



INTERNATIONAL
SOCIETY FOR PROSTHETICS
AND ORTHOTICS

ISPO Awareness Raising Campaign



Empowering people with impaired
mobility to reach their full potential



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Vision

A world where barriers to social inclusion and mobility are reduced or eliminated as a result of improved access to P&O care and mobility devices



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Our Mission with



Empowering people with impaired mobility to reach their full potential

- **Raise public and decision makers' awareness** of the importance of P&O and assistive health technologies (AHT) to transform the lives of persons with impaired mobility and integrate them into society.
- **Create a global movement around improved access** and provide a central platform around which all local and national players can build.
- **Promote the independence and empowerment** of people with impaired mobility through actions which support equal access to pursuing education, professional ambitions and social activities.
- **Develop a more contemporary image of P&O** through telling personal, human stories of users – both success stories, and stories of adversary – to present the issues of P&O and mobility device usage in a more understandable and connecting way.
- **Use the power of social media** to magnify and spread the #ISPOWER messages



Objectives

- Raise awareness of the rights and potential of persons with mobility impairments, and the power of access to appropriate, AHT devices to help users to contribute fully to society.
- Shift public perception towards the universal right to social inclusion and mobility.
- Raise awareness of mobility and P&O services availability especially in less resourced settings.
- Support users' call for access to P&O services, increased P&O training and quality of service delivery, etc.
- Provide users with an additional, global platform to raise their voice and step up their activities at local and regional level.



Campaign Objectives (continued)

- Stimulate Member Societies' local advocacy/awareness activities by providing them with materials guidance to use the campaign tools.
- Foster increased cooperation, knowledge exchange, information sharing, partnerships, etc. amongst P&O professionals across the world.
- Raise awareness of healthcare professionals of the importance of appropriate P&O service provision.
- Foster the multidisciplinary approach to P&O care.



Join us in #ISPOWER!

#ISPOWER

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