

# Members of Council, Boards and Committees

## Patron

Her Royal Highness The Princess Royal  
KG, KT, GCVO, QSO

## President

The Baroness Greengross OBE

## Vice-Presidents

Professor Sir Clive Booth  
Colin Ettinger  
Dame Mary Glen Haig DBE  
Moya Willson  
Professor Heinz Wolff BSc, FIBiol

## Chairman of Council

Naomi Hankinson (appointed June 2010)

## Vice-Chairmen of Council

Sara Blackbourn (retired June 2010)  
Sara Forster (retired June 2010)  
Colin Jones (appointed June 2010)  
Dr Patricia McClure (appointed June 2010)

## Secretary (BAOT)

Julia Scott

## Chief Executive (COT)

Julia Scott

## Council Members

### Associate Member

Jacqueline Smith (resigned February 2010)  
Kenneth Green (appointed April 2010)

### Community & Social Care Services

Natasha Cooper (retired June 2010)  
Carolyn Evans (appointed June 2010)

### Higher/Further Education

Dr Patricia McClure

### Independent Sector

Maggie Winchcombe (retired June 2010)  
Kirstie Dalrymple (appointed June 2010)

### Industrial Relations

Mike Griffin

### International – WFOT

Dr Alison Laver-Fawcett

### International – COTEC

Kate Sheehan (retired June 2010)  
Christina Gericke (appointed June 2010)

### Mental Health & Learning Disability Services

Mary Booth (retired June 2010)  
Kate Bones (appointed June 2010)

### Physical Medicine & Disability Services

Sara Blackbourn

### Service Commissioner

Sally Reed

### Service Manager

Helen McCloughry

### English Board

Colin Jones

### Northern Ireland Board

Tracy Gibbs (resigned August 2010)  
Dr Greg Kelly (appointed September 2010)

### Scottish Board

Shona McCulloch (retired June 2010)  
Jane Arroll (appointed June 2010)

### Welsh Board

Sara Forster (retired June 2010)  
Joanne Griffin (appointed June 2010)

### Learning and Development Board

Helen Bradley

### Membership & External Affairs Board

Cath Wright

### Professional Practice Board

Helen Lycett

### Research & Development Board

Dr Lynne Goodacre

## Special Observers

### Health Professions Council

Professor Ann Turner

### UNISON

Sara Gorton

## Chairmen of Boards

### England

Colin Jones

### Northern Ireland

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### Professional Practice

Helen Lycett

### Learning and Development

Helen Bradley

### Membership & External Affairs

Cath Wright

### Editorial

Dr Edward Duncan (retired June 2010)  
Christine Craik (appointed June 2010)

### Research & Development Board

Dr Lynne Goodacre

## Chairmen of Committees

### Conference Scientific Programme Committee

Debra Greaves (retired June 2010)  
Dr Diane Cox (appointed June 2010)

### Associate Members

Vanessa Cowell

### Audit

Dee Christie

### Benevolent Fund

Naomi Hankinson

### Fellowship Standing Committee

Professor Heinz Wolff BSc, FIBiol

### Practice Publications Group

Rachel Woolcomb

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Achievements 1st October 2009 to 30th September 2010

4,000

professional practice, research,  
library and career enquiries from  
members dealt with by the College

209,179

hits recorded on the iLOD  
(Interactive Learning Opportunities  
Database) by members accessing  
CPD courses and events

4,500

members are communicating with  
each other via our Facebook pages

635

members ordered free College  
guidance packs to promote OT  
during Occupational Therapy Week

26,000

people have viewed our OT  
promotional films on YouTube

1,500

people and organisations are  
following us on Twitter

342

learning opportunities for members  
via the iLOD

40

external College-endorsed courses  
available to members in support of  
their CPD

# Annual review 2009–2010



# Annual review 2009–2010

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The Princess Royal attended an awards ceremony to celebrate the achievements of young service users with mild developmental disabilities at St Andrew's Hospital in Northampton in September 2010. She toured the charity's specialist adolescent unit and observed some of the therapeutic activities available.



At the 2gether NHS Foundation Trust conference, 'Making Life Better', our Royal Patron spoke to delegates about individual and collective responsibility in supporting a socially inclusive culture. The conference in Gloucester outlined the core contribution that occupational therapy makes in helping to end mental health discrimination.



West Sussex County Council's Regaining Independence Support Service – aiming to improve choice and life quality for adults needing care – was launched in Chichester in April 2010 with a visit from The Princess Royal. The new service is led and managed by occupational therapists, with new occupational therapy posts created to support it.



The conference in July 2010 organised by University College London Hospitals on 'Occupational therapy at the frontline of high quality acute care' provided an opportunity to showcase to our Royal Patron the work of occupational therapists within neonatology, HIV, vocational rehabilitation, intensive care and community rehabilitation.



On a visit to Robert Kett Court in Wymondham, Norfolk, in January 2010, The Princess Royal saw at first hand how occupational therapists from Norfolk Social Services are assisting older and disabled service users to be as independent as possible.





BUCKINGHAM PALACE

I have been encouraged by my meetings with occupational therapists and their service users on the six visits I have made as your Patron this year. At the conference on *'Occupational therapy at the frontline of high quality acute care'*, held at University College Hospital in July, I spoke about how occupational therapists not only provide high quality services but that, as true professionals, you are cost effective in your delivery and hold the key to successful health outcomes that service users value so highly. The importance of preventing the revolving door of re-admissions has never been more critical. Supporting people for discharge from hospital in order that they can return and remain in their own homes safely are key activities that occupational therapists do so effectively, enabling independence and recovery for the wider population.

In December 2007 I was delighted to host the launch of the United Kingdom Occupational Therapy Research Foundation (UKOTRF) at Buckingham Palace. Since then, I have been kept updated on the progress of UKOTRF in supporting members' research. It is encouraging that the first projects to receive funding in 2008 and 2009 are now successfully completing and that, in 2010, another four members have been awarded funding for major research projects and to support research capacity development within the profession.

As members, I do urge all of you to share the evidence relating to the positive outcomes of your work. This evidence will enable you to continue to provide a cost effective service, as well as ensuring that occupational therapy plays a key role in supporting the health and wellbeing of the UK population. The outlook for health and social care suggests there are challenges to come, particularly given the impending cuts and structural changes to NHS commissioning. It is at times such as these that membership of your professional body is so important. It not only provides you personally with guidance and information to support you in your work, but helps the College to influence decision makers on your behalf.

