

# MANITOBA SOCIETY OF OCCUPATIONAL THERAPISTS

## PRESIDENT'S REPORT 2007/08

An update of activities of the MSOT Executive for the past year:

### Major Activities:

- The MSOT Executive approved a strategic plan developed through the Communications Strategy Marketing project. This gives MSOT a road map for the next 3-5 years, to role out a variety of communications initiatives including:
  - A new logo and point of difference positioning statement;
  - The development of corporate profile and occupational therapy brochures;
  - A revamp of our newsletter and website;
  - New public relations (PR) tools including updated stationary and display board;
  - Suggestions for increasing media awareness of our organization.

This project has required extra time of some of our executive members and has engaged volunteers from the broader membership. The first phase has been well received.

- MSOT PR continued to focus its activities on sending volunteers to targeted events and utilizing tools such as a mental health and OT awareness booth. The organization also aimed to satisfy other requests from the community.
- MSOT continues to represent the profession on various committees, including the OT Leadership Group, School of Medical Rehabilitation, and the Rehabilitation Assistant Advisory Board.
- MSOT was invited to, and attended, the Canadian Mental Health Commission's stakeholders meeting and the Mental Health Collaborative Care all-day session.
- The Private Practice Group volunteered time at a Heavy Construction Conference to deliver occupational therapy PR at the conference's trade show.
- Support has been given to the Private Practice Group to develop literature and other materials to outline the role of occupational therapy in the workplace. An ad hoc committee is now at work on this project. Plans are in place to develop other practice-specific resources as part of the revamped website and PR project.
- MSOT office staff will assist in reviewing content of the executive orientation binders and CDs, with input on position descriptions and terms of reference from this year's executive. The executive members continue to work on updating information and guidelines for work done within the committees, to make things easier and provide continuity for future executives.

### Committee Involvement:

- MSOT continues to represent the profession on a variety of influential committees including the OT Leadership Group, School of Medical Rehabilitation (at various levels), and the Rehabilitation Assistant Advisory Board.
- MSOT continued its membership with the Professional Alliance of Canada (PAC). This allows the provincial professional organizations (such as MSOT and its counterparts) to meet two times per year and discuss ongoing and new issues of common interest. This year's focus solidified the purpose and terms of reference of PAC so that future PAC meetings can now target issues of mutual concern.
- MSOT has been invited to join the Alliance for Mental Illness and Mental Health in Manitoba (AMIMH) as they align their membership to more closely resemble the national AMIMH.

### Briefs, Position Statements:

- The Mental Health Role position paper continues to be developed by the OT Leadership Group. The group is also developing papers on the role of OT in Acute Care and Long-term Care.

- Discussions regarding the impact of Worker's Compensation changes and the role of occupational therapists as service providers (to employers and employees) have continued. The Private Practice Group is taking the lead in this area.
- With support of volunteers from the mental health practice area, a written brief was prepared for, and presented to, the Mental Health Commission, when it was in Manitoba.
- The President attended a Winnipeg stakeholders meeting regarding housing issues and barriers facing people who live with a mental illness.

Major Issues:

- The Workers Compensation Board of Manitoba (WCB) has made new rulings about ergonomics in the workplace for all employees in Manitoba. The Private Practice Group continues to develop information that can be distributed to Manitoba employers and decision makers, explaining why occupational therapists are suited to provide quality services in this area.
- The WCB is attempting to set a mandate stating that all employers, including small businesses, must provide worker's compensation enrolment. This may impact about 20 members of MSOT. Our Executive Officer has been a liaison with the local Canadian Federation of Small Businesses Chapter to keep abreast of this issue.
- The OT and the Workplace Group has been reviewing issues and had hoped to present at a human resources conference, but unfortunately there was no space available. This is an area that membership needs to review for support. There are opportunities through the year for this committee to advocate for OT and raise awareness of the role an occupational therapist could assume for employers. Many of these prospects require more financial resources than are currently available in our yearly budget. This is a growth area for occupational therapists in the province and should be earmarked as a potential high priority for MSOT.

Thank you to all members who have volunteered over the year, and a special thank you to those who have volunteered their time and effort to the Marketing Communications Strategic Plan and related activities.

Respectfully submitted,

Gina De Vos

**Executive Summary from Marketing Communications Strategic Plan produced by ChangeMakers (January 29, 2008)**

MSOT has identified a need to raise its profile and that of occupational therapy, and to improve its communications with members, other health-care stakeholders and the general public.

