the ages of 25-30 for most adults. The survey also found that the 55 and over age categories are outperforming the younger age groups in their daily physical activity levels which is very positive and that children are spending far too much time ‘on screen’ (using TV, tablets and phones) when compared with International recommendations on screen time.

Media

The study was very successful in raising awareness in both local and national news. From a Press Release which was circulated on the 7th of September in advance of World Physiotherapy Day, reports appeared in the Irish Independent, Irish Examiner, Irish Sun, Irish Mail and also on The Journal.ie. Member Maeve Whelan was interviewed alongside Catherine Thomas on the Ivan Yates Show on Newstalk Radio, discussing the findings of the ISCP survey on physical activity levels for a 20 minute broadcast. Today FM interviewed member Ruth Kiely and there were also interviews on local radio. The survey also ran on Hourly news bulletin headlines on Newstalk, Today FM and on local radio.

Social Media

As part of World Physiotherapy Day the Society launched the campaign '#getactivetoday' to encourage patient and public participation on social media by advocating for increased physical activity and encouraging the public to share how they #getactivetoday. This campaign was very successful on Facebook with a total reach of 6,199 on the day and Twitter earning over 18000 impressions on the day and in the top 10 #worldptday influencers on Twitter globally.
Here are some examples of the great engagement we had on Twitter

Mark Shields
@markshields_89

Recognising the importance of exercise for all ages 🏃‍♂️️(flow) #getactivetoday #WorldPTDay
Please RT and spread the word!
@Armagh_GAA @RCSI_Irl
Linda Fitzgerald @LindaJDeacon - Sep 8
10,036 steps done and not even home from work yet #getactivetoday
WorldPTDay @JSCP

Laura Carroll PT @LauraLiveWell - Sep 8
@JSCP @RuadhniOConnor we are still moving!! 3 physios now in the hub! #worldPTday #getactivetoday :-) 1 more class to go! #pelvicmama
Great to have Minister for Health @SimonHarrisTD with us to launch #WorldPTDay & encourage all ages to #getactivetoday

Dervilla Danaher @5ef7e452c558e - Sep 8
#getactivetoday. Mater physio 'bike-off' challenge
Cappagh Hospital

Walk at Cappagh on Friday afternoon even the patients came out with us!!

Tallaght Hospital

Tallaght Hospital's celebration of World Physio Day last Friday. We had a promotional stand at the main entrance and included competitions such as a squat challenge, step up challenge and a quiz on exercise guidelines. We received very positive feedback on the day from patients and staff. Blaithin Lally and Paul Dean were the main organisers but our whole department got involved and helped to man the stand throughout the day.
Our Lady's Hospital Navan

Our Lady's Hospital Navan used World Physiotherapy Day to update their Department and Healthy Ireland stands with information on "Physical Activity for Life. Yvonne Collins arranged a Solo Challenge for "Jigsaw" and managed to get the General Manager to join in.

2. Ken Fitzgibbon General Manager gives the Solo challenge a go.
Physiotherapists at SVUH pooled their efforts to promote exercise and align with the WHO Global Action Plan on Physical Activity.

The department offered an information stand with grip strength testing, a guided ten minute walk and a trial Pilates class. Information stands offer a spontaneous opportunity to have your physical activity questions answered on the spot by a professional and are an important link to the public. Subjects fielded included how to stay active when in a wheelchair, how to exercise with chronic disease, how to exercise with continence concerns and how mental health gains are associated with exercise. People were surprised at how much regular exercise they needed to do just to remain healthy and were happy to take leaflets on the recommended guidelines.

There was plenty of good humour with colleagues wishing us a ‘Happy World Physiotherapy Day’.

Catherine McLoughlin, Enya Mulcahy, Niall McGrane, Karol Byrne, Sinead O’Sullivan, Lorraine Dunne, Theresa Flynn.

**Corrib Physio-Nursing Home Visits as below**

In each nursing home we spoke with staff about the importance of activity and exercise, sharing with them the leaflets. We also shared the World PT message with both Mayo and Galway Parkinsons Association reaching about 100 people with Parkinsons.
Maryfield Nursing Home

**Aut Even Hospital Kilkenny**

The Physiotherapy Team at Aut Even Hospital educating staff and visitors on exercise and its benefits. #worldphysiotherapyday

#autevenhealth #getactivetoday

**St. Joseph’s Hospital, Ennis**

PCCC Physiotherapists in County Clare organised a lunch time workout for staff to mark World Physical Therapy Day 2017 in St. Joseph’s Hospital, Ennis. The class consisted of a challenging and fun 20 minute circuit with a warm-up and cool down. We received a great turn out on the day and following feedback have started weekly Monday Meditation, Wednesday Walking and Friday Fitness classes.
Members of the physiotherapy team in South Tipperary General Hospital held an enjoyable and participative session on World Physiotherapy Day in the hospital foyer. The team hosted a variety of activity stations in the hospital foyer including Exercise Step testing, BMI calculations, Single leg stance challenge and the provision of general advise on encouraging participants to increase their physical activity levels.

The physiotherapy team were exhausted at the end of it!!
Physiotherapy Team from STGH include: Brid Cronin, Eibhlin Mulhall, Gemma Casey, Eimear Cullinane: UL Physiotherapy Student, Michelle Joyce, Ailish Grant Barbara Long, Karl Roche, Laurence Walsh.

University Hospital Galway

- We organised some strength measurements (Grip Strength), Balance Assessment (One legged standing) and Functional Assessment (STS) for the members of the public to take part in. We had normative gender and age values for each of these tests so the public could compare their scores.
- Members of the public came up throughout the day and were given leaflets/info on WPD and physiotherapy in general.
- We placed our stand in the main lobby of GUH, which provided a platform for members of the public to be able to engage.
- Use of objective measures and providing the participants with normative values for their age groups was a great incentive for participants. This also allowed us to provide appropriate advice to participants with regards staying active for life, which was the initiative of the project.

