

# The power of OT – transforming health and social care

Thank you for support us to raise the profile of occupational therapy

**OT Week starts on Monday 4 November, but don't restrict your activity to this week – we want to raise the profile of occupational therapy all year round!**

There are five ways you can support 'The power of OT – transforming health and social care' campaign during OT Week and beyond.

1. [Reshare our posts on social media](#)
2. [Share your own posts and stories on social media](#)
3. [Display posters in your workplace](#)
4. [Include content in your communications channels, including bulletins, newsletters and webpages](#)
5. If you have occupational therapy teams reach out to them and support their profile-raising activities

We've listed below the information to support you to carry out each of these. In your download of the campaign pack you'll find English and Welsh versions of the resources.

If you have any questions please contact us at [marketing@rcot.co.uk](mailto:marketing@rcot.co.uk).

## 1. Reshare our posts social media

You'll find our campaign posts on our social media pages from 4–10 November.

- Twitter: [Royal College of Occupational Therapists \(@theRCOT\) / X](#)
- Facebook: [Royal College of Occupational Therapists | London | Facebook](#)
- Instagram: [Royal College of Occupational Therapists \(@the.rcot\) • Instagram photos and videos](#)
- Threads: [Royal College of Occupational Therapists \(@the.rcot\) on Threads](#)

## 2. Share your own posts and stories on social media

Here's some suggested copy for posts that you can use alongside the social media graphics. The graphic files (portrait and square versions) will be part of the communications pack you downloaded.

The graphics are available in two sizes – the square works for posts and the portrait size works best for story posts. These will have been downloaded in your campaign pack.

	<p>Occupational therapy plays a vital role in health, social care and society. It enables people to manage their health and care needs and do the occupations that they want, need and like to do. #OTWeek24 <a href="http://www.rcot.co.uk/aboutOT">www.rcot.co.uk/aboutOT</a></p> <p>[Image description: Text reads 'The power of occupational therapy. Transforming health and social care'. Illustrations show one person riding a bike and another person sitting in a chair resting their leg that's in a cast.]</p>
	<p>Occupational therapists consider all aspects of an individual and their environments and work with them to create a plan to reach their goals. #OTWeek24 <a href="http://www.rcot.co.uk/aboutOT">www.rcot.co.uk/aboutOT</a></p> <p>[Image description: Text reads 'Occupational therapy: A solution to many of the UK's health and care needs'. Illustrations show one person having a bath and another person brushing their hair.]</p>
	<p>By prioritising prevention and early intervention, occupational therapists help people manage their health and reduce the frequency and need for crisis interventions and care services. #OTWeek24 <a href="http://www.rcot.co.uk/aboutOT">www.rcot.co.uk/aboutOT</a></p> <p>[Image description: Text reads 'Occupational therapy is key to a better future for many people'. Illustrations show one person reading in a chair with a cat behind them and two young people playing with toys. One is dressed up as a dinosaur.]</p>
	<p>Within integrated health and care systems, occupational therapists can deliver better outcomes and create a more sustainable system for all. #OTWeek24 <a href="http://www.rcot.co.uk/aboutOT">www.rcot.co.uk/aboutOT</a></p> <p>[Image description: Text reads 'Occupational therapy: Helping people live well for longer, saving money and reducing pressure on health and social care services'. Illustrations show one person sleeping in bed with a cat on them and another person putting their shoes on.]</p>
	<p>By working proactively with people where they are, we will empower them to manage their changing needs and reduce pressure on the NHS and the wider health and care system. #OTWeek24 <a href="http://www.rcot.co.uk/aboutOT">www.rcot.co.uk/aboutOT</a></p> <p>[Image description: Text reads 'The power of occupational therapy: Transforming health and social care'. Illustrations show one person riding a bike and another person sitting in a chair resting their leg that's in a cast.]</p>



Mae therapi galwedigaethol yn chwarae rhan allweddol mewn iechyd, gofal cymdeithasol a chymdeithas. Mae'n galluogi pobl i reoli eu hanghenion iechyd a gofal a gwneud y galwedigaethau y mae arnyn nhw eu heisiau, eu hangen ac y maen nhw'n hoffi eu gwneud.

