

# **Member Resource Pack**

# **W@W!**

## **workout@work**

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# Welcome to W@W!

W@W! is our long-running campaign that promotes physical and mental wellbeing at work. This year there's a new twist as members are being asked to focus on using it to influence local healthcare decision makers – encouraging them to choose physiotherapy in the future.

**Whether you're getting involved for the first time, or you're a seasoned pro, this pack provides all the information you need to design, promote and deliver a quality event that will successfully promote physiotherapy.**

**You'll find lots of information designed to empower you to use the campaign to influence healthcare decision makers as well as ideas and suggestions for getting started, tips on how to promote your event and advice on key messages which we hope will inspire you to keep the momentum going once your event is over.**

## The power to influence

Members\* have a critical role to play in helping decision makers to recognise the value of physio in primary care, and with a big push on this in 2017, we are encouraging you to run a W@W! event to target this audience specifically.

We must raise the profile of physiotherapy in primary and community care to protect and improve public access to physiotherapy services and members' jobs. This year's W@W! is an opportunity to make links with the local GP community and raise the profile of your service and what it offers for the local community.

This pack is for any CSP member interested in organising a W@W! event. The following pages offer suggestions about

suitable activities and also provide new resources to ensure your event runs smoothly.

W@W! events can take place anytime between 1 May and 31 July and the CSP Campaigns and Regional Engagement Team is on hand to offer support to members running an influencing event.

## Fit for work

Even though 2017 is all about influencing you can still get involved in the campaign if you want to focus solely on promoting the role of physiotherapy in keeping people fit for work. There are lots of ways to do this including distributing the CSP's fit for work leaflets, tweeting our W@W! messages, or holding an event of your choice or even a series of events across a week. You could also run an event at your own workplace, a public space or at another employer's premises and there is no need to do it all alone – share the workload by putting on a joint event with other members.

## CPD

The process of planning, delivering and evaluating a W@W! activity provides a great opportunity to build your CPD. The campaign helps you develop and evidence a range of behaviours, knowledge and skills that sit at the heart of physiotherapy practice. You will find a collection of CPD templates to help you plan, record and evidence how W@W! has contributed to your personal and professional development in your CSP ePortfolio account [www.csp.org.uk/eportfolio](http://www.csp.org.uk/eportfolio)

### Contact:

Mindy Daubeny  
and Catherine  
Chappell at  
[cre@csp.org.uk](mailto:cre@csp.org.uk)  
stating in which  
area you live  
for support.



## 1 May-31 July

Like last year W@W! is no longer attached to just one date and instead you can run an event anytime between 1 May and 31 July. However, when planning your event bear in mind that once you register it will take up to **two weeks** for your box of promotional items to reach you.

\*All CSP members can get involved in W@W! If you're a student, associate or retired member the information on the last page of this pack will provide advice on taking part and information on insurance cover.

# Promoting physiotherapy

**Workout@Work! is a lot of fun, but it's important to remember it's a promotional campaign designed to endorse physiotherapy. Weaving the messages below into communications about your activities will help make them more impactful and meaningful.**

**W@W! Key Messages to communicate during your activities:**

- **Staff sickness absence** in the NHS diverts vital funds away from frontline services. Find out how physios can keep your staff fit and healthy and reduce sickness absence in your community
- **Physios working in GP surgeries** improve the quality of services for patients, reduce costs and take pressure off GPs
- **Investment in staff health and wellbeing makes good business sense for employers** Latest figures show workplace sickness absence costs the UK an estimated £14.1 billion per year. Physios can provide expert advice, guidance and support to employees and employers to ensure staff remain fit for work
- **Fast and direct access to physiotherapy** at your GP surgery will help you get better and back to work more quickly following sickness or injury
- **Getting early access to rehab** in the community when people come out of hospital reduces disability and dependence on services and supports recovery.

**Some useful facts and figures about sickness absence that could support your case to host an event:**

- **41%** of all UK sickness absence is due to work-related musculoskeletal disorders
- **8.8 million** days are lost to work-related musculoskeletal disorders while 11.7 million are lost to work-related stress (Health and Safety Executive, Work Related Musculoskeletal Disorder Statistics in Great Britain 2015/16. London: Health and Safety Executive; 2017).

