



Public Relations **Progress Report**

APTA-NY

WAV strategies



Introduction:

- Brief overview of media deliverables and ROI generated by the public relations strategy.
- Strategy and execution done in partnership with APTA-NY.
- Progress since our last report to the Board of Directors in October 2023.



Access to Health (A2A) Messaging Reminder:

- A2A is a public awareness campaign designed to educate people about the health benefits of physical therapy.
- Access to physical therapy services without a referral from a primary care physician.
- Educates the public on how patients with certain conditions may benefit from physical therapist treatment.
- Leverages local physical therapists, physical therapist assistants, and physical therapy students to provide physical therapist assessments.



Access to Health (A2A) Messaging Reminder - Continued:

- In partnership with organizations across the state (Rivers Casino and Resort Schenectady and Nazareth University)
- Serves as a conduit for patients seeking relief, helps grow the practice of local physical therapists, raises awareness via media exposure, complements lobbying strategy
- Educates the public on the professional qualifications and stringent educational requirements (PTs and PTAs)
- Amplifies APTA-NY's leadership role advocating for the profession
- Counters misinformation



Media Releases & Social Media

- Physical Therapists Work with Governor to Raise Practitioner Standards - 11/2/23
- LinkedIn Posts - 11/10/23
- Nazareth University Free Health Assessment Event - 11/27/23
- Valentine's Day/Heart Health Month - 2/10/24
- PT Doctoral Degree requirement and PTA Licensure - 2/20/24
- Valentine's Day/Heart Health Month- 2/13/24
- MS Awareness Month - 3/22/24
- APTA-NY Lobby Day - 4/16/24

Access to Health Event Media Initiatives and Coverage:

Nazareth University Free Health Assessment Event - 12/4/23:

- This free physical therapist assessment event in partnership with Nazareth University generated substantial media coverage in the Western, NY market
- Network coverage on NBS and ABC affiliates in the day leading up to the event as well as day of event coverage
- Pre-event promotion, day of promotion, day of coverage and interviews

TV Coverage and Links

- [WHEC \(NBC\) 12/3/23 6:21, 7:20, and 7:55 AM](#)
- [WHAM \(ABC\) 12/3/23 11:29:25 PM](#)
- [WHEC \(NBC\) 12/4/23 4:45, 5:54, 6:55, 7:28, 8:59 AM](#)
- [WHEC \(NBC\) 12/4/23 12:05 PM](#)
- [WHEC \(NBC\) 12/4/23 4:11 PM](#)
- [WHEC \(NBC\) 12/4/23 5:07 PM](#)

Newspaper Coverage and Link:

- [New York's Physical Therapy Assistants Elevated to Licensed Professionals](#) – **Niagara Frontier Publications**, February 21, 2024

PAID MEDIA: \$45,000



Spectrum Story on “Shortage of Physical Therapists” – December 17, 2023

Spectrum's Seth Voorhees covered the critical workforce shortage of physical therapists in New York State.

The statewide story featured an appearance by Marcia Spoto and Nazareth University physical therapy major Nikolas Lamphear.

⇒ **\$110,000 paid media value (\$1,000x10x10+\$10k)**

Spectrum Capitol Tonight “Lobby Day” Story – April 29, 2024

- Spectrum News' Capitol Tonight statewide public affairs show ran an extensive expose highlighting APTA-NY's efforts to expand access to physical therapist treatment as part of its Access to Health Campaign.
- The interview was filmed during APTA-NY's highly successful lobby day and resulted in a seldom seen 4.5 minutes of coverage during primetime.
- Along with a nearly three-minute edited segment which continues to be available online.

[Spectrum News Website Story](#)

[Link to Capitol Tonight Story Full Video](#)

⇒ **\$115,000 paid media value**



TOTAL PAID
MEDIA
VALUE:

\$270,000 OVER 7-MONTHS



PARTNERSHIP DEVELOPMENT

- Developing and securing opportunities for APTA-NY to network and **develop relationships** with prominent trade associations and government entities at no cost to APTA-NY.
- The purpose of these partnership opportunities is to **identify constituencies that would benefit** from the Access to Health campaign by improving workplace conditions and employee morale
- Reduce occupational injuries and/or facilitate quicker healing **to mitigate associated workforce shortages**.
- Subsequent **media opportunities** as well.
- NY Assoc. for Pupil Association – July 2024 wasn't doable.



New York State Association of Sheriffs Conference:

- Secured an opportunity for APTA-NY to participate in the annual conference for the New York State Association of Sheriffs to be held from July 22-25 at Turning Stone Casino and Resort.
- This conference will bring Sheriffs from across New York together to discuss the latest developments and challenges in law enforcement.
- Addressing the shortfalls in recruitment and the physical stress this places on existing deputies who find themselves working longer hours often while struggling with work-related injuries.
- The Sheriffs' Association has given APTA-NY full latitude.
- Can range from a presentation on how physical therapist treatment can address these challenges all the way to physical assessments.

THANK YOU.

QUESTIONS & COMMENTS.

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