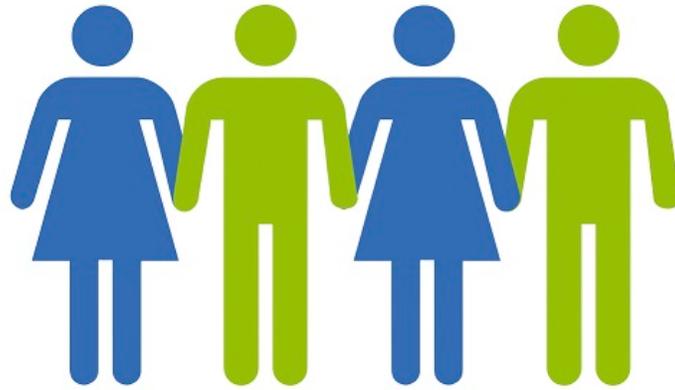




**OTNZ - WNA**  
Occupational Therapy New Zealand  
Whakaora Ngangahau Aotearoa

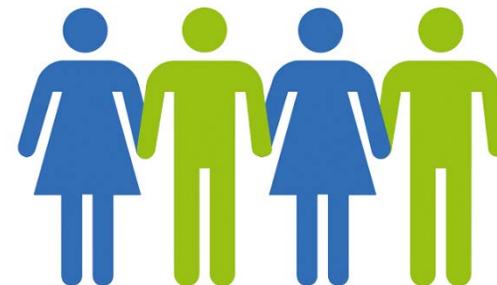


# Occupational Therapy Week 2016

24TH-28TH OCTOBER  
Toolkit and resources

# Welcome

- ▶ Occupational therapy week is our annual week-long celebration of occupational therapy
- ▶ This year our theme for OT Week is "**Occupation without Exception**" meaning with no one or nothing excluded. We are also incorporating the value of Occupational Therapists which is in line with what the UK are currently doing in their promotion of occupational therapists/therapy
- ▶ In the results of a OTNZ-WNA survey, members felt that there needed to be a greater understanding of what occupational therapy is, and it's benefits. The main specific groups were - those we work alongside (our colleagues) and those we care for (the general public)
- ▶ This toolkit has been developed to equip you to reach out to both your colleagues and the general public. From creating an eye catching display, to giving a memorable presentation and of course having some fun on OT Week!
- ▶ We encourage you to participate in our social media campaign "**Occupation without Exception**" [#ValueYourOT](#). With your help we can make occupational therapy stand out and be valued!

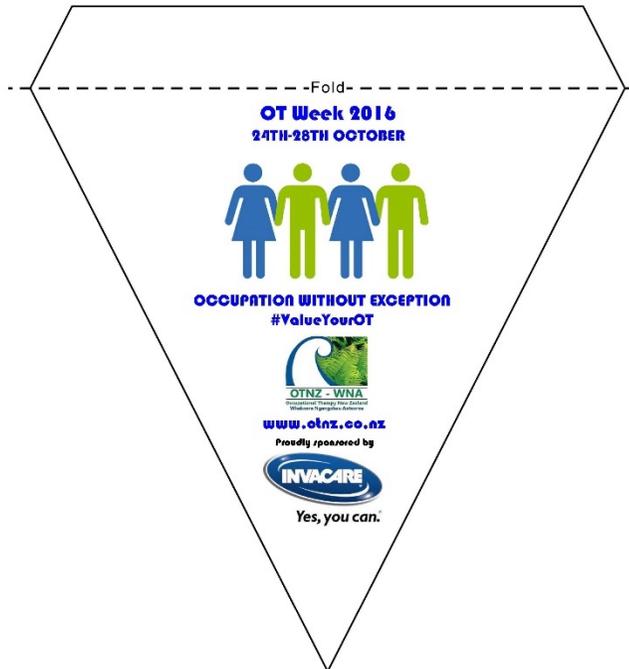


# Giving a memorable presentation:

- ▶ This OT Week, volunteer to be a guest speaker. This could be at a school, GP clinic, or community group such as returned services association, country woman's institute, Rotary, Lions, etc.
- ▶ **TOPICS COULD INCLUDE:**
- ▶ What you do on a daily basis to assist people to improve their well-being and quality of life? Most people are unaware just how diverse OTs are!
- ▶ The benefits of being occupied
- ▶ Developmental milestones of children and how caregivers can help them reach these
- ▶ Equipment available for making home-life, activities, and work easier
- ▶ The favourite activities someone has; and how they might feel if they could no longer do them, and what help is out there
- ▶ Why occupational therapy is a smart career choice
- ▶ Have a look at some presentations from our Clinical Workshops  
[www.cmnzl.co.nz/otnzwnaevents/abstracts-presentations/](http://www.cmnzl.co.nz/otnzwnaevents/abstracts-presentations/)



