Women's health physiotherapy facebook group: using social media to develop an international clinical special interest group.

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Note: This is a poster relating to this abstract.

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Tell us what you think! Join us on Social Media on Facebook 'Women's Health Physiotherapy Group' or on Twitter

@womenshealthfb or contact by





Authors

From the Facebook Page

I am currently finalising plans for a short series of tweetchats which will have an obstetric theme this time. I'm hoping to harness the wonderful

I love the opportunities for learning and information sharing that social

Michelle for initiating and growing this group!

Soraia Rosa January 30 at 9

Jane Appleyard
January 30 at 6:16pm

practitioners across the globe.

Ramona Horton

US a number of years ago

Ginger Garner
January 30 at 5:59pm

media now affords us and this group has played a significant role in these advances for women's health physiotherapy. Well done to Gerard and

I consider myself one of the lucky ones. Why? Because of the amount of

knowledge I acquire here on a daily basis. Feels like an ongoing course we

take, each one of here filling the gaps in another knowledge. The amount of

professional connections created in this group it's astonishing. People from

strategies to cure our patients. Many thanks to Gerard Greene and Michelle

Lyons for the amazing work they do here. It's these kind of connections we

all around the globe giving their incites to develop long and short term

need, in order to bring out the best in our profession. Big cheers from

Without a doubt this group has broken new ground in it's role a mediator

between the widest range of professionals truly dedicated to the health of

massage/remedial therapists....the lists goes on. All jamming in harmony

and on a daily basis 'contributing something positive and inspiring to the

curating a massively successful group that proves the saying....'a rising tide

I feel to have been using this page for years! Well done to Gerard Greene

In reading the editorial in my latest copy of Journal of Women's Health

Physical Therapy I ran across a tag line that was used to market PT in the

PT: The Science of Healing and the art of Caring. No where in our industry

is that more true than this group...almost 2000 member here spend their

own time (I sure don't get paid to read Facebook) to post questions, read

comments and search for answers to help our patients who are often

suffering in the most intimate areas of their lives. To all here, remind

Thank you Gerard and Michelle for your vision.

for the scores of women who so desperately need it.

#womenshealthadvocacy #pelvicphysicaltherapyworks

yourself about what we do on a daily basis as just that combining the

BIG thanks and appreciation to Gerard Greene and Michelle Lyons for shrinking the international divide and enlarging the conversation in women's

health PT - bravo! Women's health PT is one step closer to being a reality

science of healing with the art of caring. What a great group to belong to!!!!!

great to share resources and learn from some incredibly talented

and Michelle Lyons for creating such a positive supportive environment. It's

conversation'. Huge thanks to Michelle Lyons and Gerard Greene for

women, physios, doctors, midwives, fitness professionals, doulas,

chiropractors, biomechanists, aromatherapists, chiropractors,

enthusiasm and expertise of this group again for these chats. More details

MSc (Manip Physio), MCSP, HCPC MMACP (Exec member Social media role), PG Cert HEd, SL Physiotherapy

Lecturer Coventry University UK







PT, OCS, Clinical Director MRPT

in exclusivity with it.

Emma Stokes
January 30 at 3:11pm

also a way of amplifying our message.

#pelvicmafia #nevergiveuplearning

Alime Büyük Gönen January 30 at 7:40pm

A big hug from Turkey (1)

Fiona Rogers

January 30 at 11:10pm



Since my first year in the university I choose this area and I always worked

This group is a gift for me, here I can talk with different PTs and see

Thank you Gerard Greene and Michelle Lyons, I am a better PT now.

I think this FB group is a super example of leveraging SoMe to create

organic engagement of PTs with an interest in WH. I feature this FB group

as one example of how the look and feel of what it means to be part of a

global PT community will develop. Aligning SoMe initiatives such as this

meaningful & relevant engagement, participation in international PT and

Is it only 15 mths since Gerard Greene and Michelle Lyons started our

brilliant Women's Health Facebook Group?- it feels like years because I

have read so much, learned so much, discussed so much, laughed so

is wonderful and the isolation that used to accompany being a sole

means it's midnight and you should have been asleep 2 hours before.

much and stopped and thought about a different perspective so much. The camaraderie amongst us all (yes you included Antony PhysioDetective Lo

Women's Health Physiotherapist has disappeared when you can brainstorm

a problem or throw up a discussion point and get 136 comments even if it

Many thanks to Gerard Greene to set up this Facebook group. I watch this

effective to physiothreapy platform. You can ask your questions and reply

from all over the world. That is the amazing one. I wish this platform would

group and decided to begin women's health master programme. Really

be bigger and bigger. I am so happy to touch my colleagues.

I have learnt so much from this group and enjoy the often robust

discussions that develop. The nice part is , any discussions are conducted

know best" and we have access to some of the best minds and researchers

in the world who are always so generous with their knowledge and time. To

with respect and a sense of sharing. There is never any sign of ego or "I

actually interact with, and learn from, those whose papers we have read

and quoted is quite remarkable. Any time of the day or night you always

without worrying it may be a silly question because responses will always

receive advice and suggestions if you post a question and can do so

be respectful. You can participate or you can sit back and watch a

discussion and learn....all via your laptop on your comfy lounge (9)

Im a current DPT student, graduating this May from Springfield College,

observation. I joined this group hoping to find others who can motivate and

inspire me as I start out on this path. Its amazing to see all the support on this page from all corners of the world. I'm the only student in my class with

a interest in this specialty. I'm wondering how/if I can get into it as a new

grad (if not doing a residency). I appreciate any suggestions or leads!

