

## HOW TO PROMOTE YOURSELF, YOUR ORGANIZATION AND THE PROFESSION OF PHYSICAL THERAPY

Below are several suggestions to help you promote the physical therapy profession. This document should serve as suggestions and is not intended to be a complete list of all items to consider.

- Affix a label with your practice contact information to any APTA informational brochure and have them available in your waiting room.
- List yourself and practice on APTA's "Find A PT" website.
- Adapt any of CPTA's eight *MoveCalifornia* complete PowerPoint presentations and make a presentation in your community.
- Use CPTA's pre-made *MoveCalifornia* print advertisements to run an ad in your local newspaper. If cost is an issue team up with some other local practices.
- Use CPTA's "How To" documents to help you find events in your community and organize a booth for an event.
- Distribute professional cards that include your titles and credentials. Bring these cards everywhere you go. Give them out liberally.
- Place handouts in the waiting room such as the "What is a Physical Therapist?" brochure.
- Hang your license, diplomas and certifications on your office wall.
- Insert a flyer in your local paper with your name, title, credentials, location of the practice and role description.
- Join a local speakers' bureau and speak at civic meetings.
- Speak at PTA meetings, health fairs, Sports Basement, local running groups such as TNT or local roadrunners group.
- Volunteer to provide fitness screenings at health fairs for middle or high school children.
- Write a health column for a local newspaper.
- Contact your local TV or radio station to be an expert on health matters.
- Network at conferences in the community and at professional meetings.
- Meet with local legislators to promote physical therapy and our current state and federal bills.
- In-service fellow staff about the importance of professional involvement on the local level as well as membership.
- Volunteer at any local sporting events where athletes might need consultation and assistance. You know the MDs, DCs and ATCs are already there.