

**KINESIOTHERAPY AWARENESS WEEK** CELEBRATION PACKET  
***EVERYTHING YOU NEED TO INCREASE AWARENESS OF KINESIOTHERAPY***

**KT week ideas**

**News Media**

**Public Service Announcement**

**Feature Story Notification**

**Press Release Information**

**Social Media promotion**

**KT Week Merchandise and giveaway info**

**LOGOS**



**WAYS TO CELEBRATE KT WEEK**

1. Hold an Open House in your clinic area. Invite the hospital or facility administration, staff, veteran's groups, patient's families or local personality and government officials.
2. Offer a fitness challenge among the different areas in your facility.
3. Provide fitness screenings to employees include Blood pressure, BMI, and any other quick fitness test.
4. Present a 30 - 45 minute lecture, seminar or question and answer period highlighting KT in general or KT at your station, topics on fitness or specific exercise programs, or present a case study on a particular patient being treated by KT.
5. Set up an informational booth and/or picture display in a high traffic area of the hospital or facility.
6. Inform your local park district, community center, fitness clubs, nursing homes, etc. in your area about KT Week. Offer to make a presentation.
7. Present certificates or T-shirts to:  
~A patient in KT who has made great strides in their rehab or fitness program.  
~Director or Medical Center staff who have been supportive of KT.
8. Contact local radio stations, newspapers and television talk shows and tell them about KT and what you are doing to celebrate KT week.
9. Single out some special people, accomplishments or programs that have been a source of pride at your facility. Highlight the services you provide. ~Highlight some special qualities of your facility. Emphasize anything that sets it apart from others. ~Develop a story about a before and after case representing a success story. These are only a few ideas. If you have any others, please pass them on.

## **PUBLIC SERVICE ANNOUNCEMENT**

FOR IMMEDIATE RELEASE

DATE (Sent Out) CONTACT: PHONE:

(Facility Name) will celebrate Kinesiotherapy Awareness Week on (date, time, place). Free refreshments, therapeutic demonstrations and tours are among some of the activities planned. Help support Kinesiotherapy Week by taking part in the activities planned at (Facility Name).

For information, contact (Facility Name, Contact Person, phone number).

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## **FEATURE STORY NOTIFICATION**

Dear Editor: (Facility Name) will celebrate Kinesiotherapy Awareness Week on (date, time, place). This week is designed to highlight the services Kinesiotherapy provides; to salute the professional who provide these services and to call attention to the rehabilitative and fitness needs of the community. Since (Facility Name) is planning a week long series of activities (schedule enclosed), I thought you might want to highlight some of those in a feature story. Please notify me if someone from your news department is available to interview several of the therapists or some of the patients who have received Kinesiotherapy services. Sincerely, (Name)

**PREPARING A NEWS RELEASE** - The Main Office can write your press release. The Executive Director always has releases ready to be distributed. Contact [ExecutiveDirector@akta.org](mailto:ExecutiveDirector@akta.org).

**RULE #1:** Use the press release as a sales tool. Make sure you are communicating the importance of Kinesiotherapy and why our profession is important to the public.

**RULE #2:** Have a newsworthy story. To get your message communicated through the publication, you need to convince the reporter/editor that your message is newsworthy. Make sure the reporter/editor hears the passion you share for KT.

**RULE #3:** Write it like a reporter would write it. If your press release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your press release looks and feels like a real article.

**RULE #4:** Provide some good quotes. Make sure the quotes are something memorable and personal, if possible. Get quotes from client, physicians, supervisors, ect.

**RULE #5:** Contact your top outlets personally. In addition to sending a press release, personally contact the reporters that you really want to cover the story. Send them something personal. You might even want to rewrite the press release to fit their beat. If the press release is about Kinesiotherapy in general, it can be submitted by anyone.

**If the press release is about your particular KT clinic, it must be cleared through your consumer affairs or public relations representative.**

## **SOCIAL MEDIA PROMOTION**

Update your social media profile picture to reflect your passion for Kinesiotherapy. Either use the picture to the right, search for the “Kinesiotherapy Week” profile frame on Facebook, or a picture of you at your clinic or facility (make sure you do not include clients without the proper permissions). Tell your friends on social media all about Kinesiotherapy and why you have a passion for your career choice.

**KT week Giveaways** The AKTA national office will ship informational flyers and giveaways as necessary. Special consideration will be provided to those that order additional KT week merchandise. To order any of these items please send your request via email to [info@akta.org](mailto:info@akta.org)

**Photos/Logos to use:**



From the  
*Greatest Generation*  
to the  
*Next Generation*



*Celebrating 75 years*

**American Kinesiotherapy**

[www.akta.org](http://www.akta.org)



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