



SMALL CHANGE BIG IMPACT

Share your Small Change, Big Impact story

Every day, occupational therapists across the UK make seemingly small changes that have a big impact on the lives of the people they support and the profession. RCOT's campaign **Small Change, Big Impact** celebrates these small changes and champions the powerful impact achieved.

We're encouraging all RCOT members to share their own examples of Small Change, Big Impact on our [story wall](#).

Small Change, Big Impact stories on the RCOT website

We want to showcase as many stories as possible to illustrate the important impact that occupational therapy has on people's lives. To bring all your stories together in one place and show the collective impact, we have created a [story wall](#) on our website.

The wall grows as members add their stories. After you submit your story and photo, and once it's been reviewed, it will be added to the wall. When you click on your image or square, your story will then pop up. Fellow members, occupational therapists and the public will then be able to read your story, and you can also share it on social media.

Watch the wall grow as more stories are shared and we celebrate the big impact occupational therapy has on people's lives.

Here's a guide for sharing your own story of Small Change, Big Impact.

How to tell your story

Think of examples in your own practice when you made small changes that had a big impact on the people you work with. Answer these three quick questions – keep your answers short and specific:

1. What was the challenge?
2. What was the change?
3. What was the impact?

Tips for telling your story

- Think of a small change and the impact it had.



- Use an example of best practice, success against the odds or addressing local challenges.
- Look at example stories for inspiration – see our resource ‘**Small Change, Big Impact example stories**’.
- Ask yourself the three questions.
- Keep your answers short and simple – see our tips in the guide ‘**How to write your Small Change, Big Impact story**’.
- Be specific about the change and impact – only include the necessary details.
- Include an emotional tie in the impact – not just the practical but what it meant to the person’s/people’s quality of life.
- Make it human – use a first name. Please **change your service user’s name** to protect their identity.
- Use our resources ‘**How to write your Small Change, Big Impact story**’ and ‘**Small Change, Big Impact example stories**’ as guides for telling your own story.

What not to include

- Don’t include any information that could easily identify someone.
- **Don’t use a service user’s real name – change their name** to protect their identity.
- Don’t use real names or organisation names (make sure your service users and employer **can’t be identified**).
- Don’t name specific rare or uncommon conditions.
 - Use ‘rare condition’ or ‘long-term condition’ instead
- Avoid abbreviations and acronyms, for example, use:
 - Occupational therapists instead of OT
 - Emergency department instead of ED
 - Specialist Section – Independent Practice instead of SS-IP

All resources can be downloaded from the Small Change, Big Impact campaign webpage:
rcot.co.uk/scbi-campaign

Choose a photo

We really hope you will share a photo of yourself when you submit your story. Your photo will help make your story more personal and add to the impact of the story wall.

Your photo should only feature you, preferably a headshot. Please make sure you have permission to use the photo before you share it.

We also understand that not everyone will want to post a photo so it’s not a requirement to share one with your story.

How do I add my Small Change, Big Impact story to the story wall?

Go to our website to submit your story at: rcot.co.uk/small-change-big-impact

Complete the quick online form and attach a photo of yourself (if you wish). Here you will answer the three questions:



1. What was the challenge?

When you are thinking about your challenge, write about the person, what the issue was and how it affected them.

Example:

- Frank* was becoming frail and having problems being independent at home.

2. What was the change?

This is about what you did. Provide a summary of the most important change – not every detail is needed.

Example:

- I introduced Frank* to some helpful and safe equipment and we worked on strategies to use them, e.g. a kettle tipper, a trolley walker.

3. What was the impact?

Write about both the practical impact and the difference it made to the person's life and those around them.

Example:

- Frank* is now more independent and safe in his home and isn't reliant on carers to carry out his everyday tasks.

** Name has been changed to protect the service user's identity. Don't use a service user's real name.*

Answers for each question will be limited to 250 characters (approx. 40 words) so keep your answers simple and to the point. See our guide '**How to write your Small Change, Big Impact story**' for tips on keeping your story short and specific.

After you submit your story, the RCOT team will review it and then post it on the wall.

How else can I share my story?

We would also like all members to share their story with wider audiences to celebrate their achievements and raise the profile of the profession. Here are some quick, easy ways to tell your story:

- Tell your story on social media using the hashtag **#SmallChangeBigImpact**
- Once added to the story wall, click the 'share on Facebook and Twitter' option on your story pop up. This will share your story with your networks and encourage fellow members to also tell their own stories.



- Download our 'Poster template – My Small Change, Big Impact story' from: rcot.co.uk/scbi-campaign. Add your story and display the poster at work.

Check out the tips on our website for more ways to share your story.