Mater Misericordiae University Hospital

The day was an opportunity to highlight the role of our physiotherapy team here in the Mater hospital, and the contribution we make towards keeping people moving through interventions which maximise strength and mobility. Through advice and exercise programmes we aim to support people of all ages to achieve activity goals.

Activities:
1. Great hype was generated with a “bike-off” over the course of the day with participants cycling on Dublin V Mayo stationary bicycles for Sam Maguire! This was also used as an opportunity for our physiotherapists to educate participants on how to achieve moderate to vigorous activity levels when exercising.

2. A survey which was carried out on the day gathered information on staff knowledge of physical activity recommendations. From this data we will continue to promote and educate staff on physical activity guidelines.

3. We were joined by members of staff for a brisk lunch time walk.

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**Milltown Physiotherapy**

On World Physiotherapy Day 2017 at www.milltownphysiotherapy.com we set up an information area for everyone passing through that day and gave out a copy of the two WPD infographics on exercise recommendations to take away. We demonstrated ways to fit in the recommended two strength training sessions in the week by showing how to use body weight to carry out strength training; not least the ever challenging side plank! We now find the infographics an invaluable handout that patients continue to take with them regardless of why they attended. Another successful World Physiotherapy Day and I don’t think I imagined it when I saw what seemed like twice as many people out on the streets exercising on the following Saturday morning!

Maeve Whelan SMISCP

Specialist Chartered Physiotherapist
Side Plank

UCD

On World Physiotherapy Day and throughout the entire week, physiotherapy students at the UCD Physiotherapy Hub encouraged incoming first years to GET ACTIVE as part of the Active Campus Europe (ACE) exercise programme. Through conducting BMI and strength testing, they promoted healthy lifestyles for those beginning their University experience here at UCD. For students who were inactive, they encouraged them to join the ACE 8-week exercise programme where they receive a health evaluation as well as advice and appropriate exercise classes for their fitness level.

Pictured: Lucy Collins, Paul Hickey, Orna Fennelly, Damien Mc Donald, Mark Johnson, Venessa Widjaya, Dr. Catherine Blake, Crystalkay Fairrington
LiveWell Waterford

Waterford Harvest Festival 'LiveWell' Day and World Physiotherapy Day

LiveWell Waterford was delighted to be celebrating World Physiotherapy Day (WPD) on September 8th 2017 by taking part in the Waterford Harvest Festival. The Harvest Festival is a fun foodie weekend and as such was an excellent opportunity to raise awareness of how nourishing movement is to our body. LiveWell opened up their doors at 7am to welcome their first guests to a ‘Wake up to Motion’ Pilates and Yoga workshop. This full class stretched and awoke in preparation for the fantastic day that was planned ahead.

The next smiling guests were welcomed for a baby massage taster. There was vibrant energy in the room as inspirational speakers Deirdre Lindy #kindwaterford, Yvonne Brady, EVB Sport, and Laura Carroll, LiveWell Waterford, shared what drives and empowers them to work so passionately towards women’s health and wellbeing, mental health and positive body movement.

The Recharge class led into a gentle ‘Wind Down to Motion’, yoga and Pilates class collaboratively taught by Catherine and Laura, before the mats were rolled up and the LiveWell team celebrated successfully integrating World Physiotherapy Day into this day of movement awareness.

LiveWell were very active on Twitter and Facebook throughout the day, incorporating everyone into this wellbeing day for WPD!

promotion of wellbeing from birth
Laura and daughter Jessica - family harvest day!

**Letterkenny General Hospital**

Chartered physiotherapists, Sinead Treaty, Mary Gibbons, Maria Crossan and Dara Dunne, from the out-patient physiotherapy Department in Letterkenny University Hospital who held a lunchtime stand in the main hospital foyer. They encouraged staff and public to participate in a one minute exercise challenge and offered advice on activities and exercise for people of all ages to promote the campaign message of World Physiotherapy Day 2017 "Physical Activity for life".

Mary T Gibbons,
Senior Physiotherapist
Southside Physiotherapy Clinic.

We celebrated World PT Day in Southside Physiotherapy Clinic. We handed out flyers and spoke to patients about World PT Day and the importance of exercise.

Everyone was really interested and got into the spirit of things. We also put up as blog relating to this day on our website and Facebook.

I have enclosed a photo we took on the day after one of our Pilates Classes.
Cahir Physiotherapy

There was fantastic engagement from patients and visitors during World Physiotherapy Day and in the days that followed at Cahir Physiotherapy Clinic. Discussion about positive aging and exercise also ensued when Karen Coughlan MISCP visited the local Cahir Country Market to distribute flyers promoting physical activity. On the day Marie Aherne MISCP and Caroline O’Connell MISCP discussed the importance of physical activity with her Pilates participants.

Overall, very positive health promotion initiative with much interaction with patients and visitors.

Karen Coughlan left and Marie Aherne right. Both MISCP.

Naas General Hospital.
Naas Physiotherapy department embraced World Physiotherapy Day on Friday 8\textsuperscript{th} September by providing one to one advice and literature on various aspects of physical activity throughout a lifetime. The theme “Physical Activity for Life” drew many people including hospital staff and visitors along with the general public who were attending hospital appointments. Patients also came to receive advice on activity and how they could remain active while an in-patient.

In conjunction with the Healthy Lifestyle committee the stand also provided literature and maps of “Towpath Trails” and “Sil na Slainte” routes within the local area. Physiotherapists and Physiotherapy students manned the stand throughout the day creating learning opportunities for everyone and ensuring a very successful “World Physiotherapy Day” once again this year in Naas General Hospital.