CAMPAIGN KIT



CPA NATIONAL OFFICE

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ABOUT #NPM2023

May 2023 National Physiotherapy Month

Physiotherapy:
Leading Action
Toward Better
Pain Management
and Rehabilitation



BACKGROUND

The Canadian Pain Task Force (CPTF) released three reports mapping the burden, gaps, and recommendations of pain care in Canada.

The CPTF reports were written without naming any specific profession. Physiotherapy has an opportunity to step up to the plate as the leader in relation to the non-pharmacological pain management and rehabilitation items in the 2021 report, <u>An Action Plan for Pain in Canada</u>.

The CPA's Working Group on Pain Advocacy has developed a position paper that identifies how physiotherapists are ideally positioned to lead action toward better non-pharmacological pain management — as evidence-based care providers, educators, and researchers.

PROJECT DESCRIPTION

National Physiotherapy Month Launch Date

May 1, 2023

2023 Theme

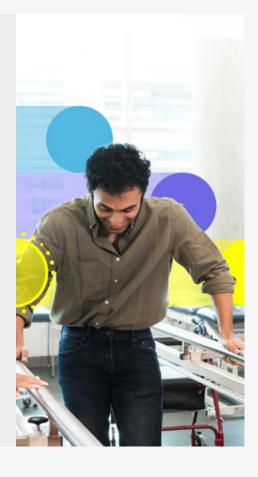
Physiotherapy: Leading Action Towards Better Pain Management and Rehabilitation

Purpose

Demonstrate the leadership role physiotherapy professionals are taking on non-pharmacological pain management and rehabilitation in Canada

OUR GOALS AND OBJECTIVES

- To create an organizationally coordinated National Physiotherapy Month campaign that details how physiotherapy professionals support nonpharmacological pain management.
- To inform and educate key federal government, targeted ministries, and stakeholders about the role of physiotherapy in pain management.
- To respond to the Canadian Pain Task Force Report and to influence change at the policy and decisionmaker level.



KEY MESSAGING

- National Physiotherapy Month is an opportunity to celebrate and recognize the incredible contributions that physiotherapy professionals make to the health and well-being of Canadians.
- Physiotherapy professionals are leaders in the non-pharmacological pain management and rehabilitative care of Canadians.
- Physiotherapy professionals are taking action to advocate for increased supports for those living with chronic pain — including by responding to the calls for an action plan on pain from the Canadian Pain Task Force.

HOW TO PARTICIPATE

Download and share the CPA position paper, infographic, and poster. Support our campaign via social media channels by leveraging the templated messaging above and the social media kit provided. Feel free to tailor the social media assets to your needs.

SHAREABLE ASSETS

Position Paper

Press Release

Social Media

Infographic

Posters

EMBARGOED CONTENT: Please note that all materials linked from this kit are embargoed until May 1, 2023. We ask that you please refrain from sharing any of these materials publicly until after the CPA officially launches National Physiotherapy Month on May 1.

Physiotherapy Practice Magazine (Launches May 1st)

ASSETS

SOCIAL MEDIA

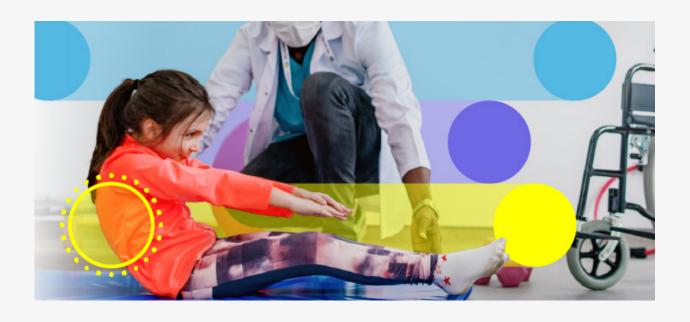






POSTERS





CAMPAIGN TIMELINE

THE NPM CAMPAIGN LAUNCHES ON MONDAY, MAY 1, 2023, ACROSS ALL CPA CHANNELS

ASSET	DATE	TOPIC
LAUNCH EMAIL, SOCIAL MEDIA	MAY 1, 2023	LAUNCH
POST 2 SOCIAL MEDIA	MAY 3, 2023	SOCIAL MEDIA KIT /ENGAGEMENT
POST 3 SOCIAL MEDIA	MAY 9, 2023	PTA DAY
POST 4 SOCIAL MEDIA	MAY 16, 2023	REPORT INFOGRAPHIC
POST 5 SOCIAL MEDIA	MAY 23, 2023	HIGHLIGHT ON REPORT RECOMMENDATIONS
POST 6 EMAIL, SOCIAL MEDIA	MAY 31, 2023	FINAL POST AND THANK YOU

KEY CONTACTS

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