As your Patron, I congratulate the College of Occupational Therapists, your Council, Boards and Committees for all that has been achieved with, and for, the members and their service users over the past year.

# Highlights of the year



## Party political presence

The College actively lobbied delegates to promote occupational therapy at the three main party conferences in Autumn 2010. At the Conservative conference, the College hosted a round table event 'Rehabilitation, reablement and recovery: delivering effective patient outcomes' attracting CEOs from health and social care organisations and the BMA. Work is now underway on a joint statement and further meetings are planned to discuss reablement.

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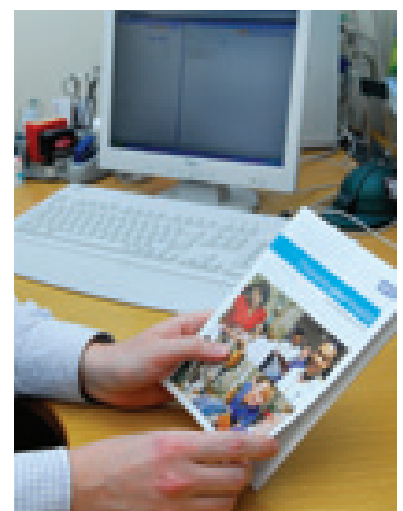
From left: Julia Skelton, the College's Director of Professional Operations; Paul Jenkins, Chief Executive, Rethink; Caroline Bernard, Deputy Chief Executive, Counsel and Care.



## HRH The Princess Royal promotes OT

Our Royal Patron actively supported occupational therapy again this year. In this photograph, The Princess Royal is seen with Naomi Hankinson, Council Chairman; Mr John Harwood, the Vice Lord-Lieutenant for Oxfordshire; and Miss Tamsin England, service user at the ACE Centre in Headington. The Princess Royal joined staff and occupational therapists at ACE to help celebrate 25 years of providing occupational therapy services to children and young people with communication difficulties.

Pages 2 & 3



## OT added to 'Choose and Book'

GPs can see the occupational therapy services available and refer their service users electronically, now that occupational therapy is included in the 'Choose and Book' system. Occupational therapist Yvonne Pettigrew helped to ensure that IT systems better reflect the AHP multi-disciplinary pathway.

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## Scottish Minister supports OT

Adam Ingram, Scottish Minister for Children and Early Years, launched the College publication *Changing lives, changing practice: occupational therapy in social work, enabling independent living in Scotland*. The report has since received a commitment to next steps from the Scottish government and the Association of Directors of Social Work.

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From left: Elizabeth MacDonald, the College's Policy Officer (Scotland); Adam Ingram, MSP.



## Living with dementia

An important briefing published by the College in April 2010 entitled: *Living Well with Dementia: A National Dementia Strategy* updates members on how the National Dementia Strategy clarifies the contribution members can make to implement the guidelines.

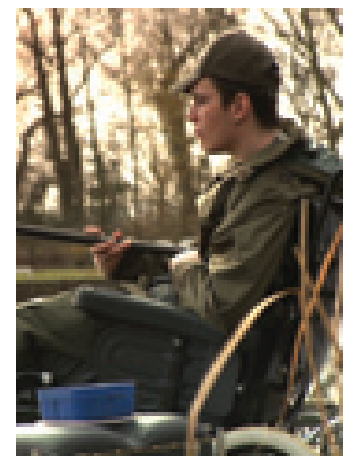
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## Short films promote OT

Eleven films made for the College feature service users talking about the help they receive from their occupational therapists. These films are promoting the profession to the public, helping build awareness and encouraging more referrals by showing how occupational therapists can help people regain their independence and some quality of life.

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Photo shows Marc Dallaway



# Highlights of the year



## Mental health in Northern Ireland

Building links with mental health groups, the College was represented at the multidisciplinary conference organised by the Royal College of Psychiatrists Northern Ireland Division. This conference brought together key professions, the voluntary sector, service users and carers. In the keynote address, Health Minister Michael McGimpsey (photographed centre) acknowledged the move of mental health and learning disability services from hospitals and into the community.

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## Parkinson's best practice

New best practice guidelines on occupational therapy for those with Parkinson's disease – written by Ana Aragon and Jill Kings from the Neurological Practice Specialist Section – include practical examples of interventions to enable members to apply new and existing treatments in their day-to-day practice.

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From left: Pip Wilford, Specialist Section – Neurological Practice; Julia Roberts from the College; Daiga Heisters, Parkinson's UK; Ana Aragon, Specialist Section – Neurological Practice; Jill Kings, Specialist Section – Neurological Practice; Dr Diane Playford FCOT, National Hospital For Neurology and Neurosurgery.



## Recovering ordinary lives toolkits

Two newly launched self-assessment toolkits – one for practitioners and one for managers – enable members to monitor their progress against 89 messages in the *Recovering ordinary lives* strategy. Members can use these toolkits when conducting an audit to highlight successes.



The Institute of Social Psychiatry



The Elizabeth Casson Trust

## Sponsors support the United Kingdom Occupational Therapy Research Foundation (UKOTRF)

Pressalit Care, The Institute of Social Psychiatry and The Elizabeth Casson Trust all committed funds to support the UKOTRF 2010 grant winners.

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## Politicians endorse OT in Wales

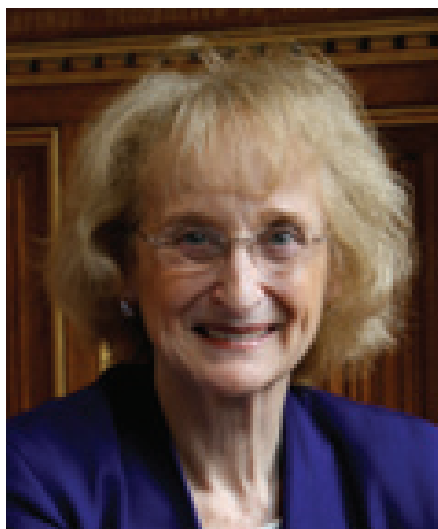
Excellent recognition of the importance of occupational therapy contributions to services in Wales followed fringe meetings run jointly by the College at the four Welsh party conferences. The topic was the new plan for primary and community services in Wales. Politicians – who were sent our post-meeting information to inform manifesto development – subsequently asked questions in the Assembly and raised the issues in related debates and with the Health Minister. The Older People's Commissioner also praised both the topic and content.

