

Royal College of
Occupational Therapists

annual
REVIEW
2018

Royal College of
Occupational
Therapists





message from the **CHIEF EXECUTIVE**

Well, what a year it's been. As I cast my mind back, I realise that it's been a year of many 'firsts'; our first, full year as a Royal College, for instance. Since confirming our royal status in April 2017, we have consistently continued to build on our strengths as an organisation, and our visibility is growing fast.

This year in fact, we received over 100 requests for expert advice and input from politicians across all four UK nations, local authorities, government departments, universities, NHS England, Health Education England and other professional bodies... The list goes on. It goes to show that we no longer have to knock on other people's doors for their attention – people are coming to us. At the end of our first whole year as a Royal College, we are an established, thriving professional community that is on the map.

This has been the year that saw us bring our conference to Belfast again for the first time in 20 years, and the first time we joined forces with the Association of Occupational Therapists of Ireland (AOTI) at the event. It's also been the year of our busiest Occupational Therapy Week to date – with steady growth over the last few years, 2018 saw the most activity across our social media channels and the most varied occupational therapy-related celebrations across all UK countries. So well done to all of you!

We continue to provide outstanding value to our members, and the numbers prove it. We have now abundantly exceeded 33,000 members, and 91% of those who attended our conference rated it good or excellent – so we must be doing something right.

Our *Improving Lives, Saving Money* campaign this year galvanised many of you to share data from your services, and this in turn helped us paint a detailed picture of the impact of occupational therapy. There are so many fantastic examples – for instance, occupational therapists working in inpatient mental health services helped reduce length of stay in hospital by 20%ⁱ, or that occupational therapy-led services in primary care mental health have led to annual savings of over £140,000ⁱⁱ. With this intelligence, we're able to command the attention of Ministers of State right through to colleagues working in a shared department or a GP practice.

It's also been a year of new beginnings – in May, HRH the Princess Royal launched our new Strategic Intentions for 2018 to 2023 at a wonderful event in London. Over several months before the launch, I

travelled across the four nations to meet with as many of you as possible and gather your thoughts and plans for the future. It was those very conversations that shaped our new Strategic Intentions. I can't thank you enough for your contributions towards securing the future of our profession.

And speaking of the future, it was wonderful to see new universities announcing their plans to develop new occupational therapy undergraduate courses and apprenticeship schemes this year – a clear sign that demand is growing and young people are keen to embark upon a career as occupational therapists.

We know the landscape of service provision is changing and that this is likely to have an impact on many of you. But remember, your Royal College is here for you, and we'll be doing our best to support you through these challenging but exciting times.

As we look forward to 2019, the Department of Health and Social Care's prevention agenda will mean many of us will need to change the way we work, see people earlier and deal more with lifestyle conditions. This will be both a challenge and a huge opportunity to have an even greater impact on the health and wellbeing of the people we serve, as well as to promote the value of what we do to a wider audience.

Personally, I feel a sense of huge excitement for the many new developments for the profession: the growing role for occupational therapists in prisons, fire and rescue services, primary care, perinatal and community-based services to name a few. But I also have a sense of great pride in our traditional, well-established services that continue, against all odds, to meet people's needs at a time of ongoing austerity and change.

Thank you all for your work, for flying the flag for occupational therapy, and for continuing to be such supportive members. Here's to you and all that we've done together in 2018.

