

THINK PHYSIO

act local





**“All members
have a part
to play”**

Foreword

Like other professions operating in a difficult financial climate, physiotherapy is under pressure to demonstrate its value to budget-conscious healthcare decision makers. While the CSP works to influence the UK healthcare policy agenda from its headquarters in London - and our national offices in Wales, Scotland and Northern Ireland - we are now calling on all members to support our efforts at the increasingly important local level.

All members have a part to play in securing and developing the future of our profession. Whether that's ensuring STP leaders recognise the solutions physiotherapy can bring to some of their local challenges, or rolling out a CSP campaign to your community, it's often easier when we work together. There's no time like the present, so read on to find out how you can join forces with your peers and do your bit for the profession by getting actively involved with your CSP regional network.



Karen Middleton, CEO

more regional structures

Putting the case for more funding

Physio is the word

Putting the case for more funding

networking and influencing

Help defend local services and jobs

Let's spread the word!

Make every patient contact count

I want to promote physiotherapy to healthcare decision-makers

networking and influencing

Like-minded members

promote



Contents

<u>Campaign locally</u>	6
<u>Make every contact count</u>	8
<u>Development as a professional</u>	10
<u>Keep informed</u>	12
<u>Raise your profile and influence</u>	15
<u>Look to the future</u>	17
<u>Other CSP networks</u>	19
<u>Contact details</u>	21



Campaign locally

The financial crisis facing the NHS means physiotherapy services are increasingly likely to be subject to change, re-organisation and cuts.

Where the provision of physiotherapy is threatened, your regional networks are helping defend local services and jobs by co-ordinating protests and influencing commissioners to reach outcomes that are favourable to both the profession and its patients.

Members in the West Midlands collaborated on a successful CSP campaign against CCG proposals to restrict patient access to physiotherapy across Worcestershire. Local member activists came out in force to raise public awareness of the proposals.

Their efforts gained support from the local MP and Leader of the Council. "By using CSP campaign literature and drawing on the evidence-base, we were able to not only turn the decision around but encourage greater onward collaboration with the physiotherapy profession.

The CCGs sought our advice to help shape their plans for services in the future - a fantastic example of what can be achieved when members are empowered to promote physio." *Joint West Midlands Regional Network Chair, Sam McIntosh.*



“We turned the CCG’s decision around and encouraged greater collaboration with the physiotherapy profession”

**Worcestershire
No Physio, No
Way! campaign.**

Make every contact count

Our regional structures are increasingly taking networking to the next level.

The North West regional network views Devolution Manchester as an opportunity to influence at every level. Members are using events, social media and political lobbying as platforms to promote how physiotherapy can support the aims of the region's Health and Social Care Plan. Susan Pattison, clinical director at a physio-led falls prevention service in Bury, played host to Trafford Council Leader, Sean Anstee and showed him how Greater Manchester's future healthcare aims can be achieved with help from the physiotherapy profession. Speaking about the visit, Mr Anstee said: "I was really impressed with how people are being supported to lead independent lives and feel confident for their future."

East of England member Helen Preston worked with the CSP to design an event to influence healthcare decision makers and positively shape their opinion of physiotherapy. Helen successfully brought GPs, Patient Participation Group representatives and the Chair of Healthwatch Peterborough together with members to present the latest evidence on treatment for back pain and the effectiveness of physiotherapy in primary care.

"Helen's event was centred on bringing together influential guests from the heart of local healthcare decision making and promoting physiotherapy. It's one of many inspiring pieces of work being carried out by members in our region."
CSP East of England Chair, Dr Tracey Burge.



Right: Councillor Clive Furness, Newham Council Mayoral Advisor. Stratford Market, Newham London.



BACK PAIN MYTH BUSTERS

Myth: Moving will make my back worse

Fact: Moving is essential to keep your back healthy

Myth: A wrong move can permanently damage your back

Fact: Most back pain is caused by over-exercising or lifting incorrectly

Myth: Pain is a warning sign to stop moving

Fact: Pain is a signal to rest, but not a sign to stop moving

BACK PAIN MYTH BUSTERS

We're busting myths and reinforcing what the latest evidence says to lead your back

Fight the fear - move more

Most of us have experienced back pain at some point in their lives and it is one of the leading causes of extreme absence.

The good news: we are consistently learning more about it.

physical therapists

are the best people to help you understand your back pain and how to manage it. They can help you understand what is causing it and what your options are for treating it.

It's easy to understand why you

are so concerned about your back pain. The fear of another episode can be overwhelming. But you don't have to live with it. You can address the problem.

