Formerly known as “WFOT Occupational Therapy International Day”, October 27th will now be known as “World Occupational Therapy Day” – following agreement by WFOT Council in their meeting held in April 2010.

“World Occupational Therapy Day” is considered a more appropriate title to reflect the universal appeal of our globally recognised profession. WFOT is an association of national associations therefore the title has been changed to provide ownership to all those people and organisations that support our unique contribution to society.
World Occupational Therapy Day 2011

- World Occupational Therapy Day is an opportunity to increase the visibility of the profession and promote the activities of WFOT nationally and internationally.

- Many WFOT Member Organisations hold an occupational therapy day/week or month in October each year, so it was agreed that World Occupational Therapy Day be held on 27th October every year.

- Recognising that this date may not be suitable to everyone, the event can be scheduled to suit local time frames.
World Occupational Therapy Day 2011

There are many ways to promote and celebrate World Occupational Therapy Day 2011.

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 2011 and can be downloaded from the WFOT website www.wfot.org
World Occupational Therapy Day 2011

• A downloadable PowerPoint presentation that promotes the WFOT, its structure and its work

• The World Occupational Therapy Day 2011 logo - now available for everyone to download* NEW FOR 2011!

* refer to guidelines for use of the WFOT logo  http://www.wfot.org/documents.asp?cat=44
World Occupational Therapy Day 2011

• Special edition *posters* to commemorate

World Occupational Therapy Day **NEW FOR 2011!**
World Occupational Therapy Day 2011

Desktop calendars 2011 & 2012 – for you download and save as a wallpaper on your computer. Three to chose from NEW FOR 2011!
Resources to support and document your Continuing Professional Development (CPD) NEW FOR 2011!

• Tips for creating a skill based Curriculum Vitae/Résumé
• 10% off a subscription to CPD onLine
• CPD Activities Template
World Occupational Therapy Day 2011

- **Posters** – available for purchase at heavily discounted rates in the WFOT Online Store [www.wfot.org](http://www.wfot.org)
World Occupational Therapy Day 2011

• **Information sheets** that summarise the outcomes of occupational therapy interventions in the following areas: chronic diseases, children, HIV/AIDS and trauma

• **Postcards** – smaller versions of the posters for you to print and use as giveaways – or send to your friends and colleagues

• **WFOT Information Pack** – describing how the organisation works and benefits of Individual Membership
World Occupational Therapy Day 2011

- **Human Resources Project 2010** – a survey that generated a 93% response rate from WFOT member associations focusing on demographics of the profession – presented in 33 graphs and tables.
World Occupational Therapy Day 2011

• Promote the WFOT Google Maps link. An interactive online map showing the number of occupational therapists in each country

• A selection of e-cards are available on the WFOT website – and they are free to send!
World Occupational Therapy Day 2011

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 Shop
- News and opportunities
- Events
- WFOT Congress
- ‘What is Occupational Therapy?’
- ‘Where do Occupational Therapists Work?’
- ‘How do Occupational Therapists Work?’
- OTION – *Occupational Therapy International Outreach Network*
- Community Based Rehabilitation
- Education and Research
- Human Rights
- Definition of occupational therapy
- Code of Ethics
- Human Resources Project 2010 – *a presentation of demographic data about occupational therapy around the world*
- Employment requirements in member organisations
The WFOT website Document Centre includes over 90 publications and resources available to download (free to members), including:

Position statements on:

- Consumer Interface with Occupational Therapy (2010)
- Diversity and Culture (2010)
- Client-centredness in Occupational Therapy (2010)
- Academic Credentials for Occupational Therapy Educators (2008)
- Community Based Rehabilitation (2004)
- Inclusive Occupational Therapy Education (2008)
- Occupational Science (2005)
- Occupational Therapy Entry-Level Qualifications (2008)
- Professional Occupational Therapy Autonomy revised (2007)
- Professional Registration (2010)
- Recruiting Occupational Therapists from International Communities (2008)
- Research (2006)
World Occupational Therapy Day 2011

There are many activities that you can organise or participate in to celebrate World Occupational Therapy Day 2011. Some ideas are presented in the next few slides:

• Make it personal! Now you can use the World Occupational Therapy Day Logo as your profile image on social networking websites.

• OT4OT (Online Technology for Occupational Therapy) are organising a 24 hour Global Virtual Exchange – scheduled live one hour lectures from experts all over the world. It is also free! Visit [http://ot4ot.com/](http://ot4ot.com/) for further information.
World Occupational Therapy Day 2011

- Incorporate World Occupational Therapy Day as a feature of your national associations activities that celebrate OT day/week or month in your country

- 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
World Occupational Therapy Day 2011

• Choose an e-card (available at www.wfot.org) and send to a colleague or a friend to remind them of World Occupational Therapy Day or invite them to your occupational therapy event.

• 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.
World Occupational Therapy Day 2011

- 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 over 1.5 million 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
World Occupational Therapy Day 2011

- WFOT is grateful of your support in developing initiatives to celebrate World Occupational Therapy Day 2011. We invite you to share your feedback and ideas about how you have contributed to this international event. Any ideas or suggestions would welcome and greatly appreciated.

- Wishing you a successful and enjoyable World Occupational Therapy Day 2011!