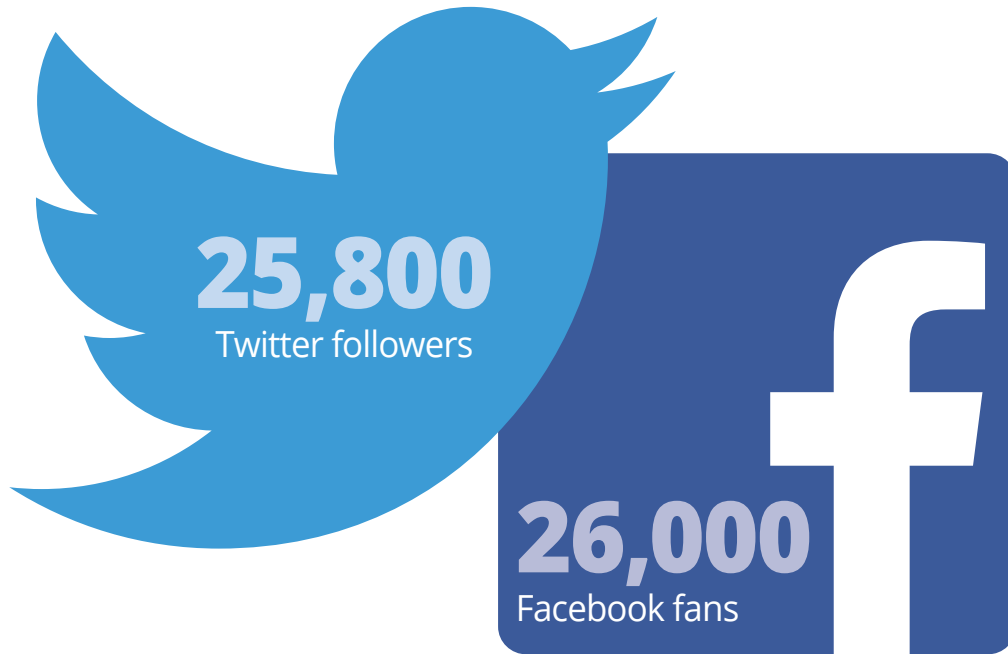


Julia Scott, Chief Executive

ⁱ Source: *Getting my Life Back* (RCOT, 2018)

ⁱⁱ Source: *Getting my Life Back* (RCOT, 2018)

Our impact on **SOCIAL MEDIA**



Over the year, RCOT's social media channels grew by

4%



Facebook

18%



Twitter

23%



LinkedIn

27%



You Tube

POSTS WITH GREATEST REACH



Tweet with the highest number of impressions announced the launch of our #valueofOT in #mentalhealth report for Mental Health Awareness Week
= 36,100 impressions



Facebook post with the highest reach also announced the launch of our #valueofOT in #mentalhealth report for Mental Health Awareness Week
= 46,403 people

WEBSITE STATS

22,278 people are registered on the new website

2,528,616 visits to the new website

Most popular pages (after homepage and login pages)

What is occupational therapy with **75,208** page views

BJOT with **75,671** page views

62% of visits were on desktop and **38%** of visits were on mobile



MOST POPULAR HASHTAGS

#RCOT2018 = 18,245 uses
(this trended during conference)

#OTWeek18 and
#OTWeek2018 = 19,675 uses

NEW ACTIVITY IN 2018



We published four podcasts throughout 2018, and they are more and more popular. They have been listened to a total of **2,808** times and counting.

Listen to all our podcasts at rcot.co.uk/podcasts

This year we launched our **Instagram** channel, aimed at our student members. It is a budding new channel, but with lots to offer, so if you haven't already, start following us!



2018 KEY HIGHLIGHTS

January/February 2018

We published a new risk guidance report, *Embracing risk: Enabling Choice* and the follow-up report *Reducing pressure in hospitals 12 months on*. Both reports support our ongoing work in promoting occupational therapy in relieving pressure in acute care and a person-centred approach to providing care, away from over-medicalised models.

From this month and throughout the year, our library began the publication of new hOT topics – Cardiac Rehabilitation, Chronic Fatigue Syndrome and Myalgic Encephalomyelitis, Adult Learning and Practice placement education. These new topics align with the Career Development Framework, and include CPD activities.



March 2018

We saw a lot of activity this month, with the publication of the Improving Lives, Saving Money short report *Prisons: The value of occupational therapy*.

We launched a new ejournal, *Leadership in Health Services*, to support members' CPD in the areas of strategic management, improving patient care and services, personal leadership, mentoring and coaching. The ejournal provides peer-reviewed research articles framing leadership specifically in the context of the healthcare system, and also includes case studies analysing best practice solutions.

We completed a review of the RCOT Annual Awards process. As a result of this work, the Awards were aligned with the Career Development Framework, we established new awards, and we increased the funding on offer to support members' learning, development and research activities.

This month our Patron the Princess Royal visited West Suffolk Hospital, in Bury St Edmunds, where occupational therapists work across health and social care services. HRH heard how occupational therapists work as part of a large MDT offering integrated working across acute and social settings, and their important role in getting people home safely, as well as in the community to minimise hospital admissions.

