


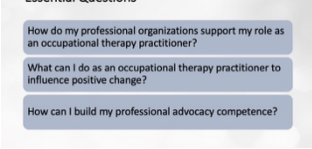


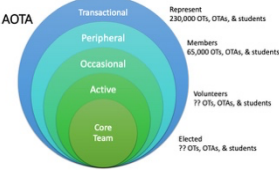




1	 <p>Advocacy Chat: Professional Advocacy</p> <p>Joyce E. Rioux, F4ED, OTR/L, SCSS, FAOTA ConnOTA Government Affairs</p>	<p>Welcome &amp; Introductions</p> <p>Joyce Rioux, ConnOTA Government Affairs</p> <p>Scott Romano, OTAS at CSCC</p> <p>Olivia Quinn, OTAS at CSCC</p> <p>Jantra Ketvichit, OTAS at CSCC</p>
2	<p>Chat Response</p>  <p>What does Professional Advocacy mean to you?</p>	<p>What does Professional Advocacy mean to you?</p> <p>Olivia will be monitoring the chat</p>
3	<p>Professional Advocacy</p>  <p>Yielding information &amp; educating others about OT</p> <p>Outlining our role as OTPs</p> <p>Underscoring how OT services improve outcomes</p>	<p>Professional Advocacy is all about you... what you bring forward as a professional in your everyday interactions</p> <p>Simply put it is</p> <p>...educating others about occupational therapy</p> <p>...outlining our role as an OT, OTA</p> <p>... relaying how our services improve client outcomes</p> <p>Keep that in the back of your mind as we proceed. .</p>
4	<p>Essential Questions</p>  <p>How do my professional organizations support my role as an occupational therapy practitioner?</p> <p>What can I do as an occupational therapy practitioner to influence positive change?</p> <p>How can I build my professional advocacy competence?</p>	<p>Essential Questions</p> <p>When you walk away from today's presentation, you will have answers to the following questions...</p> <ul style="list-style-type: none"> <li>• How do my professional organizations support my role as an OT practitioner &amp; future OT practitioner?</li> <li>• What can I do to influence positive change?</li> <li>• How can I build my professional advocacy competence?</li> </ul>
5	<p>Agenda</p> <ul style="list-style-type: none"> <li>• Standards &amp; Definitions</li> <li>• AOTA Advocacy, Supports, &amp; Opportunities</li> <li>• ConnOTA Advocacy, Supports, &amp; Opportunities</li> <li>• Self-Reflection Activity</li> <li>• Next Steps Toward Advocacy Competence</li> <li>• Chat Responses</li> </ul> 	<ul style="list-style-type: none"> <li>• Standards &amp; Definitions... so we are all starting on the same page</li> <li>• Look at AOTA... through the lens of Advocacy, Support/resources, &amp; Opportunities that exist to make a difference</li> <li>• We will do the same with ConnOTA Advocacy, Supports/resources, &amp; Opportunities</li> <li>• Proceed with a Self-Reflection Activity to rate your perceived advocacy capacity</li> <li>• Then look at Next Steps you can take to build your Advocacy Competence</li> <li>• All the while we will have the Chat open... looking for interaction... feel free to use the chat, raise your hand, or unmute your mic and share or ask for clarification</li> </ul>