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From left: Ruth Crowder, the College's Policy Officer (Wales); David Murray, Chief Executive Officer, Age Concern; Constance Adams, Senior Policy Officer, Council for Voluntary Action; Philippa Ford, Wales Policy Officer, Chartered Society of Physiotherapy; Andi Lyden, Crossroads Care, Development Manager, Wales.

## Our President's message

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“...with an ageing population, many more people than ever before need the skills of occupational therapists to regain the independence that they might lose following an illness or disability, in order to allow them to live independently for longer.”

When I accepted your invitation to become President of the College of Occupational Therapists in 2008 I said that my aim was to raise the profile of the profession and to underline its critical importance in rehabilitation programmes for people of all ages with any type of disability. I noted that with an ageing population, many more people than ever before need the skills of occupational therapists to regain the independence that they might lose following an illness or disability, in order to allow them to live independently for longer. This is increasingly the case, and becomes even more important as the anticipated cuts in health and social care funding start to roll out.

I am currently lead commissioner for the Equality and Human Rights Commission inquiry into older people in home care and human rights. I am also chairing the Westminster Council Social Care Commission, which is looking at maximising the effectiveness of the Council's social care services for adults in the current, difficult climate.

Earlier this year, I was elected as the new chair of the all-party parliamentary group on dementia. The group brings together both MPs and peers with an interest in dementia, with the aim of influencing legislation and policy making. In my first act as chair, I urged the government to continue with plans for a commission on social care. My plea centred on the fact that the social care system we have in this country is breaking at the seams. Millions of people, including many thousands with dementia, are currently being forced to pay huge fees for often substandard care. The government has acknowledged this, but we now need to see promises turned into actions. By bringing together members of the all-party

parliamentary group, the hope is that we can create a powerful voice to represent the views of millions of people, often unheard, and keep up the pressure. There is no quick-fix solution, but we must ensure that the wheels keep turning until we reach our destination – quality care at a fair price.

For all these reasons, I was particularly pleased to receive the important new briefing paper from the College: *Living Well with Dementia: A National Dementia Strategy* and to see how the College is updating members on this National Strategy and the contribution that occupational therapists can make to implement these guidelines. The work that the College is doing to support the Dementia Declaration, intended to raise the profile of the National Dementia Strategy, will be a key influencing tool in improving the lives of people with dementia and I urge you all to get involved once the Declaration is published.

In my role as President of the College of Occupational Therapists, I have tabled a parliamentary question this year on the use of occupational therapy in the effective discharge and rehabilitation of dementia patients. It was also personally encouraging to note that dementia was the keynote address of the Annual Conference of the College's Specialist Section – Older People, with a discussion on the National Dementia Strategy and the plea to occupational therapists to innovate and to learn from best practice.

Much of my parliamentary activity this year has focused on the Equality Bill, where I highlighted the importance of equality for disabled people. In the Queen's Speech debate, I pushed for closer integration between health and social care, an issue on which I know the College to be supportive.

As an independent crossbench peer, I have also tabled questions on the role of occupational therapists in the continuing care of disabled people by Primary Care Trusts, and in the treatment of pain management. It has been my goal to hold successive governments to account and to raise the profile of the specific issues involved, as well as occupational therapists' participation in them. I joined in another recent debate on the role of Allied Health Professionals in maintaining the health and social wellbeing of people with long-term neurological conditions, and was able to highlight the key work of occupational therapists.

I am pleased to report that Naomi Hankinson was re-elected for a second year as Chairman of the British Association and College of Occupational Therapists at the Annual Conference in June 2010. Her vast experience of working in mental health services is already providing our organisation with a strong steer.

As we look forward, we see challenges that are likely to impact on the quality of health and social care service delivery. I know how hard occupational therapists work to deliver the best possible service, both to service users and their carers, and I thank you for your efforts. I ask that you continue to do all that you can to champion the needs of those so dependent on the support that your profession alone can provide.

A handwritten signature in black ink that reads "Sally Greengross". The signature is written in a cursive, flowing style.

The Baroness Greengross OBE  
President

# Our Chairman's report



During a year that has seen major changes in our UK national government, and the consequent opportunities and challenges that new policy offers to us, it has been a privilege to meet so many occupational therapists and occupational therapy staff who are continuing to ensure that our service users are receiving high quality care and treatment. I have been encouraged to discover how they are exploring, through research and evidence, what works well – and what might work better – and teaching our next generation of occupational therapists, as well as supporting others from our profession with their lifelong learning.

## Developing the relationship with Specialist Sections

It has been a particular pleasure to spend time with our Specialist Sections, agreeing how we continue to develop the relationship between central functions and the executives and members of these sections, who give their highly valued time on a voluntary basis. These Specialist Sections within the College are often where much expertise lies, allowing us to contribute to key policy and guidance – such as the NICE guidelines – which is vital for us to exert influence as a profession.

## Country Boards share best practice

It has also been inspiring for me to visit the BAOT Country Boards and to hear how they are engaging with their governments in England, Northern Ireland, Scotland and Wales. We learn much from sharing, and must continue to share and benefit from the good practice that each country brings to the table.

## Publications support our members

Supporting members and safeguarding our profession is a key function for the College, and never has this been more important than now. Certainly the range of publications from the College this year – designed to give members evidence, guide their practice, and provide learning resources – has been immense. In particular, the recently published '10 high impact facts' has been very well received by members; both as evidence for specific services and as a template for all of us to use when advocating for our local services. It is helping us to become familiar with the language of cost-effectiveness, improved quality, and outcomes for our service users.

## Promoting through film

The series of promotional films, produced for the first time this year, have also been very well received. The 11 film vignettes featuring service users talking about how their occupational therapist has made a positive difference to their lives, can be viewed on our website; these films are now being used by members locally to engage, educate, and inspire. A further two career films have been personalised for HEIs and over 20 institutions have posted them on their websites or are in the process of doing so, to promote occupational therapy as a career. We have also produced a film spotlighting the valuable work of occupational therapists and the need for funds to support the United Kingdom Occupational Therapy Research Foundation (UKOTRF). It is always powerful

to see and hear those people who use and benefit from our services, demonstrating the positive impact that our members have had in supporting them to lead the lives to which they aspire.

## Speaking with a strong professional voice

Our role as Council is to ensure good governance and to provide strategic leadership for the profession. We are now building on the work of previous Councils to ensure that the British Association and College of Occupational Therapists are fit for the future in terms of our board structures and systems. It is vital that we are visible and feel accessible and relevant to our members. It is a key time for a strong uni-professional voice, speaking at a national level. This has been demonstrated by the relationships emerging from our active attendance at the main political party conferences this year, consolidating an increasingly political profile for occupational therapy.

