



IFOMPT Release

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Creating Value Through Communication

*From the President -
Laura Finucane*



At the end of 2020, we learnt from you that much of our communication to our membership is not always reaching those it was intended for.

Communication is challenging at the best of times, but it is critical to the success (or failure) of any organisation.

Personally, I work for an organisation that is made up of over 100 clinicians working on multiple sites and geographically widespread. We rely on 'communications' sent via email to deliver important updates that occur within the organisation. We assume that everyone has opened their emails and indeed read their contents. Should we be surprised to hear that only about 50% of the organisation read the information they were sent?

Not really. It is easy to miss communications when we are bombarded with emails, text messages, WhatsApp, and a whole range of other social media platform communications during an already busy day.

My organisation does not compare to one such as IFOMPT.

We are a global community made up of 38 countries with over 23.5K members speaking multiple languages. We ask you as delegates to make sense of our communications and reach your members whilst fulfilling your already busy day job.

It would not be surprising with all these variables that we might struggle to reach the membership. The world is wired for miscommunication, especially when we cross languages and cultures or use shorthand, social media, and e-mail to communicate.



Despite these challenges, we would like to challenge YOU to help support better lines of communication and consider how we might improve the language barriers we face as an organisation. The advisory group on marketing and communication are central to helping us achieve these things and we ask that you respond to their survey listed later in this newsletter to gather your opinions and support.

Here are some of the things we have done and plan to do over the next 18 months to aid our communication:

- Café style meetings - We set up the café style informal meetings to 'connect' with each other.



We have already learnt so much from these sessions; one delegate raised the issue of the language we use when we write our emails, often in difficult and confusing language. We have committed to simplifying how we write things.

- Webinars - We learnt that our webinars are challenging for our membership where English is not the first language. This may seem obvious, but we also welcomed suggestions of how we might improve the delivery. Just by seeing the presenter can make a difference but we are looking how we might add subtitles in some languages. We are very much on a journey in respect to the webinars.

- Translations- One of the recommendations from the advisory group on RIG development was that we should translate some of the important documents for RIGs. We are looking into how we might do this in collaboration with you. We know that effective communication and language translation involves far more than converting words and phrases from one language to another. We must convey intent.



I want to thank those of you who attended the café sessions in March. I was struck by how much I have missed the connection and physical meeting of the IFOMPT family and hope that we can meet at the very latest in Melbourne 2022.



Latest IFOMPT Developments

“The single biggest problem in communication is the illusion that it has taken place.”

- George Bernard Shaw



“Are you signing up for the latest IFOMPT webinar?”

I didn't know IFOMPT had webinars!”

“Did you know IFOMPT was involved in that study?”

“How will IFOMPT accomplish their strategic plan goals?”

Communication...

It's what holds the world together or apart. It is also what can hold IFOMPT together or apart. The sharing of information is vital to maintain and grow an organisation. IFOMPT is unique in that its most immediate members are not individuals per se, but geographical regions represented typically by one individual from that region. IFOMPT relies on this individual to communicate information both from IFOMPT to that region's members and vice versa.

It is vital that the Executive, advisory groups, committees, and task forces of IFOMPT understand HOW each region is communicating with their individual members and if there are any challenges or barriers to communication. Please take a moment to complete this survey: [IFOMPT Communication Survey](#) and let us know how you are currently interacting with your members.

IFOMPT can only be a valuable organisation to its members if IFOMPT can communicate with its members. Help us reach ALL our individual members by completing this survey so that we can improve our communication and, in the end, improve the value of IFOMPT to its members.

Haideh Plock
Chair, Advisory Group on Marketing and Communication, MO Delegate USA

Task Force Progress Report

The various Task Forces are all up and running and have all finalised their Terms of Reference.

The [Task Force on Standards and International Monitoring](#) have begun by gathering information by inviting Ronél Jordaan, Karen Beeton and Duncan Reid to present information to them on the current international monitoring processes, an update on the International Monitoring information provided in the survey to the membership in 2020 and the experience working with the RIGs progressing to MO status and presenting their programmes for evaluation.

The [Task Force on Governance](#) have divided themselves in small groups that will independently take on various tasks concerning the revision and updating of the Governance Manual that needs to be amended in line with the Constitutional Amendments in 2020. The various subtasks will be incorporated into the manual in due course.

