



**World
PT Day
2026**



**Cardiovascular disease
and stroke**

**How to take part in
World PT Day 2026**

8 SEPTEMBER



**World
Physiotherapy**

#WorldPTDay

www.world.physio/wptday

THIS YEAR'S CAMPAIGN



Following consultation with member organisations, for the next four years World PT Day will focus on noncommunicable diseases.

The focus for this year's World PT Day is the role of physiotherapy and physical activity in the prevention, management, and rehabilitation of cardiovascular disease and stroke.

World PT Day 2027-29 will in turn focus on cancer, diabetes, and COPD/respiratory disease.

The 2026 campaign is focused around the following key messages.

Noncommunicable diseases

- People of all age groups, regions and countries are affected by noncommunicable diseases (NCDs).
- In 2021 43 million people died of a noncommunicable disease (NCD).¹
- Of all NCD deaths, 73% are in low and middle income countries (LMICs).²
- Physiotherapists are the movement and exercise experts. They can design an exercise programme tailored for your ability, fitness level and goals, and show you how to progress your exercises as you get fitter, stronger, and more mobile.

Cardiovascular disease

- Cardiovascular diseases (CVDs) are the leading cause of death globally.³
- Each year, cardiovascular disease (CVD) claims over 20.5 million lives⁴ - representing over 30% of all global deaths. 85% of these are due to heart attack and stroke. Over three quarters of CVD deaths occur in LMICs.⁵

Physiotherapists can help to prevent CVD. They:

- can help identify people at higher risk of heart disease
- design safe, personalised exercise programmes

- encourage regular physical activity
- promote early detection and early action
- spot warning signs ^{6, 7}

- Physiotherapists can help people manage their CVD, become more active, and reduce the chance of further cardiac events, such as a heart attack.

Stroke

- 1 in 4 of us will have a stroke in our lifetime, but almost all strokes can be prevented.⁸
- Just 30 minutes of exercise five times a week can reduce your risk of stroke by 25%.⁹
- Physiotherapists play an important role in reducing stroke risk, especially by supporting people to be more physically active and manage long term health conditions.^{10, 11}
- Rehabilitation is an important part of recovery after a stroke - it helps people get back to doing everyday activities, improves quality of life, and supports independence.^{12, 13}
- Exercise-based physiotherapy has been shown to improve physical function, mobility, balance, and quality of life at all stages of stroke recovery – from hospital care to long term community rehabilitation.^{14, 15}

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 2026: [International Confederation of Cardiorespiratory Physiotherapists \(ICCrPT\)](#); [International Neurological Physiotherapy Association \(INPA\)](#); [Natalie Fini](#); [Shirley Ngai](#); [Marco Pang](#).

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 this year's campaign.

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.



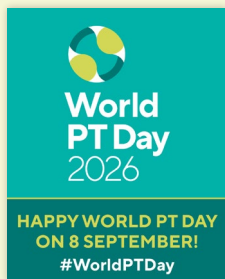
A t-shirt design

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



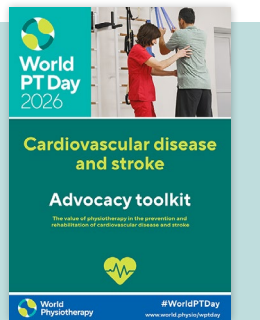
Information sources and additional reading

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



#WorldPTDay

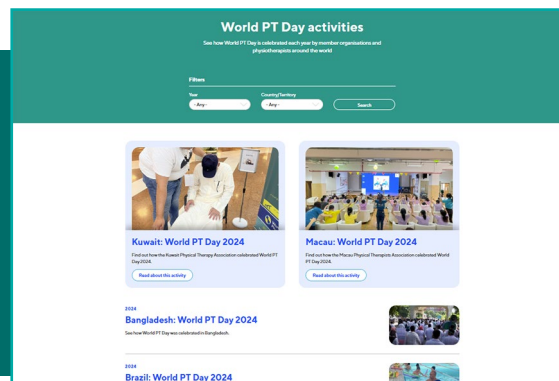
Social media hashtag

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 2025.

<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 or amplify many of the ideas listed here.

We have produced 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) such as in a park, shopping centre, or community centre – showing, for example, exercises and strategies that can help to prevent CVD and stroke.
- Talks and seminars either in-person or online, on how to reduce risk of heart disease - and that it's never too early or too late to start making healthier lifestyle choices!
- Display our posters and pop-up banners, and hand out our information sheets.
- Talks or events at rehabilitation centres demonstrating how to stay active even if someone has existing health conditions or is worried about returning to exercise.
- 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 people with cardiovascular disease, or who have had a stroke, to assess how physiotherapy can improve their 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 the prevention, management, and rehabilitation of cardiovascular disease and stroke.
- Promote the messages: 'Move more, at every age' and 'Start early. Stay active. Keep moving for life' to show the importance of exercise and physical activity across the lifespan.
- Promote physiotherapists as the movement and exercise experts.



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 webinar or other live discussion.
- Record a short video to share on social media, for example demonstrating some simple exercises to retain mobility and stay active.

Advocacy toolkit

- Use the information and resources in the advocacy toolkit to help you advocate for the essential role physiotherapy plays in in the prevention, management, and rehabilitation of cardiovascular disease and stroke 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>



REFERENCES



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World PT Day 2026

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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