

PUBLIC AND CONSUMER RELATIONS TASK FORCE

The Task Force on Public and Consumer Relations shall assist the Board of Directors determine future improvements, initiatives, and programs to advance public and consumer understanding of physical therapy and the importance of membership in APTA.

CHARGE

The Board of Directors determined charge for the Task Force on Public and Consumer relations is to assess APTA current programs, products, services and platforms for their performance and value to APTA members, the public, and consumers.

The task force shall forward a report including three deliverables to the Board of Directors for their consideration and action:

1. Current state of APTA initiatives and outcomes in public relations and consumer affairs, including a review of present platforms and programs such as Find A PT, ChoosePT website, and National Physical Therapy Month.
2. Recommendations for member engagement and alignment to APTA's governance and appointed groups strategy for the media corps.
3. Recommendations for future initiatives and investments with defined measures of success that would drive demand to physical therapy, awareness of the value of physical therapy, and how these initiatives provide connection and benefit APTA membership.

QUALIFICATIONS FOR APPOINTEES

- Shall be an APTA member in good standing.
- Knowledge of APTA governance structure and the interrelationship between APTA governing documents such as the articles of incorporation, bylaws, standing rules, and policies.
- Experience and expertise in areas relevant to public relations, social media, or technologies to drive public and consumer engagement, awareness, and participation.
- Experience and expertise in communications strategies and systems thinking to drive outcomes for physical therapy and increase the brand awareness of APTA with members, potential members, other health care professionals, and consumers.

All APTA appointed groups shall conduct their work to support APTA's Mission, Vision, Strategic Plan, and APTA adopted policies and positions. All appointees shall agree to the APTA Volunteer Commitment.

MEETINGS

The task force meets virtually throughout the year and may meet in-person as needed.

SIZE OF APPOINTED GROUP

The group shall consist of one APTA Board chair, selected by the APTA President, and six additional APTA members. APTA shall also support this work with up to three appointed external consultants (nonvoting).

TERMS OF APPOINTEES

January 1, 2026 to December 31, 2027 (projected report to APTA Board of Directors in November 2027). No appointed member may serve concurrently in two Board-appointed roles.