

Communications ready content

Right Support, Right Time: Unlocking the Power of OT

You'll find here content that you can use to talk about RCOT's **Right Support, Right Time: Unlocking the Power of OT** campaign.


It's designed to help you share the message clearly and confidently, whether you're writing for newsletters, websites, social media or other communications.

We'll be launching the campaign on 3 November 2025, at the start of OT Week. Until then, please only share content that promotes your own activities. Sharing campaign-related content too early could dilute its overall impact.


1. Social media posts and image descriptions

Here are five ready-to-use social media posts, each with accompanying graphics, post text and alt text to support accessibility. These graphics are shown here for illustrative purposes and are available as separate files in the full comms pack, with filenames matched to the relevant post. The content is designed for use across LinkedIn, Facebook, Instagram, Threads and BlueSky. We encourage you to adapt the post text to make it relevant to your area of practice or audience — helping to show how occupational therapy makes a difference in the places and communities you know best.


Post 1: OT belongs in everyday places

Graphic:	
Post text:	Occupational therapists belong in the places people live, work and learn. From GP practices to schools, they support people before needs escalate. Find out more: rcot.co.uk/RightTimeOT #RightTimeOT
Alt text:	Text on image reads 'OT belongs in everyday places' in large font, campaign name 'Right Support, Right Time' in smaller font. Image shows illustrations of someone working at a desk and someone cooking. The RCOT logo and campaign link rcot.co.uk/RightTimeOT are at the bottom.

Post 2: Occupational therapy saves money and supports recovery

Graphic content:	
Post text:	Occupational therapy saves money across health and care by reducing hospital admissions and long-term care needs. It's practical, person-centred and cost-effective. Find out more: rcot.co.uk/RightTimeOT #RightTimeOT
Alt text:	Text on image reads 'Occupational therapy saves money and supports recovery' in large font, campaign name 'Right Support, Right Time' in smaller font. Image shows illustrations of someone in a chair elevating an injured leg and someone brushing their hair. The RCOT logo and campaign link rcot.co.uk/RightTimeOT are at the bottom.

Post 3: Occupational therapy must be central to future planning

Graphic content:	
Post text:	To build a proactive, prevention-focused system that meets population needs, occupational therapy must be central to future planning and investment. Let's unlock the power of OT. Find out more: rcot.co.uk/RightTimeOT #RightTimeOT
Alt text:	Text on image reads 'Occupational therapy must be central to future planning' in large font, campaign name 'Right Support, Right Time' in smaller font. Image shows illustrations of a person in a wheelchair and children on a swing. The RCOT logo and campaign link rcot.co.uk/RightTimeOT are at the bottom.

Post 4: Occupational therapy builds a fairer, more sustainable future

Graphic
content:



Post text:

Occupational therapy reduces health inequalities and helps people stay well and connected. By preventing crises, easing pressure on services and making better use of resources, OTs help build a fairer, more sustainable system. Find out more: rcot.co.uk/RightTimeOT #RightTimeOT

Alt text:

Text on image reads 'Occupational therapy builds a fairer, more sustainable future' in large font, campaign name 'Right Support, Right Time' in smaller font. Image shows illustrations of a person brushing their hair and another relaxing in a bubble bath. The RCOT logo and campaign link rcot.co.uk/RightTimeOT are at the bottom.

Post 5: Investing in occupational therapy means investing in prevention

Graphic
content:



Post text:

Occupational therapy helps people stay well for longer and avoid crises. By involving occupational therapists earlier, we can reduce system pressure and improve lives. Find out more: rcot.co.uk/RightTimeOT #RightTimeOT

Alt text:

Text on image reads 'Investing in occupational therapy means investing in prevention' in large font, campaign name 'Right Support, Right Time' in smaller font. Image shows illustrations of a person cycling and two children in costume playing with colourful shapes. The RCOT logo and campaign link rcot.co.uk/RightTimeOT are at the bottom.

2. Content for newsletters, bulletins and websites

This section includes narrative messaging in three formats to help you share the campaign across different channels. You'll find an introductory paragraph followed by long, medium and short versions — ready to use in web pages, newsletters, blogs, printed materials, email intros and more. We encourage you to choose the format that best suits your audience and adapt the content to reflect your area of practice, while keeping the first lines of each paragraph intact to maintain consistency and clarity across all communications.

In the separate message guide, you'll also find tailored messages for each UK nation and for key areas of practice. You can use these to expand the campaign narrative or add in relevant messages that show how occupational therapy makes a difference in your context.

Introduction (77 words)

The Royal College of Occupational Therapists' campaign – Right Support, Right Time: Unlocking the Power of OT – shines a spotlight on the vital role of occupational therapy across health, social care and education. It calls for earlier access to occupational therapists and a shift towards prevention-focused care that better meets people's needs and reduces pressure on services.