**The following webpages provide information to help you to elaborate on the key messages:**

**Primary Care**

[www.csp.org.uk/primarycare](http://www.csp.org.uk/primarycare)

**Fitness for Work**

[www.csp.org.uk/fitnessforwork](http://www.csp.org.uk/fitnessforwork)

**Occupational Health**

[www.csp.org.uk/occhealth](http://www.csp.org.uk/occhealth)

**Musculoskeletal Disorders**

[www.csp.org.uk/msds](http://www.csp.org.uk/msds)

**ROARRRR**



# Influential W@W! events

## Let's focus on results!

**Organising a W@W! event or activity that will enhance the reputation of physiotherapy with decision makers and influence them to choose physiotherapy in the future is important and straightforward.**

## Where do I start?

**It's easier than you might think. Consider your options by thinking about the following:**

- Do you know any local healthcare decision makers who you could easily invite to get involved?
- Could you approach your local surgery's Practice Manager or GP? Do you know anyone on the local Council? Have you ever made contact with your MP or elected representative? Are you friendly with a local Healthwatch or Patient Participation Group rep? Could you approach your employer's senior management team or chief executive and invite them to get involved in your W@W! activity?
- Take ten minutes to browse through your Linked In account. Do any of your old contacts now work in commissioning or for an influential organisation? If so, make the most of your connections and drop them a line explaining more about the campaign and how they can get involved
- Don't be afraid to step out of your comfort zone to establish a brand new contact if necessary. They can only say no and you've got nothing to lose.

## Influencing event ideas

**We have devised two results focussed event options that will tick the influencing box:**

### Option 1: Organise a profile-raising public event

You could organise a public facing W@W! session at a local venue with plenty of space and passers-by such as a hospital foyer or a local village hall. When considering a venue think about where you live and map out the options in your local area. Is your library a real community hub or does your town hall draw a crowd? Think about a busy local venue that would be a good space to promote the W@W! campaign to large numbers of people and importantly also attract a decision maker to attend too.

Whatever venue you opt for it's vital that you think about inviting decision makers like your local MP or councillor to come along and get involved. Their involvement will provide an opportunity for you to pitch the benefits of establishing swift access to community rehab to him or her.

It's a good idea to plan some publicity by inviting journalists

and arranging for a photographer to attend your event at the same time as your decision maker is due. The possibility of publicity can often help attract decision makers to an event too. Make sure you inform them about this aspect of your event plan when you invite them.

### Option 2: Take the campaign straight to their doorstep

You could organise for a W@W! activity to take place at a local healthcare decision maker's workplace.

Why not offer a free W@W! MSK workstation assessment for employees of a local Clinical Commissioning Group, Health Board or commissioning group or for a group of GPs at your local GP Practice? Many GP practices are closed on Wednesday afternoons and this could be a good time to gain access.

As well as carrying out an MSK assessment you could also take the opportunity to pitch the benefits of self-referral to physio in primary care to those with the power to make this happen.

See the appendix section on page 8 and onwards for a template letter to secure a venue for your W@W! event, a template letter to run a W@W! event at a decision-maker's workplace, a template to invite a decision maker to your event and advice on what to say when you meet a decision maker.

**Contact:** Mindy Daubeny and Catherine Chappell at [cre@csp.org.uk](mailto:cre@csp.org.uk) stating where you live for support.

## Fit for work activity ideas

**If organising an influencing activity isn't feasible there are lots of Fit for work focussed options to consider too:**

- **Lunchtime walks**, or organised sports like a game of rounders in the park
- **A talk about work-related MSDs** and a demonstration of exercises to help avoid them
- **Hula hoop challenge**
- **General health checks** or 'Health MOTs'
- **Pilates in the park** or workplace
- **'Climbathons'** – e.g. how long does it take staff to climb the height of Mount Everest using the office stairs
- **Posture checks** and easy exercise advice
- **Motion controlled video games sessions**
- **'Street Physio'** session to triage MSDs.



# Promoting Workout@Work...

## ... to your colleagues and the public

We strongly recommend that you wear your chartered clothing when hosting your event. It's a great way to show you're a member of the Chartered Society of Physiotherapy.

It's really important to promote your plans in advance of the event date via posters, emails, staff newsletters/ intranet and via any other channels that are available to you.