6	<p><b>Standards &amp; Definitions</b>  <b>ACOTE Standard 8.5.2 Advocacy</b></p> <p><b>OTA:</b> Explain the role &amp; responsibility of the practitioner to advocate for changes in service delivery policies, effect changes in the system, recognize opportunities in emerging practice areas, &amp; advocate for opportunities to expand the occupational therapy assistant's role.</p> <p><b>OT:</b> Identify, analyze, &amp; advocate for existing &amp; future service delivery models &amp; policies, and their potential effect on the practice of occupational therapy &amp; opportunities to address societal needs.</p>	<p>As part of our pre-service education, ACOTE sets standards for advocacy.</p> <p><b>OTAs are prepared to</b> Advocate for service delivery policies, effect system changes, and identify emerging practice areas along with the growth and development of their role as occupational therapy assistants.</p> <p><b>OTs are prepared to</b> Identify &amp; analyze service delivery models &amp; policies, advocate for evolving practices, &amp; address societal needs through advocacy.</p>
7	<p><b>Standards &amp; Definitions</b>  <b>ACOTE Standard 8.7.3 Promote Occupational Therapy</b></p> <p><b>OTA &amp; OT:</b> Promote occupational therapy by educating other professionals, service providers, consumers, third-party payers, regulatory bodies, &amp; the public.</p>	<p>I also pulled the standard for promoting occupational therapy. Promoting the profession is a method of advocacy.</p> <p><b>OTAs &amp; OTs have the knowledge and skill set to</b> educate others about occupational therapy.... All those meaningful contributions we can make and why we need to be involved.</p> <p>By educating different audiences and highlighting our value, we contribute to better understandings of why we need to be at the table whether by invitation or by crashing the party.</p>
8	<p><b>Standards &amp; Definitions</b>  <b>OTPF-4: Professional Advocacy</b>          A contributor that influences the cornerstones of occupational therapy.</p> <p><b>Cornerstones</b></p> <ul style="list-style-type: none"> <li>• Core values &amp; beliefs rooted in occupation</li> <li>• Knowledge of &amp; expertise in the therapeutic use of occupation</li> <li>• Professional behaviors &amp; dispositions</li> <li>• Therapeutic use of self</li> </ul>	<p>The OTPF-4 includes Professional Advocacy as a term. It happens to be a contributor to the cornerstones. The cornerstones that we bring into our daily practice and interactions. So with that in mind, professional advocacy is what we bring forward everyday as we represent &amp; advocate for our</p> <ul style="list-style-type: none"> <li>• Core values &amp; beliefs that are rooted in occupation</li> <li>• Our Knowledge of &amp; expertise in the therapeutic use of occupation</li> <li>• Our Professional behaviors &amp; dispositions</li> <li>• &amp; our Therapeutic use of self: how we apply our reasoning, our empathy, and our client centered focus to influence positive outcomes</li> </ul>
9		<p>This brings us to Advocacy and looking at it as the lowercase a in advocacy and the uppercase A in Advocacy.</p> <p>The lowercase or little a advocacy are those everyday small advocacy efforts. For example...</p> <ul style="list-style-type: none"> <li>• Ensuring a client gets the necessary accommodations they need.</li> <li>• Collaborating with others to ensure client's needs are understood and met.</li> </ul>

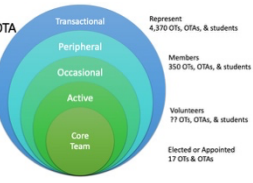
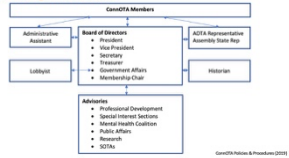
		<ul style="list-style-type: none"> <li>• Educating community members on the role of OT in promoting health and well-being</li> <li>• Advising others on creating inclusive environments</li> </ul> <p>Big A advocacy are those broader, systemic large advocacy efforts, For example...</p> <ul style="list-style-type: none"> <li>• Advocating for legislative changes that support increased coverage for OT services</li> <li>• Advocating for policies that support school OTPs' involvement in education initiatives centered on mental health supports for all students.</li> <li>• Advocating at the National level through awareness campaigns to increase different audience's understanding &amp; support of the profession</li> </ul> <p>Any questions or comments...</p>
10	<p>AOTA, established in 1917</p> <p><b>Purpose:</b> Represent the interests &amp; concerns of OT practitioners &amp; students, &amp; to improve the quality of OT services.</p> <p><b>Membership:</b> ~65,000 OTs, OTAs, &amp; OT students across 50 states, the District of Columbia, Puerto Rico, and internationally.</p> <p><b>Represent:</b> ~230,000 OT practitioners &amp; students in the US.</p> <p><b>Focus:</b> Assuring quality OT services, improving consumer access to services, &amp; promoting professional development of members.</p> <p><b>How:</b> Educating the public &amp; advancing the profession by providing resources, setting standards, &amp; serving as an advocate to improve health care.</p> <p><a href="https://www.aota.org/about/aota-focus">https://www.aota.org/about/aota-focus</a></p>	<p>Now we are going to take a closer look at our professional associations &amp; how they represent each of us and the many opportunities that exist to find supports or become involved in Little a and Big A advocacy opportunities...</p> <p><b>Purpose:</b> Represent the interests &amp; concerns of OT practitioners &amp; students, &amp; to improve the quality of OT services.</p> <p><b>Membership:</b> ~65,000 members (Mike Urban shared that this number is currently lower)</p> <p><b>Represent:</b> ~230,000 OT practitioners &amp; students in the US.</p> <p><b>Focus:</b> Assure quality OT services, improve consumer access to services, &amp; promote professional development of members.</p> <p><b>How:</b> Educating the public &amp; advancing the profession by providing resources, setting standards, &amp; serving as an advocate to improve health care.</p>
11	<p>Chat Response</p> <p>What does it mean when AOTA states that they are a member-driven association?</p>	<p>Chat Response:</p> <p>What does it mean when AOTA states that they are a member-driven association?</p> <p>Scott will monitor the chat</p> <p>Member-driven Association: An organization whose members are actively working to define their profession and set a direction for the future.</p> <p>This goes back to our original slide around Advocacy is You</p>

