OT Week 2026: Participation Changes Everything

Help us showcase the impact of occupational therapy

OT Week takes place from 2 to 8 November 2026. This year, we're inviting occupational therapists across the UK to share a short video about the difference participation makes in people's lives.

During OT Week, we'll be showcasing stories from across the UK that highlight the impact of occupational therapy. By taking part, you'll help raise awareness of the profession and share the real-life outcomes that make occupational therapy so valuable.

At a glance

When: OT Week, 2 to 8 November 2026

Create: A video of 20 seconds or less

Start with: 'Participation changes everything...'

Share: One example from your practice that shows why participation changes everything

Submit to RCOT by: 12 October 2026

Post during OT Week: LinkedIn, Instagram and / or TikTok

Use: #RCOT #OTWeek2026 #ParticipationChangesEverything

Tag: @RCOT

Need help? Contact us at marketing@rcot.co.uk

Your invitation

We'd love you to support OT Week 2026 by creating and sharing a short video (20 seconds or less).

Start your video with:

'**Participation changes everything...'** then share one example from your practice that shows why.

Your story can be about a significant milestone or a seemingly ordinary activity. What matters is the difference it made.

Examples could include:

- Supporting someone to return to work, education or volunteering
- Helping someone participate in family or community life
- Enabling someone to return to a hobby, sport or activity they enjoy
- Supporting person to resume everyday activities
- Building confidence after illness, injury or a life change
- Attending a wedding, celebration or important life event
- A simple everyday activity that had a significant impact on someone's wellbeing or quality of life

Authenticity is more important than production quality. We're looking for genuine stories that bring the impact of occupational therapy to life.

When and where to share

Please share your video during **OT Week, 2 to 8 November 2026**, on LinkedIn, Instagram and/or TikTok.

Please use: **#RCOT #OTWeek2026 #ParticipationChangesEverything**

And tag **@RCOT** so we can engage with and amplify your content.

Send your video to RCOT

We're also looking for member stories to help us bring the campaign to life across our website and social media channels.

Please send your video to marketing@rcot.co.uk via WeTransfer by 12 October 2026.

Please include your name and what you do in the message box on WeTransfer.

Due to the volume of submissions, we may not be able to use every video received. By submitting your video, you consent to its use across RCOT's website, social media channels and campaign materials. Consent can be withdrawn at any time by contacting **marketing@rcot.co.uk.**

Filming tips

- Keep your video to 20 seconds or less
- Film in a quiet location with good lighting
- Clean your camera lens before recording
- Use the back camera if possible – you could ask someone to film you
- Speak clearly and directly to camera

If you'd like more guidance have a look at our extended guide and our example video.

Don't want to appear on camera?

That's absolutely fine. You can instead:

- Share a photograph or series of images related to your work on your personal social media channels
- Use the caption to explain how participation made a difference
- Tag RCOT so we can help share your story

Please remember to use: **#RCOT #OTWeek2026 #ParticipationChangesEverything**

Before posting or submitting

Please ensure you:

- Keep all clinical and personal information confidential
- Have permission from anyone featured in your content
- Only use photographs, videos or images with appropriate consent
- Never enter service-user information into an AI tool

Know someone with a story to tell?

Help us showcase the power of participation by encouraging others to take part in the campaign.

We'd love to hear from occupational therapy colleagues, partner organisations, people with lived experience of occupational therapy, carers, families and supporters.

Please share this document with anyone who may like to get involved.

Questions?

If you have any questions about taking part, or would like support with creating your content, please contact **marketing@rcot.co.uk** and a member of the team will be happy to help.

Thank you