The CSP is soon introducing a Print on Demand system. Currently in test form, we are giving members taking part in W@W! a chance to try the new system in advance of its official release.

You can order a customised W@W! poster, either A4 or bigger A3 size, to promote your event. You'll get five posters with all your details printed professionally - sent to you completely free. Or get a quality PDF to print off copies yourself.

To try it out, just use the Print on Demand option on the W@W! resources page.

Make sure your details are correct before placing your order, as mistakes cannot be rectified.

## ...via social media

Social media is a great way to promote key messages about W@W!

In the week leading up to your event, start tweeting using the hashtag **#workoutatwork17** (and for all subsequent tweets about W@W!).

Remember to use the hashtag to join the conversation about keeping active at work throughout the year. Tweet **@thecsp** your photos and videos and tell us if you are hosting an event - we will retweet you.

Try to tweet on the day too as Twitter is at its best when content is supplied immediately.

**Below are some template tweets which you can use as a guide to promote your event:**

- Find out how physios can keep your staff fit & healthy & reduce sickness absence **#workoutatwork17** [*insert your event details*]
- More GPs are working with physios as a 1st point of contact for patients with

back pain & other MSK conditions **#workoutatwork17** [*insert influencer's handle here*]

- Our new animation delivers important advice on back pain - physios can ease pressure on GPs by reducing demand among this group of patients. See [www.csp.org.uk/yourback](http://www.csp.org.uk/yourback)
- Physios working in GP surgeries improve the quality of services for patients at less cost [*insert your event details*]

Weave the **key messages** from page 3 into all of your event promotion so there's no misunderstanding about how effective physiotherapy is

-Investment in staff health and wellbeing makes good business sense for employers **#workoutatwork17**

-Physios can provide expert advice, guidance & support to employees and employers to ensure staff remain fit for work **#workoutatwork17**

-Fast & direct access to physio at your GP surgery will help you get

better & back to work following sickness or injury **#workoutatwork17**

- Physios are experts in movement & can improve health and wellbeing keeping people fit for work **#workoutatwork17**
- Visit **@thecsp** website to find out how self-referral to physio in primary care reduces the pressure on GPs **#workoutatwork17**
- Early access to community rehab reduces disability and dependence on services **#workoutatwork17**
- We're signed up to **@thecsp #workoutatwork17** taking place [*date*], encouraging staff to take more exercise and improve their health





- For more information on how to get involved with **#workoutatwork17** visit **@thecsp** website **www.csp.org.uk/wow**
- Want your staff to be fit and active at work? Then set up a **#workoutatwork17** event with **@thecsp www.csp.org.uk/wow**
- Keep up with the latest news from **#workoutatwork17** by following **@thecsp** and liking our Facebook page.

## ...to local media

We recommend that you consider approaching your local media if any aspect of your event might make it 'newsworthy'. For example, will your event include any of the following?

- **Attendance by senior local figures**, an MP, Trust chief executive or business leader etc
- **Good visuals/photo opportunities**
- **Interesting statistics** – e.g. will attendees have collectively climbed the height of Mount Everest, walked the length of the Channel Tunnel etc on completion of the event?

Included in this pack is a fit for work orientated template press release that you can tailor to suit your activity and send to local media outlets. If you're planning an influencing event the CSP Campaigns and Regional Engagement team is on hand to advise and assist with your media relations.

Email [cre@csp.org.uk](mailto:cre@csp.org.uk) with details of your event and please remember to let them know where in the UK you are based.

If your workplace, or the employer you are organising an activity on behalf of, has a press office, please let them know your plans before you approach the media. They might be willing to help secure some coverage of your event through their own communication channels.

### Top tips for working with the media:

- **Email your press release** in good time for deadlines. A weekly newspaper, for example, will need to be contacted at least five days before their publication date
- **Follow up your email** with a phone call. Journalists can receive hundreds of emails every day so make contact personally and encourage them to cover your story
- **Include your phone number** so the journalist can contact you easily – check your voicemail if you're away from your phone
- **Describe what pictures they could get** by attending, or who they could interview for a more detailed story
- **If you're offering photos/film**, ensure you have permission from participants to use their pictures for publicity purposes. A model release form is included in this pack
- **If a journalist asks you to give an interview**, let the CSP Press Office (and your own, if appropriate) know.



