



World Federation of Music Therapy  
Federación Mundial de Musicoterapia

# WORLD MUSIC THERAPY WEEK TOOLKIT 2025

APRIL 10-15



Bringing music therapy associations  
and individuals interested in  
developing and promoting music  
therapy globally together



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World Federation of Music Therapy

# World Federation of Music Therapy

The World Federation of Music Therapy, Incorporated is a non-profit corporation organized under the laws of the state of North Carolina, USA. Its aim is to promote music therapy throughout the world.

The WFMT aims to act as the international umbrella organization for the profession of music therapy.

- To promote the exchange of information about global music therapy throughout the Federation's eight regions.
- To promote international collaborations among WFMT members and other related professional groups.
- To disseminate information related to music therapy worldwide by using latest technology and multimedia.



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- To coordinate and promote a World Congress of Music Therapy every three years.
- To promote and advance equivalencies in clinical practice standards in music therapy.
- To promote and establish equivalencies in the standards of the education and training of music therapists.
- To promote and advance equivalencies in the standards and policies of the ethical conduct of music therapists.
- To promote the integration of research and ethics into the practice of music therapy throughout the world and support international research collaborations.
- To share information on accreditation and licensing procedures with the Federation's members and establish equivalency standards for a global music therapy certification.





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- To promote the official recognition of music therapy as a profession by governmental or non-governmental agencies throughout all regions of the world.
- To support response efforts of music therapists and communities affected by disasters.





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# What is Music Therapy?





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Music therapy is the professional use of music and its elements as an intervention in medical, educational, and everyday environments with individuals, groups, families, or communities who seek to optimize their quality of life and improve their physical, social, communicative, emotional, intellectual, and spiritual health and wellbeing.



Research, practice, education, and clinical training in music therapy are based on professional standards according to cultural, social, and political contexts ([WFMT, 2011](#)).

