

Vice President's Report
October 2007
Florence Clark, PhD, OTR, FAOTA

A.1 Centennial Commission Activities January 2007 – September 2007

Each of the 2006 Ad hoc reports (related to the 6 Broad areas) were sent to all the Commissioners for review.

- Each Commissioner asked constituent groups to review for the purpose of what might be “actionable” for that specific group to move forward

The two Chairpersons of the Program Directors group, Linda Musselman & Linda Orr, have been added as members of the Centennial Vision Commission

Activities of Commissioners and their groups

ASD

- The AOTA Annual Meeting Student Forum was dedicated to the “vision”

RA

- Desire to connect the RA actions to the Centennial Vision (CV)
- Identify one person in their election area who represents/exemplifies the concepts of the vision; helps move vision forward
- VP Clark was invited to speak to the RA during conference
- Speaker Hildenbrand was interviewed by OTP as a Commissioner
- RA Leadership Team reviewed the Ad hoc reports with an eye towards a “sea change” of how the RA might generate vs. only review and revise motions

ASAP

- Working with the President on “Leadership Development” as part of the Centennial Vision
- States may think about inviting “Posters of accomplishments” relative to the Centennial Vision

Measuring & reporting outcomes for the Centennial Vision

- The Commission reached consensus that both the BOD Priorities and the broad Strategic Directions related to the CV will be used as an over-arching “framework” within which data from the field and real life examples can be organized and upon which can be reported.
- Each Commissioner will use the framework agreed upon and report data back to VP Clark on an every other month basis relative to what is happening in their constituent groups
- The full report will be assembled by VP Clark and her assistant Eileen Wang and placed on the CV web page

Dissemination

- President Moyers will write a “story” on the CV web page about the “journey” towards the CV on a monthly basis. The first story has been placed on the web page.
- All Commissioners have been encouraged to take a critical look at the communication avenues they each have available to them for increased dissemination of the CV.

CV Power Point Presentations

- A full CV PowerPoint “library” (multiple presentations given by VP Clark and others) has been posted on the Commission’s SharePoint site for distribution to leaders of the association for their use in giving presentations
- VP Clark will create a brief narrated PowerPoint that will be available on the CV web page for use by members and non members. This will be completed in time for the October Program Directors meeting.

Graphic Depiction of Centennial Vision

- The “look” for the actual Centennial Vision “journey” was created by AOTA’s creative services department for use in multiple vehicles (print, PP etc)

A. 2 General Centennial Vision Related Activities

Program Directors received each of the 2006 ad hoc final reports.

Plans are underway to hold an AOTA “leadership training” work shop in Bethesda for a small group of state association presidents; participants will be selected via an application process. This workshop will be a “pilot” for planned future workshops for other constituent groups as part of a “leadership initiative” moving forward.

The Commission on Continuing Competence and Professional Development (CCCPD) is establishing two ad hoc panels in the areas of SEATING & WHEELED MOBILITY and HEALTH & WELLNESS to explore the feasibility of developing either a Board Certification or Specialty Certification in each area and to make recommendations to CCCPD.

With the RA, cancer has recently been identified as a “hot” societal issue. Discussions continue regarding expanding occupational therapy’s role in the rehabilitation services provided to cancer patients to increase function and participation. COP Chair encourages the writers to put their thoughts together on this area of emerging practice and submit articles to OT Practice as an effort towards developing an official document with supportive clinical evidence.

Conference Related

- 2007 conference included a specific CV session: ***AOTA's Centennial Vision: How to Position Occupational Therapy for Its Golden Age.***
 - Members of the Centennial Commission illustrated the path the profession is taking to make its bold new vision a reality, as well as described the roles of all our members in reaching this shared vision.

Centennial Vision Articles, *OT Practice* 2007

- *OTA Leadership and the Centennial Vision*
By Kristi Voelkerding, April 9, p. 15
- *Outreach Benefits the Profession*
By Fred Somers, April 19, p. 35
- *Why Your Leadership Is Needed Now*
By Molly Strzelecki, April 23, p. 19.
- *The Centennial Vision: Moving Ahead to 2017*
By Andrea Brachtesende, July 9, pp. 23–25.
- *Molly Asks: Debi Hinerfeld (promoting the Vision in the Georgia State OT Association)*
By Molly Strzelecki, September 24, in press
- *Molly Asks: Patrick Bloom (promoting the vision)*
By Molly Strzelecki, October 22, in press

BOD CV Priorities

The progress in each of these priority areas is noted below.