#OTWeek24 [www.rcot.co.uk/aboutOT](http://www.rcot.co.uk/aboutOT)

[Disgrifiad o'r ddelwedd: Y testun yn darllen 'Grym therapi galwedigaethol: Trawsnewid iechyd a gofal cymdeithasol'. Y darlun yn dangos un person yn reidio beic ac un arall yn eistedd ar gadair yn gorffwys ei goes sydd mewn plaster.]



Mae therapyddion galwedigaethol yn ystyried pob agwedd o unigolion a'u hamgylchedd ac yn gweithio gyda nhw i greu cynllun i gyrraedd eu nodau. #OTWeek24 [www.rcot.co.uk/aboutOT](http://www.rcot.co.uk/aboutOT)

[Disgrifiad o'r ddelwedd: Y testun yn darllen 'Therapi galwedigaethol: Ateb i lawer o anghenion iechyd a gofal y Deyrnas Unedig'. Y darlun yn dangos un person yn cael bath ac un arall yn brwsio ei wallt.]



Trwy roi blaenoriaeth i atal ac ymyrraeth gynnar, mae therapyddion galwedigaethol yn helpu pobl i reoli eu hiechyd a lleihau amlder a'r angen am ymyrraeth mewn argyfwng a gwasanaethau gofal.

#OTWeek24 [www.rcot.co.uk/aboutOT](http://www.rcot.co.uk/aboutOT)

[Disgrifiad o'r ddelwedd: Testun yn darllen 'Mae therapi galwedigaethol yn allwedd i well dyfodol i lawer o bobl'. Y darlun yn dangos un person yn darllen mewn cadair gyda chath tu ôl iddo a dau berson ifanc yn chwarae gyda theganau. Un wedi gwisgo fel dinosor.]



Mewn systemau iechyd a gofal integredig, gall therapyddion galwedigaethol gyflawni gwell deilliannau a chreu system fwy cynaliadwy i bawb. #OTWeek24 [www.rcot.co.uk/aboutOT](http://www.rcot.co.uk/aboutOT)

[Disgrifiad o'r ddelwedd: Tesun yn darllen 'Therapi galwedigaethol: Helpu pobl i fyw'n dda yn hwy, arbed arian a lleihau pwysau ar wasanaethau iechyd a gofal'. Y darlun yn dangos un person yn cysgu mewn gwely gyda chath ar y gwely ac un arall yn gwisgo esgidiau.]



Trwy weithio'n rhagweithiol gyda phobl lle maent, byddwn yn eu grymuso i reoli eu hanghenion wrth iddynt newid a lleihau pwysau ar y GIG a'r system iechyd a gofal ehangach.

#OTWeek24 [www.rcot.co.uk/aboutOT](http://www.rcot.co.uk/aboutOT)

[Disgrifiad o'r ddelwedd: Y testun yn darllen 'Grym therapi galwedigaethol: Trawsnewid iechyd a gofal cymdeithasol'. Y darlun yn dangos un person yn reidio beic ac un arall yn eistedd ar gadair yn gorffwys ei goes sydd mewn plaster.]

### 3. Display posters on notice boards

PDFs of the posters below will have been downloaded in the campaign pack.

#### English

 <h2>The power of occupational therapy</h2> <p>Transforming health and social care</p> <p>Occupations are meaningful activities that support physical, mental, emotional and spiritual wellbeing.</p> <p>Occupational therapy enables people do the occupations they want, need and like to do, and helps them manage their health and care needs.</p> <p>It saves money and reduces pressure on services and must be included in the strategic planning and allocation of resources to help manage health, education, housing and care needs in the UK.</p> <p><b>Occupational therapy is key to a better future for many people.</b></p>  <p>Scan to find out more or visit <a href="http://rcot.co.uk/aboutot">rcot.co.uk/aboutot</a></p> <p><b>RCOT</b> Royal College of Occupational Therapists</p>	 <h2>The power of occupational therapy</h2> <p>Transforming health and social care</p> <p>Occupational therapy plays a vital role in health, social care and society.</p> <p>It enables people to manage their health and care needs and do the occupations they want, need and like to do.</p> <p>With its focus on prevention and early intervention, occupational therapy is a solution to many of the UK's health and care needs, saving money and reducing pressure on services.</p> <p><b>Occupational therapy is key to a better future for many people.</b></p>  <p>Scan to find out more or visit <a href="http://rcot.co.uk/aboutot">rcot.co.uk/aboutot</a></p> <p><b>RCOT</b> Royal College of Occupational Therapists</p>
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#### Welsh

