

## Win Money for Promoting Physical Therapy

Let us know what your clinic is doing to promote physical therapy, and you could be placed in a drawing for \$100. Send us an email telling us (1) About the event(s), (2) Approximately how many people attended, (3) How the event(s) raised community awareness of our profession, (4) Feedback you received from participants or attendees.

We will draw a winner at the end of each month from all entries received by the 20th. We strongly encourage winners to use the money on a future public relations and/or community awareness activity. Submissions will remain eligible for the contest until deemed a “winner” or the contest ends in December 2011.

The submitting person or person(s) must be APTA/KPTA members. We strongly encourage your clinic to incorporate the brand “Move Forward” into your activities. More information about the branding campaign can be found by clicking on the Brandbeat button on [www.apta.org](http://www.apta.org) or by contacting the KPTA Public Relations Chair, Christina Wisdom, at [c.wisdom@earthlink.net](mailto:c.wisdom@earthlink.net).

Some ideas you might consider:

- Back safety inservices to community agencies
- Presentations to local support groups
- Presentations for high school students
- Sponsor a “fun run or walk” or movement-related activity
- Write an article for your local newspaper about physical therapy and its benefits
- Create a short video about physical therapy for your local television station
- Promote physical therapy on a local radio station
- Balance screenings
- Hold or participate in health fairs or community events
- Provide community education seminars/lectures

Be creative and let’s “Move Forward” by continuing to promote physical therapy!

KPTA Public Relations Committee