This Marketing Communications Strategic Plan:

- identifies the program goals, objectives, target audiences and key messages;
- outlines the strategies and tactics recommended to maximize the investment to reach the target audiences;
- suggests measures to evaluate success upon program completion; and,
- presents the research findings that have shaped the recommendations included in the plan.

**Research**

A Marketing Communications Research Report prepared for MSOT included situational and competitive analyses, an environmental scan, and brand and communications audits. The results of the research report were presented at a strategic planning session with MSOT representatives on November 17, 2007.

## **Strategic Planning**

Nine MSOT members participated in a strategic planning session on November 17, 2007. The session was facilitated by Jim Kingdon and Jeanie Dalman of ChangeMakers. Attendees conducted a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of MSOT, developed a corporate strategic framework, and set organizational goals and objectives. MSOT members established the following strategic goals:

1. Increase MSOT membership.
2. Raise awareness of MSOT and occupational therapy in Manitoba.
3. Increase MSOT's advocacy on behalf of occupational therapists with government stakeholders and policy makers.
4. Secure increased, sustainable funding.
5. Increase MSOT's volunteer resources.

## **Marketing Communications Strategic Plan**

The Marketing Communications Strategic Plan is based on the corporate strategic framework and organizational goals and objectives developed at the strategic planning session. The goals of the Marketing Communications Strategic Plan are twofold:

1. To reposition MSOT as a resource and advocate for occupational therapists in Manitoba; and,
2. To raise awareness of MSOT and occupational therapy in Manitoba.

These long-term strategic goals are broken down into annual goals for a three-year marketing communications plan:

Year 1: Communicate the value of MSOT to existing and prospective members to build membership.

Year 2: Communicate the breadth and scope of occupational therapy to health-care professionals, employers, and policy makers to increase awareness of, and demand for, occupational therapy services.

Year 3: Communicate the breadth and scope of occupational therapy to the general public to increase awareness of, and demand for, occupational therapy services.

## **Brand Strategy**

The overall goal of branding is to establish and maintain public trust, credibility, and recognition. Brand integrity is accomplished by ensuring that the organization's communications and activities reflect its vision, mission, and values and reinforce its benefits or competitive advantages.

Recommendation 1: Revise MSOT's visual brand identity to reflect the revised corporate strategic framework.

Recommendation 2: Develop a positioning statement to be incorporated in a new visual brand identity.

## **Target Audiences and Key Messages**

This Marketing Communications Strategic Plan identifies three target audiences:

1. Current and Potential Members
2. Health-Care Providers
3. Health Consumers

Key messages for each audience are recommended in the plan.

## **Marketing Communications Strategies**

This plan is based on two key strategies:

1. Communicate and promote the core essence and best practices of occupational therapy.
2. Communicate and promote the breadth and scope of occupational therapy.

These strategies are complementary. Promoting the core essence of occupational therapy will build community among MSOT members and assist external audiences in gaining an initial understanding of occupational therapy. Promoting the breadth and scope of occupational therapy

will increase the value of MSOT for members as a professional resource and increase public demand for occupational therapy.

### **Marketing Communications Tactics**

Recommendation 3: Redevelop the MSOT website to address the needs of all external and internal audiences.

Recommendation 4: Develop a corporate profile that communicates the core essence, breadth, and scope of occupational therapy and promotes MSOT's services.

Recommendation 5: Develop a membership package to be sent to all past and prospective members and distributed to other health-care professionals at trade shows.

Recommendation 6: Redesign and revise the *Update* newsletter to promote core essence and best practices of occupational therapy.

Recommendation 7: Develop collateral materials and human resources to represent MSOT at trade shows.

### **Media and Public Relations Strategy**

Recommendation 8: Develop and implement a media relations strategy to generate press coverage.

The implementation of this recommendation will include the development and production of materials suggested in this marketing communications strategic plan. Once complete, MSOT will launch its new visual brand identity and website and begin distributing its new corporate profile and newsletter.

### **Marketing Communications Evaluation**

Periodic program evaluation is recommended to determine the success of the marketing communications program in achieving its long-term and annual goals. Program evaluation will be based on interim measures and long-term outcomes. The following interim measures will evaluate audience awareness and perception of occupational therapy and MSOT:

1. A readership survey of the *Update* newsletter;
2. Trade show evaluation forms submitted by volunteers; and,
3. Hits on the MSOT website.