We have also continued to add our voice to the Allied Health Professions Federation agenda this year. The critical mass provided by the Federation allows our shared AHP concerns – or gains – to have greater visibility and impact.

## Hard work and focus

None of this would be possible without the hard work and focus of our Chief Executive, Julia Scott, and all our officers. My thanks go to them, as it does to our Royal Patron and our President for their continuing and much valued support.

I must also thank the members of Council who so generously give their experience, expertise, and time. Together with our members, we all look forward to building on this year's achievement and grasping the challenges and opportunities in the year to come.

A handwritten signature in black ink, appearing to read 'Naomi Hankinson'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Naomi Hankinson  
Chairman of Council



# Our Chief Executive's report



This review addresses work undertaken during the second year of our five-year strategic plan. I am pleased to report that we have been proactive across all three of our strategic aims.

As a membership organisation, everything we do is geared towards supporting members and safeguarding our profession. In the 'Supporting members' section of the College work plan for 2009-2010, we focused on delivering products and resources that support our members to practice effectively; on building our professional community; and on delivering workplace support. This Annual Review identifies that our member activity has ranged from master classes to online learning resources, from supporting new graduates to advanced CPD, and to delivering products that improve practice and demonstrate the value of occupational therapy intervention in all four countries.

## Delivering effectively to members

Because occupational therapists work across a wide range of settings and with a multitude of clinical conditions, our members require both a breadth and depth of knowledge to deliver effective outcomes. In response, we focus our work on members' career journeys. We recognise that new graduates need different services and products from members who have been in practice for some time. There is always more we can do: more issues to be raised, more subjects to be tackled and more boundaries to be pushed. This is the challenge of an

exciting profession, requiring us always to be ready to review and renew.

## Working with strategic partners

Now more than ever, occupational therapy needs a high profile and those working within it need to feel valued and respected. Whilst we hope that all our members will feel it is their duty to act as ambassadors for the profession, we also recognise that the College is privileged to have opportunities to raise the profession's profile and influence its development. We have built strong relationships with strategic partners such as HEIs and government agencies, and we use these to deliver key messages beyond our immediate sphere of influence. Partnership working requires a win-win approach, and it is a positive sign that many of our partners make every effort to maintain contact with us, to recognise the occupational therapy contribution, and often speak up for the profession unbidden.

## Our profile with politicians

We appointed the College's first professional affairs officer in 2008 and have developed our role at party conferences across the four administrations since then. This places us in a better position than ever before to deliver on policy formulation and implementation. Details of the activities undertaken are regularly included in *Occupational Therapy News (OTN)* and can also be found in this Annual Review.

It is evident that occupational therapy is better understood and appreciated than in the past, as evidenced by Adam Ingram MSP, Minister for Children and Early Years, who spoke at the Association of Directors of Social Work (ADSW) conference where we launched *Changing lives, changing practice*. He said:

*"Occupational therapists have an important role to play in empowering people struggling with the daily activities many of us take for granted, such as caring for our families or maintaining paid employment. While they account for around 1% of the social services workforce, occupational therapists handle at least 35% of referrals for adult services – and in some areas it is even higher than that."*

*"This strikes me as a pretty good return on investment, and efficient use of resources that should be recognised, supported and encouraged. You are just the people to do that and I welcome the commitments made*

*by ADSW, and others including government, to help ensure occupational therapists can fully play their part, working with others, in early intervention, prevention, enablement and self-management. I commend the report to you."*

## Sustaining the profession

During times of recession and change, there will always be winners and losers. We must recognise this and do all we can to ensure that occupational therapy is sustained and that your professional body is well governed and managed. We take every opportunity to talk about what occupational therapy delivers, to demonstrate the cost benefit and the evidence base that supports our interventions, and increasingly we hear others reiterating our messages. Whilst we can do this on behalf of the profession as a whole, we are relying on individual members to advocate for occupational therapy at a local level.

Building the research base for the profession and the supply and use of relevant evidence are vital to our future. Some of you will have heard me speak on the intrinsic link between being a professional person and being part of a professional body: now, more than ever, these two elements need to work in synergy. Together, we can speak with one voice so that our messages are heard. Together, we can deliver excellent occupational therapy practice and ensure the safe custody of the profession, so that it can continue to deliver quality improvements to the lives of those we work with, now and in the future.

## Support for our work

I wish to thank all the officers at the College for their hard work; the Unison stewards for the excellent work they do to deliver industrial relations support directly to those members in need; and all those on Boards, Council, NECs and other College groups, for their voluntary dedication to the profession. In addition, our thanks go to all those within partner agencies who welcome us and our contributions to their discussions, and to our Royal Patron and her staff who do so much to support our activities on behalf of BAOT members.

A handwritten signature in black ink that reads "Julia Scott". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Julia Scott  
Chief Executive

# Aim 1 Supporting members

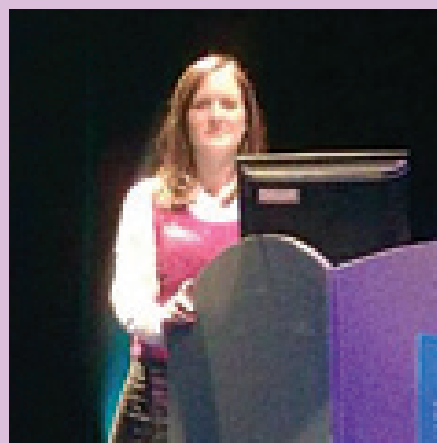
**Our focus is on guiding members throughout their studies and their careers, and keeping them up to date with new developments. The British Association and College of Occupational Therapists is responding to the progress and change that is taking place within health and social care, to help members meet the needs of service users.**



Dr Avril Drummond delivers The Elizabeth Casson Memorial Lecture at the 2010 Annual Conference.

## Lively debate at Conference

Brighton was the venue for the College's Annual Conference for a second year. It was run jointly with the conferences for two of the Specialist Sections: Older People; and HIV/AIDS, Oncology, Palliative Care. In an action-filled three days – and with over 130 sessions across the three conferences – highlights included a session on political influencing, giving delegates examples of how to lobby MPs in their own constituencies. The College-led debate on whether occupational therapy should be combined with other professional roles to meet service user needs was lively



Thérèse Jackson speaking at a College seminar on 'Leading the profession'.

and continued after conference, with delegates posting comments on the College Facebook pages.