April 2018

This month Keith Willetts, Director of Emergency Care and Preparedness (NHS England), visited the Falls Response Service at East Lancashire Hospitals NHS Trust as a result of the *Improving Lives, Saving Money* campaign – he said he would use the service as his service exemplar for the next year.

May 2018

This was a very busy month for RCOT. We launched our new Strategic Intentions for 2018-2023 at a high-profile event in London, attended by HRH the Princess Royal. The event was held at Fishmongers' Hall, and was attended by a variety of guests, including RCOT staff, Specialist Sections and Regional Committee members, allied health professionals, stakeholders, supporters and partners, as well as members from across the UK.

The new Strategic Intentions were developed over several months, during which our Chief Executive Julia Scott travelled across the four nations to meet members and to hear first-hand what you thought our key priorities should be for the next five-year period.

At the event we launched our new pledge campaign, for which all stakeholders, with members at the head, are encouraged to make personal pledges of how they will contribute to making the Intentions a reality, and ultimately to secure the future of the profession.

We also launched a major new report as part of the *Improving Lives, Saving Money* campaign. The report, titled *Getting my life back: occupational therapy promoting mental health and wellbeing*, included four specific country versions that looked closely at the situation in each UK nation, and was launched in all four nations at different events. The engagement with stakeholders was very positive. Over 60 MPs attended an event at Westminster, with the event supported by the Labour Campaign for Mental Health; 21 Assembly Members attended the event in Wales; in Northern Ireland the report was launched at the annual conference by the Lord Mayor of Belfast; in Scotland 16 MSPs attended a publication event.



June 2018

The 2018 Annual Conference was held in Belfast for the first time in twenty years. It was also the first time we work jointly with the Association of Occupational Therapy in Ireland (AOTI), with several AOTI members as delegates and presenters.

We had 1,133 participants, and 91% of respondents to our feedback survey rated the event good or excellent, with all agreeing that the diversity, vibrancy and general buzz of the programme was very good.



We had four plenary sessions from Chris Pointon, co-founder of the #Hellomynameis campaign, Paul Burstow, President of the Telecare Services Association, Dr Duncan Pentland, RCOT R&D Board Vice Chair and Lecturer, and David MacDonald, a campaigner for disabled people in society. The Casson Lecture was delivered by Dr Nick Pollard, Senior Lecturer in Occupational Therapy at Sheffield Hallam University.

The mix and balance of sessions was very well received by delegates, there were 234 abstracts presentations, including 100 posters (facilitated and static). Sessions on dementia, mental health, palliative care, emergency care and occupational justice were particularly popular, as were the pick and mix sessions which consisted of a variety of presentation formats and topics.

There was a Specialist Sections Zone in the exhibition hall, which proved very popular with delegates and 113 new Specialist Sections' members were recruited over the duration of conference.

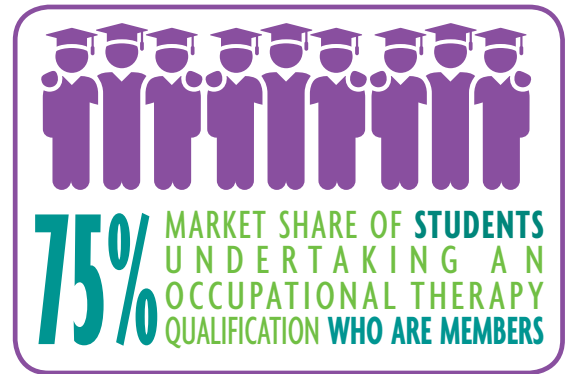
The social media presence was again phenomenal this year, and #RCOT2018 was trending at the UK number 1 by the time Opening Plenary commenced! A live twitter wall was displayed in the exhibition hall, and was well received.

July 2018

Sir Keith Pearson, Chair of Health Education England, visited the Barnsley Hospitals NHS Trust as a result of the *Improving Lives, Saving Money* campaign. It was his first visit to a therapy service and resulted in a raised profile for the service with senior managers.

