

Foster opportunities for active participation, recognition, and leadership

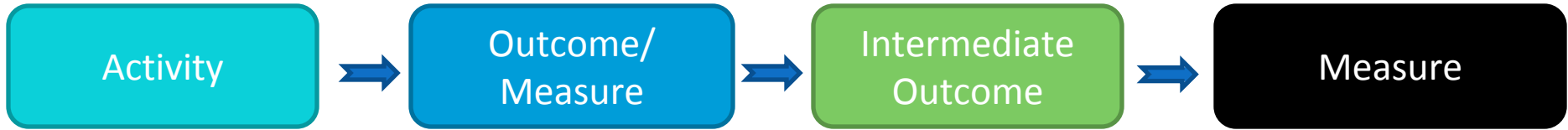
Strengthen our capacity to influence and lead

Emerging leaders ad hoc committee

The profession is powerful.

The COOL leadership database is created and has over 100 entries by 2012; potential leaders utilize OT Connections as a way of identifying themselves and their interests

50 new practitioners have gone thru the emerging leaders training and have assumed active leadership roles in ad hocs or commissions and committees by 2015



Develop major image building campaign

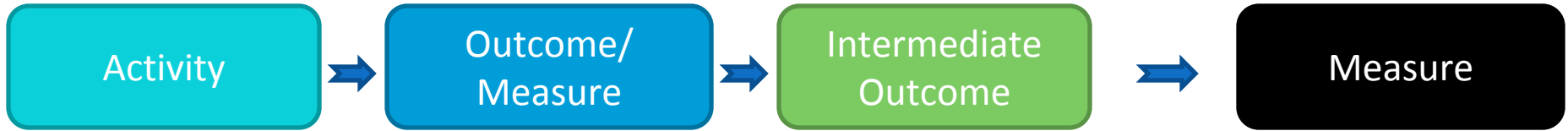
Demonstrating and articulating our value to individuals organizations and communities

Powerful, widely recognized

Brand for occupational therapy is successfully launched through:

- Provision of materials to all members promoting the brand directly and via web branding page by December 2008
- Articles about new brand in 2 trade publications and 2 national media by 2009
- Paid advertising promotes the brand in 2 trade or targeted publications by 2010
- Brand is integrated into all AOTA communication materials as appropriate by 2011
- Materials integrating brand are developed targeting all six areas of occupational therapy

Media coverage of occupational therapy is increased each year to result in a total of 10 national media stories by 2013



Engage in broad-based advocacy to ensure funding for OT in traditional and emerging areas

Demonstrating and articulating our value to individuals, organizations and communities

The profession is powerful and widely recognized.

Medicare continues to cover occupational therapy in all current settings and in new and emerging settings, encompassing the full scope of practice of occupational therapy especially in low vision, home modifications, driver rehabilitation, and community participation.

Overall expenditures for occupational therapy under Medicare are increased commensurate with overall Medicare expenditure increases for services in Parts A, B, and C.

Medicare will adopt occupational therapy appropriate documentation and outcome measure standards as these are changed.

Occupational therapy will be able to open cases in Medicare home health.

The role of occupational therapy in schools for behavioral and mental health interventions will be recognized in IDEA and No Child Left Behind (or similar legislation).