Image Building Campaign

Current Image Building Campaign efforts and accomplishments include:

The public relations and marketing company, ***breakwhitelight***, of Los Angeles, CA has been hired to develop a “branding platform” to describe and present the profession. This will become the cornerstone of ongoing and new public awareness efforts. Recent accomplishments include the completion of a focused, targeted set of interviews of leaders and members as well as outsiders familiar with occupational therapy about what occupational therapy encompasses. A survey was posted on AOTA website to which more than 400 individuals responded. Breakwhitelight and staff are currently reviewing, analyzing and creatively examining the results; setting the stage for developing ideas for the “sparkling set of words” and branding platform for occupational therapy.

President Moyers along with other Board of Directors attended the ***Certified Aging in Place Specialist Board of Governors for the National Association of Home Builder's (NAHB)*** meeting on

strategic planning and will be hosting the AARP and NAHB for a meeting prior to the October Board meeting.

CNN website mentioned AOTA and the role of occupational therapy in their article regarding backpack use. Backpack articles were also placed in the Washington Post, the Real Simple magazine, and other venues. A satellite media tour of Backpack Day was scheduled for September 19.

Washington Times reporter interviewed and quoted Laurel Radley, our Associate Director of Professional Affairs, advocating for occupational therapy's role in pain management in an article on managing chronic pain.

Newsweek featured a cover story and extensive coverage of Alzheimer's disease. The AOTA Public Affairs Office took this opportunity to respond to the editor and to advocate for occupational therapy.

Advocacy to Ensure Funding for OT

Progress was made in increasing funding and developing contacts to secure funding in mental health. AOTA continues to work with members employed at the Veterans Affairs and Department of Defense in areas of mental health and psychosocial rehabilitation in efforts to increase advocacy for mental health. AOTA is committed to having occupational therapy recognized as a Qualified Mental Health Profession, expanding in areas such as depression and cognition.

Veteran's health care issues continued to be addressed and worked on with key members of Congress. Efforts include promoting an opportunity for AOTA to testify on post-traumatic stress syndrome and developing an educational tool to be used in meetings with legislators and their staff to inform and advocate for occupational therapy's role in veteran's health care.

President Moyers was invited to attend a summit at the Pentagon in July to discuss issues of the care of returning soldiers from Iraq and Afghanistan and their rehabilitation needs; an exceptional opportunity to advocate for Occupational Therapy. President Moyers also made contact with the American Hand Therapy Society and with the American Hand Therapy Certification Board to discuss current issues.

For the fiscal year concluding June 30th, AOTA membership was at 36,115, up for the third consecutive year. This compared to last year's total represents an increase of 3%. OTA memberships were up over 6%, ending the year at 3,325.

We finalized our first National Partnership Agreement with *Genesis Rehab Services*, a major employer of occupational therapy practitioners. Genesis will promote and pay for memberships for its occupational therapy practitioner employees.

President Moyers met with the Trialliance (ASHA, APTA & AOTA) in August to discuss issues related to the CAP and outcomes, Medicare fee schedule, UN Convention on the rights of persons with disabilities, healthcare documentation initiatives, Veterans Affairs issues, inter-professional health education, and ASHA governance reorganization.

President Moyers was appointed to NAHB Board of Governors and has been asked to speak at the Indiana Occupational Therapy Association Fall Conference in October regarding Home Modification and Aging.

New members of the Board of Directors as well as AOTPAC's new Chairperson visited Capitol Hill on June 14 to bring attention to occupational therapy and specific legislative issues that affect the profession.

Linkages between Research, Education and Practice

Summary of Key Activities/Accomplishments:

A final report of the committee was submitted to the Board of Directors in September 2007 for presentation at the Board's October meeting. The report includes four key recommendations addressing each of four issues identified by the Board as priorities. In addition, the report includes recommendations for next steps to be implemented in order to build strong and lasting linkages between research, education and practice. The full fiscal implications of the recommendations have been kept to a minimum with the primary costs being staff time to implement the strategies identified in the report.

Committee Activities

The committee met by conference calls and held one face to face meeting in Bethesda. The committee gathered data through interviews, review of all ad hoc committee reports and review of the literature.