# Photos...

## ...capture and share your achievement

Don't forget to share photos of your event as widely as possible using social media. Twitter, Facebook and other online photo sharing platforms are quick and easy ways to celebrate your achievements, spread your key messages as far as possible and make further impact promoting the benefits of physio. When you share your photos online tag **@thecsp** and we will share them further. Don't forget to use the campaign hashtag **#workoutatwork17** too.



# Appendix

## Template letter to secure a venue for your W@W! event

Dear *(insert name)*

I am a chartered physiotherapist and I am planning a local event as part of The Chartered Society of Physiotherapy's national Workout at Work Campaign.

The event will invite local people to take part in an exercise programme designed to improve their overall health and wellbeing. As a fully qualified and insured physiotherapist, I will also be taking the opportunity to give advice on any musculoskeletal issues (like back and neck pain) as appropriate.

The campaign is designed to raise awareness of the value of physiotherapy in improving people's lives. As movement experts, physiotherapists are best placed to advise on effective exercise to help prevent and relieve long-term conditions. For more information on the role of physiotherapy in keeping people fit for work visit [www.csp.org.uk/fitnessforwork](http://www.csp.org.uk/fitnessforwork).

This will be a very worthwhile event that will benefit the local community and I very much hope you are able to support it.  
*(insert request for date, time and your contact details)*

Yours sincerely

*(your name, title, address etc)*

## Template letter to run a W@W! event at a decision-maker's workplace

Dear *(insert name)*

I am a chartered physiotherapist and I am planning a local event as part of The Chartered Society of Physiotherapy's national Workout at Work Campaign.

I would like to give your staff advice on keeping fit and healthy while at work as well as postural advice for staff who sit at their desks for the majority of their day. As a fully qualified and insured physiotherapist, I would also take the opportunity to give advice on any musculoskeletal issues (like back and neck pain) as appropriate.

To highlight the importance of fitness at work, you may be aware that sickness absence from work currently costs the UK £14.1 billion and 40 percent of all UK sickness absence is due to work-related musculoskeletal disorders. (facts sourced from the Health and Safety Executive).

If you would be interested in providing this opportunity for your staff, I could come into your offices for half a day to run a structured programme covering the key aspects of fitness and wellbeing while at work, including advice on preventing health issues that can arise from poor posture while working.

To arrange a date and discuss in more detail please contact *(insert your contact details)*.

I look forward to hearing from you.

Yours sincerely

*(your name, title, address etc)*



## Decision makers' invitation template

Dear *(Insert name)*

I am a chartered physiotherapist and I am planning a local event as part of The Chartered Society of Physiotherapy's national Workout at Work (W@W!) campaign.

I would be delighted if you would join me at the event so that you can find out more about the value of physiotherapy in improving people's lives.

*(Insert brief information about the event and a personalised reason why you've selected them to attend and flatter them into coming).*

The event is a great PR opportunity and I will be working with the Chartered Society of Physiotherapy's Campaigns and Regional Engagement Team with an aim to secure local media coverage of the event.

Fast and direct access to physiotherapy at GP surgeries helps patients get better and back to work faster following sickness or injury. To find out more about how increasing the availability of physiotherapy in primary care is a 'win-win' all around - for patients, GPs and NHS budgets visit [www.csp.org.uk/primarycare](http://www.csp.org.uk/primarycare).

The campaign will finish in July and this is the only event that I am hosting in X location therefore I hope that you can join me on this occasion.

*(insert event date, time and your contact details and request that they confirm their attendance by X time and date to you at your email address)*

Yours sincerely

*(your name, title, address etc)*

## Advice on what to say

It's good to test yourself and get out of your comfort zone once in a while. Organising an influencing event can be a chance to do this, but meeting an influential person can be daunting. To combat this, we recommend that you use the following advice when meeting with healthcare decision makers.

Preparation is key. Think ahead and before your event ensure that you equip yourself with as much information as possible about your guest. Google them so you know what they look like. Know what time they are expected and have their contact number if possible. Make sure that you give them your mobile number and send them an email before the date sharing all the vital information - when, where and who they are meeting, where they can park and what time they are expected.

When the moment comes try to stay calm, stick to the key messages outlined below and be welcoming and confident. Don't be overawed, take control and introduce yourself. You treat a wide range of patients and this person is no different to them.