## Master classes for members

The five master classes introduced for members in 2010 to improve and share skills and expertise were oversubscribed. Topics included fatigue, obesity, hearing voices and apraxia – and feedback was so positive that a new series is planned for 2011 to cover Parkinson's disease, sensory integration, DCD, autism, and vocational rehabilitation (VR). The last of the seminars 'Leading the profession' was held in Scotland in November 2009, led by Thérèse Jackson, consultant occupational therapist in stroke.

## e-learning VR resource

The College, with funding from the Department for Work and Pensions, has developed an online e-learning resource for members to expand their knowledge and skills around work, including VR. The resource, developed with other BAOT members, includes case studies and learning activities covering occupational therapy practice, interventions and an opportunity for exploration of relevant policy and patients' wellbeing (see *case study overleaf*).

## Member focused workshops

Twelve tailored CPD focused workshops were provided this year; these sessions were based on the College's post qualification and support worker frameworks. The workshops encouraged members to explore practical ways of using the College's member learning resources, to develop skills and capabilities within their professional practice.

## Support for new graduates

There has been a specific focus on engaging and supporting new graduates over the past year, and an ongoing series of special events for recently qualified members. We published the *New graduate guide* in August 2010 and developed a social media presence to encourage a new graduate virtual network. Our aim is to highlight how membership of BAOT can support the new

graduates' CPD and help to develop best practice for service users.

## Assistive technology learning

Our strong partnership with the HEIs continues. For the College, the development of a learning resource that enables members to find out about assistive technology was a priority. In July 2010, a joint project with Coventry University was completed and made available to members via our website. Members accessing this College-endorsed learning resource can find out about assistive technology through case scenarios that develop their knowledge and skills to inform best practice.



## College briefing on dementia

Occupational therapists are alerted to the main elements of the National Dementia Strategy for England in an important COT/BAOT Briefing 125: *Living Well with Dementia: A National Dementia Strategy* published in April 2010. The briefing updates members on how the strategy fits with other key policy documents and clarifies the contribution members can make to implement the guidelines. Overall, the strategy seeks to improve awareness of – and support for – those suffering with dementia, and their carers. The College is also contributing to the work led by the Alzheimer's Society on a National Dementia Declaration for England.

### Parkinson's guidelines

New best practice guidelines on occupational therapy for those with Parkinson's disease aim to place the person with the condition and his or her family at the centre of all occupational therapy interventions. Authors Ana Aragon and Jill Kings have drawn on the widest relevant knowledge and evidence available in this pragmatic 'pick-up-and-use' guide. Practical examples



of interventions allow occupational therapists from a diverse variety of health and social care settings to readily apply new and existing treatments in their day-to-day practice. The College is also contributing to the 2011 Audit of National Standards by Parkinson's UK: in preparation, an audit tool specifically for occupational therapy services was developed and piloted in autumn 2010.

### Occasional papers for CPD

Commendations have been received for our three latest occasional papers published to support members in the development of their skills and knowledge around mentorship, social capital and, in particular, professional suitability. Designed for use as interactive reflective learning resources, these papers provide an overview of current social policy and key literature.

### OT 'fit for purpose' in Wales

The theme of the 2010 Welsh Board conference was 'The Occupational Therapy Profession in Wales: Fit for purpose for the next decade'. It was a motivating and inspiring day, supporting CPD for the 150 members who attended and encouraging them to develop and innovate in their services. Senior figures from the health and social care sector also attended, showing the esteem in which the occupational therapy profession is held. Chief Executive, Julia Scott, delivered the keynote address on the new Primary and Community Framework that promises to revolutionise services in Wales, and practitioners outlined their innovative services, which will ensure occupational therapy remains fit for purpose.

### Scottish reference groups

In a bid to increase members' participation and to help develop their confidence and skills in lobbying and influencing, reference groups have been developed to influence on areas of key importance for the profession in Scotland. The first group to be set up is driving forward the next steps for occupational therapy in social work, following the College report *Changing lives, changing practice: occupational therapy in social work, enabling independent living in Scotland*. The second group is supporting the Scottish government's 'Reshaping Care for Older People' in the hope of influencing key stakeholders to ensure best services and standards are delivered to service users.

### Engaging members with BAOT

Four induction training courses – 'Introduction to the Professional Networks' – were run this year to introduce members new to BAOT to learn about the College's 11 Specialist Sections, regional and local groups, and the activities available to them. Members are discovering that by engaging with one or more of these Specialist Sections they can improve their networking with peers and often provide a valuable contribution to the College's consultations and lobbying. Members also have access to general study days, specialist publications and regional events. In addition, a new regional committee has been set up for Wales.



Martin Morgan is consultant occupational therapist for employment at West London Mental Health Trust. He joined the profession 18 years ago as an occupational therapy assistant, qualified through in-service training and has worked exclusively in mental health (with an employment focus) for the charitable sector and NHS. In 2009 he responded to a College advertisement for members to help develop an online vocational rehabilitation (VR) resource.

"The College accepted my application and ultimately I volunteered to chair the steering group and we all participated in the content development on what now has been condensed into six different VR modules," Martin explains. The modules are due to go live online in early 2011.

"Most of our work was done remotely, co-ordinating contributions from colleagues from around the UK. I have been working on this online resource development for almost a year and feel positive about sharing my experience around employment, in the hope that this will benefit other members' CPD. It is a field of our work that historically did not attract many occupational therapists, but now it is developing rapidly, as VR rises up the political agenda.

"Although it has meant a lot of additional work out-of-hours for me, I am confident that the new College resource will help to raise the profile of VR. By sharing our combined knowledge and experience in this way, the contributors will hopefully encourage other occupational therapists to explore VR as a potential area of practice, when they might not otherwise have contemplated becoming involved in it."

# Aim 2

## Providing leadership and increasing the profile of the profession

**We work with our members, influencers and stakeholders to promote the value and benefits of occupational therapy – to cement the profession in health and social care delivery and help people to remain in, or return to work. We also lobby and seek representation on working parties, committees and government groups to make our voice heard.**

### College election manifesto

*Improve the lives of others*, the manifesto produced by the College for the 2010 General Election was endorsed by Conservative, Labour and Liberal Democrat Party frontbench teams and by over 100 candidates across the political parties. Emailed to all candidates of the major UK parties standing in the 2010 General Election, the premise was that greater awareness of occupational therapy by public servants enables them to make informed choices about good health and social care provision. The manifesto showed the valuable work done by occupational therapists, which included a 'wish list' of key requests to produce good outcomes for service users and carers.

