

MOVE CALIFORNIA BACKGROUND

Formed in the early 1970s, the California Physical Therapy Association (CPTA) is a statewide association for physical therapists and physical therapist assistants maintaining a strong presence in legislative and regulatory affairs and reimbursement at the state level to ensure the interests of its members and the public are represented. Through its print publications and website, CPTA keeps its members apprised of the latest news and information related to their profession.

Move California is a special statewide, public education campaign presented by CPTA to educate and motivate Californians about the critical need for an active, healthy lifestyle and the fundamental role that physical therapists play in helping people to attain and sustain such a lifestyle.

The foundation of *Move California* rests on the fact that physical therapists are experts in physical movement and performance and can improve the lives of people through instruction and education on proper body functions. And, they can teach people how to avoid injury by incorporating personalized, safe, healthy exercise, and activity into daily lives.

The *Move California* campaign includes different modules and educational materials on such topics as Back Pack Safety, Fall Prevention for the Elderly and more. Through the campaign, *Move California* aspires to educate Californians on how to avoid potential injuries. Proper stretching, along with appropriate lifting and strengthening techniques, must be practiced to escape injuries that could become lifelong problems.

Overall, *Move California* seeks to create a healthier population through education and outreach emphasizing the importance of daily physical activity and its contribution to a lifelong benefit of improved quality of life for Californians.

CPTA educates California residents about the attributes, benefits, and value of physical therapy and meets the physical therapy needs of California residents through the development and improvement of physical therapy education, practice, and research.

As a chapter of the American Physical Therapy Association, CPTA is the third-largest physical therapy association in the world and remains the most strident voice for the physical therapy profession in the state of California.

CPTA offers numerous opportunities for its members to voice their opinions about the future of their profession, to expand their professional network, and to enhance their expertise. With opportunities like Town Hall Meetings, District Meetings, Special Events, Continuing Education Courses, and Annual Conferences, CPTA provides opportunities for physical therapy professionals to keep in contact with people who share their interests and ideals – people who care deeply about the future of their profession.