



Nova Scotia
Physiotherapy
Association



January 1 – December 31, 2011

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Nova Scotia
Physiotherapy
Association

Report from the President and Executive Director

On behalf of the Board of Directors, we are very pleased to present the 2011 Annual Report to members of the Nova Scotia Physiotherapy Association.

2011 was the second year of activities under the 2010-13 Strategic Plan. It was a year of consolidating many of the initiatives started in 2010, such as the Student Engagement Program and many of our stakeholder group interactions. It was a year of stepping back and reflecting on our strengths and weaknesses – most particularly through an in-depth audit of our internal and external communications activities by a professional public relations firm. And it was a year of significant new initiatives, including the launch of on-line education through our own provincial webinar program; the approval of a prize for recent graduates; the launch of a Public Practice Task Force; and a foray into the world of social media with the launch of Facebook, Twitter and Blog presences.

The report card on the pages that follow demonstrates the hard work done on behalf of members and the significant milestones achieved. While some areas of the strategic plan have not been realized, these are primarily due to member-driven shifts in focus and priority, or timing issues that should be resolved before the end of 2013.

After a small dip in member numbers last year, NSPA experienced membership growth again in 2011. Our student engagement activities paid dividends in significantly improved retention of new graduates; full member numbers grew, and recent changes to physiotherapist assistant membership (which is free for student PTAs as of the 2011/12 membership year) are sure to bear fruit in the coming year.

In addition to a report card on year two of the 2010-13 strategic plan, this report also includes highlights from NSPA's Committees, Sections and Districts. The activities outlined in these reports reflect the work of dozens of volunteers who spend significant personal time dedicated to advancing Association goals on behalf of all members and the profession at large. We thank them warmly for their commitment.

Last but certainly not least, we extend our gratitude to all members for their support to this small but active voluntary organization. As always, we welcome your feedback on any of the initiatives outlined in this report, and your suggestions for future priorities.

Respectfully submitted,



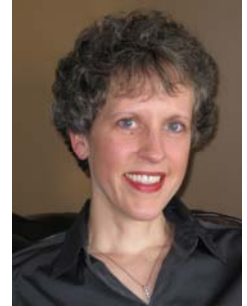
Kate Grosweiner, PT
President



Christine James, MA, CAE
Executive Director



Kate Grosweiner,
President



Christine James,
Executive Director

MISSION

The mission of the NSPA is to advance the profession of physiotherapy in order to improve the health and wellness of Nova Scotians.

VISION

Physiotherapists are essential and accessible health care professionals who lead in the promotion, improvement and maintenance of the mobility, health and well being of Canadians.





VALUES

Consistent with the values of the Canadian Physiotherapy Association, the NSPA will act with integrity and loyalty to members at all times.





The NSPA values:

- *The integration of evidence, clinical reasoning and therapeutic skills in practice*
- *Accountability to members, our stakeholders and the public*
- *Unity of the profession within Nova Scotia and across Canada*
- *Fair and democratic governance*
- *Meaningful, cooperative partnerships*
- *Proactive behaviour and innovation*
- *The richness of Nova Scotian and Canadian diversity*
- *Clear and concise communication*

NSPA Strategic Plan 2010 – 2013: Year Two Report Card

Goal: Ensure Good Governance. Ensure the unity of the profession. Enable members to guide their association and encourage local innovation. Ensure succession planning for leadership roles. Govern the association in a cost-effective manner		
Strategies:	2011 Progress	
<ul style="list-style-type: none"> Annual increase in non-dues revenue as percent of total revenues, targeting 30% 		<ul style="list-style-type: none"> Total non-dues revenue was 32.5% of total revenue in 2011 (31.6% of total revenue in 2010).
<ul style="list-style-type: none"> Volunteer participation is stable or increases, year-over-year 		<ul style="list-style-type: none"> Two new directors joined the Board at the 2011 AGM, and there was a full complement of directors throughout 2011. A current board member has expressed willingness to take on the President Elect role following the AGM. This process occurs through internal elections at the Board level. All committees had new members join them in 2011, and overall committee numbers stayed stable or grew. Two districts and three sections are active – the same as in 2010. A Public Practice Task Force formed in the fall of 2011 has 12 members – one from each DHA and the IWK, and two additional board representatives.
<ul style="list-style-type: none"> Develop long-term Volunteer Engagement and Recognition Strategy (2011-2012) 		<ul style="list-style-type: none"> The Awards Committee presented two Volunteer Handbooks (one for new/potential volunteers, and one for volunteer leaders) to the board for approval in November 2011. These handbooks are now on the Association website. As a direct result of the new handbooks, a committee evaluation process has been implemented. Priorities have been identified for future attention, such as development of a structured committee orientation process, which currently takes place informally. Volunteer handbooks include detailed structure for volunteer recognition. The Congress bursary, first awarded in 2011, received two applications in 2012.
Goal: Enhance Our Ability to Influence Public Policy, Direct Access, and Physiotherapy Human Resources. Improve our ability to engage government in meaningful dialogue and influence healthcare policy. Develop and utilize existing resources for employers, government, insurers and others to foster an understanding of the economic value of appropriate physiotherapy deployment within the health system.		
Strategies:	2011 Progress	
Execute the Employer Advocacy Strategy jointly with NSPPD, speaking to employers regarding the economic benefits of effective physiotherapy coverage in group benefit programs		<ul style="list-style-type: none"> This initiative was intentionally placed on hold pending research being conducted by the Canadian Physiotherapy Association on the economic impact of physiotherapy. Without concise data it was felt that we could not approach employers effectively. This item has remained on the agendas of both the NSPA Board and the NSPPD Executive, albeit on a back burner, and will be re-activated once CPA's research is available. CPA hired a health economist to conduct the research and results are anticipated by Congress 2012.




