



Alberta
Association of
Physiotherapy

January Newsletter



CEO Message

As we step into a new year, I want to take a moment to welcome you back and thank you for being part of the Alberta Association of Physiotherapy community. We are energized by what lies ahead and excited to continue supporting, advocating for, and celebrating physiotherapy across Alberta in the year to come.

Thank you to everyone who joined us for our Annual General Meeting in mid-January. Your engagement and participation are essential to the strength of our association, and it was wonderful to connect with you. For those who weren't able to join us, we are happy to share the [2024/25 Annual Report](#) and the [annual advocacy update](#) prepared by our government relations partner, Protaea. These reports highlight the important progress we've made together and the advocacy work underway.

There's lots to look forward to in the coming months! Nominations for the AAP Awards are now open and we are excited to recognize those early in their career, emerging leaders in the field, professionals who have contributed to the profession throughout their career and interprofessional collaboration with our profession. More information is included below, along with details on how to apply to be part of the Awards Selection Committee – a meaningful way to get involved and support peer recognition.

I'm also pleased to share that Podcast Episode 12 is now live. Be sure to listen in using the link below for another engaging conversation.

Behind the scenes, planning for our annual conference is well underway, and enthusiasm is building. We're looking forward to launching registration this spring and welcoming you together for learning, connection, and collaboration.

Thank you for your continued involvement, passion, and commitment to physiotherapy. I look forward to everything we'll accomplish together this year.

Best,
Jen

Advocacy Update: Progress, Partnerships and Opportunities to Engage

AAP continues to be actively engaged across multiple advocacy tables, strengthening the role of physiotherapy within Alberta's health system and beyond. Recent conversations reflect growing recognition of physiotherapy as an essential part of team-based, integrated care – and importantly, a profession that needs to be better supported and funded.

Key Updates

Primary Care Alberta (PCA)

We've had very positive discussions with PCA leadership, who expressed strong interest in involving physiotherapy more intentionally moving forward. This includes engagement around integrated neighbourhoods, participation in additional working groups, and opportunities to raise awareness of physiotherapy through PCA communications. There is clear enthusiasm for ongoing collaboration, and more to come in the months ahead.

Coalition for Primary Health Care

AAP has recently joined the Coalition for Primary Health Care, where team-based care is a key priority. There is broad agreement among partners that physiotherapy must be better integrated into public primary care – and appropriately funded. Advocacy in this space is ongoing.

Insurance Reform

While government activity has been quiet, we are anticipating that the new Care Pathways will be shared with the Health Advisory Council in the coming months. One topic that has been bubbling up is around fraud mitigation strategies in response to challenges seen in other provinces.

FAST Program

AAP and the Alberta Orthopaedic Society met with FAST program leads to discuss ongoing challenges with program design and delivery. There is acknowledgement that physiotherapy needs to be more meaningfully involved, including discussions around funding changes. While early, these conversations are encouraging.

Women's Health Coalition & Women's Health Day on the Hill

AAP has been invited to engage more actively following the introduction of federal Bill S-243, with a focus on access to women's health care, including pelvic floor physiotherapy. Alberta healthcare leaders will be participating in Women's Health Day on the Hill in Ottawa (February 25–26), and advocacy efforts are underway to support this important legislation.

POCUS, Netcare & the Health Professions Act

AAP is continuing to work with Protaea and government around POCUS and Netcare access. Indications have been positive that changes to the Health Information Act will be coming and physiotherapists are at the top of the list for access to Netcare. We hope that we will have a more robust update to share with our members by mid year.

Emergency Department Integration

AAP has confirmed a meeting with MLA Wiebe in March to discuss emergency department pressures and the integration of physiotherapy beyond pilot projects. We are gathering information on existing ED physiotherapy models in Alberta to help inform these discussions.

IEPTs (Internationally Educated Physiotherapists)

AAP is exploring opportunities to partner on developing resources to support IEPTs navigating practice in Alberta, in collaboration with AHS partners. This work aims to better support workforce integration across both public and private settings.

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Provincial Cardiac Strategy

The University Hospital Foundation, Primary Care Alberta and Acute Care Alberta are working together to share a provincial cardiac strategy. The Association and many physiotherapists have been invited to participate in early discussions around the strategy. Input from the profession is being sought, and a member survey link is included below for those interested in contributing insights.

Bill 13 – Regulated Professions Neutrality Act

AAP is actively monitoring the implementation of Bill 13 which restricts regulatory bodies from mandating continuing education on social or political topics such as equity, diversity, and inclusion (EDI), unconscious bias, and cultural competency unless the training is directly linked to professional competence. By requiring regulators to maintain a stance of legislated "neutrality" on social and ideological issues, this bill marks a significant shift in the provincial regulatory landscape, and AAP will actively monitor its implementation and potential impacts.

Calls to Action for Members

Support Women's Health Advocacy

The Women's Health Coalition is seeking support connecting with Members of Parliament to highlight the importance of Bill S-243 and the future of women's health care in Canada.