### Raising political awareness

Acting as the voice of the profession, the College actively lobbied delegates at the three main party conferences in September and early October 2010. College personnel attended fringe meetings at all three party conferences, providing an opportunity to promote occupational therapy to politicians and stakeholders, particularly in relation to the English White Paper on 'Liberating the NHS'. At the Conservative conference, the College hosted an event 'Rehabilitation, reablement and recovery: delivering effective patient outcomes' attracting CEOs from health and social care bodies including Age UK, Council and Care, Rethink and the BMA. Feedback was extremely positive about the role of occupational therapy, profiled in the College's promotional films that were screened at this event.

The announcement of an additional £70 million for reablement services by Andrew Lansley MP, Secretary of State for Health, is a superb outcome for our profession.

### Rave reviews for OT films

A series of films developed by the College and accessible on our website is successfully raising awareness of the broad



*Two of the new College films feature Stephen Wagland and show how being helped to drive by his occupational therapist, Paul Graham, has enabled Stephen to lead a more independent life.*

scope of work carried out by occupational therapists. Feedback has been very positive from the public, careers advisers, Higher Education Institutions (HEIs) and members. Eleven film vignettes feature different service users with varying mental and physical conditions, and empathetically convey to the public how occupational therapy can help people to reduce dependency and improve quality of life.

Two career promotion films have also been produced: one highlights the occupational therapist's role, the other documents a student on an occupational therapy university course. We have personalised both films for HEIs, and over 20 of them have posted these films on their own websites, using them as a promotional tool for student recruitment.

A further film promotes the valuable work of the United Kingdom Occupational Therapy Research Foundation (UKOTRF), encouraging external funders and members to support the work of the UKOTRF in building an evidence base through research, and to keep us at the cutting edge of new practice. The College is keen for members to use all these films to promote the profession.

### Members connect online

We have built a thriving social media presence on Facebook and Twitter, enabling members to get in touch with the organisation and network with each other. In addition, YouTube has been used to expand the audience for a range of films produced by the College (see left) to reach the widest possible audience.

### Raising the OT profile in Wales

There was high attendance and lively discussions at our fringe meetings during the four main Welsh political parties' Spring 2010 conferences. The focus for these round table forums, run with partner agencies, was the new plan for primary and community services in Wales. Our message was the important contribution that occupational therapists can make within the new teams to embrace a rehabilitative and reablement ethos, and the importance of having skilled occupational therapy practitioners to ensure service users achieve their maximum potential. Outcomes were excellent: the politicians who scrutinise implementation understood that registered occupational therapists possess the right skills to deliver a full range of cost effective services that meet the real needs of older vulnerable people and those with long-term conditions. Our Welsh team produced a report for the political parties after each event, to influence manifesto development; questions were then asked in the Welsh Assembly and concerns raised with the Health Minister.

Three members promoted our profession at the conference of the Association of Directors of Social Services (ADSS) Cymru, discussing the future role and contribution of occupational therapy in an ageing society and in challenging financial times. Directors of social services, politicians and Assembly government officials recognise that occupational therapists are the solution to an ageing population, reducing dependence on care packages and enabling people to remain in their own homes.

# Aim 2

## Providing leadership and increasing the profile of the profession



Adam Ingram, MSP

### Lobbying in Scotland

Published in May 2010, the College report: *Changing lives, changing practice: occupational therapy in social work, enabling independent living in Scotland* is being used by members to drive forward changes in their services, in line with government initiatives. Promoted to politicians, government, directors of social work and managers of occupational therapy services, the report was launched at the Association of Directors of Social Work (ADSW) annual conference, where BAOT members ran a stand promoting the value of occupational therapy in social work. In his address to the conference, Adam Ingram, Minister for Children and Early Years, specifically noted the value of occupational therapists working in social care.

Our representatives now sit on three Scottish Parliament Cross-Party Groups – mental health, chronic pain and supporting war veterans – raising our profile and enabling us to promote the profession to MSPs and other key stakeholders. There are other new opportunities for members to get involved in high level influencing, including steering groups for the development of government guidance on the *Provision of Equipment and Adaptations*, the National Dementia Strategy for Scotland and the National AHP Mental Health Action Group.

### Northern Ireland agenda

Developing our involvement with mental health groups, we were represented at the multidisciplinary conference organised by the Royal College of Psychiatrists Northern

Ireland Division. The Conference brought together all the key professions, the voluntary sector, service users and carers. In his keynote address, Health Minister Michael McGimpsey acknowledged the need to shift mental health and learning disability services from hospital to the community, and so reinforced the value of occupational therapy in the community.

The quality assurance of policy proposals is the remit for a reference group set up to examine policy development on Northern Ireland's proposed bill for Mental Health and Capacity. College representation has enabled us to raise the occupational therapy profile and to share the importance of professional occupational therapy roles in this forum. The work is ongoing and the group, set up by the Department of Health, Social Services and Public Safety, will continue to meet several times each year.

### Toolkit for NICE guidance

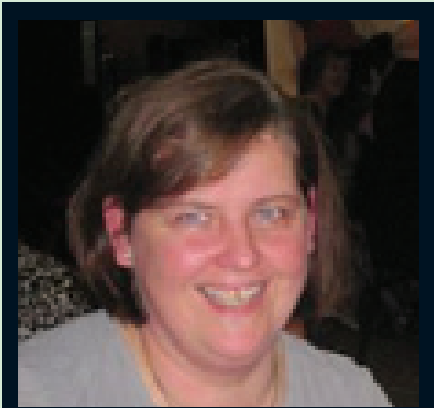
A toolkit of resources has been created to support members implementing the NICE guidance for *Occupational therapy and physical activity interventions to promote the mental wellbeing of older people in primary care and residential care*. In developing this support, the College recognises the significant impact members can make on the mental wellbeing of older people through the implementation of the NICE guidance recommendations.

### Strong alliance with HEIs

All 31 Higher Education Institutions (HEIs) delivering pre-registration programmes have sought continued College accreditation and the new curriculum guidance has been embedded within the accreditation procedures. This activity has ensured that, as the professional body, we continue to influence the development and quality of the profession through education.

### Merit Awards 2010

Five BAOT members have each received a prestigious Merit Award, which recognises their commitment to improving the profession and demonstrating excellence in their work. Jane Clewes, Peter Hewin, Janet Ivey, Sue Rugg and Sharon Tuppeny received their awards at our Annual Conference in June 2010.



