

Report on World Physical Therapy Day 2023 Celebration

Physio Life Care Sri Lanka

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Executive Summary

The celebration of World Physical Therapy Day 2023 by Physio Life Care Sri Lanka, in collaboration with the Chartered Society of Physiotherapy Sri Lanka and the Health & Beauty Club YouTube channel, was a resounding success. This year's celebration focused on raising awareness about the role of physical therapy in the prevention and management of osteoarthritis, under the theme "Physical Therapists Help."

The six-month-long celebration featured various activities, including addresses by prominent figures, promotional booths, health promotional activities, educational videos, and a public lecture and panel discussion. This report provides a comprehensive overview of the events held during the celebration.

Introduction

World Physical Therapy Day is an annual global event celebrating physical therapy's importance in promoting health and well-being. In 2023, Physio Life Care Sri Lanka, in collaboration with the Chartered Society of Physiotherapy Sri Lanka and the Health & Beauty Club YouTube channel, organized a series of events to commemorate this day.

Key Events

1. Inaugural Address:

- The celebration began with an inaugural address by Dr. Sujeewa Weerasinghe, a distinguished member of the World Confederation for Physical Therapy (WCPT) DOVES, and Mr. Sanjeewa Thunpaththu.
- During their address, they encouraged the audience to embrace an active lifestyle and move more, highlighting the role of physical therapy in achieving and maintaining physical health.

2. Promotional Booth:

- Physio Life Care, in collaboration with the Chartered Society of Physiotherapy, set up a promotional booth.
- The booth featured various activities aimed at educating the public about how physical therapists can help prevent and manage osteoarthritis and how to select the appropriate exercise programs.

3. Public Lecture and Panel Discussion:

- A public lecture and panel discussion were organized to delve deeper into the campaign's theme, "Physical Therapists Help."

- The discussion aimed at promoting the role of physiotherapy in preventing and managing osteoarthritis.

4. **Health Promotional Activities:**

- Fifteen health promotional activities were conducted across Sri Lanka from April to September.
- Physical therapists engaged with the public, offering guidance and information on osteoarthritis prevention and management.

5. **Educational Videos:**

- Two videos were produced as part of the campaign and shared on YouTube:

Campaign Focus

The central theme of this year's World Physical Therapy Day celebration was physical therapists' vital role in addressing osteoarthritis's challenges. Physio Life Care Sri Lanka aimed to increase awareness among the general public regarding the benefits of physical therapy in preventing and managing this debilitating condition.

Conclusion

The celebration of World Physical Therapy Day 2023 by Physio Life Care Sri Lanka, in collaboration with the Chartered Society of Physiotherapy Sri Lanka and the Health & Beauty Club YouTube channel, was marked by a series of impactful events. These events successfully promoted the role of physical therapy in preventing and managing osteoarthritis and encouraged individuals to lead active and healthy lives.

The dedication and commitment of all involved in organizing and participating in these events have contributed significantly to the mission of spreading awareness about the importance of physical therapy in enhancing the quality of life for those affected by osteoarthritis.

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