MA. I've fallen in love with women's health after a guest lecture and

ary 30 at 11:39pm

one with WCPT subgroups would be a great example of increasing

January 30 at 11:30pm · Cremorne, Australia

different point of view, always great opinions.

Using Social Media to develop an International Clinical Special Interest Group: Women's Health Physiotherapy Facebook Group

Background - How did the Women's Health Physiotherapy Facebook group start?

The Facebook group was established in December 2013 to support twenty physiotherapists who had attended a United Kingdom based Pelvic Floor course. It has grown exponentially since its inception to become a leading International Women's Health Physiotherapy group with 2390 members (as of 3rd April, 2015) from all the World Confederation for Physical Therapy regions. The members comprise women's and men's health physiotherapy clinicians, tutors, researchers, academics, post graduate and undergraduate students.

As the group has grown in numbers, the breadth of topic raised has also broadened to include all facets of pelvic health. Research has shown that social media can increase the number of people who view or download an original research article (in the clinical pain sciences area)1. The Women's Health Facebook Group participants have embraced the opportunity presented by this collective of therapists to post up-todate articles; to brainstorm difficult patient scenarios; to mentor each other with disregard to the number of kilometres that may present by their actual geographic location; and most importantly to promote physiotherapy as a leading, preventative health profession in pelvic floor dysfunction.

The breadth of topics covered on a daily basis include urinary incontinence, prolapse management and prevention, chronic pelvic pain including sexual dysfunction, pelvic girdle pain, post-natal rehabilitation, rectus diastasis assessment and management, colorectal issues, oncology, osteoporosis and bone health and all facets of men's health.

Method

Facebook was selected as the social media platform for the group due to its wide spread use by physiotherapists, ease of access and its functionality for posting comments, links, images and discussions. The group was established by two physiotherapists, one with expertise in social media and the other an expert clinician in women's health. This has led to other initiatives in 2014 such as supporting a Tweet Chat on Twitter with Physiotalk led by Irish physiotherapist, Teresa Costello.

Blogs:

Results

Promote professiona development and seminate research b Women's Health Physiotherapists

Men's and Women's health





Mentoring undergraduate hysiotherapy students nd new Women's Healt Clinics & Clinicians.

Helping patients find xperienced Women's Hea Physiotherapists worldwid (from Perth, Scotland to Perth, Australia)

Highlight media campaigns promotin of physiotherapy

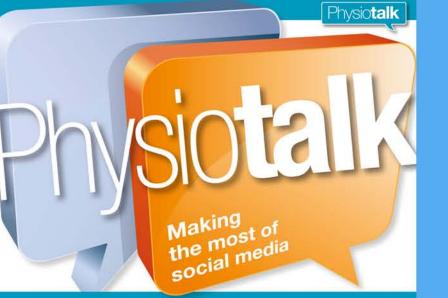
worldwide.

We link with important public

We supported the 1st Women's Teresa Costello.

floor health across the continents.

Conclusions



itter for work and facilitate discussion about ysiotherapy, healthcare and the benefits of chats fortnightly on Mondays 8-9pm, and for more information & regular blog posts on social media ther you are new to twitter and want help etting started or you are a confident tweeter who ould be happy to co-host one of our #physiotalk

Join the **conversation**

The Women's Health Facebook Group has exceeded the expectations

of the founding group of therapists. With world-wide reach, uptake

by novice and experienced clinicians and the ability to provide novel

captured the enthusiam of Women's Health physiotherapists world

wide. It continues to inspire many conversations regarding pelvic

opportunity for dissemination of evidence-based practice it has

hats we'd like to hear from you.

otalk

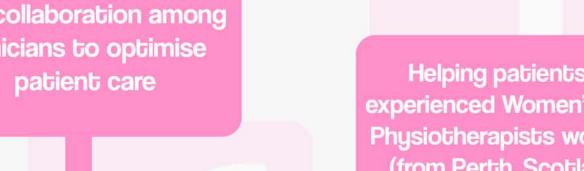
1. Allen HG, Stanton TR, Di Pietro F, Moseley GL (2013) Social Media Releases Increases











Then we went on Twitter! We tweet a lot!

We speak with midwives, health professionals and Physiotherapists

We highlight Women's Health related conferences and post from them.

groups related to women's health

Health Physio Tweet Chat on Twitter with PhysioTalk lead by Irish Physio

in thousands of physiotherapists and other healthcare professionals who share information, advice and support on Twitter.

physiotalk @physiotalk physiotalk www.physiotalk.co.uk physiotalk@outlook.com

References

Dissemination of Original Articles in the Clinical Pain Sciences. PLoS ONE 8(7): e68914. Doi: 10.1371/journal.pone.0068914



Where the world of physical therapy meets

Media & Health Promotion:

Gussiegrips (alias brilliant comedienne and Women's Health Physiotherapist, Elaine Miller, Scotland) (Pictured)

Sue Croft Physiotherapist (Women's Health Physiotherapist, Brisbane, Australia)

The Pelvic Guru (Written by Tracy Sher, Orlando, USA)

Marianne Ryan (Women's Health Physiotherapist, New York, USA) # Jenny Burrell Education (Fitness Professional Educator, United Kingdom)

Implications

Looking Forward, Future plans:

First Women's Health Facebook summit to be held in the UK, July 4th 2015

To promote the work of the WCPT Women's Health group (IOPTWH)

Encourage more Physiotherapy students into Women's

Developing "Find a Women's Health Physio" service

Poster design by Michael Croft - Contact: michaelrcroft@gmail.com