Strategic Plan Report Card

Engage relevant unions regarding the role, compensation and economic value of physiotherapists		<ul style="list-style-type: none"> Focus shifted in 2011 from unions to out-patient physiotherapy departments, several of which were threatened with significant cuts in the latter part of 2011. A Public Practice Task Force was formed, and three fact sheets emphasizing the value of physiotherapy to the health system were produced and shared with District Health Authority leadership. These Fact Sheets will be utilized in 2012 to further our advocacy related to the value and importance of physiotherapy services.
Maintain routine correspondence with the Department of Health & Wellness, at least twice annually (2010 onward)		<ul style="list-style-type: none"> Provided 2010 Annual Report With NSPAG, corresponded with the MOH re: Collaborative Emergency Centres Ian Bowers, Director, Primary Care and Emergency Care, participated at the 2011 AGM as a workshop panelist. Ensured that the Department was aware of our interactions with the Department of Finance regarding Automobile Insurance.
Advocate for inclusion of physiotherapy representation on government policy committee / working group.		<ul style="list-style-type: none"> No direct activity on this in 2011.
Assess implications of new Caseload Guideline initiative for Nova Scotia and, if applicable, develop communication / dissemination strategy (2011)		<ul style="list-style-type: none"> The caseload guidelines were released in July 2011 at Congress. There has been no demand from the membership for additional guidance or resources related to the guidelines, thus further work in this area is not anticipated.





Goal: Expand & Guide Knowledge Access. Ensure members' access to clinically relevant information in a timely manner and with appropriate guidance to ensure application of evidence.




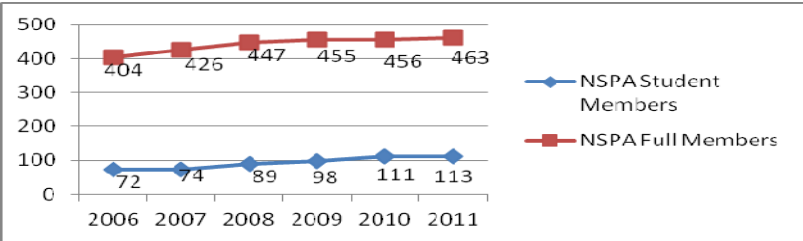
Strategies:

2011 Progress







<ul style="list-style-type: none"> 80% of NSPA members support the statement "CPA provides me with essential information for my practice" (as indicated in CPA member surveys) 		<ul style="list-style-type: none"> CPA conducted a Member Survey in the Spring of 2011. The closest question to the one identified in our strategy was "Enables physiotherapists and physiotherapist assistants to practice to their fullest potential". 91% of NSPA survey participants Agreed or Strongly Agreed with this statement.
<ul style="list-style-type: none"> Task PD Committee with identification of practice resources for inclusion in monthly member e-Newsletters 		<ul style="list-style-type: none"> A Practice Corner feature appears in each issue of the NSPA e-newsletter, providing information on practice, government/advocacy, new resources, and/or research.
<ul style="list-style-type: none"> Utilize and/or promote the use of technology to facilitate 		<ul style="list-style-type: none"> In 2011, the NSPA website received an average of 1180 visits per month. Careers, events and courses receive the most visits.

Strategic Plan Report Card



<p>member interactions, problem solving, and professional development</p>		<ul style="list-style-type: none"> • NSPA closed its members-only Facebook account in early 2011, focusing attention on our public page. By late 2011, the page had more than 200 “likes” • A webinar series was launched in late 2011. The initial (free) webinar had 36 sites, many with multiple participants.
<p>Goal: Increase and Promote Interprofessional Practice. Promote the effectiveness of physiotherapy to other health professionals with a goal to establish true interprofessional healthcare teams.</p>		
<p>Strategies: 2011 Progress</p>		
<p>Participate in CPA Physician Awareness survey; assess results and identify annual targets (2010)</p>		<ul style="list-style-type: none"> • Kate Grosweiner, NSPA President, participated on CPA’s Physician Engagement Task Force. Most of the outcomes related to the work of this task force are in the operational stages at CPA. Final results had not been received at the end of 2011. • NSPA and NSPPD representatives had a very positive and productive meeting with the Doctors Nova Scotia president in May 2011. • As a direct result of this meeting, a list of physiotherapy clinics willing to take medical students for half-day community placements during the family medicine rotation was provided to the Faculty of Medicine in September 2011.
<p>Assess success of advertising in physician publications (2011)</p>		<ul style="list-style-type: none"> • An assessment was conducted in 2010, and the Board concluded that the cost of advertising was not justified based on the return received. Since the assessment, efforts have instead focused on value-added activities such as providing editorial content in partnership with NSPPD. The first article submitted under this plan was published in the March 2011 Doctors Nova Scotia magazine.
<p>Maximize NSPA’s participation with the Alliance for Healthy Eating & Physical Activity and other interprofessional projects/groups where appropriate</p>		<ul style="list-style-type: none"> • NSPA Board Member Kathy Anne Woodford and Executive Director Christine James are members of the Alliance Coordinating Committee. It continues to be a valuable venue for connecting with like-minded stakeholders. For example in 2011 it facilitated NSPA’s participation in a stakeholder consultation on the provincial obesity strategy. • NSPA joined Smoke Free Nova Scotia in November 2011
<p>Identify opportunities to participate at events hosted by other professions, as relevant, as a tool to increase awareness of the role of physiotherapy</p>		<ul style="list-style-type: none"> • NSPA participated with NSPPD at the Doctors Nova Scotia AGM in June 2010 as an exhibitor and sponsor, and again in 2011 as a sponsor. • NSPA and NSPPD met with representatives from the Nova Scotia College of Chiropractors in Feb. 2011 to discuss issues of mutual interest. We also shared information with the Chiropractic College as part of the Auto Insurance system review. • A multiple sclerosis course was co-hosted with the OT Society in June 2011. Subsequently, the NSPA President and Executive Director met with the OT ED to discuss other opportunities to partner and collaborate. These discussions are on-going.

