

Participation Changes Everything

OT Week 2026 Member Guide

About this guide

This guide brings together information about OT Week 2026, including how to get involved, where to find campaign resources, key messages and ready-to-use content.

1. About the campaign

OT Week is our opportunity to celebrate occupational therapy and share the difference it makes to people's everyday lives.

This year we're focusing on something at the heart of occupational therapy:

Participation Changes Everything

Whether it's learning, working, caring for others, maintaining relationships, enjoying hobbies or being part of a community, participation is fundamental to health, wellbeing and quality of life. Occupational therapists help people overcome barriers so they can continue doing the things that matter to them.

During OT Week, we want to highlight the impact of participation and help more people understand the role occupational therapy plays in enabling it.

2. Getting involved

This year, we're inviting occupational therapists, learners, support workers, people who use occupational therapy services and others who are passionate about participation to share short videos explaining why participation matters.

Your video could:

- Share what participation means to you.
- Explain how occupational therapy enables participation.
- Highlight an activity, role or occupation that matters.
- Show the difference participation makes in everyday life.

For guidance on creating and submitting videos, including technical specifications and consent requirements, please refer to:

[Participation Changes Everything Contributor Guide for members](#)

[Participation Changes Everything Contributor Guide for supporters.](#)

OT Week is an opportunity to help more people understand occupational therapy and its impact. Alongside sharing campaign content, you can also use [RCOT's Profile raising tools](#), which include guidance on sharing your story, taking local action, engaging with the media, influencing decision-makers and using social media to raise awareness of occupational therapy.

Whether you're creating a video, sharing campaign materials or advocating for the profession in your local area, every action helps demonstrate how Participation Changes Everything.

Useful links

- Campaign webpage: rcot.co.uk/Participation
- Member and Supporter Contributor Guides: rcot.co.uk/latest-news/ot-week-2026-help-us-showcase-ot-impact
- Profile raising tools: rcot.co.uk/profile-raising

3. Using the campaign resources

We've created a range of resources to help you take part in OT Week and share the campaign message consistently, including:

- Social media graphics
- Posters
- Email banners
- Slide deck
- Narrative and key messages

When creating content, please:

- Use **Participation Changes Everything** as the core campaign message.
- Use **It's the taking part that counts** as a supporting message where appropriate.
- Start with the supplied campaign assets.
- Draw on the key messages and campaign narrative to help explain the importance of participation and the role of occupational therapy.
- Keep content clear, accessible and easy to understand.
- Ensure appropriate permissions and consent are in place before sharing stories, images or videos.
- Do not alter the RCOT logo, Member of logo or create materials that could be mistaken for official campaign assets.

4. Key messages and narrative

You can use the key messages and narrative below to help explain the campaign and the role of occupational therapy in enabling participation.

Feel free to adapt this content for your own channels and audiences. It can be used in:

- Newsletters
- Blogs
- Intranet articles
- Team briefings
- Presentations and slide decks
- Website content
- Social media posts
- Local media activity
- Stakeholder communications

The content below is designed to be copied, adapted and reused. You can use it as written or tailor it to reflect your setting, audience and area of practice while keeping the core campaign messages consistent.

Include a link to the campaign webpage and when on social media use the hashtags.

- Campaign website: **www.rcot.co.uk/Participation**
- Hashtags: **#OTWeek2026 | #ParticipationChangesEverything | #OccupationalTherapy**

Key messages

- Everyone should be able to take part in the activities that matter to them. When people participate, health and wellbeing improve.
- When barriers get in the way of doing the things that matter, occupational therapists are experts in enabling participation.

- Support should work around people's lives, not around services, and success should be measured by whether people can participate in the activities that matter to them.

Short narrative

Participation changes everything.

Being able to take part in the activities that matter to us helps people live healthy, connected and meaningful lives. Participation supports health, wellbeing and quality of life at every stage of life.

When barriers get in the way, occupational therapists are experts in enabling participation. By adapting environments, building skills and finding practical solutions, they help people continue doing the things they need, want and love to do.

Occupational therapists work across homes, communities, schools, workplaces and health and care services, helping people overcome barriers and take part in everyday life. By enabling participation, they help people learn, work, connect, contribute and live well.

Full narrative

Participation changes everything.

Everyone should be able to take part in the activities that matter to them. Being able to learn, work, care for others, maintain relationships and contribute to everyday life helps people live healthy, connected and meaningful lives. When people are unable to participate, the impact can be felt across every aspect of life. Participation is one of the strongest influences on health, wellbeing and quality of life.

Too many people face barriers that prevent them from participating fully in everyday life. Children struggle to take part in education, people leave work unnecessarily and older people can become disconnected from the activities, relationships and communities that matter to them. Too often, support comes only after challenges have escalated.

When barriers get in the way of doing the things that matter, occupational therapists are experts in enabling participation. They understand the relationship between people, their environments and the activities that matter to them. By adapting environments, building skills and finding practical solutions, occupational therapists help people overcome barriers and continue doing the things they need, want and love to do. Participation is the outcome occupational therapists enable every day.

Support should work around people's lives, not around services. Support should start earlier, work better together and be available closer to where people live. Health, social care, education, employment, housing and community services must work together around people's goals, aspirations and everyday lives. Addressing the wider factors that shape participation is essential to tackling inequalities and helping more people live well.

Participation must be at the heart of how we measure success. Success should not be measured only by treating illness or responding to crisis. It should be measured by whether people can do the things that matter to them, maintain valued roles and participate in everyday life, alongside reducing the need for GP and other health service appointments.

Occupational therapy is essential to creating a future where more people can do the things that matter to them throughout their lives. Working across homes, communities, schools, workplaces and health and care services, occupational therapists help people overcome barriers and participate in everyday life. By enabling participation, they help people learn, work, connect, contribute and live well.