



EUROPEAN REGION

**World Confederation
for Physical Therapy**

Report on Publication and Promotion 2008 - 2009

ADOPTED at the
**General Meeting 27-29 May 2010
Berlin, Germany**

REPORT ON PUBLICATION AND PROMOTION FOR THE YEARS 2008-2009

European Region of the World Confederation for Physical Therapy (WCPT)

Introduction:

The main objectives for Publication and Promotion during the period 2008/2009 were the development and presentation of the EU projects granted in the field of public health in the European Union. The achievement of the mandate from the 2008 General Meeting to create a foundation for the ER-WCPT Member Organisations and continue the representation and promotion of the Region through meetings and conferences.

Recommended activities 2008 GM

1. Collaboration with WCPT in the Development of its database
2. Implementation and evaluation of the EU Health programmes
 - Back Pain
 - Staying clean
3. Involvement of the Member Organisations and interactivity with them
4. Further promotion of the Physiotherapy profession and of the European Region itself
5. Update of the ER-WCPT website

PUBLICATION:

European Region Website

During the period covered by this report, the Regional website has been improved in order to be better informing the Member Organisations, physiotherapists, stakeholders and public in general.

Namely the following actions have been taken:

1. .Creation of a presentation about the ER-WCPT. The presentation had been created by the 2nd Vice Chairman, Roland Craps, approved by the EC and is available on: <http://www.physio-europe.org/public/File/ER-WCPT%20Presentation.pdf>
2. Creation of a button named About Physiotherapy. The Maltese Association is thanked for offering the explanatory video posted on the ER-WCPT website.

3. Creation of a button named Info4yourhealth with leaflets, promotional material and advertisement from the MOs. The material received is organised by categories and languages as follows.
 - Why a Physiotherapist?
 - Babies and children
 - Women's Health
 - The body and the Workplace
 - Sport and fitness
 - Smoking cessation
 - Search for topics of your interest (CSP publications)
4. Creation of a button named EU Matters with the following structure and information:
 - Patients right in cross border healthcare
 - News from the EU
 - Internal Market Information System (IMI)
 - EU Health Forum
 - Common Platform
 - E-health

At this point I would also like to note the reorganisation for better understanding of the Migration button including an update of the information from MOs on national migration procedures.

5. Creation of a button named Congresses with information from the two previous Education Congresses (Estoril 2004 and Stockholm 2008), and also announcing the next congress planed to be held in Wien in 2012.

During the next term, the Website, as a communication tool will be constantly updated and improved.

The Executive Committee would like to thank the German Association for its support to the website update offering free of charge its webmaster.

PROMOTION:

Participation in meetings

Public Health Programmes

Foundation

A. Participation in meetings

Members of the Executive Committee and the General Secretary have attended several meetings and conferences on behalf of the European Region. These include national physiotherapy conferences and also meetings of other health care groups such as

- WHO Europe Committee Meeting, on an annual basis.
- European Commission - DG Internal Market and DG Health and the European Parliament, regarding, the following matters:
 - Directive on Recognition of Professional Qualifications;
 - Internal Market Information (IMI) Patients right on cross border.
 - EU Health Strategies.
- European Health Forum – EHF
- European Public Health Alliance – EPHA
- European Health Professionals Associations
- 6th International Guidelines International Network (GIN) Conference

Further information on the above mentioned meetings is covered in the Chairman, EU and PI WG reports

The European Region of the WCPT had also contacts and meetings with the following Health Professionals associations:

- Standing Committee of European Doctors (CPME),
- Dental Liaison Committee of the EU (DLC),
- European Midwives Association (EMA),
- Standing Committee of Nurses of the EU (PCN),
- Pharmaceutical Group of the European Union (PGEU),
- European Union of Medical Specialists (UEMS),
- European Health Management Association (EHMA)
- European Federation of Public Service Unions (EPSU).

B. Involvement in Public Health Programmes

The Region presented the results of the EU granted projects: “Pain in the Back” - Avoiding back pain in children and teenagers” and “Staying Clean - A Guided Exercise Programme for Stopping Smoking” on 21 – 24 April 2009, at the European Parliament in Strasbourg, France.

At the exhibition, leaflets and CDs containing the projects, information from the ER-WCPT, and material were distributed on health promotion and prevention from the following organisations. Austria, Denmark, Germany, Ireland, Norway, Spain and the United Kingdom

The Executive Committee and the colleagues from the Professional WG, Education WG and Member Organisations were at the exhibition presenting the projects, advising and informing about Physiotherapy.

A final report on the EU Projects development was also presented to the EU Commission as requested in the grant’s contract.

C. Foundation

Following the mandate from the 2008 GM held in Athens, the creation of a foundation of the ER-WCPT named: **European Foundation for Physiotherapy and Physical Activity of the European Region of the World Confederation for Physical Therapy** or, abbreviated **European Foundation for Physiotherapy and Physical Activity** (EFPPA) has started.

During the period 2008 - 2010 the ER-WCPT Executive Committee has been working on its statutes and the ER-WCPT Member Organisations have been invited to submit a mandate to be part of the foundation Special committee.

At the current time the following ER-WCPT MOs are listed as Founders: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Lebanon, Luxembourg, Malta, Montenegro, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey and the United Kingdom.

Further information about the foundation would be presented to the MOs during the 2010 GM in a separate agenda point.

Closing remarks

Excellent results have been achieved even with the limited resources included in the extraordinary budget for publication and promotion. During the next two years further actions would be undertaken to maintain the European Region well established and as the European voice for physiotherapy.



Eckhardt Boehle

Treasurer of the European Region of the WCPT