Goal: Increase Engagement & Membership Market Share. Engage young physiotherapists and retain members.																							
Strategies: 2011 Progress																							
<ul style="list-style-type: none"> Explore the role that NSPA can play in provision of member services to Physiotherapist Assistants in Nova Scotia. Based on assessment, develop an appropriate recruitment and member service plan (2011-13) 		<ul style="list-style-type: none"> While Physiotherapist Assistant membership has remained flat, NSPA has been actively engaged in national initiatives that will lay the groundwork to strengthen PTA membership. Bylaw changes related to this category, as well as terminology updates on the NSPA website (eliminating use of “support worker”), have been made. Free CPA membership for PTA students commenced with the 2011/12 membership year. Serving this growing member segment will be a priority in 2012 In April 2011, NSPA participated on a panel during an OTA/PTA professional development day at NS Community College. The panel shared information on professional association membership and regulation with PTAs and PTA students In late 2011, NSPA was invited to join an Eastern College Advisory Committee. In early 2012, NSPA Board Member Nancy Walker was confirmed as the representative to this Committee. 																					
<ul style="list-style-type: none"> Identify at least three opportunities annually to directly engage students (2010 onward) 		<ul style="list-style-type: none"> A Student Engagement Program launched in 2010 was fully implemented in 2011 and has received support from all four Atlantic provinces for 2012. In 2011, there were three lunch and learns (April, May and October) as well as a wine and cheese for graduating students, and a recruitment lunch in September. Student engagement also takes place through student appointments to the NSPA board and committees, and through professional development. 100% of Dalhousie physiotherapy students were members in 2011. Christine James participated on a CPA Task Force on New Graduate Engagement and Retention. A new prize was approved in late 2011 which will pay the CPA and NSPA membership fees for a recent graduate who has demonstrated active involvement in the Association. 																					
<ul style="list-style-type: none"> Increase in membership market share of at least 1% per year (2010-2013) 		<ul style="list-style-type: none"> Overall market share (i.e., the percentage of College registrants who are CPA members) increased by almost the 1% target in 2011 (72.8% compared to 72.1%). New Graduate retention for the 2011/12 membership year grew by more than 60% compared to 2010/11. Town Halls were held in Truro and Nictaux in June, and in Halifax and Bridgewater in Oct/Nov. Unfortunately Town Halls scheduled for Cape Breton and Dartmouth had to be cancelled Overall membership numbers continue to grow: <div data-bbox="730 1154 1528 1393">  <table border="1"> <caption>Membership Data (2006-2011)</caption> <thead> <tr> <th>Year</th> <th>NSPA Student Members</th> <th>NSPA Full Members</th> </tr> </thead> <tbody> <tr> <td>2006</td> <td>72</td> <td>404</td> </tr> <tr> <td>2007</td> <td>74</td> <td>425</td> </tr> <tr> <td>2008</td> <td>89</td> <td>447</td> </tr> <tr> <td>2009</td> <td>98</td> <td>455</td> </tr> <tr> <td>2010</td> <td>111</td> <td>456</td> </tr> <tr> <td>2011</td> <td>113</td> <td>463</td> </tr> </tbody> </table> </div>	Year	NSPA Student Members	NSPA Full Members	2006	72	404	2007	74	425	2008	89	447	2009	98	455	2010	111	456	2011	113	463
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2006	72	404																					
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Strategic Plan Report Card

Goal: Ensure the Availability of Relevant Continuing Education Opportunities for Members. Work with physiotherapy partners to provide members with the tools to assess their academic, research and clinical education needs, and customize education delivery.		
Strategies: 2011 Progress		
<ul style="list-style-type: none"> Continuing education value rating increases annually amongst NSPA members (as indicated in CPA member surveys) (2011-13) 		<ul style="list-style-type: none"> The Spring 2011 CPA Member Survey asked members to indicate their top reasons for joining the Association. 39% of NS respondents indicated that access to educational resources/courses/certification was a top reason (compared to 37% of survey respondents nationally). There is no prior year comparative data for this item.
<ul style="list-style-type: none"> NSPA initiates at least two in-house PD events annually (2010 – 2013) 		<ul style="list-style-type: none"> Four NSPA-initiated courses were offered in 2010; five NSPA-initiated courses were offered in 2011 (2 at the AGM, Multiple Sclerosis, Shirley Sahrman Level 1 (with North Central District and CPA) and 1 webinar). See PD Committee report for details NSPA received approval from Human Resource Development Canada to issue tuition tax receipts for courses over \$100. This was retroactive to October 2010, and allowed us to issue tax receipts for two courses offered in 2010 and 2011.
<ul style="list-style-type: none"> Visits to NSPA's Course web pages increase annually by 10%, starting in 2010 		<ul style="list-style-type: none"> Total course page views for 2009: 408 2010: 478 (17% increase); 2011: 711 (49% increase)
<ul style="list-style-type: none"> NSPA's PD Committee evaluates at least five relevant on-line PD resources for members per year, and recommends as appropriate. (2010-2013) 		<ul style="list-style-type: none"> NSPA's PD Committee has focused its efforts on identifying and delivering course content to NSPA members, organizing five courses in 2011, including the launch of a webinar series. While not specifically evaluated for recommendation to members, a total of 46 course postings were added to the NSPA website in 2011, a 31% increase over 2010's 35 course postings. While the specific goal was not met, it is believed, based on member feedback at courses, that the committee is focusing its energies in the right places.
Goal: Support the Research Cycle. Support a cycle of research, education, clinical application, outcome measures and further research.		
Strategies: 2011 Progress		
<ul style="list-style-type: none"> NSPA actively promotes PFC research funding opportunities and fundraising campaigns through promotional means 		<ul style="list-style-type: none"> NSPA has conveyed information to members via the e-Newsletter regarding PFC deadlines; the association supports the PFC silent auction held annually at Congress through a small donation. In 2011, a donation was made to PFC in lieu of speaker fees for the workshops delivered at the AGM. Staffing and governance changes at PFC disrupted plans to launch a significant fundraising campaign, and the anticipated "ask" for NSPA participation in this campaign never materialized. While not directly related to PFC, NSPA facilitates participation in research through the distribution of information on current research projects through the monthly e-Newsletter.
<ul style="list-style-type: none"> NSPA's Research Bursary is awarded annually to a clinician conducting research; summary 		<ul style="list-style-type: none"> The 2011 Research Bursary was awarded to Ann Read and Dianne Walker, for presentation of research at WCPT. A research study summary had previously been distributed to members as a Practice Corner submission in the e-Newsletter.