# Resources available:



Downloaded from <http://www.wikihow.com>

- Bunting is great for display areas, balloons to give out or place on a display, and stickers to wear out and about or share with others!
- For an OT Week pack please email [membership@otnz.co.nz](mailto:membership@otnz.co.nz)

Posters for displays, notice boards, staff rooms, community halls....see [www.otnz.co.nz](http://www.otnz.co.nz) to download.

## OT WEEK 2016



24TH-28TH OCTOBER

OCCUPATION WITHOUT EXCEPTION



#ValueYourOT

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Yes, you can.

[www.otnz.co.nz](http://www.otnz.co.nz)

**OCCUPATIONAL THERAPISTS IN NEW ZEALAND**

- ✓ OVER 2,470 CURRENTLY PRACTISING OTS

**OCCUPATIONAL THERAPIST/ KAIVIAKAORA NGANGAHAU:**

- ✓ TREAT INJURED, ILL, OR DISABLED PATIENTS THROUGH THE THERAPEUTIC USE OF EVERYDAY ACTIVITIES.
- ✓ THEY HELP THESE PATIENTS DEVELOP, RECOVER, AND IMPROVE THE SKILLS NEEDED FOR DAILY LIVING AND WORKING.

Occupational therapists can work for a range of organisations, including:

- ✓ district health boards (public health services and hospitals, including emergency departments)
- ✓ private occupational therapy or multi-disciplinary practices
- ✓ primary health-care providers
- ✓ rest homes or private hospitals
- ✓ rehabilitation services
- ✓ primary and secondary schools
- ✓ AGG (as case managers)
- ✓ hospices
- ✓ non-governmental organisations (NGOs)
- ✓ the Ministry of Education
- ✓ mental health services
- ✓ self-employed
- ✓ and many more areas!

 facebook  
 Instagram  
 twitter

## OT WEEK 2016

WIN GREAT PRIZES FOR YOUR EXCEPTIONAL OT PHOTOS



24TH-28TH OCTOBER

OCCUPATION WITHOUT EXCEPTION

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Yes, you can.

Send us your most exceptional images of occupation via Facebook, Instagram, Twitter or email: [communications@otnz.co.nz](mailto:communications@otnz.co.nz)  
Make sure you use #ValueYourOT in your photos!  
[www.otnz.co.nz](http://www.otnz.co.nz)

# Social media

- ▶ Social media is now bigger than ever and is a great way to get messages and information out quickly and effectively
- ▶ Share your OT stories and successes with friends, family and colleagues
- ▶ Tell us your OT stories on our Facebook, Twitter and Instagram accounts
- ▶ Or, email us photos, articles, links, videos of interest to:  
[communications@otnz.co.nz](mailto:communications@otnz.co.nz)
- ▶ We love hearing from you! 😊



# Participate in the social media campaign:

- ▶ Use the hashtag and slogan "Occupation without Exception" [#ValueYourOT](#) in the lead up, and throughout OT Week
- ▶ **Suggested Facebook, Twitter or Instagram posts:**
- ▶ Profile yourself or a colleague describing what you do. If you can, include a photo e.g. "Meet my friend Mike! He enables people to thrive in their senior years [#ValueYourOT](#) "
- ▶ Share a thought about what you love most about occupational therapy. e.g. "I love helping people to achieve their goals and live the life they want to live! [#ValueYourOT](#)"
- ▶ Share a photo of how you, and/or your team are celebrating the OT week!
- ▶ **SHARE OTNZ-WNA'S POSTS**
- ▶ Throughout the week OTNZ-WNA will be profiling different aspects of Occupational Therapy. Share our posts and increase the message! Make sure you are following us on Twitter, Instagram and Facebook to be the first to see our posts.