 <h2>Grym therapi galwedigaethol</h2> <p>Trawsnewid iechyd a gofal cymdeithasol</p> <p>Mae therapi galwedigaethol yn chwarae rhan allweddol mewn iechyd, gofal cymdeithasol a chymdeithas.</p> <p>Mae'n galluogi pobl i reoli eu hanghenion iechyd a gofal a gwneud y galwedigaethau y mae amyn nhw eu heisiau, eu hangen ac y maen nhw'n hoffi eu gwneud.</p> <p>Gyda'i bwyslais ar atal ac ymyrraeth gynnar, mae therapi galwedigaethol yn ateb i lawer o anghenion iechyd a gofal y Deyrnas Unedig, gan arbed arian a lleihau pwysau ar wasanaethau.</p> <p><b>Mae therapi galwedigaethol yn allwedd i well dyfodol i lawer o bobl.</b></p>  <p>Sganiwch i gael rhagor o wybodaeth neu ewch i <a href="http://rcot.co.uk/aboutot">rcot.co.uk/aboutot</a></p> <p><b>RCOT</b> Coleg Brenhinol Therapïddion Galwedigaethol</p>	 <h2>Grym therapi galwedigaethol</h2> <p>Trawsnewid iechyd a gofal cymdeithasol</p> <p>Mae therapi galwedigaethol yn chwarae rhan allweddol mewn iechyd, gofal cymdeithasol a chymdeithas.</p> <p>Mae'n galluogi pobl i reoli eu hanghenion iechyd a gofal a gwneud y galwedigaethau y mae amyn nhw eu heisiau, eu hangen ac y maen nhw'n hoffi eu gwneud.</p> <p>Gyda'i bwyslais ar atal ac ymyrraeth gynnar, mae therapi galwedigaethol yn ateb i lawer o anghenion iechyd a gofal y Deyrnas Unedig, gan arbed arian a lleihau pwysau ar wasanaethau.</p> <p><b>Mae therapi galwedigaethol yn allwedd i well dyfodol i lawer o bobl.</b></p>  <p>Sganiwch i gael rhagor o wybodaeth neu ewch i <a href="http://rcot.co.uk/aboutot">rcot.co.uk/aboutot</a></p> <p><b>RCOT</b> Coleg Brenhinol Therapïddion Galwedigaethol</p>
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## 4. Include content in your bulletins, newsletters and webpages

We've shared three versions of different lengths to choose from depending on the space you have, in English and Welsh. Pick the one that works best for the channel you'll be sharing it in.

### Long version (346 words)

#### **The power of OT – transforming health and social care**

**Occupational therapy plays a vital role in health, social care and society.** It enables people to have fulfilling lives at home, at work, at school – and everywhere else – through meaningful occupations. It enables people to manage their health and care needs and to do the occupations that they want, need and like to do. Occupational therapists consider all aspects of an individual and their environments and work with them to create a plan to reach their goals.

**An occupation isn't just your job or activities of daily living.** An occupation can be looking after yourself, such as washing, eating or sleeping; productive, such as work, study, caring or domestic activities; and leisure, such as playing sports, hobbies or socialising. An occupation is any meaningful activity that supports physical, mental, emotional and spiritual wellbeing.

**Occupational therapy is a solution to many of the UK's health and care needs.** By prioritising prevention and early intervention, occupational therapists help people manage their health and reduce the frequency and need for crisis interventions and care services. This will help people to manage their symptoms and needs, and reduce the requirement for hospital and specialist services.

**By helping people live well for longer, occupational therapy saves money and reduces pressure on health and social care services.** Within integrated health and care systems, occupational therapists can deliver better outcomes, reduce strain on health and social care resources, and create a more sustainable system for all.

**The occupational therapy workforce needs to be positioned in communities to focus on prevention and early intervention.** With an ageing population and an increasing complexity of needs, the requirement for occupational therapy will only rise. By working proactively with people where they are, we will empower people to manage their changing needs and reduce pressure on the NHS and the wider health and care system.

