

PEI OCCUPATIONAL THERAPY SOCIETY

PROMOTIONAL ACTIVITIES POLICY

Effective Date: October 5, 2015

Review Date: September 2017

1.0 Policy

During any fiscal year, a variety of promotional activities may be held to increase and enhance the awareness of the profession of occupational therapy locally, regionally and/or provincially.

2.0 Definitions

Society - Refers to the Prince Edward Island Occupational Therapy Society.

Members - Refers to practicing, non-practicing, associate and life members of the Society.

Events - Refers to receptions or activities that are hosted by the Society to: a) recognize an individual/group, b) celebrate a milestone/achievement of the Society or Regulatory organization, c) fundraising e.g. fun run for a not-for profit organization, etc. ,or d) for other purposes deemed appropriate by members of the executive.

Work Site Activities - Refers to activities such as displays, quizzes with prizes, coffee breaks, celebratory cake, etc. that are carried out at the work site to thank colleagues and increase awareness of the profession.

Media Campaigns - Refers to social media or print media campaigns focused on specific key points and/or aspects of the profession.

3.0 Purpose/Scope

3.1. The purpose of the Policy is to formalize and clarify expectations for members, committees of the Society and the general public.

3.2. Promotional Activities may include:

- a) events
- b) work site activities
- c) media campaigns
- d) other activities, as deemed appropriate

3.3. The Policy contains procedures for the various activities

4.0 Procedures

Events

4.1. Events hosted by the Society may be sponsored by another group, providing every effort is made to ensure a conflict of interest does not occur e.g. may extend an opportunity for vendors to sponsor or co-sponsor event.

4.3. A committee will be struck to organize each event; tasks may include preparing a budget, choosing a venue, arranging speakers, etc. utilizing the resources of the Society in a responsible manner.

4.4. Unless otherwise determined, invitations to events will be extended to all registered occupational therapists as well as life members of the society and any other guests that are appropriate to the purpose of the event (e.g. family of individual being recognized, vendors, etc.)

4.5. An evaluation of the event will include at minimum, demographics, costs and feedback and will be made available within 4 weeks of the date of the event.

Work Site Activities

4.6. **Members** are encouraged to host activities at their worksites to thank colleagues and increase awareness of the profession.

4.7. **Members** may be reimbursed for costs related to a work site activity, providing the proper paperwork has been completed (OT Society expense form plus original itemized receipts). Unless prior authorization has been received, reimbursement will not exceed the following:

- a) a maximum of \$75 per work site employing 1-2 occupational therapists
- b) a maximum of \$100 per work site employing 3-4 occupational therapists
- c) a maximum of \$150 per work site employing 5+ occupational therapists

Media Campaigns

4.8. The Society may develop a media campaign to highlight particular topics related to the profession of occupational therapy using either social media or print ads.

4.9. A committee will be struck to organize the campaign; tasks may include, developing messages, determining media format, etc.

4.10 An evaluation of the campaign will include at minimum costs and feedback and will be made available within 6 weeks of the date of the campaign.

Other

4.11. A committee will be struck to organize any other activity

4.10 An evaluation of the activity will be made available within 4 weeks of the date of the activity.

5.0. Monitoring

The Society will be responsible for ensuring this policy is reviewed every two years.