Strategic Plan Report Card

report is conveyed to members annually		<ul style="list-style-type: none"> Regrettably, no applications were received for the research bursary in 2012 thus this strategy will not be able to be met in 2012.
<ul style="list-style-type: none"> Explore opportunities to partner with the Dalhousie School of Physiotherapy to develop / offer professional development / academic credit, and distance learning opportunities 		<ul style="list-style-type: none"> In 2011, a formal connection between Dalhousie School of PT and the NSPA PD Committee was established, through the modification of the Committee's terms of reference to include a Dalhousie School representative. This position is currently filled by Gail Creaser. The committee has discussed opportunities to maximize this connection, and the current focus is on exploring options to combine NSPA's webinar capabilities with Dalhousie content, such as the PT Matters series. Technical details are many, but the hope is to have something in place by fall 2012.
Goal: Increase Public Awareness and Appreciation. Enhance our public relations so that Canadians understand the benefits and are motivated to self-select physiotherapy care. Work with partners to ensure the integrity of the term 'physiotherapy'		
Strategies:		
2011 Progress		
Annual increase in use of physiotherapy by Nova Scotians (based on CIHI data)	No Data	<ul style="list-style-type: none"> When this goal was set it was not realized that the CIHI report tracks <u>supply</u> of physiotherapists, but not <u>usage</u>. At present it is not known if there is a way to measure this.
10% annual increase in the number of Nova Scotians exposed to CPA and NSPA advertising, beginning in 2010	Anecdotal data only	<ul style="list-style-type: none"> NSPA relied on CPA media monitoring numbers to measure this Strategy. Unfortunately CPA no longer collects this data, and it is cost prohibitive to do so ourselves. While we do not have data, NSPA has continued to actively promote the profession to the Nova Scotia public, through television advertising, bus ads, National Physiotherapy Month activities, and increasingly through social media. See the Public Relations Committee report for full details. NSPA encouraged members to get involved in NPM promotional activities by running a competition for a prize for the best promotional activity. A \$100 gift card for a restaurant of the winner's choosing was awarded to Pictou Health Authority Physiotherapists, who ran a falls prevention information booth
10% annual increase in visits to NSPA's "Find-a-Physiotherapist" database, beginning in 2010		<ul style="list-style-type: none"> In 2009, FAP pages were viewed 1869 times. In 2010, FAP pages were viewed 2234 times (a 19.5% increase in page views). In 2011, FAP pages were viewed 1890 times (a 15% decrease) <p>In 2011, marketing energies and resources were directed into the completion of a professional communications audit. This resulted in a slight decline in public advertising in 2011, potentially explaining the decrease in find-a-physio page views. As the communications audit results are implemented this should change.</p>

Awards Committee Report

The Awards Committee is responsible for developing, co-ordinating and promoting the NSPA Awards Program, which includes soliciting nominations and selecting recipients for NSPA and CPA awards and bursaries, implementing the Association's volunteer management program, and promoting other awards and activities that recognize exceptional contribution and/or excellence amongst Association members. The committee also acts as a resource to the NSPA Board of Directors for all matters related to member and volunteer recognition.

Committee Members:

Aaron Lake, Chair
Carolyn King
Andrea Marcantonio
Andrea McAllister

Shara Quinn (from Sept/11)
Brendan Smith (to Sept/11)
Nancy Walker
Christine James, ED, *ex officio*

Activities:

This dynamic group of individuals continues to develop strategies that enhance NSPA's strategic plan.

- The Awards Committee is pleased to announce that a new prize has been created this year to encourage engagement of recent graduates. Through a selection process, each year, CPA & NSPA membership dues for one year will be awarded to an individual who has graduated within the last five years.
- Dianne Walker and Ann Read were the 2011 Research Bursary co-recipients.
- Sharon Mailman was awarded the NSPA Award of Excellence (previously the Silver Award).
- Nancy Walker was awarded the inaugural Congress Bursary for Volunteers. This new bursary recognizes the significant contribution of volunteers to the association through financial assistance to attend CPA National Congress.
- On the National level, Alison MacDonald was awarded the 2011 Mentorship Award. Three nominations have been made in 2012. The awards committee is eagerly awaiting the results.
- A Volunteer handbook developed by Christine and the Committee, and approved by the board. This resource is available on NSPA's website.