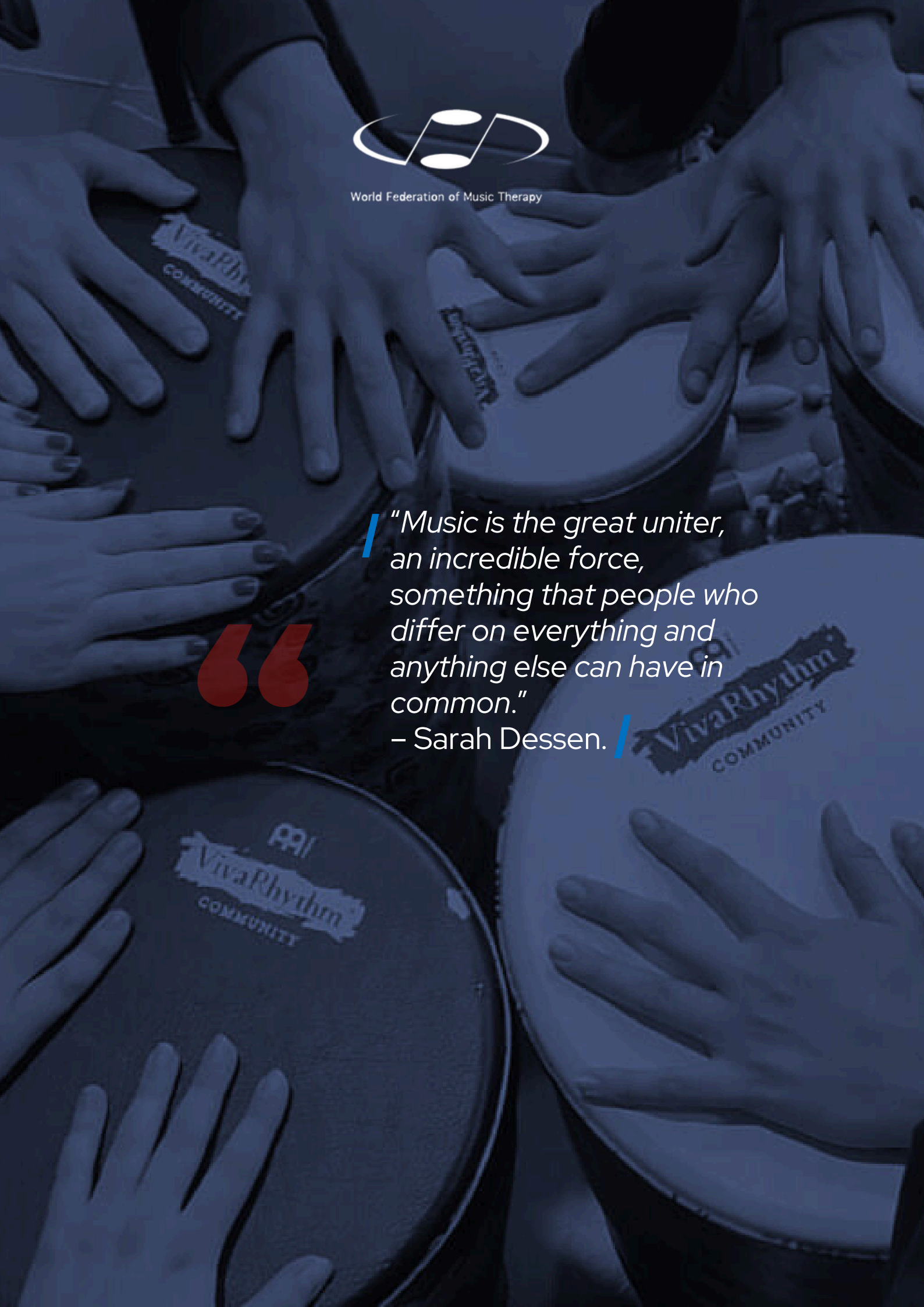




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*“Music is the great uniter,  
an incredible force,  
something that people who  
differ on everything and  
anything else can have in  
common.”*

*– Sarah Dessen.*





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**WORLD MUSIC THERAPY WEEK**  
**APRIL 10-15**



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# World Music Therapy Week

## APRIL 10-15

*During World Music Therapy Week, music therapists and supporters are encouraged to engage in activities that increase awareness of and advocacy for music therapy.*



World Music Therapy Week also serves to highlight the global connectedness of music therapy, which can be especially important for developing countries.

In 2023, the music therapy community changed the day to a week to be celebrated each year from 10 to 15 April.



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# Music Therapy Photo Competition

Each year, we invite the wider music therapy community to submit photos for the World Music Therapy Week Photo Competition, sponsored by World Federation of Music Therapy capturing the work of music therapy.

This competition is sponsored by the World Federation of Music Therapy with the purpose of generating and disseminating photos that promote music therapy by increasing global awareness and understanding of the profession.



**THEME:**  
*"Meaningful Moments  
in Music Therapy"*

For the first time this year, we want to tie the photography competition to a theme, encouraging participants to explore music therapy through a focused lens that highlights its most meaningful and impactful aspects.



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## Timeline

- → February 17, 2025 - Photos submission opens
- → March 16, 2025 - Photos Submission closes
- → March 21, 2025 - General voting begins via Google Form
- → April 3, 2025 - Voting ends
- → April 10, 2025 - Announcement of winner
- → From April 11, 2025 - Blast winning photographs on social media

This theme invites participants to capture and showcase the profound, transformative, and impactful experiences that take place during music therapy.

**Join us and**  
**cast your vote at this link!**





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# What are the benefits of the World Music Therapy Week toolkit?



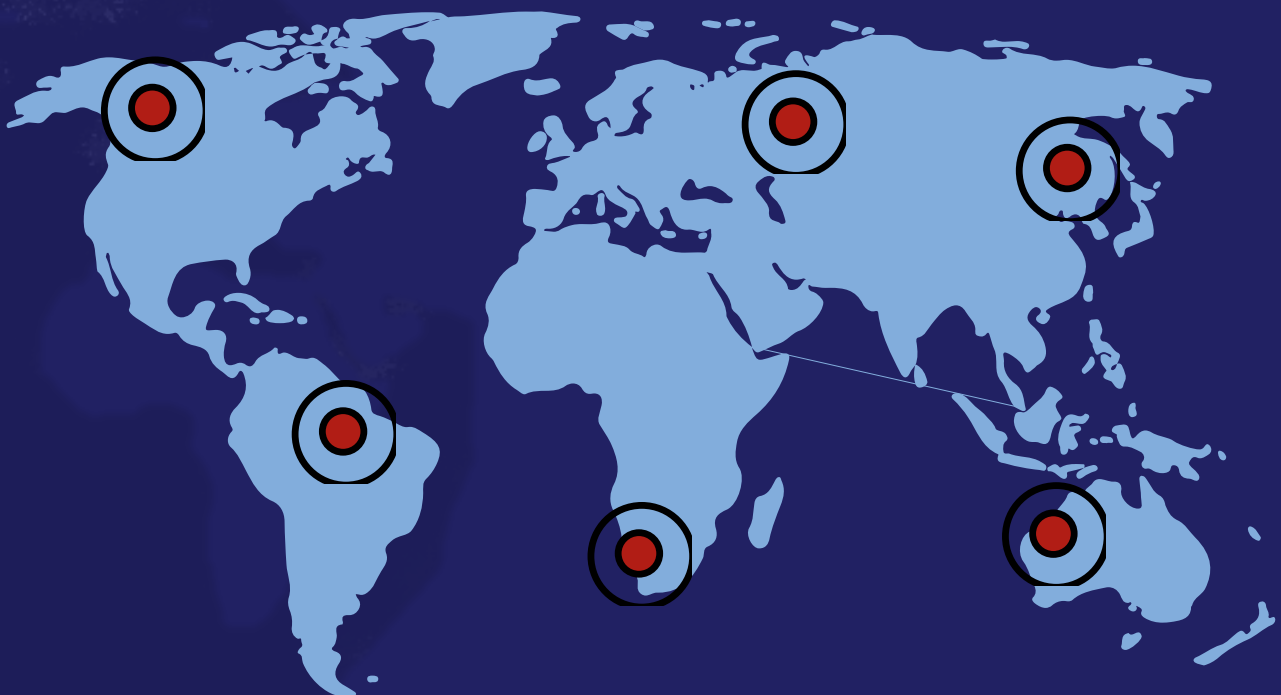
A collaborative tool that aims to help the global community