**Occupational therapy is key to a better future for many people and must be included in the strategic planning and allocation of resources to manage health, education, housing and care needs in the UK.**

### Medium version (241 words)

#### **The power of OT – transforming health and social care**

**Occupational therapy plays a vital role in health, social care and society.** It enables people to manage their health and care needs and do the occupations that they want, need and like to do.

**An occupation isn't just your job or activities of daily living** – it's any meaningful activity

that supports physical, mental, emotional and spiritual wellbeing. Occupational therapists consider all aspects of an individual and their environments and work with them to create a plan to reach their goals.

**Occupational therapy is a solution to many of the UK's health and care needs.** By prioritising prevention and early intervention, occupational therapists help people manage their health and reduce the frequency and need for crisis interventions and care services.

**By helping people live well for longer, occupational therapy saves money and reduces pressure on health and social care services.** Within integrated health and care systems, occupational therapists can deliver better outcomes and create a more sustainable system for all.

**The occupational therapy workforce needs to be positioned in communities.** By working proactively with people where they are, we will empower them to manage their changing needs and reduce pressure on the NHS and the wider health and care system.

**Occupational therapy is key to a better future for many people and must be included in the strategic planning and allocation of resources to manage health, education, housing and care needs in the UK.**

## Short version (133 words)

### The power of OT – transforming health and social care

Occupational therapy plays a vital role in health, social care and society. It enables people to manage their health and care needs and to do the occupations that they want, need and like to do. An occupation is any activity that supports physical, mental, emotional and spiritual wellbeing.

Occupational therapy is a solution to many of the UK's health and care needs and should be positioned in communities to focus on prevention and early intervention. By helping people manage their health, it saves money and reduces pressure on health and social care services.

Occupational therapy is key to many people's better futures and must be included in the strategic planning and allocation of resources to manage health, education, housing and care needs in the UK.

## Fersiwn hir (367 gair)

### Grym therapi galwedigaethol – trawsnewid iechyd a gofal cymdeithasol

**Mae therapi galwedigaethol yn chwarae rhan allweddol mewn iechyd, gofal cymdeithasol a chymdeithas.** Mae'n galluogi pobl i gael bywydau sy'n rhoi boddhad gartref, yn y gwaith ac yn yr ysgol – a phobman arall - trwy alwedigaethau ystyrlon. Mae'n galluogi pobl i reoli eu hanghenion iechyd a gofal a gwneud y galwedigaethau y mae arnyn nhw eu heisiau, eu hangen ac y maen nhw'n hoffi eu gwneud. Mae therapyddion galwedigaethol yn ystyried pob agwedd o unigolion a'u hamgylchedd ac yn gweithio gyda nhw i greu cynllun i gyrraedd eu nodau.



**Nid eich gwaith neu weithgareddau byw bob dydd yn unig yw galwedigaeth.** Gall galwedigaeth fod yn ofalu amdanoch eich hunan, fel ymolchi, bwyta neu gysgu; yn gynhyrchio, fel gwaith, astudio, gofalu neu weithgareddau domestig; a hamdden, fel chwarae chwaraeon, diddordebau neu gymdeithasu. Galwedigaeth yw unrhyw weithgaredd ystyrion sy'n gymorth i lesiant corfforol, meddyliol, emosiynol ac ysbrydol.

**Mae therapi galwedigaethol yn ateb i lawer o anghenion iechyd a gofal y Deyrnas Unedig.** Trwy roi blaenoriaeth i atal ac ymyrraeth gynnar, mae therapyddion galwedigaethol yn helpu pobl i reoli eu hiechyd a lleihau amllder a'r angen am ymyrraeth mewn argyfwng a gwasanaethau gofal. Bydd hyn yn helpu pobl i reoli eu symptomau ac anghenion, a lleihau'r gofyn am wasanaethau ysbyty ac arbenigol.

**Trwy helpu pobl i fyw'n dda yn hwy, mae therapi galwedigaethol yn arbed arian a lleihau pwysau ar wasanaethau iechyd a gofal.** Mewn systemau iechyd a gofal integredig, gall therapyddion galwedigaethol gyflawni gwell deilliannau lleihau straen ar adnoddau iechyd a gofal cymdeithasol a chreu system fwy cynaliadwy i bawb.