The awards committee meets approximately four times a year. We would love to have new members on the committee. Should you wish to become involved with the Awards Committee, please do not hesitate to contact Christine or myself.

Respectfully submitted,
Aaron Lake
Chair, Awards Committee

Professional Development Committee Report

The Professional Development Committee is responsible for identifying, developing, co-ordinating and promoting relevant educational opportunities for members of the Nova Scotia Physiotherapy Association (NSPA). This includes liaising with the Canadian Physiotherapy Association on matters related to professional development.

Committee Members:

- Alison M McDonald, Chair
- Barbara Adams (to Sept/11)
- Gail Creaser
- Carolyn Judd
- Alexis Lister
- Andrea McAllister
- Scott McCulloch
- Kathy Anne Woodford
- Christine James, ED, *ex officio*

Activities:

NSPA launched a new member service in November 2011 when it offered its first Web-based professional development course to members. Additional webinars took place in January and March 2012, with more planned. This popular on-line method of delivering short, affordable, relevant education allows us to reach all corners of the province and promises to be a very popular new service. We are looking at ways to best meet our members' needs re accessing the webinars, and this includes pre-purchasing webinar recordings.

NSPA's PD Committee organized 5 courses in 2011 (including a Webinar)

The Multiple Sclerosis course offered in June 2011 attracted just over 50 attendees (OT and PT) and received an excellent evaluation, though with some constructive criticism offered on the instructors' use of relevant scientific literature. Co-sharing the PD event with the occupational therapy association was a success, and we will look for other opportunities to collaborate to organize courses

The Dr. S. Sahrman course (level one) took place Sept. 10/11 and was sold out, with 100 attendees. This course was co-hosted by CPA, NSPA and the North-Central District.

46 courses have been posted to the NSPA Course Postings web page – a 30% increase over the full year of 2010.

Course postings continue to be one of the most visited pages of the website.

NSPA's Professional Development Committee is currently exploring how they can maximize the formal relationship between Dalhousie University and the Committee. Dalhousie has a representative appointed to the Committee. We are also working to have representatives from the different provincial Sections and Districts on the PD Committee as well, and currently have representation from the Orthopaedics and Private Practice Sections, and the North Central and Annapolis Valley Districts.

The committee is planning courses for the upcoming year and would welcome suggestions from our members.

Respectfully submitted,
Alison M McDonald
Chair, PD Committee

Public Relations Committee Report

The Public Relations Committee is responsible for identifying, developing, co-ordinating and promoting opportunities that will foster public awareness and understanding of the physiotherapy profession in Nova Scotia, and for liaising with the Canadian Physiotherapy Association Communications Department.

Committee Members:

- Keltie Cheney, Chair
- Krista Adams
- Meagan Beaton (to Sept/11)
- Daphne London
- Rob MacDonald
- Shelly Malcolm-Beazley
- Ainsley Mullen
- Jessica Roy (from Sept/11)
- Michael Wight
- Christine James, ED, *ex officio*

Activities:

In 2011, the Public Relations Committee took a step back and hired a professional public relations firm to conduct an audit of all NSPA internal and external communications. The audit results were received in March 2011, and have provided the Committee with direction and focus. While the implementation of all approved recommendations will take a couple of years, several changes had been made by the end of 2011, and several more have been planned for 2012. Ultimately, the audit has helped us better understand our priorities, and better direct our small marketing budget to where it will be used most effectively.

2011 initiatives directly related to the communications audit included:

- A decision to maximize our current sponsorship relationships with Run Nova Scotia and the Heartland Tour, by expanding our involvement to include more on-site participation and heightened visibility in 2012
- Streamlining of our Facebook presence (NSPhysioAssoc), and launch of a Twitter account (@NSPhysio)
- Launch of a public-oriented Blog in December 2011
- Streamlining of content on the NSPA website through elimination of several low-use pages and improved navigation for several sections of the site.

Other committee activities also continued during 2011, and initiatives included the following:

- Transit ads during the Canada Winter Games in February, promoting the use of physiotherapy.
- Closed-Captioning ads on CTV and a “Physiotherapy Challenge” to members during National Physiotherapy Month.
- Closed-captioning ads in October 2011
- A radio ad acknowledging Canada’s Veterans and linking physiotherapy with veterans’ rehabilitation aired the week of Nov. 7-11 on Lite 92.9 FM

In 2012, our focus will continue to be the implementation of communications audit recommendations, including a review of NSPA’s brand identity, further enhancements to the website, and custom photography, in addition to ongoing advertising and strategic relationships.

Respectfully submitted,
Keltie Cheney
Chair, Public Relations Committee

District Reports



Nova Scotia
Physiotherapy
Association
Annapolis Valley District

President:	Agnes Madsen
President elect:	Erinn Freeman
Treasurer:	Renee Downey
Secretary:	Nicola Williamson

The Annapolis Valley District held three general business meetings in 2011. Meetings were held in Berwick, Nictaux and Kentville.

AVD hosted a Prevent injury and Enhance Performance (PEP) workshop modelled after the program developed by the Santa Monica Sports Medicine Foundation on May 1 at the Kentville indoor soccer field. Six coaches and 24 youth participated in the workshop. A power point presentation was provided to the coaches. The instructional field session included warm-up, stretching, strengthening, plyometric, agility and cool down exercises. After all the activity, door prizes were presented and certificates of participation provided to all coaches and youth.

During NPM, a one week CN Tower Stair Climb Challenge was held at all six Annapolis Valley District Health Authority sites. Seventeen teams signed up. Posters on display encouraged staff and visitors to “take the stairs”. A winning team was selected at random from the teams that finished the stair climb. A \$50.00 gift certificate from Tim’s was donated by the AVD.