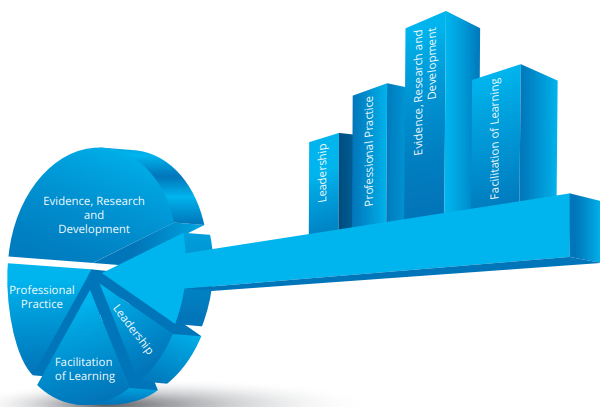
August 2018

This month we completed a 12-week study aimed to scope research-related curricula within pre-registration occupational therapy programmes in the UK, and put this into context with our pre-registration educational standards (COT, 2014). The findings from this study will help us review the RCOT Pre-registration Education Standard review due to start soon to improve research confidence and capability in occupational therapy graduates and to support more comparable pre-registration research education experiences.



We had several notable visits this month as a result of the publication of the *Getting my life back* report. Two MLAs visited Northern Trust occupational therapy mental health services in Northern Ireland. Jackie Doyle Price, Parliamentary Under-Secretary (Department of Health and Social Care) with responsibility for Mental Health, visited the integrated community service provided by the North East London Mental Health Trust in Thurrock. Luciana Berger, MP for Wavertree and President of the Labour Campaign for Mental Health visited the Walton Centre on Merseyside to see the work of occupational therapists in pain management.

September 2018



One year since its publication, we undertook a review of the Career Development Framework, with over 150 members getting involved. As a result of the review, we know that members are finding it really helpful to identify their learning and development needs especially at the point of multiple transitions including applying for jobs (including newly qualified and promotion), appraisals, research grant applications, pay review conversations and even for planning retirement. There are now seven supporting resources, developed in collaboration with members and more in the pipeline for 2019.

Also in September we completed a review to streamline the management of RCOT's Practice Guideline processes to maximise efficiency, and appraise the available resourcing options for the future production of new and revised Practice Guidelines. Within the scope of the RCOT NICE accredited process, a revised development programme will support the continued production of Practice Guidelines to support members to implement evidence-based practice.

This month we launched a new tool for self-directed learning, which provides members with a range of set templates to host learning events with a difference, such as a critical film night or a reciprocal learning network. More templates will follow this year.

We published the fourth edition of our *Keeping records guidance*, which was updated to comply with GDPR requirements.

We also attended both the Conservative and Labour party conferences this month, to raise the profile of the profession. We secured a meeting with the new Health and Social Care Secretary Matt Hancock MP.

UKOTRF
AWARDED FIVE GRANTS
FOR A TOTAL VALUE OF
£179,649.25

October 2018

This month we began a full review of the current resources to support practice educators when offering practice placements to students. This review covers the whole of the UK and will help us identify how we can uniquely support the student journey on practice placement. Outcomes will be published in the summer of 2019.

November 2018

As we do every November, we ran a very successful Occupational Therapy Week this month, with our greatest reach ever on social media. The campaign this year was boosted by the ongoing pledge campaign, which saw many of our members showing their commitment to securing the future of occupational therapy. Over 2,000 packs were distributed and 20 per cent of participants were involved for the first time, which means we're engaging more members better. We also know from your feedback that 85 per cent of participants felt OT Week helped them raise awareness of the value of occupational therapy with other colleagues in a variety of settings. As part of Occupational Therapy Week, we also ran special events to engage assembly and parliament members across Wales, Northern Ireland and Scotland.

We were awarded funding from the Challenge Fund – a joint Department of Health and Department for Work and Pensions Unit – to run OTVoc Clinics, a new approach designed to help people with mental health and/or musculoskeletal problems stay in employment. Based in GP surgeries and run by occupational therapists, it will use the Allied Health Professions Advisory Fitness for Work Report (AHP Fit Note), to help people remain in work. It will run over two sites in Southampton and Pembrokeshire.

We completed a review of the UK Occupational Therapy Research Foundation Review (UKOTRF), making recommendations for the RCOT Business Management Group and Council to consider.

