Communications Activity Report

World Physiotherapy Day

8th September 2013

The key promotional / PR activity which took place to promote World Physiotherapy Day was as follows:

- Localising materials provided by WCPT including posters, a flyer and logo/branding which was changed from ‘World Physical Therapy Day’ to ‘World Physiotherapy Day’.
- Developing the [www.move4health.ie](http://www.move4health.ie) website as a portal to promote World Physiotherapy Day.
- Co-ordination of Exercise Classes with members and posting details of the classes on [www.move4health.ie](http://www.move4health.ie). There were 14 classes organised in total across the country which were posted onto the website.
- Posting localised materials on the www.move4health.ie.ie website.
- Posting suggested ‘tweets’ and Facebook posts on [www.move4health.ie](http://www.move4health.ie) for members to use to promote their classes.
- Photocall & Press Release issued in advance of World Physiotherapy Day.
- Photocall in Limerick with Clare hurling team chartered physiotherapist Diarmuid Horgan, former Clare hurling legend Brian Lohan and young Clare & Cork supporters in advance of All Ireland Hurling final (same day as World Physiotherapy Day)
- Coverage achieved in Irish Times and in local media (see attached clippings & photographs)
- Facebook advertising campaign held to promote the exercise classes
- Facebook and Twitter posts on ISCP social media sites also to promote World Physiotherapy Day and Exercise Classes.

Key learnings for next year:

- Plan further ahead to allow potentially for larger scale activity.
- Be mindful of the fact that 8th September is just when people return from Summer holidays so ideally plans should be in place at start of Summer break.
- Try to establish what the theme is (eventhough materials might not be available) as early as possible.