A well attended two day Bahram Jam thoracic spine course organised by the AVD was held at Valley Regional Hospital on May 28 and 29.

In June we welcomed Christine James to our end of year meeting. She reported on the NSPA’s Strategic Plan and a spirited question and answer session followed. AVD members were recognised for their contributions during the year. Natalie Connell stepped down as treasurer after a three year term. Renee Downey was welcomed to the executive as our new treasurer. A \$500 donation was made to the PFC fund.

A colourful display targeting heart health in youth was staffed by physiotherapists on June 26 during the first annual Life Cycle event organised by the Valley Cardiac Rehab Program.

Two \$250 education prizes were awarded in October. Any AVD member who took a course in the past year was eligible for the draw.

In December the AVD organised a presentation by Dr. Veljkovic on the sports injured knee to a well attended audience at Valley Regional Hospital and telehealth sites throughout western Nova Scotia.

Activities are underway for 2012. The national Bone Fit advanced workshop will be held at Valley Regional Hospital March 3 and 4. Strategy planning sessions for NPM 2012 are underway. The CN Tower Stair Climb Challenge will be repeated to encourage increased physical activity during the workday. An osteoporosis information session organised by the AVD will take place in early June.

I would like to thank the executive and all members who volunteered their time and enthusiasm during the past year. We had a great year!

Respectfully submitted,
Agnes Madsen

District Reports



Nova Scotia
Physiotherapy
Association
North Central District

President:	Tracy Matthews
Past President:	Kathy Anne Woodford
Vice President:	Jennifer MacIsaac
Treasurer:	Beth Greatorex
Secretary:	Michelle Colton
Education Committee:	Ainsley Mullin, Amy Topshee, Terry MacIntyre, Crystal Cameron, and Rosanna Kelly

The North Central District of the NSPA met 3 times in 2011 through a mixture of face-to-face and Telehealth-based meetings. Given our large geographical area, we have tried to maximize attendance by timing meetings with educational offerings. In 2011, we have been more successful in recruiting membership involvement from private practice members as well as members in the Amherst area – both areas where we have had difficulties in the past.

The delivery of educational opportunities for members continues to be a priority for the North Central District. The Education Committee has been successful in organizing and delivering two courses by Jill Robertson PT – a shoulder based course in May and a Hip based course in October. Both courses were full (24 participants) and were offered free of charge to members on a first come first served basis. Similar offerings are being planned for 2012.

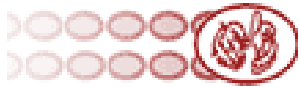
In September 2011, the North Central District entered into a partnership with NSPA/CPA and was able to deliver a Shirley Sahrman Level 1 course - Diagnosis and Treatment of Movement Impairment Syndromes – Introduction to Concepts and Applications in Truro, Nova Scotia. The district is hoping to follow up on this endeavour and offer another Sahrman course in the future.

While education will continue to be a major priority for the North Central District in 2012, we will also be focused on creating awareness and promoting our profession during National Physiotherapy Month and throughout the year with organizational and financial support to our district areas.

The executive of the North Central District of the NSPA has had a change in the Secretary's position with Michelle Colton assuming the position. In June 2012, Jennifer MacIsaac will assume the position of President as Tracy Matthews has completed her 2 year term.

Respectfully Submitted,
Tracy Matthews
President, North Central District

Section Reports



Nova Scotia Section of the Orthopaedic Division

Jennifer Cantwell, Chair
Alison Beaton, Vice-chair
Andrea McAllister and Shane Gill, Education co-representatives
Tanya Nichol, Secretary
Liz van Zutphen, Treasurer

The Nova Scotia section of the Orthopaedic Division has under-gone several position changes since the Spring AGM of 2011. Andrea McAllister has stepped down as chair to fill the PODCR role while Alison Beaton has left her roll as PODCR to be vice-chair. I have had the pleasure of becoming chair of the section and new-comer Shane Gill has joined the executive as an educational representative.

The executive has continued to offer continuing education opportunities to the Physiotherapy community. We have successfully held several non-cirriculum courses during 2011 and are looking forward Deb Treloar's foot and ankle course June 1-3, 2012. We will again bring Jack Miller to Nova Scotia to teach the Mulligan Lower Quadrant course on Sept 8-9, 2012. We have had great success with running the Level Courses and will be running a Level 1, Level 2 Upper and Level 3 Upper in the next 12 months.

The Nova Scotia Orthopaedic Section website has continued to grow since its creation in 2010. All course information and registration material is available within the web site at: www.nsorthosection.com. The contact information for the Executive is also located on the website.

We are planning our AGM for May 1 2012 with Dr. Christine Atkinson as our guest speaker. She will be discussing Concussion Management. The meeting will be held at The Middle Deck with drinks and snacks at 6:30pm.

Respectfully submitted,
Jennifer Cantwell, PT
Chair, NS Ortho Section

Section Reports



Nova Scotia Section of the Private Practice Division

Dan Purcell, Chair
Robert Cameron, Secretary
Liz van Zutphen, Treasurer
Carolyn Judd
David Kachan
Rob MacDonald
Joy Moore

Colette Morrison
Brian Tomie
Janice Webber
Student Reps: Jessica Ritchie, Kristen Shea
NSPPD - NSPA Liaison: Mark McFarland / Shaun Sangster

Membership

- All but one of our levy-paying members from 2011 renewed for 2012. We also welcomed several new members. This is a great result, and likely attributable to our project work and improved member communications over the course of 2011, with e-mail summaries of actions and decisions now being sent to the membership following each Executive Meeting.
- NSPPD conducted a member survey in November 2011 to secure member approval of our 2012 membership levy (unchanged from 2011) and to solicit feedback on marketing and other priorities.
- The NSPPD AGM has been scheduled for Sat. June 2, 2012. The AGM will be followed by speakers on the new Auto Insurance system.
- We continue to seek a Chair-Elect.

