

PRESS RELEASE

World PT Day 2025: Promoting Healthy Ageing in Laoag City
September 27, 2025 | SM City Laoag

The **Northwestern University Department of Physical Therapy** and **Association of Physical Therapy Students – Northwestern University Chapter** successfully led the World Physical Therapy Day 2025 celebration on September 27, 2025, at SM City Laoag. This year's theme, "Healthy Ageing: Preventing Frailty and Falls," highlighted the role of physical therapy in helping older adults stay active, independent, and safe.

The event was organized in partnership with the following PT institutions:

1. Mariano Marcos Memorial Hospital & Medical Center – Department of Physical Medicine and Rehabilitation
2. Mariano Marcos State University – Department of Physical Therapy
3. Mariano Marcos State University – Physical Therapy Students Organization
4. The Black Nazarene Hospital Inc. – Physical Therapy, Wellness, and Fitness Center
5. Karmelli Clinic and Hospital Corporation – Physical Rehabilitation and Wellness Center
6. Laoag Rehabilitation and Physical Therapy Clinic
7. Philippine Physical Therapy Association – Ilocos Chapter

Program Highlights

- **Educational Talks:** Experts delivered practical sessions on Lifestyle Tips for Healthy Aging, Fall Prevention and Home Safety, and Safe Exercises for Older Adults to more than 100 audience members.
- **Health Booths:** Around 50 senior citizens and caregivers benefitted from free screenings and services, including sensory and pain checks, postural screening, frailty assessments, and fall risk evaluations along with strengthening and conditioning exercise program prescriptions, safe balance exercise demonstrations, assistive device guidance, and nutritional advice with free multivitamins.
- **Zumba Session:** Participants enthusiastically joined a Zumba dance workout, making fitness fun, social, and accessible for all ages. The Zumba even drew in the interest of by-standers and on-lookers.
- **Community Engagement:** PT students from both Northwestern University and Mariano Marcos State University as well as partner institutions gained valuable hands-on experience while serving the community.

Impact

100% of participants received personalized health advice and screenings while feedback showed increased awareness of fall prevention strategies and safe ageing practices. The event also strengthened collaboration among hospitals, universities, and local government offices in Ilocos Norte.

Next Steps

Organizers recommend creating follow-up programs to encourage consistent home exercise and fall-proofing practices for seniors. Also look into expanding the initiative to other municipalities, and sustaining partnerships with LGUs.

World PT Day 2025 in Laoag City not only provided direct health services but also reaffirmed the physical therapy community's commitment to championing healthy ageing and empowering older adults to live strong, safe, and independent lives.