Letter templates and background information are available here:

<https://thewhc.ca/whframework/>

Contribute to the Provincial Cardiac Strategy

Members are invited to share insights and data to inform Alberta's Provincial Cardiac Strategy, where physiotherapy is recognized as a key contributor to patient care.

Submit your input using this link: <https://givetouhf.ca/cardiac-care/caring-for-our-hearts/>

AAP Award Nominations Are Now Open



We are thrilled to announce that nominations are now open for the **first-ever Alberta Association of Physiotherapy Awards!**

This exciting new initiative will recognize excellence, leadership, and impact within the physiotherapy profession across Alberta.

The **AAP Awards** celebrate individuals who are shaping our profession and making a meaningful difference in practice, education, collaboration, and community impact. Full details and nomination criteria for each award category can be found in the linked PDFs below:

- [Student / Entry to Practice Award](#)
- [Emerging Leader Award](#)
- [Lifetime Achievement Award](#)
- [Interprofessional Collaboration Award](#)

We encourage you to take a moment to review the categories and consider nominating a colleague whose contributions deserve recognition.

Reminder: Call for Award Selection Committee Members

As shared last month, AAP is also seeking volunteers to serve on our **Award Selection Committees**. Committee members will play an important role in reviewing nominations and supporting a fair, thoughtful, and meaningful selection process for this inaugural year.

Committee work will take place over a defined period, with meetings held virtually. Volunteers will be asked to review nominations using established criteria and participate in confidential discussions.

How to Apply

Interested individuals are asked to submit:

- Name
- Primary practice area
- Number of years practicing
- Any relevant experience or perspective (e.g., leadership, education, mentorship, research, interprofessional work)

Please submit your expression of interest by **February 27** to ceo@albertaphysio.com.

Thank you for helping us launch this exciting milestone for the profession and for supporting the recognition of excellence in physiotherapy across Alberta.

Goal Getter Season 2 - Episode 12

Staying Steady: Fall Prevention for Safe and Active Living



Episode 12 of Season 2 is now live!

We talk to **Kathy Belton** from the ***Finding Balance Alberta*** about how Albertan fall prevention programs and practical lifestyle adjustments can help adults stay strong, active, and independent.

Tune in for insights that support safer movement and long-term quality of life.

"We know that one in three Albertans over the age of 65 will fall each year. And the sad thing is that those falls are, for the large part, preventable and predictable."

- Kathy Belton, Finding Balance

Episode 12 will leave you informed, inspired, and connected—listen wherever you get your podcasts or watch the full episodes on **YouTube**.

[Listen now](#), and give us a follow to be informed when new episodes drop!

[Spotify](#)

[Apple Podcasts](#)

[YouTube](#)

Free Virtual PD Session

Monday, March 2, 2026 7-8pm MST

"5 Marketing Actions that Matter for Physios in 2026"



5 MARKETING ACTIONS THAT MATTER FOR PHYSIOS IN 2026

These easy, free actions determine whether you get found, chosen, and remembered without relying on ads and you only have to spend 1 hr/wk!

 **MONDAY, MAR 2, 2026**
7:00 - 8:00 PM MST
VIRTUAL (ZOOM), FREE

Register Free



Tash & Tyler
NewFrame Digital
Supporting physios across Canada

FREE MARKETING WEBINAR

On **Monday, March 2nd from 7-8pm MST** join **NewFrame Digital**, a Canadian agency founded with a clear mission – to help clinics grow.

Most physiotherapists are told to chase short-term marketing tactics - ads, hacks, rankings, quick wins. That can work short term. But long term, it creates dependency, low-quality leads, and zero retention. This session is about building a foundation, so marketing works with your practice, not something you have to keep paying for forever -***What to focus on, what to ignore, and how to do it in about 1 hour per week.***

Register [HERE](#).

2026 WCB-Alberta Research Grants Competition



The **2026 WCB-Alberta Research Grants Competition** is now open and accepting applications with a deadline of **Friday, March 20, 2026**. Full details about the competition and application can be found on [WCB-Alberta's Research Program website](#).

WCP-Alberta promotes the development of effective disability management services and strategies, optimal approaches to recovery and return to work following workplace injury, and improved understanding of the factors involved in workplace injury, including social and economic factors. In order to inform better practice, WCB-Alberta provides financial support for research projects that address certain areas of interest.

Researchers specializing in Occupational or Clinical Medicine, Epidemiology, Population Health, Psychology, Rehabilitation Medicine, Kinesiology, Sciences, Law, Economics and other Social Sciences are encouraged to apply for funding.

To apply:

Submit a Letter of Intent to the WCB-Alberta Research Coordinator by **Friday, March 20, 2026**. For additional information or application assistance please contact Amy Procter, WCB-Alberta Research Program Coordinator, at research@wcb.ab.ca.