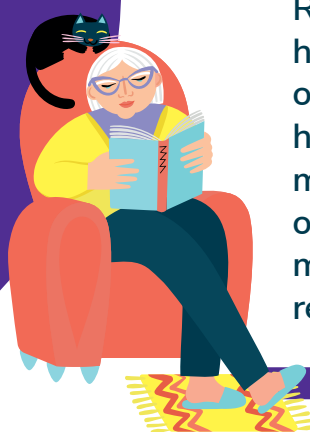


The power of OT – transforming health and social care



RCOT's year-long campaign aims to help raise the profile of the power of occupational therapy in transforming health and social care. There are many ways you can raise the profile of occupational therapy and this month we look at some of the resources available to support you.



We launched our 12-month 'The power of occupational therapy – transforming health and social care' campaign in OT Week 2024.

The campaign will help us deliver our vision for an expanded occupational therapy workforce, positioned to have maximum impact in improving people's health and quality of life.

By taking part in the campaign, you can help build a better understanding of the value of occupational therapy and where it needs to be positioned in the future to have a maximum impact in improving people's health and quality of life.

The campaign resources provide you with the narrative, briefing guides, presentation and graphics to help you talk about the value of occupational therapy in health and social care.

This includes different versions of text you can use when talking and writing, including social media posts, a 30-second introduction, conversation prompts, copy for newsletters or websites, facts, quotes and story examples. There are three 'Power of OT' narratives, and the short version is shared in the box opposite.

Our profile-raising toolkit will help you promote occupational therapy to colleagues, influential decision-makers and others. You can also come along to a profile-raising café to share ideas and get support (see box). Find the toolkit and café session at www.rcot.co.uk/profile.

Where possible, work with other occupational therapist colleagues, so you can spread the workload. There are some things you can do that don't take too much time, and others that will take some planning. You don't need to do them all, but hopefully there are some ideas here that you'll want to try.

To find everything you need visit www.rcot.co.uk/otweek24. And read more about our Workforce Strategy and action plans at www.rcot.co.uk/workforce-strategy.

Campaign narrative

Occupational therapy plays a vital role in health, social care and society. It enables people to manage their health and care needs and to do the occupations that they want, need and like to do. An occupation is any activity that supports physical, mental, emotional and spiritual wellbeing.

Occupational therapy is a solution to many of the UK's health and care needs and should be positioned in communities to focus on prevention and early intervention. By helping people manage their health, it saves money and reduces pressure on health and social care services.

Occupational therapy is key to many people's better futures and must be included in the strategic planning and allocation of resources to manage health, education, housing and care needs in the UK.



Come to our next profile-raising café with Michael Rosen

Want to know more? Come along to one of our profile-raising cafés for members to connect with other OTs and share ideas. Our next one will look at the art of storytelling, at 1-2pm on Wednesday 12 February, with renowned children's author and occupational therapy advocate Michael Rosen. Book your place now at www.rcot.co.uk/profile.



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Michael Rosen