



**World
PT Day
2025**



Healthy ageing

How to take part in World PT Day 2025

8 SEPTEMBER



**World
Physiotherapy**

#WorldPTDay

www.world.physio/wptday

This year's campaign

The focus for this year's World PT Day is the role of physiotherapy and physical activity in healthy ageing, with a focused look at preventing frailty and falls.

The 2025 campaign is focused around the following key messages.

- The pace of population ageing is much faster than at any time in history.
- In 2019, the number of people aged 60 years and older was 1 billion. This number will increase to 1.4 billion by 2030 and 2.1 billion by 2050.
- The number of persons aged 80 years or older is expected to triple between 2020 and 2050 to reach 426 million.
- Getting older does not mean you must stop or do less of what you enjoy. Healthy ageing means staying active, maintaining relationships and doing what you value as you get older. Supportive environments that promote physical and mental wellbeing are essential for healthy ageing.
- Having a healthy lifestyle throughout your life will help you reduce the risk of many chronic diseases and improve your physical and mental wellbeing, such as:
 - staying as active as your circumstances allow
 - challenging your balance regularly
 - keeping your joints and muscles moving
 - staying socially connected
 - eating as well as you can
- Physiotherapists can advise on how to adopt a healthy lifestyle throughout your life, and offer treatments and exercise plans to meet your changing needs.
- It's never too late to start an exercise programme! People receive benefit from strength training at all ages - speak to a physiotherapist about how to strength train safely.
- Exercise is key to fall prevention - physiotherapists are experts in prescribing individualised exercise programmes to help improve your strength, balance, coordination, and flexibility.
- Injury from a fall is avoidable. Improving your balance can prevent falls. Being strong and flexible can prevent serious injury should you fall. Stay safe and independent - speak to a physiotherapist today on how to prevent falls!
- Physiotherapy can help you be as active as possible - people who are more active are up to 41% less likely to have frailty.
- A physiotherapist can develop an exercise programme for you and show you how to gradually increase the resistance and intensity to prevent and treat frailty. This will help to prevent loss of strength and muscle (sarcopenia) and make you fitter by increasing your aerobic and lung capacity.

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 2025: International Association of Physiotherapists working with Older People (IPTOP) (www.world.physio/subgroups/older-people); Melanie Farlie (www.linkedin.com/in/dr-melanie-farlie-74682762); Cathie Sherrington (www.linkedin.com/in/cathie-sherrington-752b7a83); and Dawn Skelton (@LaterLifeTrain and www.linkedin.com/in/dawn-a-skelton).

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 around the world can promote the profession.



World PT Day goals



Impact

Showcase and advocate for 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, patient groups, decision makers 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

Each information sheet focuses on different aspects of healthy ageing.

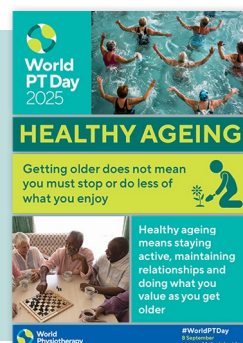
Display and distribute to patients and the general public.



Posters

Highlight key messages of the campaign.

To display in public places. Aimed at patients and the general public.



Pop-up roller banners

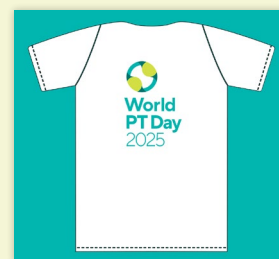
Use to bring attention to some of the key messages in the campaign.

To download and be supplied to local printers.



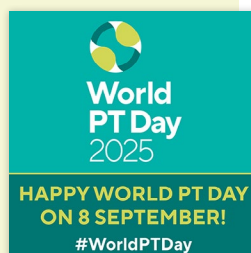
A t-shirt design

To download and get printed locally.



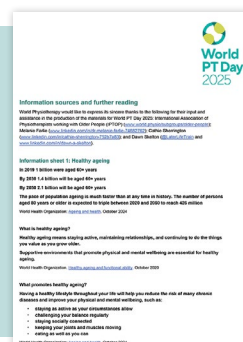
Social media graphics

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 healthy ageing to governments, patient groups, decision makers and policy makers.



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



129

member organisations

We represent national physiotherapy associations from 129 countries/territories



#WorldPTDay

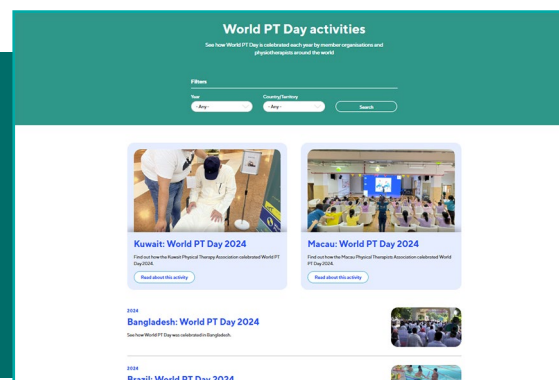
Social media hashtag

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 2024.

<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, exercises and strategies to help prevent falls, or how to start strength training as an older person.
- Talks and seminars either in-person or online, on how to help prevent age-related health conditions at every stage of life.
- Display our posters and pop-up banners, and hand out our information sheets.
- Talks or events at eg community centres, shopping centres, or old people's home.
- 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, or online.
- Work with care givers or people in the community caring for older people to assess how physiotherapy can improve people's lives.
- Set up an information booth or exhibition in the reception area of the hospital or institution where you work with information about this year's theme, and what physiotherapists do.
- Use social media to highlight your own events, the value of physiotherapy and its role in healthy ageing.



Ideas on how to take part

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, X or other live discussion, and broadcast it on social media or as a webinar.

Advocacy toolkit

- Use the information and resources in the advocacy toolkit to help you advocate for the essential role physiotherapy plays in healthy ageing to governments, patient groups, decision makers and policy makers.

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 2025

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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