



World PT Day 2024

8 SEPTEMBER

Low back pain



**World
Physiotherapy**

#WorldPTDay

www.world.physio/wptday

This year's campaign

The focus for this year's World PT Day is low back pain (LBP) and the role of physiotherapy in its management.

The 2024 campaign is focused around the following key messages.

- LBP is the leading cause of disability globally. 619 million people experienced LBP in 2020, that's 1 in 13 people.
- LBP can be experienced at any age, and almost everyone will experience it at some time in their lives. However, it only becomes chronic (lasting more than 3 months) for a minority.
- 90% of LBP is non-specific, this means there is no one specific structure (eg, joint, muscle, ligament, disc) that can be found to cause it, and it is not due to a serious or specific underlying disease.
- Among health conditions that may benefit from rehabilitation, LBP is the condition that the greatest number of people could benefit from.
- Physiotherapists provide expert advice, guidance and treatment for LBP. They will help to improve your overall health and wellbeing, while reducing your chances of future episodes.
- Scans rarely show the cause of LBP - so-called 'abnormal findings' on scans like disc bulges, disc degeneration and arthritis are common and normal in most people without pain, especially as they get older.
- Backs become healthier with movement and physical activity. The spine is strong and capable of safely moving and loading. Common warnings to protect the spine are not necessary, and can lead to fear and over protection.
- LBP doesn't mean something is out of place and needs to be put back in - your back is strong and won't go 'out of place'. It is impossible to 'slip a disc'.
- In all types and at all stages of LBP, rehabilitation is essential to reassure people and help you make sense of your pain, help support recovery, return to activities you enjoy and maintain independence in daily living.
- Exercise has been shown to be the most helpful treatment for LBP. One type of exercise doesn't appear to be better than any other - remaining active and doing it regularly is the most important. Your physiotherapist will help you find an exercise that's right for you.
- Chronic LBP can be scary, but it's rarely dangerous or associated with serious tissue damage or life-threatening disease - most people make a good recovery.
- Non-surgical interventions are recommended to help people experiencing LBP. Physiotherapists are specialists in the care of LBP, and can offer tailored treatment, including:
 - education programs that support knowledge and self-care strategies
 - physiotherapist-supervised exercise programs
 - physiotherapy interventions such as manual therapy

World Physiotherapy encourages member organisations and physiotherapists around the world to use World Physiotherapy's toolkit to convey these messages to the public and policy makers.

World Physiotherapy would like to express its sincere thanks to the following for their input and assistance in the production of the materials for World PT Day 2024: Kieran O'Sullivan (@kieranosull), Adrien Mounier-Poulat (www.linkedin.com/in/adrien-mounier-poulat-52605590), Basil Lafitte Houssat (@BasilHoussat), Yan Duhourcau (@yanduhourcau), and Saurab Sharma (@link_physio).

About World PT Day

World PT Day is held every year on 8 September, the day World Physiotherapy was founded in 1951. World PT Day is a day when physiotherapists can promote the profession.



World PT Day goals



Impact

Showcase the significant role the profession makes to the health and wellbeing of the global population



Visibility

Raise the profile of the profession



Advocacy

Campaign on behalf of the profession and the general public to governments and policy makers

Advancing global health

The day marks the unity and solidarity of the physiotherapy community around the world. It is an opportunity to recognise the work that physiotherapists do for people and communities.

World Physiotherapy aims to support its member organisations and individual physiotherapists in their efforts to promote the profession and advance global health, using World PT Day as the focus.



Use the toolkit

World Physiotherapy has produced a toolkit of materials to support member organisations and individual physiotherapists in their World PT Day activities.