Stay in control and give a brief explanation about who you are, what you are doing at the event and why you invited them.

Explain if there's a photographer present and make sure that she/he has been introduced to any other influential guests.

If you plan to carry out a specific activity with the influencer like a posture check for example get straight to it.

During this one-on-one time with the influencer make sure that he/she hears the campaign key messages from page two of this pack.

Follow this up by giving him/her an information pack to take away. The CSP will supply you with key leaflets.

Finish by telling the influencer that you plan to contact them to follow up on your meeting with any evidence or examples you might have mentioned and will be in touch.

Give them one of your business cards and ask if you can have theirs too. Thank them again for attending and make sure that they know you're available if they want to discuss anything further.

## Template Press Release

If you are organising an event or activity that is designed to influence decision makers then the CRE team will assist you with writing a press release. Contact [cre@csp.org.uk](mailto:cre@csp.org.uk) to find out more about this offer.

Alternatively, if you are organising a Fit for Work orientated event or activity please use the template below to write your own press release.

Date: XX-XX-XXXX

<insert company name> staff get set for W@W!

Staff at <insert company name> in <insert place> will be learning how simple small changes can lead to a fitter and healthier lifestyle on <insert date>.

The <event/initiative etc> has been organised by local physiotherapist/s <insert names/s> as part of the Chartered Society of Physiotherapy's nationwide campaign, which aims to encourage employees to avoid poor work habits and take more exercise. The campaign also highlights to employers the benefits of having a fitter and healthier workforce. <insert company name> staff will be doing <insert details >.

<insert spokesperson's name>, <insert company name> <insert job title>, said: "Our Workout at Work event is a great way for us to encourage our staff to improve their health and take more exercise."

Chartered physiotherapist and event organiser <insert name> added:

"Our event will encourage employees to build more physical activity into their working day and explain how sedentary postures and repetitive movement can be managed to help prevent them being detrimental to health or ultimately affecting performance at work."

<insert name> recommends the following low or no cost ideas to employers:

- encourage staff to take breaks and get active
- ensure staff receive appropriate work station assessments and advice on carrying out their job safely
- create a work culture which supports a healthy work-life balance
- provide a staff notice-board where healthy eating and exercise information can be displayed. For example, a map of local lunchtime walks
- encourage staff to report any physical problems early when they are easier to treat
- encourage participation in physical activity and sports
- provide flexible working if you can.

For further media information please call < your name> on <your phone number (mobile and landline if possible) and email address >.

Notes for Editors:

1. For more information on the role of physiotherapy in keeping people fit for work, please visit [www.csp.org.uk/fitnessforwork](http://www.csp.org.uk/fitnessforwork)
2. For free leaflets on becoming more active, visit [www.csp.org.uk/leaflets](http://www.csp.org.uk/leaflets)
3. The Chartered Society of Physiotherapy is the professional, educational and trade union body for the UK's 56,000 chartered physiotherapists, physiotherapy students and support workers.

## Template letter to employers

Dear *(insert name)*,

I'm writing to inform you about a UK-wide health and wellbeing initiative, Workout at Work (W@W!), which is run by the Chartered Society of Physiotherapy (CSP) and sees hundreds of physiotherapists arrange events for staff in workplaces ranging from factories and hospitals, to offices and shops each year.

As a member of the CSP who wants to help people lead healthier lives, I would like to organise a free event/activity to promote the aims of W@W! to *<insert company name>* employees. This event could be *<insert details of the activity you'd like to do>*.

The Health and Safety Executive estimates that workplace illness and injury costs the UK £14.1 billion. Poor work habits can affect a worker's health and quality of life. They can also reduce productivity, lower customer satisfaction and lead to recruitment costs from hiring replacement staff for those who become ill.

W@W! aims to get people more active and lower stress by getting employees to assess their activity levels and identify ways of building more physical activity into their day. There are many ways to do this that are free or inexpensive and that don't impact on 'work time'. The main aim of W@W! is to kick-start people into developing healthier work habits.

I hope that W@W! is something you would be interested in supporting. Please contact me on *<insert contact information>* or if you would like further information, visit [www.csp.org.uk/fitnessforwork](http://www.csp.org.uk/fitnessforwork) to find out more about how physiotherapy can keep people fit for work.