# Our social media accounts



**otnz@otnzwna**  
**#ValueYourOT**



**@otnzwna**  
**#ValueYourOT**



**@OTNewZealand**  
**#ValueYourOT**

# Show us your exceptional OT photos and be in to win great prizes!



**OT WEEK 2016**  
WIN GREAT PRIZES FOR YOUR EXCEPTIONAL OT PHOTOS





24TH-28TH OCTOBER  
OCCUPATION WITHOUT EXCEPTION  
#ValueYourOT

  
OTNZ - WNA  
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Whakaora Ngāngahau Aotearoa

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Yes, you can.

Send us your most exceptional images of occupation via Facebook, Instagram, Twitter or email: [communications@otnz.co.nz](mailto:communications@otnz.co.nz)  
Make sure you use #ValueYourOT in your photos!  
[www.otnz.co.nz](http://www.otnz.co.nz)

- We also have prizes, including Prezzy cards and MTA vouchers for the best photos showing "Exceptional Occupation" and/or the #ValueYourOT
- Email your photos to [communications@otnz.co.nz](mailto:communications@otnz.co.nz) or go to our social media pages: Facebook, Twitter and Instagram
- Remember to you use #ValueYourOT as the catch phrase  
Winners will be selected the week following OT Week
- For an OT Week pack please email [membership@otnz.co.nz](mailto:membership@otnz.co.nz)

# Tips to help run an information display:

- Gain permission in advance
- Check details of public liability for that location
- Work out your publicity strategy, an eye catching display can often provide a good photo opportunity for the local paper
- Wear name badges so that onlookers know that you are associated with the display and will be more likely to approach you for information
- Consider visibility.

## How to interest people:

- Actively engage passers-by, introduce yourself by name or ask questions. Offer a quick demonstration or explanation of the item attracting attention Discuss their particular point of interest or need
- Ask "What do you know about occupational therapists or occupational therapy?" . Or turn the question around and ask "What would you do if you couldn't do...."
- Use pictures with minimal wording, well-spaced

## Display locations:

- The best location is the location that will get the highest visibility from your target audience. This could be your reception, hospital foyer, hallway wall or staffroom. If you are wanting to target the general public, why not set up at the local supermarket, school or library.



*Kate Foot with her OT Week public display,  
Auckland*

*A+ Links Home Health, 2014*



*OTNZ-WNA Stand at Clinical  
Workshops 2016*

# To add interest to your display:

- Use the “Occupation without Exception” [#ValueYourOT](#) campaign and resources to theme your display (posters, bunting, balloons and stickers are available.)
- Set up a display of equipment
- Display photographs of occupational therapists at work
- Profile either occupational therapists who you work with, or other occupational therapists who have been profiled in national media. The *OT Insight* magazine regularly features interesting occupational therapists from around New Zealand
- Have a big basket or box filled with ordinary, everyday items e.g. potato peeler, cork screw, computer keyboard, car keys, sock, pen, roll of toilet paper etc.
- Pull out items and use as a conversation starter around a question like ‘what would you do if you couldn’t...’

And remember...

- Stands or displays don’t need to be attended at all times, having one or two people rotating works well.

# Write an article

Write an article on an aspect of occupational therapy for your local community newspaper or in-house magazine or other health-related publication - such as for doctors or social workers. Even easier, write a blog and share it with OTNZ-WNA.

## Topics could include:

- 10 things you didn't know about 'x'
- Staying in your own home longer/living independently
- 10 things all GP's (social workers, physiotherapists, allied health practitioners) should know about occupational therapy
- Making the most of an occupational therapist - what we do and how What would you do if you could no longer do your favourite activity?
- Contact the editor or check out other articles from your target publication to get an idea of the style and approach preferred
  
- Writing a page-long (or shorter) article with the aim of educating your target audience on an aspect of what you do,. This is a good way to advertise yourself and occupational therapy. Leave the article in your waiting area for people to take away, or include in your newsletter or social media site.

# Have a morning/afternoon tea to celebrate OT Week!

- Even better, have a bake off competition for the best cupcakes, slices or cake?
- Decide if you want to have any proceeds go to your favourite charity or organisation?
- This is great way to get people together and talk about the value of Occupational Therapists and therapy. Have fun! 😊