Key Recommendation

The committee adopted the concept of promoting **practice scholarship** with all members of the profession as key to addressing the charge. In doing so the committee identified that scholarship and lifelong learning are not the exclusive domain of academics and researchers. For the profession to continue to thrive and meet its stated vision for the 21st century it is essential that we recognize scholarship as key role of the practice, education and research communities. The committee identified that the concept of practice scholarship is meant to reflect an ethos of life-long learning applicable to all occupational therapists and occupational therapy assistants. Strategies for promoting this concept through the

journals, conference and practice community were included in the full report.

Research Agenda

AOTA Director of Research

The job description for this position has been created; ads have appeared in several print and electronic communication vehicles; the search continues.

AOTA / AOTF Research Advisory Panel (RAP)

The RAP has been constituted and has begun their initial work electronically. Their first efforts will be focused on a review of the priorities of funding agencies with a critical eye towards the alignment of the AOTA / AOTF "research priorities".

At the same time, staff has begun to craft a document for the capture of occupational therapy research currently underway.

Members of the RAP:

Joan Rogers, PhD, OTR/L, FAOTA (Chairperson for RAP)
Professor and Chair
Department of Occupational Therapy
5017 Forbes Tower
University of Pittsburgh

M. Carolyn Baum, PhD, OTR/L, FAOTA
Professor, Occupational Therapy and Neurology and
Elias Michael Director, Program in Occupational Therapy
Washington University School of Medicine

Charles Christiansen, EdD, OTR, FAOTA
Director and Professor
Center for Allied Health
Academic Health Center - MMC 741

Wendy Coster, PhD, OTR/L, FAOTA
Associate Professor and Chair, Dept. of Occupational Therapy
Sargent College of Health and Rehabilitation
Boston University

Joyce Engel, PhD, OTR/L, FAOTA
Professor, Rehabilitation Medicine
University of Washington

Joy M. Hammel, PhD, OTR/L, FAOTA
Associate Professor
Dept. of Occupational Therapy, Disability and Human Development
University of Illinois at Chicago

Mary Law, PhD, OT(C)

Professor and Associate Dean
1400 Main St West, 4th Floor
McMaster University School of Rehab Science

Mary C. Lawlor, ScD, OTR/L
Professor
Division of Occupational Science and Occupational Therapy
University of Southern California

Trudy R. Mallinson, PhD, OTR/L, NZROT
Associate Director
Center for Rehabilitation Outcomes Research
Rehabilitation Institute of Chicago

William Charles Mann, PhD, OTR, FAOTA
Professor and Chair of Occupational Therapy
University of Florida

Mary Lynn Schneider, PhD, OTR
Professor, OT Program
University of Wisconsin at Madison

The RAP is staffed by Jeffrey Reznick, PhD, Director, Institute for the Study of Occupation and Health (AOTF) and Maureen Freda Peterson, MS, OT/L, FAOTA, Chief Professional Affairs Officer (AOTA)

Conference – 3rd Annual Institute

Building an Academic Career with a Research Training Award

This institute was targeted to students enrolled in doctoral programs (PhD and OTD) and those who have completed their doctoral education within the last 2-3 years who want to build a scientific career. Participants learned about federal training mechanisms to support career development, as well as what must be done to apply for a career development award. Presenters included:

- Joan Rogers, PhD, OTR, FAOTA, University of Pittsburgh, Pittsburgh, PA
- Gary Kielhofner, PhD, OTR/L, FAOTA, University of Illinois, Chicago, IL
- Ralph Nitkin, PhD, National Center for Medical Rehabilitation Research, National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), Bethesda, Maryland
- Mary Lawlor, ScD, OTR/L, FAOTA, University of Southern California, Los Angeles, CA
- Linda Tickle-Degnen, PhD, OTR/L, FAOTA, Tufts University, Medford, MA
- Craig Velozo, PhD, OTR, University of Florida, Gainesville, FL
- Ken Ottenbacher, PhD, OTR, FAOTA, University of Texas Medical Branch, Galveston, TX

- Carolyn Baum, PhD, OTR/L, FAOTA, Washington University, St Louis, MO

Model Curriculum

The Committees have met via regular conference calls throughout 2007.