Political Action

- NSPPD took the lead in responding to the Department of Finance review of Nova Scotia's Auto Insurance System. This issue involved several volunteers and many hours over the course of 2011. In mid-November, system reforms were announced, several of which directly impact physiotherapy. The reforms will provide for direct access to physiotherapy, the establishment of treatment protocols, and direct reimbursement by the auto insurer of patients being treated within the protocols. The changes will be implemented in early 2013; we are anticipating draft regulations in March 2012.
- Work continued throughout 2011 on the three strategic objectives identified at the December 2010 members' meeting. A number of successful outcomes, including submission of a very well received list of physiotherapy clinics willing to take medical students on placements, have been accomplished.

Marketing

- NSPPD Executive Member Rob MacDonald sits on the NSPA Public Relations Committee, ensuring that our public awareness resources are used in a manner that maximizes reach and prevents duplication.
- Google and Facebook advertising continues to drive members of the public to the find-a-physio website.
- An article on physician/physiotherapist collaboration on exercise programs for patients with osteoarthritis was authored by NSPPD volunteers and accepted for publication in the March 2011 issue of Doctors Nova Scotia magazine. Another submission on physiotherapy screening for orthopaedic surgery candidates is planned for 2012.
- NSPPD co-sponsored the 2011 Doctors Nova Scotia AGM with NSPA, and will be doing so again in 2012.

Respectfully Submitted,
Dan Purcell, Chair

Section Reports



Sport Physiotherapy Canada
Physiothérapie sportive du Canada

**Nova Scotia Section of Sport
Physiotherapy Canada**

Chairperson	Laura Lundquist
Treasurer	Jodie Terrio
Secretary	Martha Purdy
Education Co-Chairs	Amie Malcolm, Genviève Renaud, Daniel Crumback
Student Representatives	Ashley Hancock, Cassy Archibald

Recent Activities:

Mentorship program

SPC-NS ran the mentorship program for the second time in 2011 in partnership with Hockey NS. Three mentors were available for five trainers. The program was a huge success for everyone involved and received a lot of praise from players and parents. In 2012 the program will run again with three mentors and five trainers.

First Responder Course

This 3-day sport-specific courses (2-day recerts) recognized by The Canadian Red Cross was run by SPC-NS from June 11-13th, 2011. It will run again June 1-3rd, 2012.

Concussion Course Planning

Steps are underway to bring a nationally recognized physiotherapist to Nova Scotia in September 2012 to offer a one day seminar for concussion assessment and management for a multi-disciplinary health care audience. In conjunction with this one day event, SPC-NS is planning to also offer an evening session for coaches/trainers in sideline recognition and management. This event will be in partnership with the ThinkFirst Concussion Working Group out of Ontario. Details TBA.

Elections

September 2012 will begin the next cycle of executive positions. Election voting will take place at the annual meeting in September. Currently the executive of SPC-NS is working to change its structure to match the new national guidelines to facilitate communication and cooperation between provincial sections of SPC.

Interaction with Students

SPC-NS is continuing to foster relationships with the Dalhousie PT students. The annual pizza lunch was held during Sports Week 2011 at Dal to answer questions etc re: sport physiotherapy and SPC; SPC-NS plans to continue this annual event in 2012.

Contact Information

SPC-NS chairperson can be reached for any questions/concerns/suggestions at the central email for SPC-NS at: spcnovascotia@gmail.com.

Treasurer's Report: 2011 Financial Statement

Treasurer's Report to the NSPA Membership Financial Period ending Dec. 31, 2011 - REVIEWED

In keeping with CPA's financial requirements for components, the NSPA's 2011 financial statements were reviewed by BDO Canada in February 2012. While not an audit, the review included an examination of bank statements, invoices, receipts, financial instruments, and reasonability testing of the statements of income and expenditures. The reviewed financial statement appears on the following pages.

Explanatory Notes

- Balance Sheet** NSPA had assets of just over \$120,000.00 at the end of 2011. Of this, \$20,000 has been identified as a special fund for strategic initiatives, \$44,200 is deferred membership revenue receivable in 2012, \$25,000 is set aside as a sinking fund, and just under \$28,000 is unrestricted surplus.
- Revenue** The majority of NSPA's revenue consists of membership dues, though sponsorship and professional development courses also contribute significantly to the bottom line (it should be noted that both of these income lines are off-set by expenditure lines). The NSPPD Contribution is paid by the Private Practice Section in return for staffing and office services, and joint public relations initiatives.
- Expenses** Expenses are captured under five broad categories. **Banking, Insurance and Legal** includes the Association's Directors & Officers liability coverage, as well as fees for the annual financial review and bank fees. There were no legal expenses in 2011. **Meetings & Stakeholder Relations** includes teleconference and other meeting expenses, Town Halls, NSPA's share of the Branch Presidents' Forum cost-sharing, expenses related to Congress and other CPA meeting attendance, AGM expenses, and payments made to the Association's two active Districts. **Member Recruitment & Retention** includes support for student engagement activities, NSPA's awards program, administration fees paid to CPA for membership processing, and expenditures incurred for hosting member education and events other than the AGM. **Office & Staffing** includes the Executive Director's contract, and telephone, mailbox rental, office administration and supplies expenses. **Public Relations and Marketing** includes advertising and promotional expenses.
- Net Surplus/Loss** NSPA had a net surplus of \$4,322 for 2011, after replenishing the Strategic Initiatives Fund to \$20,000.00. This compares to a break-even budget.
- Investments** NSPA maintains an interest-bearing ING Business Savings account. While short-term GICs have been purchased in the past, the board decided to hold off purchasing GICs in 2011, as the interest rates were almost identical as the rates in the ING Savings account, where funds are immediately accessible. Interest rates are reviewed regularly to ensure that we are maximizing interest and flexibility while minimizing risk.
- Special Funds** NSPA set aside \$20,000 of its surplus funds in 2011 for Strategic Initiatives. Just over \$10,000 of this was spent, primarily on the communications audit and related initiatives, and student and physician engagement. This fund was topped back up to \$20,000 at the end of 2011 to fund identified strategic initiatives in 2012.

