



WFOT

World Federation of
Occupational Therapists



WORLD OCCUPATIONAL THERAPY DAY

Global Reach, Local Touch





World Federation of
Occupational Therapists

World Occupational Therapy Day 2013

World Occupational Therapy Day was first launched on 27th October 2010. Since then, it has become an important date in the occupational therapy calendar to promote and celebrate the profession internationally.

World Occupational Therapy Day 2013

World Occupational Therapy Day 2013 will have the theme **“Global Touch, Local Reach”** aimed at promoting the international impact of our profession at an individual, group, local and national level.



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World Occupational Therapy Day 2013

There are many ways to promote and celebrate
World Occupational Therapy Day 2013.

In the next few slides you can see the range of WFOT
resources that you can utilise to help promote the
event.

Many of these items have been designed exclusively for
World Occupational Therapy Day 2013 and can be
downloaded from the WFOT website www.wfot.org

World Occupational Therapy Day 2013

The **World Occupational Therapy Day 2013 logo** - now available for everyone to download* **NEW FOR 2013!**



* *refer to guidelines for use of the WFOT logo later in this document*

World Occupational Therapy Day 2013

World Occupational Therapy Day can be celebrated at anytime during the year and for this reason we have designed a logo without a date **NEW FOR 2013!**



* *refer to guidelines for use of the WFOT logo later in this document*

World Occupational Therapy Day 2013

Special edition **poster** to commemorate
World Occupational Therapy Day – available in English,
Spanish, French and German **NEW FOR 2013!**





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Desktop calendars 2013 & 2014 – for you to download
and save as a wallpaper on your computer **NEW FOR 2013!**



World Occupational Therapy Day 2013

Cover art images – for you to download and use on your social networking websites – five colours to choose from!

NEW FOR 2013!



I support World Occupational Therapy Day



I support World Occupational Therapy Day



I support World Occupational Therapy Day



I support World Occupational Therapy Day



I support World Occupational Therapy Day

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Human Resources Project 2012 a survey that generated a 97% response rate from 69 WFOT Member Organisations focusing on demographics of the profession – presented in 39 graphs and tables. Available for download from www.wfot.org



World Occupational Therapy Day 2013

WFOT is partnering with www.promotingot.org to support the OT Global Day of Service (OTGDS).



Over the next three slides you can learn more about how to get involved in this global call for action.



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World Occupational Therapy Day 2013

The OT Global Day of Service (OTGDS) will take place on
Sunday 27th October 2013.



Who can participate?

Occupational therapy practitioners and students who would like to volunteer community service to an individual or organisation.

Who will benefit?

Everyone who receives volunteered community service benefits by the generosity of the participating occupational therapy practitioners and students.

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How can I help?

Service is not always about direct action—it can be providing free professional, creative and organisational services which can have an equally profound effect on the programs and causes that need your help. Basically, when you engage in an unpaid activity intended to benefit others, that is service.



What kinds of things can I do?

A list of examples can be found via this link

<http://promotingot.org/global-day-of-service-how-can-i-help>



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Sounds great, what do I do next?

Join your colleagues by completing this form

<http://promotingot.org/register-get-started-today>



When you have completed your service we ask that you provide your feedback using this form

<http://s.zoomerang.com/Survey/WEB22E3M2A6MBQ>

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Promotional Materials Survey – read how WFOT Member Organisations promote occupational therapy in their own country. Results of survey published in 2012. Available for download from www.wfot.org

Promotional Materials Survey

The Promotional Materials Survey was undertaken between January 2012 – March 2012.

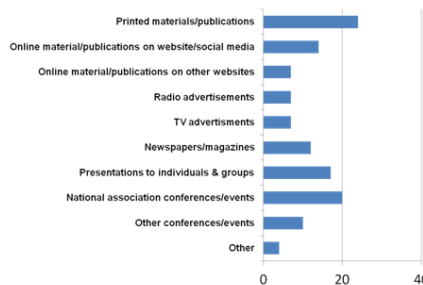
69 WFOT Member Organisations were requested to complete an online questionnaire about the types of promotional activities they had undertaken over the past 5 years.

25 (36%) WFOT Member Organisations responded to the questionnaire: Argentina, Australia, Austria, Brazil, Bulgaria, Croatia, Finland, Germany, Greece, Hong Kong, Iceland, Ireland, Japan, Korea, Latvia, Malta, Mauritius, New Zealand, Pakistan, Singapore, South Africa, Sweden, Switzerland, United Kingdom, Venezuela

WFOT Member Organisations were also asked to provide any examples of their promotional strategies in hard or digital copy

Project Team: Professor Karen Jacobs, USA (Project Leader), Ritchard Ledgerd (PCo Promotion and Development), Caroline O'Haire (Alternate Delegate UK)

Types of Promotion Strategies Used by WFOT Member Organisations (n=24)