Aisling Curran is manager of occupational therapy services for mental health and learning disability for the Belfast HSC Trust. A BAOT member for 23 years, in 2009 the College co-opted her as a core member on the Low Secure Review Steering Group (LSRSG), set up to assist the Bamford Mental Health and Learning Disability Taskforce. The LSRSG submitted a report to the Department of Health and Social Services and Public Safety Northern Ireland in summer 2010, supporting a proposal to promote recovery and social inclusion within person-centred care and treatment.

"A key function of the LSRSG is to examine the potential to redesign service models at local and regional level," explains Aisling. "The review involved extensive scoping of current provision; the key role of occupational therapy was clearly highlighted and is reflected in the final document. Having an occupational therapist on the review ensured that the contribution of occupational therapists to this client group was given attention. The LSRSG will now focus on prison and forensic services, low secure provision and personality disorder. I am leading a multi-disciplinary group on regional recommendations – the first occupational therapist to head such a group.

"Thanks to Kate Lesslar, our proactive Policy Officer, occupational therapy now has a far higher profile in Northern Ireland. As a profession, we have become more politically astute and aware of the importance of influencing at the right levels. We have to lobby and help put policies in place that improve practice delivery to service users. It is satisfying to know that occupational therapists are now involved in this policy making."

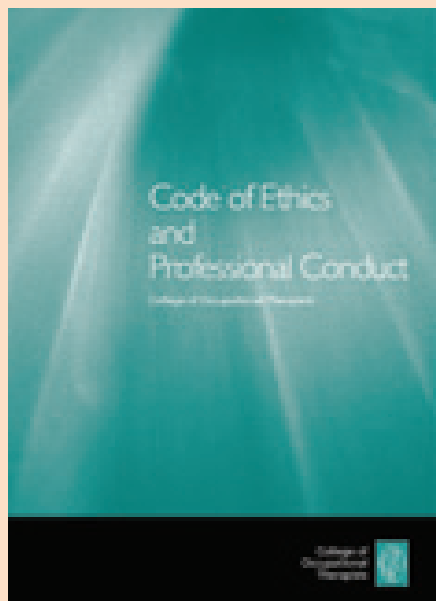
# Aim 3

## Sustaining the profession

**As the professional body for occupational therapy staff, we act for and on behalf of our members. We strive to ensure that both the Association and College are well-managed and fit for purpose, so that we may continue as custodians of the unique body of knowledge that sustains this profession.**

### New Code of Ethics

It is vital that occupational therapists demonstrate behaviours that promote and protect the wellbeing of service users and their carers, the public, and the reputation of employers and the profession. All of this is set out in the new five-year *Code of Ethics and Professional Conduct* launched in September 2010. This essential guide for all BAOT members describes a set of professional values that we expect our members to follow. Employers, commissioners, partner organisations and institutions involved with the profession are encouraged to be aware of the code, its requirements and the expectations of the professional body in terms of ethical behaviour and professional conduct.



### Building research capacity

The United Kingdom Occupational Therapy Research Foundation (UKOTRF) was launched in 2007, and the first grants were awarded in 2008. Dr Louise Sewell was awarded the Research Career Development Grant (see overleaf), and her project is now completed and was presented at this year's Annual Conference. Brian Abraham, who received the Pressalit Care Research Award in 2009, also presented at conference. Both grant

recipients have post-doctoral opportunities arising from their UKOTRF funded studies.

We congratulate Dr Alison Hammond and Dr Margaret McArthur who were successful this year in applying for Research Priority Grants. Congratulations also go to Phillip Whitehead, who received a Research Career Development Grant. New research funding from The Elizabeth Casson Trust was also donated this year; the first Elizabeth Casson Trust Research Grant to support the doctoral research of a BAOT member working in the field of return to work was awarded to Mary Grant for her PhD at Nottingham University.

From 2011, additional funding has been made available to BAOT members to support their research activity, thanks to monies made available by Council to the UKOTRF. This generous support from both Council and outside donors reflects the considerable increase in occupational therapy research activity and the importance of research capacity building.

### Shaping the future of research

The profession's top research leaders were invited to a Researchers' Colloquium in February 2010, providing a forum to identify and shape the profession's research direction and agenda. Senior researchers – occupational therapy professors and readers, consultant therapists from different topic areas across the UK, and representatives of the profession's research community – pooled their knowledge on the current research agenda. Outcomes included a vision for the future of occupational therapy research, with identified actions and a pledge from attendees to take it forward.

### Research Forum for AHPs

Our Head of Research and Development has chaired the Research Forum for Allied Health Professions (RFAHP) for the past year. This strategic group of 11 AHPs provides a 'one stop shop' for the AHP research agenda and those interested in allied health research, and is a link between the

professions and the wider context within which research is developed, funded and takes place. The role of the RFAHP includes representation, communication and dissemination, in order to create a profile of the contribution of the allied health professions to the UK health and social care agendas, and to develop opportunities for the promotion of allied health researchers.

### Sharing information online

General principles on the role of occupational therapy in the management of long-term conditions are now available at a glance on the College website. Regularly updated, the resource also provides information on related government policies to benefit occupational therapists working in all four UK countries. In this way, members can link policy to practice more easily, and recognise how their practice is relevant.



### 'Choose and Book'

GPs can see the occupational therapy services available and refer their service users electronically, now that occupational therapy is included in the 'Choose and Book' system. This is the direct result of strategic involvement from the College to connect with the health agenda in the UK and ensure that the systems are more broadly based and reflect the AHP multi-disciplinary pathway. We have successfully influenced groups that shape the national information management agendas of the four countries, to optimise support

# Aim 3

## Sustaining the profession

for occupational therapists. Increasingly, electronic patient records will include content that facilitates the recording of occupational therapy assessments and interventions, and so incorporates the language of occupational therapy into the health care systems.

### Mental health lobby in Wales

Extensive lobbying by the College followed by support for the passage of the new Mental Health Measure through the Welsh Assembly and Houses of Parliament should help to secure posts for occupational therapists and demonstrate the role of occupational therapy in modern community mental health services. The new bill – which counterbalances the right of society to section and compel people to receive treatment – instead gives service users the right to an assessment and advocacy when they ask for it, or to re-access services when requested. It will enable members to deliver earlier interventions to those with mental ill health and provide real benefits by treating people promptly to prevent loss of jobs, breakdown in relationships and social exclusion.

