

OSOT Strategic Advocacy Strategy 2014 - 2015

Informed by Strategic Plan

- 1. Engage and Mobilize the Membership
- 2. Improve Ontarians' access to Occupational Therapy
- 3. Strengthen our Strategic Partnerships

Advocacy Strategy Goals

- 1. Build a strong Advocacy Foundation
- 2. Lobby for access to OT services where Ontarians live and engage in their occupations. (home, work, school, community)
- 3. Advocate and position OTs as leaders in seniors care.



Goals target to lead to achievement of our visions

- For OSOT
- For the profession of occupational therapy

Occupational Therapy is a vibrant profession in Ontario that is well-known, respected, valued and easily accessible across the care continuum.

OSOT is an essential voice that influences the health care conversation. Every member in our community takes action to make our vision for the profession in Ontario a reality.

Respond to policy change that affects access to OT service

- Access to OT in Long-Term Care Homes
- Auto Insurance Sector
 3Year Review, licensure
- Mental Health & Addictions
- Special Needs Strategy
- Respond to issues as they arise
- Address through OSOT Team s,GR Meetings, submissions, lobbying

Position OTs as leaders in Seniors Care

- Jurisdictional Review
- •Explore partnership opportunities with Alzheimer Society
- Monitor introduction & implications of MOH Assess/Restore Strategy
- •OSOT Marketing Strategy focus

Advocate for Expanded OT Scope of Practice

- SCOPE Project
- Partnership with COTO,
 Academic community
- OSOT leadership of advocacy strategies

Lobby for access to OT services where people live and engage in their occupations (community), positioning OTs as leaders in seniors care.

Board Engagement

- Board education to support knowledge & understanding of lobbying & advocacy
- Regular Government
 Relations Consultant
 Report to Board Meeting
 political
 context/environmental
 scan
- Establish membership of Strategic Advocacy Committee

Meet our New Government

- •Letters to Cabinet
- Meetings with key Ministers, MOHLTC staff
- •MPP Gathering October

Membership Engagement

- •Share and promote value of jurisdictional review
- •Share Advocacy Agenda
- Regular webinars on policy issues
- Profile policy and professional issue resources on website
- Promote discussion in virtual communities of practice
- Regular communications to identify opportunities/risks