Read on to find out more about why occupational therapy must be central to future planning.

Insert here the long, medium or short campaign narrative

Find out more at: www.rcot.co.uk/righttimeOT

Long version (440 words)

The Royal College of Occupational Therapists' campaign – Right Support, Right Time: Unlocking the Power of OT – shines a spotlight on the vital role of occupational therapy across health, social care and education.

It calls for earlier access to occupational therapists and a shift towards prevention-focused care that better meets people's needs and reduces pressure on services. Read on to find out more about the campaign's message and why occupational therapy must be central to future planning.

Occupational therapy helps people stay well for longer and avoid crises – especially when occupational therapists are involved early. It plays a vital role in health, social care and society by enabling people to stay connected and engaged in the activities that matter to them.

Occupational therapists bring unique skills that have the greatest impact when used early and in the right way. Their timely input helps people manage changes before they become more complex and entrenched. Across all stages of life, from childhood to older age, occupational therapists make the biggest difference when they apply their full expertise.

Occupational therapists help avoid unnecessary hospital admissions, support recovery from hospital to home and reduce the need for long-term care – saving money across health and social care. They do this by providing proactive, person-centred support. By looking at the whole person – their environment, routines, goals and challenges – they offer practical solutions tailored to everyday life.

Occupational therapists help ease pressure on health, social care and special education services. Whether supporting people to get safely home from hospital, enabling community living or helping people take part in leisure activities, education and employment, occupational therapists

help prevent needs from escalating and reduce reliance on acute services.

Occupational therapists help reduce health inequalities and improve sustainability. They use occupations to promote social inclusion and connect people to the activities that benefit their health. By getting involved early, they reduce the likelihood of people becoming unwell. Participating in work, education and leisure improves wellbeing and can provide a way out of poverty. Pivoting services to meet population needs prevents hospital admissions, making better use of hospital resources and equipment, saving time and costs, easing system pressure and reducing energy use.

We want to shift the focus from crisis-driven care to prevention-focused approaches. Rather than reacting to problems, we need to reach people sooner. The right support at the right time will have the greatest impact. This means involving occupational therapists early and enabling them to work in ways that make full use of their expertise.

Occupational therapists must be embedded in the places where people live, work and seek support. They should be visible and accessible across the entire system, especially in local services, where early signs of need often emerge. For example, in GP practices, schools, housing services and community mental health teams.

Occupational therapy must be central to the future of health, education and care – supporting UK-wide plans to focus on care in communities and take a more preventive approach. By recognising the value of occupational therapy and enabling occupational therapists to work in the right way, we can build a more proactive, person-centred system that supports people to live well and thrive.

Medium version (250 words)

Occupational therapy helps people stay well for longer and avoid crises – especially when occupational therapists are involved early. It plays a vital role in enabling people to stay connected to the activities that matter most, supporting wellbeing across health, social care and society.

Occupational therapists bring unique skills that have the greatest impact when used early and in the right way. Their timely input helps people adapt to change before issues escalate, making a significant difference at every stage of life when their full expertise is applied.

Occupational therapists help avoid unnecessary hospital admissions, support recovery from hospital to home and reduce the need for long-term care – saving money across health and social care. They do this by offering proactive, person-centred support that considers the whole person and provides practical, everyday solutions.

Occupational therapists help ease pressure on health, social care and special education services. Whether enabling safe discharge, supporting community living or helping people access education, work and leisure, they prevent needs from escalating and reduce reliance on acute services.

Occupational therapists help reduce health inequalities and improve sustainability. By promoting inclusion and early intervention, they support wellbeing, reduce poverty risk and help services use resources more efficiently.

We want to shift the focus from crisis-driven care to prevention-focused approaches. Involving occupational therapists early ensures the greatest impact and enables them

to work in ways that maximise their expertise.

Occupational therapists must be embedded in the places where people live, work and seek support. They should be visible across local systems, including GP practices, schools and housing services.

Occupational therapy must be central to the future of health, education and care. Recognising its value will help build a proactive, person-centred system that enables people to live well and thrive.

Short version (100 words)

Occupational therapy helps people stay well for longer and avoid crises – especially when occupational therapists are involved early. Their unique skills have the greatest impact when used early and in the right way. Occupational therapists help avoid unnecessary hospital admissions, support recovery and reduce long-term care needs. They ease pressure on services and help prevent needs from escalating. Occupational therapists help reduce health inequalities and improve sustainability.

We want to shift from crisis-driven care to prevention-focused approaches. Occupational therapists must be embedded in the places where people live, work and seek support. Occupational therapy must be central to the future of health, education and care.