Events



ARGENTINA



AUSTRALIA



SINGAPORE

World Occupational Therapy Day 2013

Position Statements endorsed by WFOT

- Academic Credentials for OT Educators (2008)
- Activities of Daily Living (2012)
- Client-centredness in Occupational Therapy (2010)
- Community Based Rehabilitation (2004)
- Competency and Maintaining Competency (2012)
- Consumer Interface with Occupational Therapy (2010)
- Diversity and Culture (2010)
- Environmental Sustainability Sustainable Practice within Occupational Therapy (2012)
- Human Displacement (2012)
- Human Rights (2006)
- Inclusive Occupational Therapy Education (2008)
- International Collaborative Research in Occupational Therapy *revised* (2012)
- Occupational Science *revised* (2012)
- Occupational Therapy Entry-Level Qualifications (2008)
- Professional OT Autonomy *revised* (2007)
- Professional Registration (2010)
- Recruiting OTs from International Communities (2008)
- Universal Design (2012)

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Explore the WFOT website www.wfot.org, here you can find many items that can be downloaded to help you promote the work of the organisation

- History of the profession
- Organisational structure
- Member organisations, their profiles and contact details
- Education programmes
- WFOT Online Store
- News and Events
- Job opportunities
- WFOT Congress
- 'What is Occupational Therapy?'
- 'Where do Occupational Therapists Work?'
- 'How do Occupational Therapists Work?'
- Community Based Rehabilitation
- Education and Research
- Human Rights
- Definition of occupational therapy
- Code of Ethics
- Human Resources Project 2012 – *a presentation of demographic data about occupational therapy around the world*
- Employment requirements in Member Organisations
- Specific resources for World Occupational Therapy Day



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Fundraise and donate to the WFOT

Consider what you have gained from being an occupational therapist or what you have gained from receiving or being involved in occupational therapy services.

We ask you to consider ways in which you can help WFOT support the development and provision of services internationally.





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World Occupational Therapy Day 2013

Fundraise and donate to the WFOT

Many people may not know that WFOT delegates and the WFOT Executive are volunteers and give their time and expertise at no cost to the organisation. WFOT is currently funded through subscriptions from national associations and individual members.

On many occasions WFOT is asked for assistance and it does not have the resources to respond or the assistance that can be provided is limited due to lack of funding





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World Occupational Therapy Day 2013

Fundraise and donate to the WFOT

Your contributions will assist the development of the profession internationally.

Please consider fundraising for WFOT. Payments can be made by credit/debit card and PayPal via this dedicated link

<http://tinyurl.com/WFOTdonate>

All donations received incur a 12% + \$0.40 levy to cover banking and administrative costs. Categories covered by the donations include; grants, translation, education consultations and scholarships. Award recipients must meet the stated obligations and are subject to its restrictions



World Occupational Therapy Day 2013

There are many activities that you can organise or participate in to celebrate World Occupational Therapy Day 2013. Some ideas are presented in the next few slides:

- Make it personal! You can use the World Occupational Therapy Day **Logo** and **cover art** images on your profile on social networking websites.



World Occupational Therapy Day 2013

- OT4OT (Online Technology for Occupational Therapy) are organising a 24 hour Global Virtual Exchange on the **25th** October 2013 at 17.00 GMT – scheduled live one hour lectures from experts all over the world. It is also free! Visit <http://ot4ot.com/> for further information.
- Incorporate World Occupational Therapy Day as a feature of your national associations activities that celebrate OT day/week or month in your country.

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- Request information and links about World Occupational Therapy Day be placed on your national associations website, or your employers/university webpage or intranet.
- Send a press release or article about World Occupational Therapy Day to your hospital or university newsletter, local radio station and newspaper.
- Arrange a fund raising event such as a quiz, sports activity, competition to support a WFOT project.
- Organise a local event in a school or shopping mall to promote occupational therapy as a career.

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- Promote Individual Membership of WFOT – an annual subscription that provides a range of exclusive member benefits.
- Have you got something to promote or advertise? Why not try a banner advertisement on the WFOT website – with hundreds of thousands of hits a month, it is the perfect opportunity to convey your message to occupational therapists all over the world.
- Encourage your library to take out a subscription to the WFOT Bulletin – produced twice a year this is an opportunity to share and promote the occupational therapy evidence base.



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WFOT is grateful of your support in developing initiatives to celebrate World Occupational Therapy Day 2013. We invite you to share your feedback and ideas about how you have contributed to this international event. Any ideas or suggestions would be welcome and greatly appreciated.



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Policy on the use of the World Occupational Therapy Day logo

As part of WFOTs commitment to promote World Occupational Therapy Day, its annually produced logo will be made available for those that choose to support the event, with the following conditions required for usage of the logo:

Any materials that include the logo should be accompanied with reference to WFOT and its website www.wfot.org as being the organisation responsible for the creation of World Occupational Therapy Day and its logo.

The logo:

Is not intended to imply or promote any form of endorsement by the WFOT

Is not used to promote any illegal, deceptive, gambling or pornographic activities

Is not used solely or distinctively or as the prominent feature on web-based printed or any other published content.

WFOT has the right to request improper use of its materials be removed. WFOT does not accept any liability or responsibility for the inappropriate use of the World Occupational Therapy Day logo.

The use of the WFOT logo (crest, staff and circles) remains the property of WFOT and must only be used in accordance with the organisations policy.