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# World Music Therapy Week Toolkit

The World Music Therapy Week Toolkit is designed as a valuable resource to support professionals, communities, and individuals involved in music therapy. Its purpose is to **facilitate the promotion of music therapy** in diverse ways by providing easy access to essential information and ready-to-use content. Whether you are a practitioner, an advocate, or someone who benefits from music therapy, this toolkit will help you share its impact, raise awareness, and inspire others to explore its transformative power.





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# What does this toolkit offer me?

## Campaign Branding and Visual Assets

- **Social Media Graphics:** Ready-to-use graphics for social media platforms (Facebook, Instagram, Twitter) to promote events, share facts, and encourage participation.



## Educational Materials

- **Posters & Flyers:** Printable materials for offline promotion in community centres hospitals, clinics, or schools.

## Multilingual Resources

- **Social Media Graphics and Posters** of this toolkit can be edited and translated in multiple languages by the community on our Canva Templates to reach a global audience. This is crucial for making the campaign inclusive and accessible to a wider group of people.

## Digital Resources

- **Online Video Resource:** Video that explains music therapy week and how you can get involved-
- **Social Media Caption and Hashtag:** Suggested posts and hashtags to raise awareness and engage followers



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# Ready-to-use tools



## Campaign Branding and Visual Assets



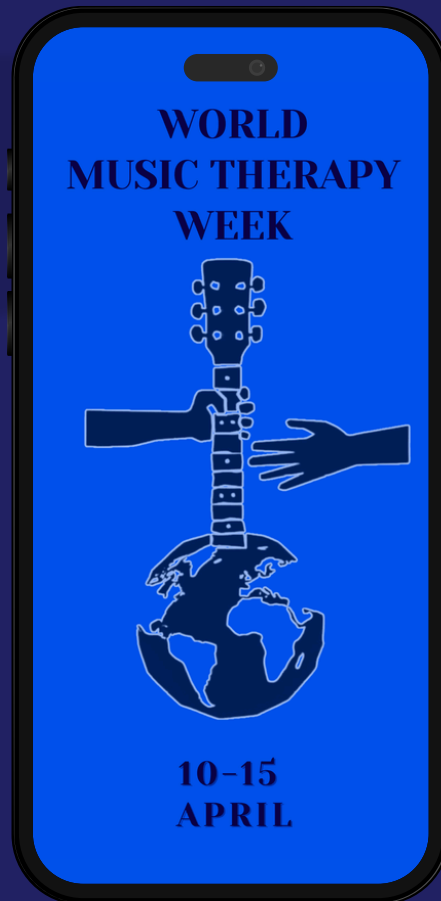


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# World Music Therapy Week

APRIL 10-15

*Join the*  
**CELEBRATION!**



Click here to see and share our video on  
WMTWEEK with the wider community!