Achievement of the overall goal, to raise awareness of occupational therapy and MSOT in Manitoba, will be indicated by three long-term outcomes:

1. Increased MSOT membership;
2. Increased referrals from other health-care providers; and,
3. Increased consumer demand for occupational therapy services.

For more details regarding this plan, please speak to the MSOT's Executive Officer. Work has begun on many of the recommendations. Specific goals and objectives for each of the recommendations have been made and now provide the "blueprint" for the MSOT Executive to follow over the next 3-5 years.

The corporate profile brochure was completed in the spring and accompanied the renewal packages. By the 2008 AGM, we hope to have completed all PR work with ChangeMakers, including development of the website, a new look for the *Update* newsletter and office stationary, development of tradeshow display, and development of a brochure for handing out at events describing what an occupational therapist is. Future work will try and focus all Board activities within the three main areas that relate to our mission, namely "Awareness, Advocacy, and Professional Development & Networking".

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## TREASURER'S REPORT 2007/08

I am pleased to report that the 2007-2008 fiscal year has unfolded as anticipated. Expenses exceeded revenue by \$5,150.00 for the fiscal year ending February 29, 2008. MSOT continues to have a surplus of \$40,158.00.

While expenses surpassed income, these costs were a direct product of the initiation of the Public Relations Campaign. The expenses for the PR Campaign had been planned and approved by membership and were allocated from the surplus funds derived from the CAOT Conference held in Winnipeg in 2003. During the 2007-2008 fiscal year, MSOT Executive and PR Campaign representatives collaborated with ChangeMakers to commence this special project. Costs associated with the PR Campaign totaled \$6,088.10 and have included a marketing communications research report and MSOT marketing communications strategic plan. This PR endeavor will continue to be a primary focus for the upcoming 2008-2009 MSOT year.

During the 2007-2008 fiscal year, the MSOT provided funds for:

- Public Relations Campaign
- A Student Night organized to enhance networking between students and clinicians
- A wine and cheese awards reception at the Winnipeg Art Gallery for graduating students and awards recipients
- The Annual Golf Tournament at River Oaks Golf Course
- Sponsorship of one person to attend the CAOT Conference in St. Johns, Newfoundland
- Sponsorship of the supper and teleconference link for one rural site at the Annual General Meeting
- The Citation Award to the Manitoba Schizophrenia Society at the *Journey of Hope Walk for People with Schizophrenia*
- Sponsorship of the OT booth at the Manitoba Construction Conference
- Increasing exposure and awareness for the occupational therapy profession by funding:
  - ♀ OT Month student initiatives
  - ♀ OT Month display at The Forks with booths, highlighting various areas of OT practice
  - ♀ Winnipeg Free Press article highlighting role of OT in different settings

The MSOT 2008-2009 budget was developed by:

- Considering the actual revenue and operating costs of the 2007-2008 fiscal year;
- Reviewing planned events and projects with anticipated costs;
- Reviewing anticipated membership enrollment and fees;
- Considering member priorities for funding and support of special initiatives.

Respectfully submitted,

Renee Delorme

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**COORDINATOR OF MEMBER SERVICES  
2007/08 ANNUAL REPORT**

**Recruitment:**

Present membership is as follows (as of May 31, 2008): 318

Active Members	310
Out of Province Members	5
Life Members	<u>3</u>
Total	318

In the 2007/2008 registration year, 59% of COTM members joined MSOT, and remained unchanged from the previous year. A survey of MSOT's membership and COTM members who have not joined MSOT is being developed in an effort to assess needs of OTs in Manitoba and increase MSOT membership in the future.

In an effort to encourage new grads to join MSOT, a reduced initial membership fee has been introduced, as they tend to register in the fall (following graduation). The fee is equal to the reduced rate if registering with MSOT after November. We hope that these new initiatives and the information gathered from the survey will increase membership numbers and allow us to offer continued improvements to the services provided.

The sale of mailing labels, mass email service, the maintenance of the MSOT Employment List and the Private Practice Directory continue to run through the MSOT office.

Respectfully submitted,

Chris Froese

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**COORDINATOR OF CURRENT AFFAIRS/PROFESSIONAL ADVOCACY  
2007/08 ANNUAL REPORT**

I filled this position after its year long vacancy and took some of the initial months trying to understand my fit and the role of the Current Affairs Chair. Several tasks were completed this year and others are ongoing.