### Signing-up students

We continue to sign-up pre-registration students as BAOT members. Recruitment strategies have included 20 visits to student cohorts at Higher Education Institutions (HEIs), to distribute flyers promoting our student activities and membership benefits. There has also been an increase in social media contact to enable students to network with the College and with each other. In addition, we have welcomed back occupational therapists who are returning to practice, providing them with support via our professional practice enquiry service, study days and the development of information and FAQs on our website.

### UNISON support for BAOT

Members who have needed industrial relations support at work or at Health Professions Council (HPC) formal hearings turned to UNISON again this year. The national network of BAOT/UNISON stewards continues to grow and to represent our members in the workplace.

Negotiation on local and national terms and conditions of service for members across the public sector was also part of the remit, with UNISON maintaining BAOT's role on the NHS Staff Council, preparing and presenting evidence to the NHS Pay Review Body. Through UNISON, BAOT members have been involved with campaigns on issues such as pensions, personalisation and funding.

### COTEC adds value in Europe

The Council of Occupational Therapists for the European Countries (COTEC) is seeking to raise the profile of the profession in Europe to be 'visible and valued'. The BAOT delegate has worked with the NHS European Office to support this goal in the UK. As a member association, BAOT is involved in COTEC's initiatives to engage more actively with the health and social care policy makers in Brussels and is bidding for EU funding in order to carry out research on the effectiveness of occupational therapy in the wider Europe.



*The UK occupational therapy delegation who attended the WFOT Congress in 2010*

### WFOT Congress in Chile

To further members' understanding of their occupational therapy practice in an international context, the BAOT took a delegation to the World Federation of Occupational Therapists (WFOT) 15<sup>th</sup> Congress in Chile in May 2010. Representatives from the British Journal of Occupational Therapy convened an international journal editors' meeting, which covered discussions on the development of further online reciprocal arrangements. This followed the renewal of the free online access for BAOT members to *the Canadian Journal of Occupational Therapy*.



Dr Louise Sewell is a senior pulmonary rehabilitation specialist within the University Hospitals of Leicester NHS Trust. She was awarded the very first UKOTRF Research Career Development Grant in 2008, and reflects on the significance of this funding in sustaining her work.

"UKOTRF awarded me almost £10,000 over a two-year period. My research into daily activity patterns and energy conservation advice in clients with COPD was completed early in 2010 and I presented the full results at the Annual Conference in June. I work as part of the 20+ multi-disciplinary research and clinical pulmonary rehabilitation team at Glenfield Hospital, Leicester, and had previously completed research on behalf of others. This was the first time I had been awarded a grant as principle investigator. I gained in confidence and thanks to UKOTRF now have a proven track record, which I hope will have a snowball effect in terms of my future research.

"This study was reviewing the problem of fatigue in people with COPD and the energy conservation advice that is traditionally offered to them by occupational therapists. We were able to show that the patients studied did have peaks of intense daily activity and we were able to successfully measure these with sophisticated activity monitors. We now have the appropriate methodology to allow us to be more precise in identifying the people who need more help with energy conservation by measuring their activity levels. The task now is to run a randomised control trial. This has been the first step in terms of my future project research and it has given me immense satisfaction to research into ways in which we can help patients manage their activity patterns to best effect."

# BAOT membership

## Member profile at 30<sup>th</sup> September 2010

Total number of members	28,969
Professional members	23,355
Student members	4,524
Associate members	808
Retired members	282

## British Association of Occupational Therapists



Despite the vagaries of the health sector, it is satisfying to note that in the year 2009-2010 the BAOT professional community has continued to grow, reaching a total of 28,969. As encouraging has been the increase in the number of professional members joining BAOT: a rise of over 2% to 23,355. It is also satisfying to note that included in that figure are 1,627 newly recruited professional members, which is also an increase on last year. It is clear that occupational therapists are recognising that with the current reconfiguring and

cuts across all related sectors, the support and CPD advice that is provided by both the British Association and College of Occupational Therapists has never been more necessary or valuable to members.

Student membership stands at 4,524 for the year ending 30<sup>th</sup> September 2010. This figure reflects the impact of the withdrawal of HEI Benchmark contract arrangements and the increase in the number of students required to join BAOT individually. We are continuing to focus resources on the vital recruitment of

students and offering ongoing support as they enter the profession.

Over the past year we have encouraged members to access social media networks – notably Facebook, Twitter and LinkedIn – to communicate with each other and directly with the British Association and College of Occupational Therapists. The College is increasingly using the same media networks – as well as our traditional communications channels – to raise the profile of the profession with consumers and public bodies.

### Public Benefit Statement

In setting our objectives, the Council and management of the British Association and College of Occupational Therapists have given careful consideration to the public benefit as it relates to our charitable purposes.

In everything we do – with and for our members and their service users – the College of Occupational Therapists aims to contribute to the public good, for communities across the UK. We do this by ensuring that:

- Occupational therapists have access to CPD guidance and advice from the College that helps them to optimise their competences and provide high quality care for both service users and carers.
- Users of occupational therapy services receive professional, evidence informed services.
- Members are supported and kept well informed, in order to anticipate and react to changing needs and demands.
- Our profession is focused on helping to improve the health and wellbeing of the UK population.
- The public is made aware of how occupational therapy can benefit individuals and make a positive difference to their lives.



### Occupational therapy DVDs

The College is keen for members to show the College-commissioned films to promote the profession. If you would like a DVD containing all the films, please email [caz.dunn@cot.co.uk](mailto:caz.dunn@cot.co.uk)

Other marketing materials to enable you to promote the profession can be downloaded from our website at: [www.cot.org.uk/Homepage/About\\_Occupational\\_Therapy/Promoting\\_occupational\\_therapy](http://www.cot.org.uk/Homepage/About_Occupational_Therapy/Promoting_occupational_therapy), or requested by email from [reception@cot.co.uk](mailto:reception@cot.co.uk)

The British Association of Occupational Therapists (BAOT) is the professional body and trade union for occupational therapy staff in the UK. Eight English regions and three countries are represented within its membership.

The College of Occupational Therapists (COT) is a wholly-owned subsidiary of BAOT and operates as a registered charity. It represents the profession nationally and

internationally, and contributes widely to policy consultations throughout the UK.

The College sets the professional and educational standards for occupational therapy. It provides leadership, guidance and information relating to research and development, education, practice and lifelong learning. In addition, 11 accredited Specialist Sections support expert clinical practice.