Problems in these myths could lead to

serious and long-term damage to your back. It's important to understand the problem and address it.

Develop as a professional

The Society's networks have a long tradition of improving the quality of physiotherapy practice in their local areas.

More than 100 members from the North East came together at an event focused on leadership and influencing. The event featured a presentation on the CSP corporate strategy by the CSP's Chair of Council, as well as a talk on valuable productivity and presentations from local leaders.

"This event was designed to help members think about their own personal leadership journey, challenge their normal behaviours and look at leadership options available in the North East. Our training and networking events work on the notion that by empowering members with knowledge and tools they will be able to position physio at the leading edge of transforming the delivery of health and social care in the region."

CSP North East Chair, Robert Goddard.

The Yorkshire and Humber regional network welcomed Dr Mick Thacker to Hull to present a lecture on pain management to more than 150 members. The presentation formed part of the region's work to celebrate the inspiring contribution that Louis Gifford made to physiotherapy and the positive impact this has had on the way patients are treated today.

"One of the network's key aims is to provide regular high quality learning events like this one. If this sounds like something you would like to get involved in delivering, please get in touch!" *Yorkshire and Humber Rep to Council, Sharon Greensill.*

“High quality learning events”



Keep informed

Regional networks are engaging more widely with members and connecting with key stakeholders via social media.

Some are also bridging the distance between members dispersed across large geographical regions by using technology to broadcast presentations and seminars. A number of regional networks have been successfully using the social media broadcasting app, Periscope, to educate and engage.

- **The West Midlands became the first network to live-stream a major event. Nearly 545 people tuned into their Health and Wellbeing Study Day.**
- **More than 450 Periscope views were recorded for South Central's 'Brave Physio' conference, which focused on how members can transform, empower and influence.**
- **South West's Clare Madsen, Deputy Clinical Director of a major healthcare Trust, clocked up close to 200 views for her broadcast about the future of the profession.**

"The venue for 'Brave Physio' was packed, we couldn't have squeezed another physio in, so it was great to be able to broadcast the presentations so that many more members had the opportunity to 'be in the room' wherever they were". *CSP South Central Joint-Chair, Marie-Clare Wadley.*

"Recording and live-streaming our events is not only beneficial for members, it is also useful to the CSP. Three members recently presented on the success of their primary care 'first contact'

physio projects. This helps the CSP build a national picture of primary care provision and argue the case for more funding. It's also a perfect example of two-way engagement between local members and national policy influencing. Of course there is nothing to stop GPs and CCG Directors watching via Twitter too." *CSP South West Acting Chair, Heather Hunter.*







“We were successful in securing local media coverage, helping to spread the word that physiotherapy works”

Raise your profile and influence

While CSP staff can influence at national level, we look to our regional networks for support to deliver UK-wide campaigns locally.

Our campaigns provide great opportunities to get involved and raise your profile and influence at local level. Nicola Burnett, a member of the South East Coast regional network, set up one of the first W@W! events in England to involve a local politician and healthcare decision-maker. Nicola's event at Valence School in Westerham, Kent received praise from Michelle Lowe, who said: "This event served as a reminder to us all to make time for physical exercise, even if it is just during a 15 minute break - it all helps." *Michelle Lowe, Sevenoaks District Council Portfolio Lead for Health.*

Members across the regions staffed local Back Pain Mythbusters promotional events. They actively promoted physiotherapy to the right audiences by inviting decision makers to their events and took the opportunity to discuss the value of physio with them. They were also successful in securing local media coverage, helping to spread the word that physio works.

"Hitting the streets to promote physiotherapy may sound daunting, but it was great fun and very rewarding! Campaigns like this provide a chance to promote our local hospital, spread information about tackling back pain effectively and position physios as experts in this area. The media coverage was straightforward to secure with the help of the CSP's Campaigns and Regional Engagement team and I'd encourage other members to get active promoting physiotherapy."

East Midlands Co-Chair, Lucy Cocker.