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12		<p>Everyone has a role...</p> <p>This framework (Wenger et al., Cultivating Communities of Practice, 2002) that I am showing you depicts our professional community in which there are multiple levels of participation &amp; opportunity. People can move freely across the levels as their needs and interests evolve.</p> <ul style="list-style-type: none"> <li>• Core team – The core team forms the heart of the community (elected &amp; appointed positions). Concentrated in advancing the profession and conducting most of the work performed within the association.</li> <li>• Active – These members work closely with the core team to help shape the definition and direction of the association. The many volunteers and contributors to the association. Serving on commissions, SISs, CoPs, CE development</li> <li>• Occasional – Members that participate when specific topics of interest are addressed or when they have something to contribute to the group. They are often the largest group in the community. Accessing resources, attending conferences, following discussions on CommunOT</li> <li>• Peripheral – These members feel a connection to the community but engage on a limited basis. These could be newcomers or those who have a more casual interest in community activities.</li> <li>• Transactional – These members are the least connected to the association and may connect only to access free resources.</li> </ul>
13		<p>AOTA Org Chart... helpful to understand the governance structure and where opportunities exist for elected or appointed positions.</p> <p>At the top we have our members. This aligns with being a member-driven association</p> <p><b>Board of Directors</b>    Govern the affairs of the Association except matters designated to RA</p> <p><b>Body of the Representative Assembly</b>    Establish professional standards and policies... work that has come out of this group include Official Documents and Professional policies... in the past few years... community</p>



		<p>violence, reproductive health, school practice, sustainability &amp; climate change</p> <p>Mike Urban is the current RA Chair and in that capacity sits on the Board and the RA          Corrin Campbell our ConnOTA president sits on the Affiliated State Association Presidents          Joan Sauvigne Kirsch our state RA member sits on the Representative Assembly          There are a number of people throughout CT that have served in some capacity in elected or appointed positions depicted in this chart. We recently held our elections &amp; there remain open positions for appointment... VLDC recently sent out a call for nominations.</p>
14	 <p>The chart is titled 'AOTA Department Organizational Chart' and is dated 'July 1, 2020'. It shows a hierarchical structure with 'Executive Director' at the top. Below are four main branches: 'Practice Resources', 'Advanced Certifications', 'Government Affairs', and 'Innovation and Engagement'. Each branch has several sub-departments or roles listed below it.</p>	<p>This chart allows you to look at how AOTA departments are organized. The average member taps into the resources and content that comes out of the knowledge sector... CE content, practice resources, advanced certifications, and Government affairs support. And then innovation and engagement... our conferences, marketing materials, publications. As Government Affairs chair, I rely on AOTA's support at the Federal and State level so I can monitor trends, learn from &amp; help other states in their advocacy efforts, and connect resources to support our advocacy efforts.</p>
15	<p><b>AOTA &amp; Being an Active Member</b></p> <ul style="list-style-type: none"> <li>• Contact AOTA</li> <li>• Submit a Request for Action to the Representative Assembly</li> <li>• Volunteer: CommunOT Volunteer Center</li> <li>• Volunteer: Elected and Appointed Positions</li> <li>• Join a Community of Practice</li> <li>• Publish</li> <li>• Develop PD</li> <li>• Provide Member Input</li> </ul> <p><b>Contact AOTA</b></p> <p>How can we help you today? Whether you're an individual, a group, a community, or a business, we have resources, information, and support to help you advance your practice and your profession. Visit our website at <a href="https://www.aota.org">www.aota.org</a> or call 800-452-6242 for more information.</p> <p><a href="#">Contact Us Today</a></p>	<p>So how can you be an active member?</p> <ul style="list-style-type: none"> <li>• Contact AOTA</li> <li>• Submit a Request for Action to the Representative Assembly</li> <li>• Volunteer: CommunOT Volunteer Center</li> <li>• Volunteer: Elected and Appointed Positions... the best way to learn about an association is to be involved</li> <li>• Join a Community of Practice or volunteer to facilitate one</li> <li>• Publish</li> <li>• Develop PD</li> <li>• Vote!! Learn who the candidates are and help advance those that will best represent the profession in serving on the core team</li> <li>• Provide Member Input... see something, say something</li> </ul>