In the meantime, I will contact you to discuss this further.

Yours sincerely

*<your name, title, address etc.>*

## Template letter to communications team/press officer

Dear *(insert name)*,

I'm writing to inform you about a health and wellbeing initiative, Workout at Work (W@W!), which is an established campaign run by the Chartered Society of Physiotherapy (CSP).

Over the years, members of the CSP have arranged events for staff in workplaces ranging from factories and hospitals, to offices and shops. They have often been successful in securing positive media coverage in key outlets including BBC News, The Daily Mail, The Daily Express and leading regional titles.

As a CSP member I'd like to organise an event/activity to promote the aims of W@W! to *<insert company name>* employees. The event will be *<describe what you plan to do>*

W@W! aims to encourage healthier lifestyles and to highlight the importance of building some movement or physical activity into the working day. It presents you with an opportunity to show *<insert company name>* as an organisation that cares for its staff and actively promotes healthy living. It may be a chance to attract some positive media coverage, too.

In organising this event, I have been working with *<insert names of colleagues you've worked with>* and I hope to attract *<insert the number of employees you are hoping will participate in your event>* to take part in the event.

I have been given a template press release by the CSP to target local media, and I'd like to discuss this with you at a convenient time. This may be something you could also use in relevant in-house publications or on social media.

I hope that W@W! is something you'd be interested in supporting and helping to promote to staff/colleagues and the media. Please contact me if you'd like to discuss this further.

The CSP Campaigns and Regional Engagement team can be contacted on 020 7306 6666 or email [cre@csp.org.uk](mailto:cre@csp.org.uk).

Yours sincerely

*<your name, title, address etc.>*



## Model release form

Please ensure all participants who will be in the photography/film fill in a copy of this form

### Photographs taken/filming conducted at:

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I authorise the Chartered Society of Physiotherapy to use photographs/ images or films from this event in any of its printed publications / other materials / on its website / online sites (e.g. social media) \* to positively promote the use of physiotherapy.

Name:

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Signed:

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Date:

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Address:

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\*delete as applicable

Do you consent to the Chartered Society of Physiotherapy supplying your image to third parties, such as the media, or partner organisations? The CSP does not accept any money for this.

Name:

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Signed:

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Date:

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Thank you for your co-operation.  
The Chartered Society of Physiotherapy

## Event planning checklist

### Top tips to get results from your influential W@W! event:

- **Find a suitable local venue** with lots of room and a high number of passers-by for option 1
- **Research your local GP practices** and healthcare decision makers' workplaces and decide which one could make a good venue for option 2
- **If your employer has a communications team** it's a good idea to inform them of your plans as they may be able to assist with promoting your event internally with colleagues and offer assistance with the media
- **Think about which influential decision makers you could invite.** Consider your local MP, budget holders for primary care including CCGs, Health Boards in Scotland and Wales, Local commissioning group in NI, STP contributors, patient participation groups and your local Healthwatch Chair
- **Set a date** – schedule your event with enough notice so that you improve your chances of influential decision makers being able to attend
- **Approach your chosen venue** and seek permission to use the venue on your chosen date and time – see template on page 8
- **Invite your influential decision makers** to the event by email, telephone call or letter – see template on what to include on page 9. Include information about the publicity opportunities, the campaign and full details of what will be required of them including the time and length of their visit
- **If you are on social media** start to Tweet and post about your event. Copy in your influential participants' handles. If you're not on it then create a handle and get Tweeting!
- **Make sure that you contact the Campaigns and Regional Engagement Team at the CSP** and take advantage of the chance to gain advice and assistance from a team of experienced PR and event management professionals
- **Once you know which local decision makers are attending your event do some research on them.** They will be flattered if you show that you understand their background and role and research could help you personalise your reason for choosing them to attend
- **Pin down an outcome or result that you hope to achieve** from your interaction with a decision maker. It may be that you wish to inform a local commissioner about the value of physios in primary care
- **The local newspaper will sometimes send a photographer to an event,** but if not consider other photography options. High quality, well thought through shots are key. Action shots are hard to capture so take the time to set-up some staged group shots
- **Consider how you will handle speaking to your influential guests.** Get organised and think ahead, prepare what you are going to say to them in advance. Remember to be confident and take control. For more on what key messages to include in your pitch see page 3

- **The work hasn't finished once your event is over!** Ensure that you follow-up with the influential decision makers and start to develop an effective working relationship – tell them that you will be in touch and follow this up with an email or phone call.