**W@W! event, All Hallows
Hospital and Nursing
Home, Ditchingham, Suffolk.**



**“The event brought
together delegates
including practice
educators, clinicians
and managers”**

Look to the future

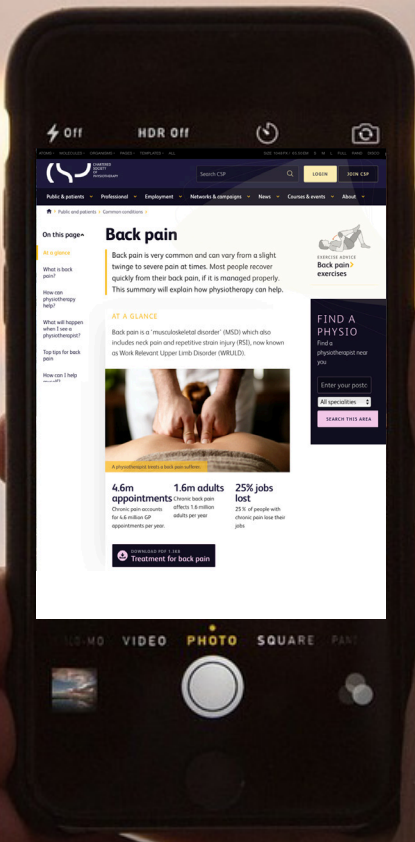
Physiotherapy is facing some big challenges, including the need for more resources and a sustainable workforce.

Our regional networks know that we are stronger when we work together, so they are considering the bigger picture when setting the agenda locally.

The London regional network is taking action to increase practice-based learning opportunities. London Rep, Matthew Wyatt, hosted an event for more than 50 members in collaboration with universities across the capital. It focused on offering student musculoskeletal placement models that drive productivity, raise quality and deliver a legacy for the physiotherapy profession.

“The event brought together practice educators, clinicians and managers and provided them with an opportunity to find out how high quality student placements can be extended across the profession without affecting productivity. It’s every member’s responsibility to help tackle the shortage of practice-based learning opportunities. We’re leading from the front and taking action now so that the potential growth in demand for placements following changes in the commissioning of undergraduate places can be met.”

Matthew Wyatt, London Rep to Council.



Public & patients Professional Employment Networks & campaigns News Careers & events About

On this page

Back pain

Back pain is very common and can vary from a slight twinge to severe pain at times. Most people recover quickly from their back pain, if it is managed properly. This summary will explain how physiotherapy can help.

AT A GLANCE

Back pain is a "musculoskeletal disorder" (MSD) which also includes neck pain and repetitive strain injury (RSI), now known as Work Related Upper Limb Disorder (WRULD).

4.6m appointments **1.6m adults** **25% jobs**
 Chronic pain accounts for 1.6 million adults with chronic pain lose their jobs
 affects 1.6 million adults per year
 25% of people with chronic pain lose their jobs

Treatment for back pain

SEARCH SERVICE
Back pain?
EXERCISES

FIND A PHYSIO
 Find a physiotherapist near you

Enter your postcode
 All operating
 SEARCH THIS AREA

Work with our CSP networks

Alongside the regional networks, the CSP has other structures to connect members across the UK - many of these interlink.

CSP Country Boards in Wales, Scotland and Northern Ireland

Country boards operate differently to regional networks. Members are elected to roles on the boards from CSP member groups or from NHS local areas. They meet throughout the year and organise events and activities for the wider membership in their respective countries.

Members can find out what their Boards are doing at:

www.csp.org.uk/wales

www.csp.org.uk/scotland

www.csp.org.uk/northern-ireland

CSP Stewards and Health and Safety Reps

Members can get more active in supporting, representing and giving a stronger voice to colleagues at work by becoming a workplace steward or safety rep.

Find out more at:

www.csp.org.uk/stewards

or www.csp.org.uk/safetyreps

CSP Professional Networks

The CSP recognises a number of professional networks covering a wide range of specialties. Some professional networks have a regional dimension and work with regional networks.

Find out more at:

www.csp.org.uk/professional-networks



Regional Networks



CSP EAST MIDLANDS

Joint Network Honorary Chairs: **Lucy Cocker** and **Felicity Begley**
eastmidlandschair@csp.org.uk

Twitter **@CSPEastMidlands**

Facebook **www.facebook.com/CSPEMRN/**

CSP regional page **www.csp.org.uk/nations-regions/east-midlands**



CSP LONDON

Network Honorary Chair: **Carole McCarthy**
londonchair@csp.org.uk

Twitter **@CSPLondon**

Facebook **www.facebook.com/CSP-London-Regional-Network-100258073390059**

CSP regional page **www.csp.org.uk/nations-regions/london**



CSP WEST MIDLANDS

Network Honorary Joint Chairs: **Sam McIntosh** and **Helen Owen**
westmidlandschair@csp.org.uk

