



**World
Physiotherapy**
Europe region

Report -

**Summary of the 'Move At Work' Social
Media Campaign**

Musculoskeletal Disorders Working Group (MSDs WG)

NOTED

23rd and 24th May 2024

Riga, Latvia

SUMMARY OF THE 'MOVE AT WORK' SOCIAL MEDIA CAMPAIGN
Europe Region
Musculoskeletal Disorders Working Group

'Move At Work' is a social media (SM) campaign to promote movement at work in order to reduce Musculoskeletal Disorders (MSD) occurring. It is planned to last for one year. It is a continuation of the work started in the previous term (2020-2022), where the question was raised regarding how to get the message out to the general workforce about reducing MSDs. It is now honed to target teleworkers as there are more people working from home since the COVID pandemic.

It also promotes the role of Physiotherapists as specialists in the field of exercise. This project highlights the use of exercise to prevent MSDs, which are a huge burden on all our countries resources and on individuals physical and mental health.

The Musculoskeletal Disorders Working Group of the Europe Region of World Physiotherapy (MSDs WG) drew on the expertise of a physiotherapist specialising in both occupational health and social media as an external collaborator who produced the exercise and ergonomic posts.

Member Organisations (MOs) are encouraged to become engaged with the campaign by sharing the posts on all their social media platforms. They have the option of including their organisation's logo on the post. The posts can be translated into other languages from the English version. MOs who wish to be involved, will receive the posts, a calendar of when to publish the posts, and the text for the posts included in a pack. For this, they should contact the Secretariat of the Europe Region (info@erwcpt.eu and secretariat@erwcpt.eu).

The posts have a link back to the MSD page of the Europe Region of World Physiotherapy website, where there is additional information and an infographic to substantiate and authenticate the messages in the posts.

Alongside this, there are office movement videos, originally produced in Latvia, that have been translated into several languages, which show various desk and office-based exercises aimed at reducing the strain on body parts.

The European Agency for Safety and Health at Work (EU-OSHA) has agreed to share the posts on their platforms as have several other businesses and companies. The aim is for the posts to be visible to teleworkers, so the more companies we can get the posts shared by, on their internal social media platforms, the better.

The campaign will run from March 2024-February 2025. Posts for the first three months have been developed and the following three months will be sent nearer the time.

The MSDs WG hopes that this campaign will encourage more movement at work and reduce the MSDs. It is a great promotion for the profession, and it demonstrates how physiotherapists can integrate their skills of exercise and treatment. The crossover of these skills is of great value to both workers and employers, and this should be highlighted.

RECOMMENDATIONS

Complete the year of the Campaign

- Continue to work with the developer until all posts are ready for the full year, ending in February 2025.
- Use more exercise based and less ergonomics-based posts.
- The Secretariat continues to communicate and distribute the posts to the MOs, and where possible, to the Companies.

Next step for the campaign

Recruit more companies with teleworkers and office workers to be involved. As MOs become involved, it would be helpful if they would suggest other companies in their countries who would be good candidates for this campaign.

Evaluate the campaign

This has been discussed, but it was seen to be too complicated a project for now. Although, functions of social media such as clicks/likes/shares etc, could probably be recorded, reporting the interaction with the campaign.

Other ideas would be to develop questionnaires for member organisations to evaluate the value of the promotion to their organisation.

Future idea for next term

Produce a position paper on desk based/small exercises for the office, possibly in collaboration with the International Federation of Physiotherapists working in Occupational Health and Ergonomics (IFPOHE) and/or EU-OSHA.

The MSDs WG found that there was not enough evidence for desk-based exercises / small exercises in the office, and the benefits they bring to the worker. As physiotherapists, the use and benefit of exercise is a core principle of our education, however, as the world progresses into teleworking, very little evidence is present to support our advice on desk-based exercise/ small office exercises.

ACKNOWLEDGEMENTS

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