

# Celebrate World Physiotherapy Day 2024

**Event:** Celebrate World Physiotherapy Day 2024

**Organizer:** Physio Life Care Sri Lanka

**Partner Organizations:** The Chartered Society of Physiotherapy Sri Lanka and Health & Beauty Club YouTube Channel

**Duration:** 6 months (Starting from [Insert start date] to [Insert end date])

**Theme:** Low Back Pain (LBP) – The Role of Physiotherapy in Prevention and Management

**Chairperson:** Dr. Sujeewa Weerasinghe

## **Introduction:**

Physio Life Care Sri Lanka celebrated World Physiotherapy Day 2024 with a theme centered on the prevention and management of Low Back Pain (LBP). The event ran over six months, featuring a wide range of activities to educate the public on the importance of physiotherapy in addressing LBP, a prevalent condition affecting people across all age groups and demographics.

The program was designed in collaboration with The Chartered Society of Physiotherapy Sri Lanka and the Health & Beauty Club YouTube Channel, expanding outreach and engagement with the target audience. The initiative's focus was to raise awareness of how physiotherapy can prevent and treat low back pain, improving the quality of life for affected individuals.

## **Event Activities:**

Several activities and programs were conducted during the six-month event to spread awareness and provide practical interventions for low back pain. These activities included:

- **Lecture Demonstrations:**  
Delivered by experienced physiotherapists, these sessions covered the anatomy of the lower back, common causes of LBP, preventive measures, and the role of physiotherapy in managing pain. Participants received educational materials and practical tips to incorporate in their daily routines.
- **Free Clinics:**  
Free physiotherapy clinics were organized at multiple locations, offering consultations and assessments for individuals suffering from LBP. The clinics provided personalized physiotherapy treatment plans, exercises, and advice on posture correction and ergonomics.
- **Workshops:**  
Targeted workshops were held for specific groups, providing hands-on training in exercises and lifestyle changes to prevent and manage LBP. The workshops were customized for various target groups, ensuring that the content was relevant and practical for each category of participants.

## Target Groups:

The event strategically focused on key groups that are particularly vulnerable to low back pain:

- 1. Elders:**  
This group faces higher risks of LBP due to age-related degenerative changes in the spine. Workshops tailored to their needs focused on gentle exercises, posture correction, and mobility improvement to reduce back pain.
- 2. Mothers and Pregnant Mothers:**  
Pregnancy and postpartum recovery often cause or exacerbate low back pain due to physiological changes and the demands of caring for a child. Special workshops provided mothers and pregnant women with safe exercise routines and tips for managing back pain during and after pregnancy.
- 3. Sports Teams:**  
Athletes, especially those involved in high-impact sports, are susceptible to LBP due to the physical demands placed on their bodies. The workshops for sports teams emphasized injury prevention, core strengthening, and proper training techniques.
- 4. Office Workers:**  
Office workers are prone to LBP due to prolonged sitting and poor ergonomics. Targeted interventions included stretching routines, workplace ergonomics, and posture improvement techniques to reduce the risk of developing chronic back pain.

## Achievements and Outcomes:

The event successfully achieved several key outcomes, including:

- **Increased Awareness:**  
The campaign significantly increased awareness of low back pain and the role of physiotherapy in its management. The lectures, free clinics, and workshops educated participants on simple preventive measures they can take to avoid LBP.
- **Community Engagement:**  
The event drew strong participation from the target groups, with individuals actively engaging in the various programs and incorporating the lessons learned into their lifestyles.
- **Enhanced Collaboration:**  
The partnership with The Chartered Society of Physiotherapy Sri Lanka and the Health & Beauty Club YouTube Channel expanded the reach of the event, allowing the message to be shared across digital platforms for broader public engagement.

## Conclusion:

Celebrate World Physiotherapy Day 2024 was a resounding success, with Physio Life Care Sri Lanka at the forefront of raising awareness about Low Back Pain and providing practical solutions for prevention and management. By engaging diverse groups and addressing specific needs, the event highlighted the crucial role physiotherapy plays in improving quality of life and managing common musculoskeletal issues like LBP.

Through sustained efforts and strong partnerships, Physio Life Care Sri Lanka continues to advocate for health and wellness, emphasizing the power of physiotherapy in addressing everyday health challenges.

### **Recommendations:**

- **Continue Public Awareness Campaigns:** Regular awareness events should be organized to sustain the momentum built during World Physiotherapy Day 2024.
- **Expand Digital Outreach:** Further collaboration with digital platforms such as YouTube and social media can enhance engagement and outreach, particularly for younger audiences and remote communities.
- **Targeted Follow-up Programs:** It is recommended to follow up with participants, especially from the free clinics and workshops, to assess long-term improvements and offer continued support.

### **Contact Information:**

**P.W.G.S.Walpola**

**Director Physio Life car**

**Physio Life Care Sri Lanka**

Website: [youtube.com/channel/UChiM13GmXHJeAcjFOTbDhjA](https://www.youtube.com/channel/UChiM13GmXHJeAcjFOTbDhjA)