Twitter **@WestMidlandsCSP**

Facebook **www.facebook.com/WestMidlandsCSP**

CSP regional page **www.csp.org.uk/nations-regions/west-midlands**



CSP YORKSHIRE & HUMBER

Network Honorary Chair: **Claire Arditto**
yorksandhumberchair@csp.org.uk

Twitter **@CSPYorksHumber**

Facebook **www.facebook.com/CSP-Yorkshire-and-Humber-550545891657687**

CSP regional page **www.csp.org.uk/nations-regions/yorksandhumber**

Regional Networks



CSP NORTH WEST

Network Honorary Chair: **Jo Lishman**
northwestchair@csp.org.uk

Twitter **[@northwestcsp](https://twitter.com/northwestcsp)**

CSP regional page **www.csp.org.uk/nations-regions/north-west**

Note: *Isle of Man is covered by this Network.*



CSP NORTH EAST

Network Honorary Chair: **Robert Goddard**
northeastchair@csp.org.uk

Twitter **[@CSPNorthEast](https://twitter.com/CSPNorthEast)**

Facebook **www.facebook.com/cspnortheast**

CSP regional page **www.csp.org.uk/nations-regions/north-east**



CSP SOUTH CENTRAL

Network Honorary Joint Chairs: **Mandy Pike** and **Marie-Claire Wadley**
southcentralchair@csp.org.uk

Twitter **[@CSPsouthcentral](https://twitter.com/CSPsouthcentral)**

Facebook **www.facebook.com/groups/590057697797178**

CSP regional page **www.csp.org.uk/nations-regions/south-central**

Note: *Guernsey and Jersey are covered by this Network.*



CSP SOUTH WEST

Network Honorary Acting Chair: **Heather Hunter**
southwestchair@csp.org.uk

Twitter **[@CSPsouthwest](https://twitter.com/CSPsouthwest)**

CSP regional page weblink **www.csp.org.uk/nations-regions/south-west**

Regional Networks



CSP EAST OF ENGLAND

Network Honorary Chair: **Tracey Burge**
eastofenglandchair@csp.org.uk

Twitter **@csp_eoe**

Facebook ***www.facebook.com/CSPEastofEnglandregionalnetwork***

CSP regional page ***www.csp.org.uk/nations-regions/east-england***



CSP SOUTH EAST COAST

Network Honorary Chair: **Zoe Smith**
southeastcoastchair@csp.org.uk

Twitter **@CSPSouthEast**

CSP regional page weblink

www.csp.org.uk/nations-regions/south-east-coast

Campaigns and Regional Engagement Officers

Catherine Chappell

(London, East of England, East Midlands, Yorkshire and Humber and North East).

Tel: **0207-314-7863**

Mob: **07827-355224**

@CChappell CSP

email: ***chappellc@csp.org.uk***

Mindy Daubeny

(South West, South Central, South East Coast, West Midlands, North West)

Tel: **0207-306-6163**

Mob: **07827-355048**

@CSPMindy

email: ***daubenym@csp.org.uk***

Jennie Edmondson & Becca Bryant

Head of Campaigns and Regional Engagement (Jobshare)

Tel: **0207-306-6616 / 6621**

Mob: **07786-332197 / 07917-240819**

email: ***edmondsonj@csp.org.uk / bryantb@csp.org.uk***



CHARTERED
SOCIETY
OF
PHYSIOTHERAPY

14 Bedford Row
London WC1R 4ED

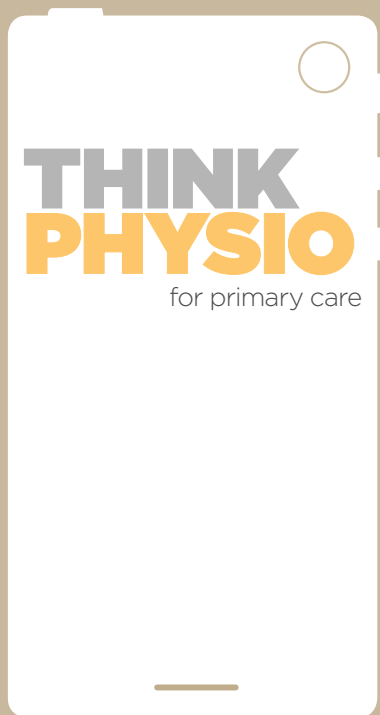
Web: ***www.csp.org.uk***

Email: ***enquiries@csp.org.uk***

Tel: ***+44 (0)20 7306 6666***

THE CHARTERED SOCIETY OF PHYSIOTHERAPY

is the professional, educational and trade union body for the United Kingdom's 57,000 chartered physiotherapists, physiotherapy students and support workers.



It's all at:
www.csp.org.uk/englishnetworks