



Manitoba Association
Physiotherapy Association
manitobaine de
physiothérapie

MPA – who are we?

Manitoba Physiotherapy Association (MPA) is a member driven association that provides leadership and direction to the physiotherapy profession; fosters excellence in practice, education, and research; and promotes high standards of wellness in Manitoba. MPA is a branch of the Canadian Physiotherapy Association (CPA).

Vision

Physiotherapy is **Manitoba's** essential partner for optimizing health and wellness.

Mission

As the vital partner for the profession, MPA leads the profession towards excellence in innovative practice, continuing education, and advocacy.

Values

- **Compassion**

By demonstrating empathy, kindness, respect and non-judgement to all people.

- **Integrity**

By being accountable, transparent, committed to members and our stakeholders.

- **Pride**

By remaining enthusiastic, energetic, and constantly improving our skills and methods.

- **Innovation**

In developing progressive programs and services with evidence-based research and practice.

- **Consultative/
collaborative**

When dealing with members, public and other stakeholders.

- **Social Justice/
Responsibility**

By advocating to reduce healthcare disparities and inequities.

Strategic Priorities

Promote the Value of Physiotherapy to the public and stakeholders to influence the health system

- Advocacy
- Marketing
- Education

Help Canadians **obtain greater access** to Physiotherapy through:

- Advocacy
- Community Education

Champion excellence, innovation and professionalism in Physiotherapy through:

- Evidence-based research/ practices
- Professional Development

Enhance our collective organizational value and capacity through:

- Providing value to members
- By-law review
- Board Succession Planning