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16	<p>ConnOTA, established in 1923</p> <p><b>Purpose:</b> To protect &amp; promote advancement in CT OT practice while serving needs of members &amp; consumers of our services</p> <p><b>Memberships:</b> ~350 OTs, OTAs, &amp; OT students</p> <p><b>Represent:</b> ~3,960 OTs &amp; OTAs; 77OT students</p> <p><b>Focus:</b> Advance CT OT practice through member partnerships, education collaborations, PD offerings, &amp; state advocacy</p> <p><b>How:</b> Educating the public, providing resources, &amp; lobbying efforts</p> <p><a href="https://www.connota.org/membership">https://www.connota.org/membership</a></p>	<p>Our state association, ConnOTA established in 1923 mirrors the purpose and focus of our national association. The major difference is our concentrated focus on CT OT practitioners and future practitioners.</p>						
17	<p>ConnOTA</p> 	<p>Similar to the AOTA model I proposed, let's look at community and participation in our association. ConnOTA represents ~4,370 OT practitioners and future practitioners in CT</p>						
18	<p>ConnOTA Organizational Chart</p> 	<p>Our organizational structure, looks something like this. Again, with members on top directing the work of the association.</p>						
19	<p>ConnOTA &amp; Being an Active Member</p> <ul style="list-style-type: none"><li>• Contact ConnOTA</li><li>• Speak with your State Representative Assembly member</li><li>• Volunteer: Elected and Appointed Positions</li><li>• Propose Opportunities &amp; Joint Ventures</li><li>• Join a Community of Practice</li><li>• Respond to Call for Presenters</li><li>• Attend Board meetings</li></ul>	<ul style="list-style-type: none"><li>• Contact ConnOTA</li><li>• Speak with your State Representative Assembly member... if there are professional standards, policies, or practice support that need to be set at the broader level, then contact Joan</li><li>• Volunteer: Elected and Appointed Positions</li><li>• Propose Opportunities &amp; Joint Ventures</li><li>• Join a Community of Practice</li><li>• Respond to Call for Presenters</li><li>• Attend Board meetings</li><li>• Vote!</li></ul>						
20	<p>Self Reflection: Advocacy Capacity</p> <table><thead><tr><th>OT Profession</th><th>Rating Scale</th></tr></thead><tbody><tr><td>My profession brings me joy.</td><td>1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree</td></tr><tr><td>I experience challenges in my profession or daily work that I wish I could change.</td><td>1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree</td></tr></tbody></table> <p><small>Adapted from: The People's Peacemaking Perspectives Project: <a href="https://www.c-r.org/resource/advocacy-capacity-building-training-toolkit">Advocacy Capacity Building Toolkit</a></small></p>	OT Profession	Rating Scale	My profession brings me joy.	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree	I experience challenges in my profession or daily work that I wish I could change.	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree	<p>Self Reflection Activity to rate your Advocacy Capacity</p> <p>Adapted from the People's Peacemaking Perspectives Project: Advocacy Capacity Building Toolkit: <a href="https://www.c-r.org/resource/advocacy-capacity-building-training-toolkit">https://www.c-r.org/resource/advocacy-capacity-building-training-toolkit</a></p> <p>Scott will introduce</p> <p>My profession brings me joy.</p> <p>Strongly Disagree</p> <p>Disagree</p> <p>Neutral</p> <p>Agree</p> <p>Strongly Agree</p> <p>I experience challenges in my profession or daily work that I wish I could change.</p>