[Reel and Portrait Version](#)

[Youtube and Wide Screen Version](#)

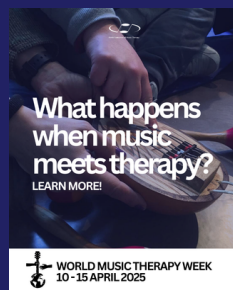
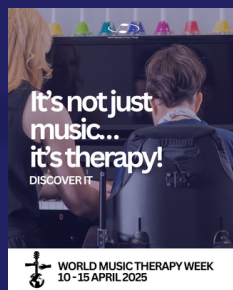
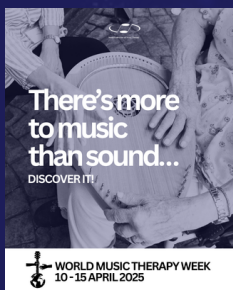
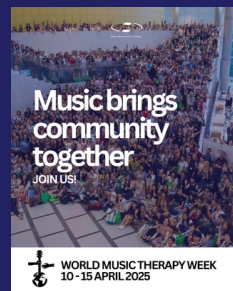
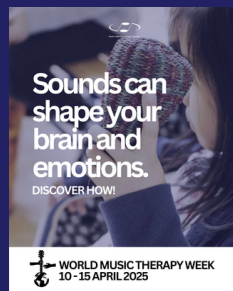
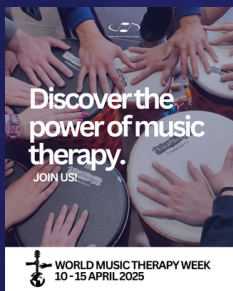


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# Using WFMT Social Media Cards for World Music Therapy Week

The Public Relations Commission of the World Federation has created ready-to-use social media cards to help raise awareness during World Music Therapy Week (April 10–15).

Just click on your favorite social media card to download it and share it on your profiles—helping to spread awareness of music therapy in your community and beyond!



CLICK ON THE BUTTON TO TRANSLATE THE SLOGAN FOR YOUR COMMUNITY ON THE CANVA TEMPLATE



We encourage you to share them to help amplify World Music Therapy Week and inspire others about the power of music therapy.

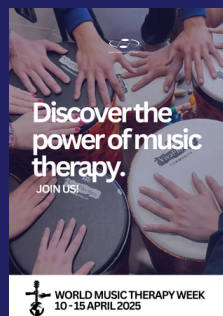
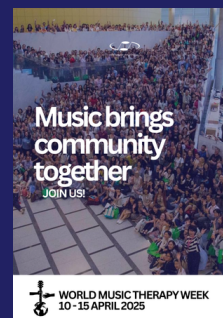
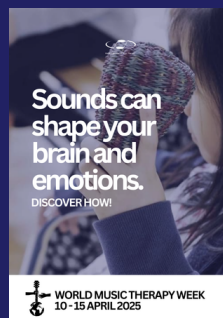
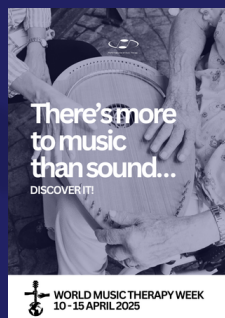
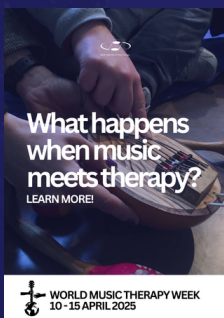


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# How to Use Printable Posters for World Music Therapy Week

We've designed printable posters to help raise awareness during World Music Therapy Week (April 10-15). These posters can be displayed in private practices, hospitals, schools, and anywhere you want to spark curiosity about music therapy.

Simply download the posters, print them, and display them in your community. Use them to engage people and share the transformative power of music therapy.



CLICK ON THE  
BUTTON TO  
TRANSLATE  
THE SLOGAN  
FOR YOUR  
COMMUNITY  
ON THE  
CANVA  
TEMPLATE



We encourage you to spread the word and inspire others to learn more about music therapy.



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## How to Use This Ready-to-Post Message

To help spread awareness during World Music Therapy Week 2025 (April 10–15), we've created a ready-to-use social media post for you!

Simply copy and paste the message, share it on your favourite platforms, and help celebrate the power of music therapy worldwide.

*🎵🌟 **Happy World Music Therapy Week 2025!** 🌟🎵*

*From April 10–15, we celebrate the power of music therapy in bringing healing, connection, and well-being to people around the world. Music therapy transforms lives, supports mental health, and creates meaningful change through sound and rhythm.*

*Join me in raising awareness—share, engage, and spread the message! Let's make music therapy more visible and accessible to all.*

*#WorldMusicTherapyWeek #MusicTherapy*

*#HealingThroughMusic #PowerOfMusic*

*#MusicForWellBeing #WFMT #GlobalMusicTherapy 🎵❤️*

*Feel free to add your own thoughts, tag colleagues, or include photos and stories to make it more personal. Let's make music therapy visible and inspire more people to learn about its impact!*





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# Common Myths about Music Therapy



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## MYTH

“Music therapy is the same as music entertainment.”