The [Task Force on OMT Advocacy](#) are currently interacting with AAOMPT who have a similar study happening to determine synergies and opportunities to collaborate.

The [Task Force on IFOMPT Identity and Name Change](#) agreed that they wanted to meet regularly and get the work done within 3-6 months. The group have met 3 times and are currently writing a strong recommendation for the membership in support of a name change. Once completed, this will go to the EC to decide the next steps.

The [Task Force on Paediatric Manipulation](#) recently sent out a short survey to the membership and are currently working on next steps, including a Delphi Study that is being undertaken by a subgroup.

IFOMPT Webinar News



IFOMPT Webinar – The Ethical Side of Manual Therapy

The April 2021 webinar will be presented by Dr Ina Diener from South Africa and the recipient of the 2020 IFOMPT Maitland Award. The webinar will cover “The Ethical Side of Manual Therapy”

An ethical approach in manual therapy is based in a biopsychosocial paradigm, where a therapeutic alliance and effective clinical communication are the cornerstones of intervention. Furthermore, MT, as a meaningful part of a package of care in musculoskeletal pain conditions, should serve to facilitate reaching optimum functional levels, and should guide a patient towards self-management of their MSK condition. It is the ethical responsibility of physiotherapists to maintain evidence-based knowledge and skill in the field they are working.

[Register Here](#)

From the Standards Committee

We are living in challenging times where our work environments and lifestyles seem to be constantly changing. We have all had to adapt and be resilient.

*“Life isn’t about waiting for the storm to pass; it’s about learning how to dance in the rain.”
- Vivian Greene*

Over the past year we have had some changes in the Standards Committee (SC). Alison Rushton (Chair) and Lorrie Maffey (member) both retired from the committee and were honored with an IFOMPT Lifetime membership. Three new members joined the SC - Euson Yeung (Canada), Trisha Davies-Knorr (Germany) and Eric Robertson (USA). We look forward to working with them and welcome their knowledge and expertise. Ronél Jordaan (South Africa) has taken over as Chair and Per Kjaer (Denmark) as Vice Chair. The other two members of the SC are Lenerdene Levesque (Canada) and Leanne Bisset (Australia).

One of the most important missions of the SC is to have open and transparent communication channels with all the Member Organisations (MOs). We invite all the MOs to request online meetings with the SC whenever they feel that clarification, assistance, or mentoring is required. It might be to discuss International Monitoring issues, or to provide support with educational programme development, or if the board of directors of your MO has changed and you would like to introduce the new executive to us. It might be to just enjoy a sundowner with us (might be a sun riser in some countries) to touch base and catch up.

With the Covid-19 year behind us, we experienced some unforeseen issues. Many countries asked for an extension for submitting their international monitoring reports, which eventually caused a bottleneck for the SC. We want to apologise sincerely that some reviews took an awfully long time, but please keep in mind that the SC members are individuals with other fulltime responsibilities. We are all volunteers who are passionate about IFOMPT’s vision and mission and especially the EDUCATIONAL STANDARDS.



Hope to hear from you soon. Keep well and stay healthy!
With kind regards
Ronél Jordaan and the Standards Committee

IFOMPT Subscriptions 2021

The membership subscriptions for 2021 were due by **31 March 2021**. Could we please ask all MOs and RIGS to pay these promptly? If you are not sure how to pay these or need to interact with EC regarding your subscriptions, please contact admin@ifompt.org. Also, could those MOs and RIGs that are able to assist the few that struggled to pay their 2020 subscriptions, please let us know asap.

And finally....

We hope to see as many as possible of you at the World Physiotherapy Congress in the first week of April and in particular at:

 <p>Networking session (NWS) Friday 12:45 - 13:30 (UTC)</p> <p>Manual therapy (NWS-07)</p> <p>Speaker: Laura Finucane, Paolo Sanzo</p> <p>CHANNEL 6</p>	 <p>Inspiration session (IN) Saturday 13:45 - 14:10 (UTC)</p> <p>The journey of IFOMPT (IN-12)</p> <p>Speaker: Jackie Whittaker Speaker: Laura Finucane</p> <p>CHANNEL 3</p>
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