



KEY MESSAGES

for the English Regional Networks

March 2017

W@W!

workout@work

Workout@Work! Warm Up

Our long running campaign that promotes physiotherapists as experts in movement and inspires employees to become more physically active to help them stay fit for work is returning in May. This year we are focussed on using Workout@Work! to influence decision makers so they are informed about the value and impact of physio.

The campaign will run for three months and this year has a particular focus on developing the role of physiotherapy in primary care. It offers an ideal opportunity to engage with GPs, policy makers, local stakeholders and businesses on a range of issues – from the solutions physiotherapists bring to an increasingly challenged primary care system, through to promoting physiotherapists as the experts in movement and well placed to keep staff healthy and in work.

Now's the time to start thinking about what you can do and importantly who you can invite along and show that physio works. REGISTER FROM MAY 1

#BackingRehab – Going to the polls May 2017

On 4 May there are local elections for all 32 Scottish councils, all 22 Welsh councils, 35 councils and 8 elected mayors in England. The CSP is calling on members to use this opportunity to put the spotlight on the need to invest in community rehab services and to build relationships with local elected representatives who may be useful contacts for promoting physiotherapy in the future.

It's easy to get involved. If you live in an area where there are elections, ask your local candidates to commit to #backingrehab for their local communities.

For a full briefing and further information on how you can take part visit:

www.csp.org.uk/members-backingrehab



CSP Mentoring Scheme

The CSP will soon be opening its Mentoring Scheme. The CSP Mentoring Scheme is designed to offer a route for career and continued professional development support to members via a digital portal. The CSP mentoring scheme is an opportunity for members to connect, learn and share with each other. Mentoring is a two-way process and benefits both mentees and mentors. To find out more about the Mentoring Scheme, email: mentoring@csp.org.uk

Have you read your local STP and are you ready to influence it?

Sustainability and Transformation Plans (STPs) are area-based five-year plans for health and care services in England. There are 44 STPs in total.

STPs have been produced by new regional partnerships of NHS providers, Clinical Commissioning Groups (CCGs), local authorities and other health and care services and will shape current and future health and care services in your area.

The plans propose big changes to health and care services in each part of England, so it is highly likely these will affect you directly in some way. It's important that every member speaks up for the physiotherapy profession.

Start by reading a Q&A on STPs at www.csp.org.uk/stps Think about how you can influence your local STP plan and look out for opportunities to get involved.

Pinpoint the pressure

Get involved in the CSP's Pinpoint the Pressure workplace campaign to help you work with colleagues to get workloads and stress under control!



To find out more contact your local CSP rep and visit: www.csp.org.uk/pressure

Members get active – transform, empower, influence

- The London Regional Network is taking action to increase practice-based learning opportunities. Their work started in February by hosting an event focussed on student musculoskeletal placement models that drive productivity, raise quality and deliver a legacy for the physiotherapy profession.

Delegates were provided with an opportunity to find out how high quality placements can be offered in new settings, areas of practice and roles without affecting productivity. Look out for news in Frontline about moves to increase capacity for practice-based learning.

- More than 40 members flexed their influencing muscles in the North West recently when they got the chance to meet with East Lancashire CCG's Commissioner Cathy Gardner and NHS England's David McNally at a Regional Network event. Cathy described the East Lancs Integrated Pain, MSK and Rheumatology Service, which came about as a result of successful joint working with commissioners, service providers and patient engagement.
- South East Coast based Consultant Physio Carol McCrum achieved a NICE Fellowship award and took the opportunity to promote physio via Twitter and directly to MP Caroline Ansell too.

Follow [@carolmccrum](https://twitter.com/carolmccrum) and take a leaf out of Carol's book and tweet about physio!

Are you planning to promote physiotherapy or would like to? If so, email the Campaigns and Regional Engagement Team at: cre@csp.org.uk to get support and advice.