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Chipperfield, Sarah

Physios say...Move for health

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THE CHARTERED SOCIETY OF PHYSIOTHERAPY

Sarah Chipperfield
With students Tom Foulstone
Hannah Beswick

MfH project

Launched by the Chartered Society of Physiotherapy in 2009
Will run up until the 2012 Olympic and Paralympic Games

- Partner with Change 4 Life

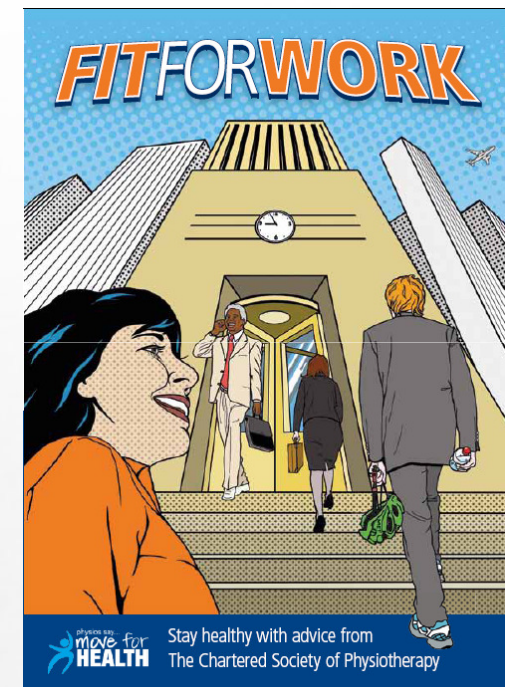
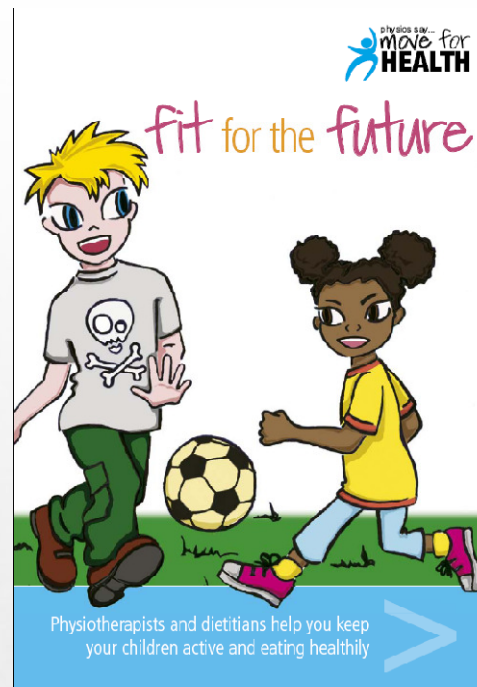
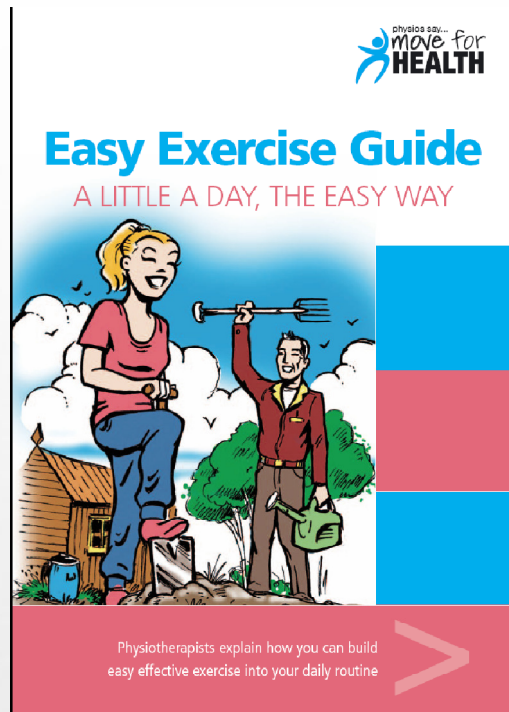
Aims to highlight the contribution physiotherapy makes to the prevention of illness and the promotion of healthy lifestyles, particularly through enabling PHYSICAL ACTIVITY.



THE CHARTERED SOCIETY OF PHYSIOTHERAPY



MFH Campaign



MFH Campaign - still to come

- Fit for work (2010)
 - Leaflet for manual workers
 - Toolkit for employers to support physical activity at work
- Older people (2010-11)
 - Active ageing leaflet
- Olympic Games & MFH (2010+)



MFH Champions

- 152 Champions
- 27 Student Champions
- Champions reference group
- Champions News

- **MFH Champions Conference!**
Public health learning and support
for Champions fulfilling their role



Physiotherapy Perceptions

Interactive Websites

Focus Groups across the UK

Findings:

- Definitely a role for PT in public health agenda – unsure what that looks like in practice
- Varied understanding of what public health means
- Blurring of professional boundaries
- Well v ill population – what is role of the Physio?



Public Perceptions

63% said they don't do enough exercise

20 % exercise one a month or less

13% know how much exercise they need to do each day

56% think the amount of recommended exercise is less than it actually is

53% would take more regular exercise if they could fit it into their daily routine



MfH Project – How can students get involved?

- Become a MFH Champion!
- Promote Physiotherapy & Public Health resources to HEI colleagues and clinical colleagues
- Promote health within University student and staff community
- Involved with health promotion initiatives to promote the role of physiotherapy within health promotion



The Leeds Abbey Dashers



The Leeds Abbey Dashers

- Involved student MfH champions Tom Foulstone and Hannah Beswick
- Liaison with MfH academic champion and the CSP
- Potential for large scale local publicity
- Local newspaper involvement
- Promotional t-shirts worn
- Promotional literature distributed



Challenges for champions!

- Keen champions, but hard trying to get all three years to meet
- Students often on placement so unable to participate in university or community activities
- Publicity! *How to get people interested?*
- Financial



Future Plans?

- Health promotion in schools
Healthy Schools Days
- Ballroom dancing classes
- Continuing publicity during charity events
- Events involving the student union, possible involvement with freshers' induction week



For more information...

- CSP website

www.csp.org.uk/moveforhealth

- Move for Health network on iCSP

www.interactivecsp.org.uk

- Email

moveforhealth@csp.org.uk

- Sarah Chipperfield

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