



World PT Day 2026: physiotherapy for the heart and the brain

From Rome to communities across Italy, AIFI and FNOFI raised awareness of the role of physiotherapy in cardiovascular disease and stroke to institutions, healthcare professionals and the citizens.

Physiotherapy can support people throughout their care pathway from promoting active lifestyles and reducing modifiable risk factors to supporting the recovery of motor and functional abilities, with the aim of promoting autonomy, participation and quality of life. To bring this message to life, AIFI organised an institutional event in Rome, a social media campaign and a network of initiatives across the country.

The round table

AIFI and the National Federation of the Orders of the Physiotherapy Profession (FNOFI) held the roundtable “The crucial role of physiotherapy in the prevention, treatment and rehabilitation of cardiovascular disease and stroke” at the Italian Ministry of Health in Rome. The event brought together representatives from national and regional institutions, healthcare professionals, the scientific community and patient associations to discuss the role of physiotherapy across prevention, treatment

and rehabilitation. The discussion highlighted the importance of strengthening multidisciplinary, integrated and accessible care pathways that respond to people’s needs, ensuring timely access to rehabilitation, continuity of care and the translation of scientific evidence into clinical practice.



The social media campaign: the blue ribbon

Once again this year, AIFI celebrated World PT Day with a shared social media campaign that thrives on the participation of its members. From 5 to 13 September 2026, AIFI members, citizens and stakeholders were invited to share the blue ribbon, a symbol of the association's community, online.



Local events

AIFI's regional branches and specialty groups, often together with the professional Orders and patient associations, organised meetings, seminars and walks across Italy.