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		Everyone will monitor the chat and a survey will be conducted.						
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23	<p><b>Influence Change by Doing Your Homework</b></p> <p><b>Know Your Ask</b>        Assess the situation        Do your research        Create a problem statement        The problem statement should yield solutions</p>  <p>What is the change you are seeking (e.g., policy, practice, actions, awareness)?        Who needs to change (e.g., public, influencers, decision makers, systems)?        What level of change is needed (e.g., local, regional, national, global)?        Why is OT part of the solution?</p> <p><small>Adapted from: The Impact Assessment for Practice Project <a href="https://www.impactassessmentforpractice.org/">https://www.impactassessmentforpractice.org/</a></small></p>	<p>Now that you have contemplated your advocacy capacity. Let's look at strategies to influence change.</p> <p><b>Know Your Ask... Takes time!</b></p> <p><b>Our Ask is....</b></p> <p>Assess the situation        Do your research... SWOT analysis and key player mapping</p> <ul style="list-style-type: none"> <li>• Who are the key players &amp; what is their position?</li> <li>• The target, the beneficiaries, the opponents, the allies?</li> </ul> <p>Create a problem statement        Not to complain but to set the problem in a manner that yields solutions. Here is the problem and here are the reasons why...</p> <p>What is the change you are seeking (e.g., policy, practice, actions, awareness)?        Who needs to change (e.g., public, influencers, decision makers, systems)?        What level of change is needed (e.g., local, regional, national, global)? Little a advocacy or Big A advocacy... Take that bird's eye view... What is the big picture change that is needed?        Why is OT part of the solution?</p>
24	<p><b>Influence Change by Doing Your Homework</b></p> <p><b>Know Your Audience</b></p> <p><b>Qualitative Messaging for a People-First Approach: Human Interaction</b></p> <ul style="list-style-type: none"> <li>• Engage your audience with personal stories and emotional connections</li> <li>• Share anecdotes, express empathy, &amp; emphasize the real-world impact</li> </ul> <p><b>Quantitative Messaging for a Data-First Approach: Systemizers</b></p> <ul style="list-style-type: none"> <li>• Capture the attention of systemizers by presenting statistical findings</li> <li>• Use charts, graphs, &amp; structured information to inform</li> </ul>  <p><small>Lichtenberg, R. (2005). Pitch the right: How a woman can be herself and still succeed. Rodale</small></p>	<p>How will you persuade others to act?</p> <p><b>Know Your Audience</b></p> <p>Ronna Lichtenberg (2005). Pitch like a girl: How a woman can be herself and still succeed. Rodale</p> <p>We are a predominantly female profession. We also tend to be very empathic and nurturing.</p> <p>In her book, she describes strategies for pitching an idea to different audiences.</p> <p><b>Qualitative Messaging for a People-First Approach: Human Interaction</b></p> <ul style="list-style-type: none"> <li>• Engage your audience with personal stories and emotional connections</li> <li>• Share anecdotes, express empathy, &amp; emphasize the real-world impact</li> </ul> <p><b>Quantitative Messaging for a Data-First Approach: Systemizers... logical thinkers, system analyzers</b></p> <ul style="list-style-type: none"> <li>• Capture the attention of systemizers by presenting statistical findings</li> <li>• Use charts, graphs, &amp; structured information to inform</li> </ul>