**Mae angen i weithlu therapi galwedigaethol gael eu gosod mewn cymunedau i ganolbwyntio ar atal ac ymyrraeth gynnar.** Gyda phoblogaeth sy'n heneiddio ac anghenion sy'n gynyddol gymhleth, dim ond cynyddu fydd y gofyn am therapi galwedigaethol. Trwy weithio'n rhagweithiol gyda phobl lle maent, byddwn yn grymuso pobl i reoli eu hanghenion wrth iddynt newid a lleihau pwysau ar y GIG a'r system iechyd a gofal ehangach.

**Mae therapi galwedigaethol yn allweddol i well dyfodol i lawer o bobl a rhaid ei gynnwys wrth gynllunio strategol a dyrannu adnoddau i reoli anghenion iechyd, addysg, tai a gofal y Deyrnas Unedig.**

## **Fersiwn ganolig (259 gair)**

### **Grym therapi galwedigaethol – trawsnewid iechyd a gofal cymdeithasol**

**Mae therapi galwedigaethol yn chwarae rhan allweddol mewn iechyd, gofal cymdeithasol a chymdeithas.** Mae'n galluogi pobl i reoli eu hanghenion iechyd a gofal a gwneud y galwedigaethau y mae arnyn nhw eu heisiau, eu hangen ac y maen nhw'n hoffi eu gwneud.

**Nid eich gwaith neu weithgareddau byw bob dydd yn unig yw galwedigaeth** – mae'n golygu unrhyw weithgaredd ystyrion sy'n gymorth i lesiant corfforol, meddyliol, emosiynol ac ysbrydol. Mae therapyddion galwedigaethol yn ystyried pob agwedd o unigolion a'u hamgylchedd ac yn gweithio gyda nhw i greu cynllun i gyrraedd eu nodau.

**Mae therapi galwedigaethol yn ateb i lawer o anghenion iechyd a gofal y Deyrnas Unedig.** Trwy roi blaenoriaeth i atal ac ymyrraeth gynnar, mae therapyddion galwedigaethol yn helpu pobl i reoli eu hiechyd a lleihau amllder a'r angen am ymyrraeth mewn argyfwng a gwasanaethau gofal.

**Trwy helpu pobl i fyw'n dda yn hwy, mae therapi galwedigaethol yn arbed arian a lleihau pwysau ar wasanaethau iechyd a gofal.** Mewn systemau iechyd a gofal integredig, gall therapyddion galwedigaethol gyflawni gwell deilliannau a chreu system fwy cynaliadwy i bawb.

**Mae angen i weithlu therapi galwedigaethol gael eu gosod mewn cymunedau.** Trwy

weithio'n rhagweithiol gyda phobl lle maent, byddwn yn eu grymuso i reoli eu hanghenion wrth iddynt newid a lleihau pwysau ar y GIG a'r system iechyd a gofal ehangach.

**Mae therapi galwedigaethol yn allweddol i well dyfodol i lawer o bobl a rhaid ei gynnwys wrth gynllunio strategol a dyrannu adnoddau i reoli anghenion iechyd, addysg, tai a gofal y Deyrnas Unedig.**

## **Fersiwn fer (143 gair)**

### **Grym therapi galwedigaethol – trawsnewid iechyd a gofal cymdeithasol**

Mae therapi galwedigaethol yn chwarae rhan allweddol mewn iechyd, gofal cymdeithasol a chymdeithas. Mae'n galluogi pobl i reoli eu hanghenion iechyd a gofal a gwneud y galwedigaethau y mae arnyn nhw eu heisiau, eu hangen ac y maen nhw'n hoffi eu gwneud. Galwedigaeth yw unrhyw weithgaredd sy'n gymorth i lesiant corfforol, meddyliol, emosiynol ac ysbrydol.

Mae therapi galwedigaethol yn ateb i lawer o anghenion iechyd a gofal y Deyrnas Unedig a dylid ei roi mewn cymunedau i bwysleisio ar atal ac ymyrraeth gynnar. Trwy helpu pobl i reoli eu hiechyd, mae'n arbed arian ac yn lleihau pwysau ar wasanaethau iechyd a gofal.

Mae therapi galwedigaethol yn allweddol i well dyfodol i lawer o bobl a rhaid ei gynnwys wrth gynllunio strategol a dyrannu adnoddau i reoli anghenion iechyd, addysg, tai a gofal y Deyrnas Unedig.