This month we also started a full review of the learning and development standards for pre-registration education. Results will be launched this summer, in time for the academic year 2019/20 to begin.

Finally this month, the RCOT library launched a new library catalogue portal, accessible to all members. The new portal allows faster access to resources, including ebooks and electronic theses, and improves our service in support of members' learning, CPD and practice.

December 2018

By the end of the year, we handled 2,147 enquiries through our Professional Practice Enquiry Service, and have over 70 face to face enquiries at the Occupational Therapy Show.

Our ten Specialist Sections had a grand total of 3,814 members, ran 86 events, and developed five new clinical fora (Cardiology and Respiratory, Rheumatology and Musculoskeletal Health, Pain, Critical Care and Prosthetics and Amputee Rehabilitation).

We delivered 15 roadshows throughout the UK, which were attended by over 650 delegates.

Our Annual Awards received a total of 54 applications, with 12 of them successful. We awarded a total of £10,002.

**PRACTICE
ENQUIRIES
SUPPORTED
2,147
ENQUIRIES**



Other achievements

Northern Ireland

We had face-to-face meetings with two Members of the Legislative Assembly (MLAs), two MLAs went out to visit an occupational therapy service, and 20 MLAs attended an event in November (see page 9).

We were at the Northern Ireland Awards and Conference for Allied Health Professionals and Healthcare Scientists, met with the Department of Education and were involved in the first meeting to look at a new mental health five-year plan.

We also attended the DUP conference, where occupational therapy was mentioned in a 'Modernising health and care' presentation, as a direct result of an RCOT arranged service visit by an MLA.

Scotland

In Scotland, we met with 82 Members of the Scottish Parliament (MSPs) over the year, which includes 10 individual meetings with cabinet secretaries, committee convenors and party representatives with responsibilities for health, mental health, sport and justice. We ran two successful events: in May, as part of the ILSM campaign, (see page 7) and November for Occupational Therapy Week (see page 9).

Of particular note, we met with Willie Rennie MSP, Leader of the Scottish Liberal Democrats, who also followed up with a site visit to the Fife Vocational Rehab (IPS) service, and Margaret Mitchell MSP, Convener of the Justice Committee, Scottish Parliament. This meeting was followed up with a service visit to a GP pilot in NHS Lanarkshire.

Wales

In Wales, the new policy officer has developed links with assembly Members, the Welsh Government and stakeholders to raise the profile of the profession. RCOT has given evidence to the Health and Social Care Committee on the autism bill and the suicide bill, met with stakeholders around primary care, met the chief executive of Social Care Wales and key health and social care representatives from a range of political parties.

Continuing work

Health and Work Champions project

The joint RCOT and Public Health England Health and Work Champions project has moved to a 'train the trainer' model, enabling current champions to train local recruits. Over a three-month period, 570 health professionals attended training, with 90 per cent feeling more likely to discuss work with their service users as a result.

Collaborative working – innovative areas of practice

Following on from the publication of our Fire and Rescue Service and Prisons reports, we jointly held two networking events – the first with the National Fire Chiefs Council, to discuss working with vulnerable people within communities to address public health issues and fire safety; the second event with the Ministry of Justice, NHS England and the Care and Justice Network (ADASS), to discuss how to better engage vulnerable people within the criminal justice system with vocational, rehabilitation and resettlement services.

Primary Care

We met with key stakeholders in all four UK nations to raise the profile of the profession in primary care and to encourage the use of a first contact practitioner model. This has been positively received by the RCGP, NHS England, the PHA in Northern Ireland and both the Scottish and Welsh Governments.

Education and learning

In the summer, we approved the first ever Integrated Masters (IM) occupational therapy degree programme in the UK, at Robert Gordon's University. We visited over 20 universities to deliver accreditation services. The creation of new programmes and the removal of commissioned places in England also led to a rise of over 100 student places.

