



MISSION

The Ontario Society of Occupational Therapists represents, serves and leads its members to ensure that Ontarians have access to quality occupational therapy services

VISION

The Ontario Society of Occupational Therapists will lead by providing vision, voice, value and visibility for Ontario occupational therapists

KEY STRATEGIC FOCI FOR 2009 – 2013

1. Positioning occupational therapy in Ontario now and for the future
2. Building organizational capacity
3. Providing professional development and practice support

In order to fulfill our mission, realize our vision and respond assertively to protect and promote the strength of our profession, OSOT will pursue the following five strategies.....

1. **Strengthen OSOT's paid and volunteer human resource base**

We seek to enhance the vitality and responsiveness of the organization by

- Hiring new staff and providing ongoing staff development
- Targeting specific initiatives for volunteer involvement
- Reinforcing leadership skills within the organization
- Developing OSOT's regional outreach capacity

2. **Promote access to OT services across health care sectors and the continuum of care in Ontario.**

Outreach and advocacy will be undertaken, which might include:

- Identifying and prioritizing initiatives to highlight/strengthen vulnerable practice sectors
- Developing strategic partnerships (i.e. with family doctors, government department heads (e.g. Ministry of Education, Health, FSCO, etc), insurers, etc.
- Mounting a strong and visible advocacy campaign

3. **Engage in a public awareness marketing initiative**

Public understanding and interest in OT services will be enhanced by strategies such as:

- Identifying and prioritizing key audiences
- Developing and implementing a public marketing strategy
- Advancing an OT perspective on future health care delivery
- Revitalizing and supporting OT Month initiatives
- Developing a LHIN promotion strategy

4. **Make OSOT the premier resource choice for Ontario occupational therapists**

We will make it irresistible for OTs to join and engage in OSOT activities by:

- Responding to member priorities
- Identifying issues of importance to all Ontario OTs
- Ensuring responsive and high quality member services (e.g. continuing education, information sources, etc.)

We will actively build membership by:

- Developing and engaging a marketing strategy for non-members
- Implementing focused strategies to build strength in key sectors (e.g. low penetration regions, students)

5. **Support practice excellence and leadership in our members**

Now is the time for cutting edge and engaging professional development options! We can achieve this through actions like:

- Enhancing organizational communication and information exchange via website, newsletters, e-mail and other media
- Providing innovative and accessible professional development and practice support options
- Building opportunities for professional networking