



October is Occupational Therapy Month!

A time to celebrate the profession & catalyze our commitment to promote occupational therapy *all year long!*

10 simple ways to do your part to promote OT



Celebrate with colleagues! Make a plan now to gather for coffee, lunch, a drink after work! Or... plan a workplace celebration or open house and invite your boss, CEO, your MPP to join in the celebrations. Get your October date set now – plan ahead!



Make a plan to broadcast it's OT Month in your local media! Yes, you can! Local radio, TV and community newspapers and their websites are always looking for local content. Why not make it about OT? We make it easy – see [Tips & How to Contact your Local Media to Promote OT Month](#).



Commit to visit the OTOntario website. Make sure you get to know [OTOntario!](#) It's a great resource to share with clients, families, volunteers & management as is the [Find-an-OT online tool](#) which helps people find private OTs. Don't forget to view our new [animated videos!](#)



Change up your email signature & voicemail message for OT Month! This is such an easy way to “do your part to promote OT” during OT Month *and* always! Why not include “Learn more about occupational therapy at [www.OTOntario.ca](#)”. See other suggestions on the [OSOT website](#).



Watch for our OT Photo Contest which will launch in September with a deadline of October 31st. We hope this can be a fun, VISUAL way to promote and celebrate our profession! Our goal is to attract photos of real life seniors in everyday occupations. Think about it – we all know a senior!



Browse OSOT's [Promotional Resources pages](#) to plan your promotions. Use our photos, posters, quotes, flyers, promotional products – they're all yours to use. Plan your posters, bulletin boards, email flyers now so you're ready! [Order promotional products NOW!](#)



Listen to OSOT's new [Leadership in mOTion](#) podcast series. OT Month is about celebrating OT too, so make a commitment to give yourself an OT inspiration break. We're releasing a weekly podcast during October that reminds us we're *all* leaders from whatever chair we lead from.



Engage in OSOT's Social Media OT Month promotions! Promoting OT on [Facebook](#), [LinkedIn](#) and [Twitter](#) is so easy for you to support – just share our posts with your networks...let's see how far we can push our messages! Follow us on social media & watch for our new OT promoting videos!



Recruit a colleague to OSOT membership! Strengthening our membership base is a terrific way to ensure we can enhance promotion of our profession. Commit to talk to your colleagues about [the value of OSOT](#). Why not share our new [What would it Take? Recruitment video](#).



Connect with your Professional Network and share that it's OT Month. Start an annual tradition of communicating with your network of suppliers, referral sources, etc. – they could pass along the OT Month message! We've got [Tips for Connecting with your Professional Network](#).



Do your part to promote OT! Need OT Month ideas? Why not browse our list of successful initiatives shared by colleagues for some [inspiration](#). Don't forget to send us your OT Month your ideas and initiatives. Send them to osot@osot.on.ca.



Ontario Society of
Occupational Therapists

For more promotional resources visit
[www.osot.on.ca](#) or the public-facing [www.OTOntario.ca](#)