

## Supporting your Professional Promotion Activities

### TIPS & SUGGESTIONS FOR CONTACTING YOUR LOCAL NETWORK DURING OT MONTH

October is Occupational Therapy Month! Let's shout it out and use OT Month as a catalyst to begin promotion of our profession and services throughout the year.

#### Be in touch with your professional network during OT Month!

Why not take the opportunity of OT Month to send your professional contacts a quick email or letter. Why? This could be a valuable annual tradition of communication that keeps you in touch and achieves the following:

- **Thank them for their support to your practice.** For example:
  - If they're a physician, NP, PT, lawyer, insurance adjuster, etc. - for their referrals
  - If they're a vendor or product manufacturer you work with a lot - for their support to your patients' access to products and assistance to you prescription process
  - If they're a community support agency, advocacy organization, etc - for the services they provide for your clients and others
- **Promote your services!** OT Month is about promoting OT but, it's also a natural opportunity to promote *your* services and programs. Use the opportunity as a catalyst to profile your services, your expertise, your program's eligibility criteria, etc. Have a promotional brochure? Attach it!
- **Promote OT Month**
  - Mention that it's OT Month, consider sharing why this is important to you
  - Request their support in spreading the word. For example, suggest a quick email/Facebook post they might circulate such as *"October is Occupational Therapy Month! OTs help people who experience health related challenges to managing the day to day occupations of life – self care, managing at home, being successful at work or school, participating in meaningful social and community activities – to eliminate or minimize barriers to living life to the fullest. Learn more about OT at [www.OTOntario.ca](http://www.OTOntario.ca)."*

- **Browse the OSOT website or your professional resources to see if there's a resource you might share that would be relevant and helpful to your contact.** Check the OSOT website [Practice Resource pages](#) for ideas or send along a flyer or tent card promoting OT for their office (see [OSOT Promotional Resources](#)).
- **Identify opportunities for collaboration or service development**
- **Introduce them to the [OTOntario.ca website](#) as a resource they may wish to use to inform their patients/clients about OT**
- **Introduce OSOT's *Find-an-OT Service* -** OSOT can assist a referral or organization to find an OT in any region with the skillset they're looking for. Suggest they contact [osot@osot.on.ca](mailto:osot@osot.on.ca) or call -877-676-6768.
- **Share an OSOT Promotional Product – how about an OT waterbottle, key chain or post-it note pad that promotes OT?** Inexpensive, useful, and promoting. [See OSOT Promotional Products & Order Forum.](#)

### **OSOT is pleased to assist....**

If you're willing to make contact with a media outlet, don't hesitate to be in touch with the [OSOT Office](#) – we'll be pleased to provide any resources and advice we can.

Thank you in advance for considering how you can ***do your part to promote OT!***