25	<p>Influence Change by Doing Your Homework</p> <p><b>Data Are Your Friend</b></p> <p>Determine why you care about the number</p> <p>Ex: Represents the number of insurance claims denied for certain OT interventions</p> <p>Numbers need to support the goal</p> <p>Ex: Represents the number of mental health facilities with no OT</p> <p>Examine how the data connects to the bigger picture (i.e., other sources)</p> <p>Ex: Represents the frequency of occasions where OT contributed to preventing or mitigating long-term impact</p> <p>1 2 3...</p> <p><small>Learning, K. (2005). Photo by right: How a woman can be herself and still succeed. Poster.</small></p>	<p><b>Data Are Your Friend</b></p> <p>Determine why you care about the number</p> <p>Ex: Represents the number of insurance claims denied for certain OT interventions</p> <p>Numbers need to support the goal</p> <p>Ex: Represents the number of mental health facilities with no OT</p> <p>Examine how the data connects to the bigger picture (i.e., other sources)</p> <p>Ex: Represents the frequency of occasions where OT contributed to preventing or mitigating long-term impact</p>																		
26	<p>Influence Change by Doing Your Homework</p> <p><b>Understand Decision Makers Responsibilities</b></p> <p>Who do they report to?</p> <p>When are budgets developed and approved?</p> <p>What are organizational priorities?</p> <p>What are potential risks if advocacy goals are not realized?</p> <p></p> <p><small>Learning, K. (2005). Photo by right: How a woman can be herself and still succeed. Poster.</small></p>	<p><b>Understand Decision Makers Responsibilities</b></p> <p>Who are they?</p> <p>Who do they report to? What are their connections?</p> <p>When are budgets developed and approved?</p> <p>When are legislative sessions held? What are the timelines &amp; windows of opportunity?</p> <p>What are organizational priorities? Strategic initiatives?</p> <p>What are potential risks if advocacy goals are not realized?</p>																		
27	<p>Influence Change by Doing Your Homework</p> <p><b>Figure Out Decision Makers' Pain Points</b></p> <p>What does the other person get paid to do?</p> <p>What are their struggles? What are their stressors?</p> <p>How can you make them look good to get what you need?</p> <p>Be authentic, be transparent, &amp; open lines of communication</p> <p></p> <p><small>Learning, K. (2005). Photo by right: How a woman can be herself and still succeed. Poster.</small></p>	<p><b>Figure Out Decision Makers' Pain Points</b></p> <p>What does the other person get paid to do? or volunteer to do?</p> <p>What are their struggles? What are their stressors?</p> <p>This might be time demands... so you want to be cautious that you don't monopolize their time, you need to build relationships and become an ally</p> <p>How can you make them look good to get what you need?</p> <p>Be authentic, be transparent, &amp; open lines of communication</p>																		
28	<p>Influence Change by Doing Your Homework</p> <p><b>Pay Attention to the Signals</b></p> <table><thead><tr><th>Mistake</th><th>Advice</th></tr></thead><tbody><tr><td>Pushing through a busy signal</td><td>Put yourself in the shoes of the recipient</td></tr><tr><td>Being lazy or arrogant</td><td>Give thought to the benefits</td></tr><tr><td>Being disingenuous</td><td>Promote value</td></tr><tr><td>Ignoring instructions</td><td>Keep it simple</td></tr><tr><td>Not knowing when to back off</td><td>Back off</td></tr><tr><td>Putting needs of others before your own</td><td>Benefits thinking</td></tr><tr><td>Not listening first</td><td>Find out what is on their mind</td></tr><tr><td>Not tooting for Sinskys</td><td>Toot your own horns</td></tr></tbody></table> <p></p> <p><small>Learning, K. (2005). Photo by right: How a woman can be herself and still succeed. Poster.</small></p>	Mistake	Advice	Pushing through a busy signal	Put yourself in the shoes of the recipient	Being lazy or arrogant	Give thought to the benefits	Being disingenuous	Promote value	Ignoring instructions	Keep it simple	Not knowing when to back off	Back off	Putting needs of others before your own	Benefits thinking	Not listening first	Find out what is on their mind	Not tooting for Sinskys	Toot your own horns	<p>Build your understanding of using different advocacy approaches.</p> <p>Pay Attention to the Signals</p>
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29	<p>Influence Change</p> <p>Change is inevitable -- what is not inevitable is the direction of that change, and that is what we can influence.</p> <p><small>The People's Resonating Perspectives Project</small></p>	<p>Impact ladder... ascend the ladder toward advocacy goals</p> <p>Change is inevitable -- what is not inevitable is the direction of that change, and that is what we can influence.</p>																		

ConnOTA Spring Conference  
 Advocacy Chat: Professional Advocacy  
 March 2, 2024 10:45-11:30 am

30	<p>Building Your Advocacy Competence</p> <p>Read, read, read          Become informed          Question          Monitor trends          Network          Be present          Volunteer</p> 	<p>Read, read, read          Become informed          Question          Monitor trends          Network          Be present          Volunteer</p>
31	<p>Chat Response</p> <p>What is the one thing you will do differently tomorrow? or Monday?</p>	<p>Chat Response</p> <p>What is the one thing you will do differently tomorrow?</p> <p>Jantra will monitor the chat</p>
32	<p>Thank you!</p>	