National Event: World Physiotherapy Day 2026, Sri Lanka, Physio Life Care (Physical Medicine Rehabilitation Research and Innovation)

On World Physiotherapy Day 2026, Physio Life Care (Physical Medicine Rehabilitation Research and Innovation), in strategic collaboration with the Health & Beauty Club YouTube Channel, successfully executed a comprehensive 3-month public health campaign as the National event.

Aligning directly with the global WCPT directive—focusing on cardiovascular disease (CVD) and Stroke Prevention through Physical Activity—our campaign aimed to bridge clinical rehabilitation, research innovation, and public outreach. Over the past quarter, our efforts reached tens of thousands through broadcast television, digital media platforms, interactive lecture-demonstrations, and groundbreaking patented medical innovations.

Alignment with WCPT 2026 Directives

Our quarterly events specifically addressed the key directives outlined in the World Physiotherapy 2026 campaign toolkit:

Cardiopulmonary Health Focus: Promoting structured exercise to reduce CVD and stroke risks.

Long-Term NCD Strategy: Launching regional community initiatives in support of WCPT's 4-year focus on Non-Communicable Diseases (NCDs).

Public Education & Engagement: Translating clinical guidelines into accessible exercise and lifestyle recommendations for diverse audiences.

Campaign Highlights & Key Initiatives

1. Innovation in Physical Medicine: The "Cervi air" Sleeping System

Led by Dr. Sujeewa Weerasinghe and the Physio Life Care research team, we officially introduced the patented Cervi air Sleeping System.

Clinical Purpose: Engineered to maintain optimal upper airway alignment during sleep to prevent airway collapse.

Health Impact: Designed specifically to reduce snoring, mitigate obstructive sleep apnea (OSA), and prevent secondary cardiopulmonary complications linked to nocturnal hypoxemia and stroke risk.

2. Broadcast & Digital Educational Series

Partnering with the Health & Beauty Club YouTube Channel and national television networks: Television Broadcasts: Hosted multiple televised segments featuring clinical physiotherapists who demonstrated safe exercise protocols for cardiac recovery and post-stroke rehabilitation.

Digital Campaign: Produced targeted online video series focused on lifestyle modification, posture, and active movement to reduce hypertension and systemic vascular risk.

3. Free Community Lectures & Demonstrations

Executed interactive live workshops for local communities, senior centers, and health groups.

Conducted practical demonstrations teaching proper body mechanics, supervised exercise dosing, and early warning sign identification for cardiovascular events.

Key Outcomes & Metrics

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Key Outcomes & Metrics Indicator Outcome Details Outreach Scope

3-Month sustained campaign leading up to September 8, 2026

Core Theme Targeted

Prevention, Management & Rehabilitation of CVD and Stroke

Primary Media Channel

Health & Beauty Club (YouTube) + Regional Broadcast Television

Research Milestone

Public release and clinical demonstration of the Cerviair System

Community Impact

100% free public admission for all workshops and educational seminars

Future Roadmap

Physio Life Care remains committed to maintaining this momentum across the global 4-year NCD framework. Building on the success of our World PT Day 2026 activities, our center will expand clinical trials on the Cervi air system and continue leveraging open-access digital channels to promote movement-based health interventions.

Report Prepared and Submitted By:

P. W. G. Shirani Walpola

Managing Director

Physio Life Care (Physical Medicine Rehabilitation Research and Innovation)