



# World Physical Therapy Day 2017

**Physical activity for life**

**How to take part**



# This year's message: Physical activity for life

The campaign message of World Physical Therapy Day 2017 is "Physical activity for life", showing how physical therapists can help keep people of all ages active.

The message builds on World Health Organization recommendations for moderate and vigorous activity, and a range of research and reports showing the benefits of physical activity in maintaining health in people of all ages.

WCPT encourages member organisations and physical therapists around the world to use WCPT's toolkit to convey the following key messages to the public and policy makers.

- All healthy adults need to be physically active.
- Physical therapists help integrate physical activity into daily life.
- Physical therapists can advise on activities for people of all ages.

These messages are important not just to encourage health and activity in populations. They can help demonstrate how physical therapists keep people moving through interventions which maximise strength and mobility. Through advice and exercise programmes, physical therapists support people of all ages to achieve activity goals.



## About World Physical Therapy Day

World Physical Therapy Day is held every year on 8th September, the day WCPT was founded in 1951. It is a day when physical therapists can promote the profession, its work and:

- showcase the significant role the profession makes to the health and wellbeing of the global population
- raise the profile of the profession
- campaign on behalf of the profession and its patients/clients to governments and policy makers.

The day marks the unity and solidarity of the physical therapy community around the world. It is an opportunity to recognise the work that physical therapists do for their patients and community.

WCPT aims to support its member organisations and individual physical therapists in their efforts to promote the profession and advance global health, using World Physical Therapy Day as the focus.

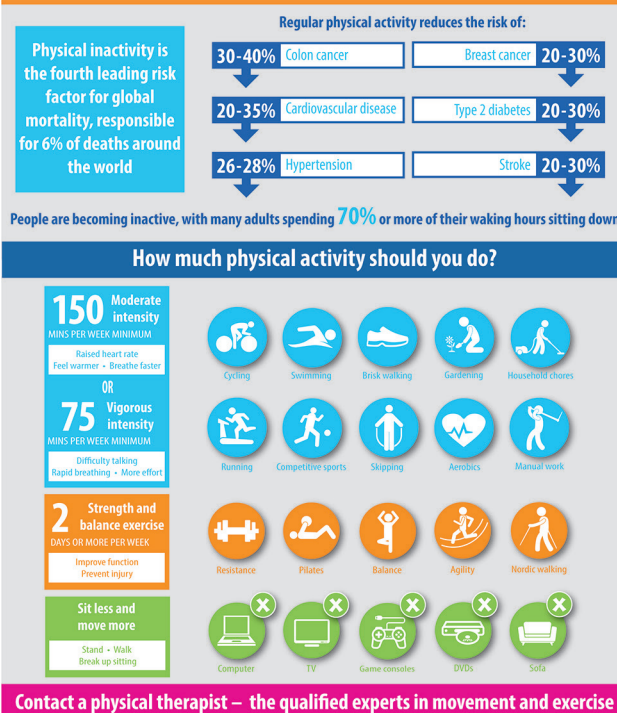
# Get involved

WCPT has produced a toolkit of materials to support physical therapists and their organisations in their World Physical Therapy Day activities. It includes:

- A leaflet: to distribute directly to patients and the public.
- A poster: to display in public places.
- Two infographics: to display and distribute to patients and the public.
- A postcard: to distribute directly to the public.
- Translations: the posters, flyer and postcard are also available in Spanish and French. They will also shortly be available in German.
- Social media graphics: a selection of graphics will be produced for you to use on Twitter and Facebook to promote the day and this year's message.
- Twibbons: to add to your Facebook and Twitter profiles.
- Campaign resources: additional information and resources for physical therapists about this year's campaign.
- A t-shirt design and logo: to download and get printed locally.
- Stickers: to download and print on standard printer labels.
- Banner artwork: to download and be supplied to local manufacturers.

Download the above resources for free at:  
[www.wcpt.org/wptday](http://www.wcpt.org/wptday)

## Physical activity and improving health



If you are an individual physical therapist or planning an activity with your colleagues at your workplace, remember to contact the WCPT member organisation in your country so that you link up with any activities that they may be planning.

A full list of WCPT member organisations may be viewed at: [www.wcpt.org/members](http://www.wcpt.org/members).

The materials produced promote the idea of a global physical therapy community. The day will be widely publicised on social media, using the #WorldPTDay hashtag.

WCPT would like to thank Jeremy Lewis and Cathie Sherrington for their assistance in the production of the toolkit materials.

# Ideas on how to take part

Whether you work for a national association, in a hospital department, in a small clinical setting or are still studying physical therapy, you can find ways to mark the day.

Here are some suggestions to help you make sure that you choose something that's right for you, and that fits in with what you want to achieve for the day. The ideas focus particularly on the theme *Movement for Health* establishing physical therapists as physical activity experts.

## Public events

- A free exercise demonstration session in a public place – showing, for example, the difference between moderate and vigorous activity and introducing the idea of metabolic equivalents (METs).

A free health screening programme in a public place – measuring, for example, weight, BMI, blood pressure, cholesterol, blood sugar, lung capacity. Shopping centres are an ideal place.

- Talks and seminars in workplaces, suggesting exercises to integrate into daily life and providing literature to employers.
- Talks or events at community centres.
- Public workshops on obesity, diabetes and other non-communicable diseases.
- A roaming information booth, visiting different locations in the day, or over a week.
- A “health challenge” for the public, politicians or celebrities – for example, challenge them to walk a certain number of steps during the day. You could lend out pedometers for the challenge, or give them away free.
- A fun run.
- Public exercise classes, say in a large city park.

## Events for people of all ages

- Arrange a talk at community events to highlight the value of physical activity.
- Arrange exercise classes aimed particularly at people of different age groups.
- Work with care givers or people in the community who care for older people to assess ways physical therapy can improve their quality of life.

## In clinical settings

- Set up an information booth or exhibition in a reception area with information about what physical therapists do.
- Put up WCPT's infographics and posters on your walls and hand out our ready-to-print flyers and postcards.

## Added extras

- See if there's a local celebrity who can support your cause, and participate in any events. This is likely to increase public and media interest.
- Offer to be a guest on a local radio show, or to answer questions online.
- Have something to give people which will help them stay healthy, and show what physical therapists do to help: flyers, information sheets and stickers like those available from the WCPT website are a good place to start.

## Get inspired!

See what celebrations and events have been organised in the past.

[www.wcpt.org/wptday-history](http://www.wcpt.org/wptday-history)