The focus of these meetings has been as follows:

- Review of the literature and approaches utilized in other professions to develop a model curriculum.
- Defining the "model curriculum".
- Identifying the stakeholders and their needs.
- Review of the Vision and other key documents.
- Identifying key "threads" and "content" that will ensure that academic programs address the needs of graduates for the 21st century.
- A joint meeting was held in August 2007 with both committees and President Moyers. During this meeting it was identified that stakeholders have expressed concern about the format and content of the proposed model curriculums. It was noted that the expectations vary greatly and that careful consideration must be taken when developing the final product. What is clear is that the Model Curriculums must address the need to prepare practitioners ready to bring the profession into the 21st century.
- Future Steps
 - Face to face meetings are scheduled for September 2007 at AOTA National Headquarters in Bethesda.
 - Develop an on-line forum to allow dialogue with key stakeholders for further input.
 - Committee members to meet with the leadership of the SIS groups. An emphasis to be placed on gathering input from practitioners.
 - Committee Chairs to address the program directors meetings in Providence in October with a progress report and an introduction to the on-line forum.
- Committee Membership
 - OT Model Curriculum Committee:
 - René Padilla, PhD, OTR/L, FAOTA, (Chair and COE Chair)
Associate Dean for Academic and Student Affairs
Creighton University
 - Christine Berg, PhD, OTR/L
Washington University
 - Roxie Black, PhD, OTR/L, FAOTA,
University of Southern Maine at Lewiston-Auburn
 - Linda Fazio, PhD, OTR/L, LPC, FAOTA
University of Southern California, Division of Occupational Science and Occupational Therapy
 - Marcia Finlayson, PhD, OT (C), OTR/L,
University of Illinois at Chicago
 - Barbara Hooper, PhD, OTR/L,
University of New Mexico

- Sheama Krishnagiri, PhD, OTR/L,
Nova Southeastern University and ACOTE Representative
- Cindee Quake-Rapp, PhD, OTR
Western Michigan University
- OTA Model Curriculum Committees:
 - Kay Ashworth, MAT, OTR/L (Chairperson)
Sinclair Community College
 - Kathryn Eberhardt, MAEd, COTA/L, ROH,
South Suburban College
 - Patricia Martin, BS, COTA/L,
Pennsylvania College of Technology and ACOTE
Representative
 - Claudia Miller, MHS, OTR/L
Cincinnati State Technical and Community College
 - Linda Orr, MPA, OTR/L
Lewis & Clark Community College
 - Donna Whitehouse, MHA, OTR/L
Nashville State Technical Community College
 - Neil Harvison PhD, OTR/L (Staff)
 - Denise Rotert, PhD, OTR/L (Staff)

Outcomes Database

The FY '07 budget contained support for convening an ad hoc group of experts to begin to plan AOTA's approach. This ad hoc was to focus on Phase I of the development of an outcomes database and "*specifically deal with identification of the constructs essential for occupational therapists to measure across the life span. The group's work will be informed by the officials from appropriate external entities*".

Under the direction of chairperson, Jane Case Smith, the group met by conference calls and onsite at AOTA headquarters on March 16 and 17, 2007. A final report was submitted to the BOD and was discussed with the BOD by conference call in August 2007. During this call, Jane Case Smith presented a summary of the report and related recommendations. The BOD voted to accept the report and motions were made and approved to move forward with Phase II of this project.

Staff met in follow-up to the BOD approval and identified 3 immediate action items to address BOD charge: 1. contact CREcare (outcomes management company) to obtain additional information about AM-PAC (measurement tool) and the company's business operations, 2. schedule site visit to APTA for demonstration of online outcome system, 3. schedule virtual tour of FOTO database. Designated staff will meet on an ongoing basis and by conference call with President Moyer in September 2007.

CV presentations by VP

Events/audiences and presentations scheduled for VP Clark on the CV have included and will include:

- University of Central Arkansas Department of Occupational Therapy – March 2007
- USC Second Year Master Students – March 2007
- AOTA Conference – April 2007
- 4th Asia Pacific Occupational Therapy Congress (APOTC) – June 2007
- New Mexico Occupational Therapy Association Conference – September 2007
- Los Angeles Occupational Therapy Leadership Forum – September 2007
- Wisconsin Occupational Therapy Association – October 2007
- The AOTA/NBCOT National Student Conclave - November 2007
- AOTA Annual Conference – April 2008