### It may sound obvious but don't forget to:

- **Obtain appropriate permission** to hold the event
- **Book a room or location for the event**
- **Ensure you have sufficient professional and public liability insurance** for the activities you are considering
- **Conduct a risk assessment**
- **Remember to get any consent forms signed** so you can use photos/images that are taken and to act in accordance with HCPC and CSP standards
- **Please complete our online feedback form** and share your photos.



## Professional and public liability insurance (PLI)

It's important to ensure you have sufficient professional and public liability insurance cover for the activity you have planned.

If you are employed, and your W@W! initiative relates to this employment, first check whether you would be covered by your employer for the activities you are proposing. If, for example, you are employed by the NHS you should be covered by your Trust's/employer's vicarious and employer's liability insurance, but you will need to confirm this before undertaking your initiative.

We advise that you hold your own professional and public liability insurance, particularly if you are not employed as you would need to have sufficient PLI cover for the activities you are carrying out.

W@W! is a public health intervention aimed at increasing the activity levels of employees and is considered to be within the overall scope of the physiotherapy profession. As such, CSP members who hold public and professional liability insurance as part of their membership package at the time of delivering a W@W! activity, are likely to be covered in accordance with the terms of the policy. The CSP policy is provided to:

- Individual HCPC registered physiotherapists considered to be 'full-practising' in CSP membership categories B/B1, BE/BE1, L, or 'graduate unemployed'
- Physiotherapy support workers with CSP 'Associate' membership. The insurance is based on the associate only undertaking physiotherapy tasks and duties that have been delegated to them by a registered physiotherapist
- Student physiotherapists who are under supervision from an appropriately qualified member of staff
- Retired CSP members who are carrying out promotional work only. Therefore, activities including giving out leaflets and communicating the key messages of the campaign are covered. However, if a retired member veers towards giving clinical advice as part of their campaign activity then they will not be covered. To be clear, if a retired member undertakes any activity that is considered to be 'practising' physiotherapy, which includes giving advice and/or treatment then they are not covered unless they are in the 'full practising' membership category.

However, please check the terms of the CSP policy to confirm whether you would be covered [www.csp.org.uk/professional-union/practice/insurance](http://www.csp.org.uk/professional-union/practice/insurance) or contact the Graybrooks (CSP insurance brokers) directly [www.graybrook.co.uk](http://www.graybrook.co.uk)

N.B. *If you are booking any external providers for the day (e.g. a yoga or Pilates teacher) you should ask them for written confirmation of their insurance.*

## HCPC and CSP standards of physiotherapy practice

Members must act in accordance with their HCPC standards during their W@W! event. For more information, please download the standards of proficiency document from the HCPC website: [www.hcpc-uk.org](http://www.hcpc-uk.org). (See the HCPC Standards of Proficiency for Physiotherapists and the HCPC Standards of Code, Performance and Ethics).

In accordance with these standards you will need to undertake an appropriate risk assessment to determine whether there are any people for whom your proposed activities will be unsuitable and/or whether the area you wish to hold your event is suitable.

Where appropriate you should carry out individual assessments and keep a record of any issues and/or physiotherapy intervention. If this is not feasible (e.g. a lack of resource to carry out individual assessments for a mass group activity) risk should be minimised by providing as much information to the participant as possible.

For instance, prior to the event you could email an information sheet to people taking part outlining the purpose and goals of the activity. On this form, you would ask people to let you know if they have any health issues or concerns. Once you have this information, you may decide that you need to assess some of the participants before allowing them to take part

## Risk assessment information

Ask around your colleagues to see if any of them have experience of conducting a risk assessment and see if they will support you with this.

The Health and Safety Executive provide a host of information about risk assessing and specifically about how to do a risk assessment with examples. Visit [www.hse.gov.uk](http://www.hse.gov.uk) for more information.

### Further Information

If after reading this brief, you are still unsure about insurance related to your plans or have any questions, please contact the CSP Professional Advice Service on **020 7306 6666** or email [enquiries@csp.org.uk](mailto:enquiries@csp.org.uk)