New HEIs to provide occupational therapy pathways

The University of Central Lancashire, University of Lincoln and Edinburgh Napier University received support from RCOT this year to write and prepare occupational therapy programmes, ready for delivery in 2019/20. We also accredited the first degree-level apprenticeship at Sheffield Hallam University, ready for delivery when final approval has been received from the Institute for Apprenticeships. Two more universities are also hoping to deliver apprenticeships in 2019.



message from the **CHAIR**

As Chair of Council, it's an honour once again to take stock of all that was achieved during 2018. I can't begin to tell you how proud I am of all the work that RCOT staff have carried out this year, ensuring we continue to provide the highest level of service to our members, but also and most importantly, how proud I am of our growing membership, your work as occupational therapists across all four UK nations and the support you provide each other as well. Thank you to all of you.

We undoubtedly saw a change in gear last year – our work is becoming more influential, more doors are opening, and the visibility of our beloved profession is growing steadily. We are successfully showcasing the value of occupational therapy far and wide – all four national governments are engaging with us, listening to our messages and meeting with us in person. In Scotland especially, we met with 82 MSPs in 2018 – that's 64% of the overall number. Our Improving Lives, Saving Money campaign last year made fantastic impressions into giving evidence of the impact of occupational therapy in a variety of contexts.

Our Getting my life back report especially showed how important the role of occupational therapy is in the promotion of mental health and wellbeing and treating the individual as a whole. It is truly inspiring to see our profession at the centre of one of the biggest health issues of our time, and able to offer a practical and effective way forward, that can truly bring change and better care for so many. We launched four versions of our report, one for each nation, with many MPs, MSPs, AMs and MLAs attending our events. Our messages are being heard.

We have made fantastic steps forward to secure the future of the profession.

As we increasingly need to position occupational therapy into the realm of prevention, we met last year with many key stakeholders to raise the profile of the profession in primary care and to encourage the use of a first contact practitioner model. Our work in this area has been very well received and will remain a key focus for 2019.

Beyond the world of policy and decision makers, as an educator myself, I was thrilled to see new HEIs starting to offer occupational therapy pathways, both traditional degrees and apprenticeships, to new cohorts of budding occupational therapists. As new generations seek rewarding careers that will make a positive contribution to society, it is wonderful to see growing numbers choosing occupational therapy as their way to make their contribution. Students are also increasingly choosing to join us as members, and today our market share has reached 75% of the total number of students undertaking an occupational therapy qualification.

We continue to work collaboratively with HEIs to ensure that pre-registration occupational therapy programmes in the UK are of the highest standard. In August 2018 we undertook a comprehensive study to scope research-related curricula into context with RCOT pre-registration educational standards. The study helped us uncover discrepancies which can now be tackled head on in our pre-registration education standards review, which will get underway in 2019. This work will be crucial to improving the research confidence and capability of occupational therapy graduates, and therefore the authoritativeness of future occupational therapy research.

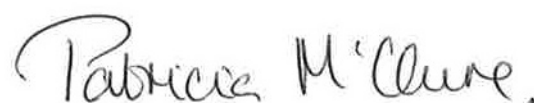
A year on since its launch, in September last year, our Career Development Framework underwent a review, which 150 members contributed to. The findings showed that members find the Framework a really supportive tool to shape their learning and development, especially at key moments such as appraisals or when having conversations around pay review. We continue to work to perfect the Framework, with several new additional resources being released in 2019.

Last year we have also been improving our services to our members across many activities. Most notably, our RCOT library launched a new library catalogue portal, which is accessible to all members, that provides faster access to our resources, including ebooks and electronic theses, and in general saves time and improves support for our members' learning, CPD and practice. Also, our Professional Practice Enquiry Service supported 2,147 enquiries, and our professional advisors have travelled far and wide to all four nations to support members.

The organisation continues to be in a healthy financial position, with reserves within the target set by Council. Membership subscriptions are the organisation's largest source of income, but other key sources of income come mainly from conferences and events, advertising and income from investments.

Our charitable activities, such as our work supporting professional practice, education, research and development, membership services, the publication of OTnews, and conferences and events, make up the largest part of our expenditure. Other costs include providing industrial relations support to members via UNISON.

Finally, I just want to conclude by saying thank you to all of you, our members, without whom none of our work would be possible. After only launching our new Strategic Intentions seven months ago, we have made fantastic steps towards securing the future of our profession and positioning ourselves for the 21st century. Here's to another, highly successful 2019.



Dr Patricia McClure, Chairman of Council

Information accurate up to and including 31 December 2018

www.rcot.co.uk

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