Translations

Copies of the information sheets and posters will be available in several languages

Information sheets

To display and distribute



Posters

To display in public places



Pop-up roller banners

To download and be supplied to local printers



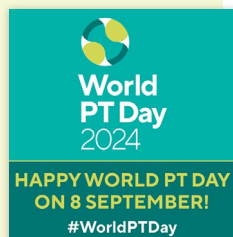
A t-shirt design

To download and get printed locally



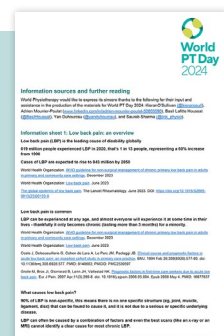
Social media graphics

A selection of graphics to use on your own social media platforms to promote the day and this year's message



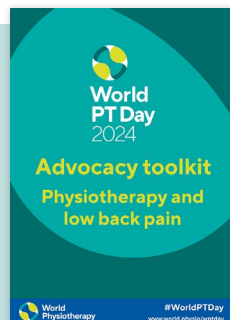
Information sources and additional reading

References for information within the materials, and additional reading



Advocacy toolkit

Information to help you advocate for the essential role physiotherapy plays in the management of low back pain



The toolkit

Download all the resources for free at:

world.physio/wptday/toolkit



Local to you

Member organisations

If you are an individual physiotherapist or planning an activity with your colleagues at your workplace, remember to contact the World Physiotherapy member organisation in your country/territory to link up with any activities they may be planning.

World Physiotherapy member organisations: www.world.physio/our-members



128

Member organisations

We represent national physiotherapy associations from 128 countries/territories



#WorldPTDay

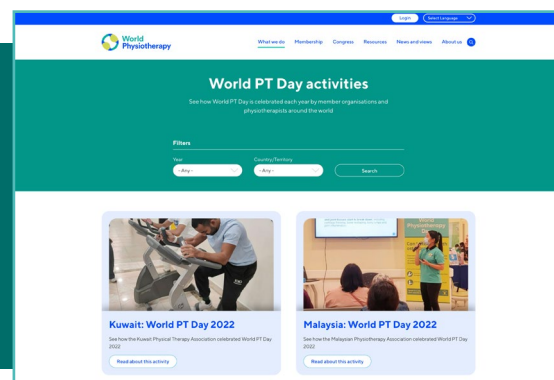
Social media hashtag

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

Last year's activities

Here you can see what physiotherapists got up to for World PT Day 2023.

<https://world.physio/wptday/activities>



Ideas on how to take part

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

Here are some suggestions to help you make sure you choose something that is right for you, and fits in with what you want to achieve for the day.

You can use your website or social media platforms to adapt many of the ideas listed here. Try a Facebook live Q&A or share advice and tips on your website.

We will be producing a series of graphics to promote the day via social media. Don't forget to use the **#WorldPTDay** hashtag when posting about the day.

Public events

- A free demonstration session in a public place (or online) – showing, for example, how exercise and self management techniques can help people living with low back pain.
- Talks and seminars in workplaces or online, suggesting tools and strategies to integrate into daily life.
- Display our posters and pop-up banners, and hand out our information sheets.
- Talks or events at eg community centres or shopping centres, .
- 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.
- Public exercise classes, for example in a large park or open space.



Events for people of all ages

- Arrange a talk at community events or online, using social media to highlight the value of physiotherapy and how it can help people living with arthritis.
- Arrange some online or in-person exercise classes.
- Work with care givers or people in the community caring for people living with arthritis to assess how physiotherapy can improve people's lives.

Ideas on how to take part

In clinical settings

- Set up an information booth or exhibition in a reception area with information about what physiotherapists do.
- Share World Physiotherapy's information sheets and posters with colleagues and visitors.

Online



- Help get #WorldPTDay trending on social media. Use our social media messages to spread the message and Like and Share World Physiotherapy's postings about the day.
- Host a Facebook, Twitter or other live discussion, and broadcast it on social media or as a webinar.

Added extras

- Find out if there is a local celebrity who could support your activities, and participate in any events. This is likely to increase public and media interest.
- Offer to be a guest on a local radio or TV show, or to answer questions online.
- Have something to give people that will help them stay healthy, and show what physiotherapists do to help: information sheets and posters like those available from the World Physiotherapy website are a good place to start.

Get inspired!

See how World PT Day has been celebrated in the past

<https://world.physio/wptday/activities>





World PT Day 2024

Don't forget!

Share your activities online

Let people know how you plan to mark World PT Day.
Remember to use the #WorldPTDay hashtag.

Share with your member organisation

Contact the member organisation in your country/territory to let them know what you're planning to do <https://world.physio/our-members>

Contact us

Have any questions? Contact communications@world.physio



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