## FACT

Music therapy is often mistaken for an activity performed only to entertain clients, for their enjoyment. While it's important to appreciate the joy of music, music therapy sessions are more about the individual or group and what they offer within the therapeutic space. The main objective is a collaborative relationship with the client to create music, with each client actively participating in the process, achieving individualised goals such as, social skills, emotional skills, behavioural skills, cognitive and motor skills.



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## MYTH

"I never learned to play an instrument (and definitely don't want to learn one since I'm traumatised from music lessons (in school)! It's not for me."



## FACT

Our goal in Music Therapy is not to learn to perfectly play an instrument or to always play in tune. The therapist is able to adapt the intervention and choice of instrument to the client and their specific needs. Instruments often can be played without presuppositions. Interventions may not always necessitate the client to play an instrument themselves as receptive methods may be used as well.



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## MYTH

“Music therapy is music play to make people happy”

## FACT

Music therapy is an evidence-based practice where qualified therapists use music to help people meet therapeutic goals, including physical, behavioural, cognitive, developmental and social goals. Music therapy is available for all people of all ages.





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## MYTH

“Music therapy is only for mentally ill and intellectually disabled people.”

## FACT

Music Therapy is indeed highly beneficial for people with physical and mental disabilities, however, music therapy may also benefit any individuals regardless of ethnicity, ability, age, level of awareness and stage of development.



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# World Music Therapy Week Toolkit in the next years

The toolkit will evolve into a dynamic resource for global music therapy support. Future additions include:

- **Toolkit Pages for General Members:** Education, advocacy, and resource sharing.
- **Toolkit Pages for Council Members:** New insights, resources, and regional advocacy.
- **Campaign Branding & Visual Assets:** Logos, banners, social media graphics, infographics, and posters.
- **Educational Materials:** Printable posters, fact sheets, brochures, and articles.
- **Multilingual Resources:** Materials in multiple languages for global accessibility.
- **Event Planning Resources:** Guides, checklists, and sample invitations for events.
- **Digital Resources:** Email templates, videos/podcasts, and social media tools.
- **Engagement & Interactive Tools**



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# World Music Therapy Week Toolkit Credits

This initiative is developed by the Public Relations Commission (2023–2026 term). This first year has been dedicated to shaping the toolkit into what we envision it to become, laying the groundwork for a resource that will evolve over time. We hope that each year it will grow, enriched with new sections and special features, making it an ever-expanding support for the global music therapy community.



***Martina Scognamiglio, Italy***  
WFMT PR Commission Chair  
Website and Social Media



***Maria Latysheva Linkova, Russia***  
WFMT PR Commission  
Graphics and Video editing



***Lulu Negota, South Africa***  
WFMT PR Commission  
Copywriting and Students' Liaison



***Kumi Sato, Japan***  
WFMT PR Commission  
Organizer and Document editing





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# World Music Therapy Week Toolkit Credits

This Toolkit was created in collaboration with the ASD  
Assembly of Student Delegates of the World  
Federation of Music Therapy.



**Susanne Gruss**

WFMT Executive Assistant  
Europe ASD



**Oriosvaldo Travassos**

Latin America &  
the Caribbean ASD



**Hannah Estrella**

Canada & the USA  
ASD



**Napapas  
Horrungruang (Jeen)**  
Southeast Asia ASD



**Hershey Permano**  
Western Pacific  
ASD



**Vuyo Tshwele**  
Africa ASD





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# World Music Therapy Week Toolkit Credits

A special thanks to all the WFMT Council members for their valuable suggestions and insights.

## **LEADERSHIP**

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Dr. Melissa Mercadal-Brotons, Past President  
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Dr. Ming-Hung Hsu, Inclusion, Diversity, Equity and Access  
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Mr. Nicolás Espinoza, Latin America & the Caribbean  
Dr. Andrea McGraw Hunt, Canada & the USA  
Ms. Bhuvaneshwari Ramesh, Southeast Asia  
Dr. Jin Hyung Lee, Western Pacific



# Where can I find WFMT?

Stay updated with the latest news, insights, and developments in music therapy by following us on social media and visiting the official website of the World Federation of Music Therapy (WFMT)



Click the icons below to visit our official channels.



[www.wfmt.info](http://www.wfmt.info)

***Connect with a global community and explore events, research, and initiatives!***



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# Did You Know / This?



- You can be a part of the global community with your participation in the growth and promotion of Music Therapy
- Gain new skills through shared resources
- Adapt the toolkit to suit your region with Multilingual resources



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**BE A PART**  
*of the* **EXPERIENCE!**

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