Respectfully submitted,



Shaun Sangster, Treasurer



Kate Grosweiner, President

**Nova Scotia Physiotherapy Association
Financial Statements
for the year ended December 31, 2011**

Notice to Reader

On the basis of information provided by management, we have compiled the balance sheet of the Nova Scotia Physiotherapy Association as at December 31, 2011 and the statement of operations and surplus for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

LEONARD M. SHAW, CA Inc.

Chartered Accountants

Sydney, Nova Scotia
February 29, 2012

Treasurer's Report: 2011 Financial Statement, continued

**Nova Scotia Physiotherapy Association
Balance Sheet**

December 31	2011	2010
Assets:		
Cash	109,140 \$	86,853
Accounts Receivable	10,903	12,782
Short Term Investments	-	12,146
	<u>120,043 \$</u>	<u>111,781</u>
Liabilities:		
Accounts Payable and Accruals	2,892 \$	2,758
Deferred Membership Revenue	44,188	40,382
	<u>47,080</u>	<u>43,140</u>
Members' Equity:		
Special Purpose Fund - Strategic Initiatives	20,000	20,000
Sinking Fund	25,000	25,000
Unrestricted Surplus	27,963	23,641
	<u>72,963</u>	<u>68,641</u>
	<u>120,043 \$</u>	<u>111,781</u>

Treasurer's Report: 2011 Financial Statement, continued

**Nova Scotia Physiotherapy Association
Statement of Operations and Surplus**

December 31	2011	2010
Revenue		
Membership Dues	77,475	\$ 70,420
Professional Development	10,016	21,443
NSPPD Contribution	11,550	11,550
Sponsorship	10,700	9,205
Advertising	4,095	3,580
Interest Income	1,029	772
	<u>114,865</u>	<u>116,970</u>
Expenses		
Banking, Insurance & Legal	3,457	\$ 4,243
Meetings & Stakeholder Relations	18,869	25,865
Member Recruitment & Retention	12,817	20,046
Office & Staffing	43,085	41,132
Public Relations & Marketing	22,221	36,567
	<u>100,449</u>	<u>127,853</u>
(Shortfall)/Excess of Revenue over Expenses	14,416	(10,883)
Transfer from Special Fund - Website Development	-	5,743
Transfer to Special Fund - Strategic Initiatives	(10,094)	(1,814)
	<u>4,322</u>	<u>(6,954)</u>
(Decrease) in Surplus	4,322	(6,954)
Unrestricted surplus, beginning of year	\$ 23,641	30,595
Unrestricted surplus, end of year	<u>\$ 27,963</u>	<u>\$ 23,641</u>

Treasurer's Report: 2011 Financial Statement, continued

**Nova Scotia Physiotherapy Association
Statement of Special Purpose Fund – Strategic Initiatives**

	2011	2010
Balance, Beginning of Year	\$ 20,000	\$ 20,000
Transfer from Unrestricted Surplus	10,094	1,814
Disbursements	<u>(10,094)</u>	<u>(1,814)</u>
Balance, End of Year	<u>\$ 20,000</u>	<u>\$ 20,000</u>

Board & Committee Volunteers

Sincere thanks to our 2011 Association Volunteers!

Board of Directors

Kate Grosweiner, President
Anne Fenety, Secretary
Shaun Sangster, Treasurer
Matt Calhoun (from Sept/11)
Catherine Crocker
Justin Grundy (to Sept/11)
Mark McFarland

Keltie Cheney
Aaron Lake
Alison McDonald
John Scaplen
Nancy Walker
Kathy Anne Woodford

Awards Committee

Aaron Lake, Chair
Carolyn King
Andrea Marcantonio
Andrea McAllister

Shara Quinn (from Sept/11)
Brendan Smith (to Sept/11)
Nancy Walker

Professional Development Committee

Alison McDonald, Chair
Barbara Adams (to Sept/11)
Gail Creaser
Carolyn Judd
Alexis Lister

Andrea McAllister
Scott McCulloch
Kathy Anne Woodford

Public Relations Committee

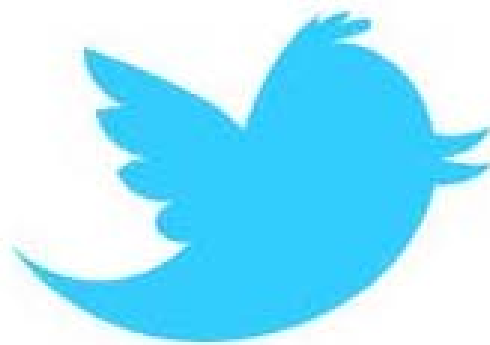
Keltie Cheney, Chair
Krista Adams
Meagan Beaton (to Sept/11)
Daphne London
Rob MacDonald

Shelly Malcolm-Beazley
Ainsley Mullen
Jessica Roy (from Sept/11)
Michael Wight

Thanks are also extended to the many Section and District volunteers who contributed their time and energies to bring value to members.



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twitter.com/#!/NSPhysio

Nova Scotia Physiotherapy Association

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