- A letter of support was written for the HIP Campaign (supporting the Health Information Place) to encourage increased funding to expand the Neil John MacLean Health Sciences Library. This would ensure that researchers, students, and professionals continue to have the space and resources required to expand their knowledge in their area of interest.
- Our membership was alerted, via a submission to the newsletter, regarding the allocation of increased government funds toward the provinces PCH programs, including funds for increased allied health personnel.
- The Community Health Assessment was invited to an MSOT meeting to attempt to establish closer working relationships between our groups. They have collected interesting data in various fields and encouraged our group to access this data. Once it is more accessible (via the internet) membership will be made aware of how to access their work.
- We are in the beginning stages of becoming involved with the Alliance on Mental Illness and Mental Health in Manitoba (AMIMH). We will be a part of this alliance along with

various other groups who have an interest in mental health service provision. This is an ongoing task, which will continue into the fall and next year.

Respectfully Submitted,

Georgia Belanger

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## **COORDINATOR OF SPECIAL EVENTS 2007/08 ANNUAL REPORT**

Our year began with the organizing of the annual golf tournament. This year's golf tournament was held at Harbour View Golf Course. There were a total of 26 golfers that attended the event and great fun was had by all. We had generous sponsorship from HT Mobility, Diamond Athletics and The Manitoba Moose.

The AGM is being planned and will be held at the Royal Canadian Mint. Web-casting will allow our rural colleagues the opportunity to participate actively in the meeting.

This marks the end of the first year of our term as Special Events Coordinators. It has been a great first year and we are looking forward to next year and all the upcoming events.

Respectfully Submitted,

Megan Land McCarthy  
Paige McCullough

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## **PUBLIC RELATIONS COMMITTEE 2007/08 ANNUAL REPORT**

Jennifer Nychek and Amy Collins continued in their second year as the MSOT Public Relations (PR) Co-Chairs. This was an exciting year with various events and opportunities to educate the public and promote the profession of occupational therapy. MSOT was busy planning events, coordinating volunteers, updating handout information and assisting with moving the PR project into the next stages of action. In adhering to the mandate of promoting and educating the public about occupational therapy, MSOT PR participated in the following:

### **Citation Award 2007**

On September 15, 2007, the Manitoba Schizophrenia Society (MSS) was presented with the Citation Award during their annual event, "*Journey of Hope*", which was held at Assiniboine Park. MSOT participated in this event with a display booth and a brochure on OTs' role within the mental health sector. MSOT water bottles were handed out to all who participated in the walk and stopped by the display booth.

### **OT Month 2007**

During OT Month, MSOT highlighted the role of occupational therapists within the mental health sector. On October 7, 2007, MSOT hosted an event at the Forks Market Plaza under the canopy,

with a number of different stations exploring topics such as Cognition and Occupational Therapy Assessments, Coping in Life and Sensory Processing strategies. The people who stopped by were asked to fill out an OT quiz that encouraged participation at each station. Those who did so were entered in a free prize draw. The PR Committee also promoted OT Month through public service announcements, which were sent to the radio and TV stations in Winnipeg. Three different radio interviews occurred and an article was printed in the Winnipeg Free Press that promoted occupational therapy and our OT Month event. MSOT also hosted a lunch hour presentation for SMR OT students discussing the role of MSOT and benefits of being a member.

### **Gwen Sector Health Fair**

On October 29, 2007, MSOT attended the Gwen Sector Creative Living Centre Health Fair with a display booth. Information regarding occupational therapy and independent living among the senior population was shared with those who attended.

### **Kidney Foundation Conference**

MSOT participated in a workshop for families living with kidney disease, in November 2007, by setting up an OT display booth and providing handout information regarding energy effectiveness and home safety.

### **School of Medical Rehabilitation (SMR) Open House**

MSOT annually participates in the SMR Open House and this year was no exception. Volunteers spent the afternoon conversing with prospective students about occupational therapy and the role of MSOT. The occupational therapy poster and MSOT display board were set up and handout information was provided.

### **Citation Award 2008**

MSOT PR set up an OT display booth at the Manitoba Riding for the Disabled Association's annual "*Ride, Roll, and Stroll*" fundraiser on June 1, 2008, held at the Assiniboine Downs. During this event, CAOT and MSOT honoured The Manitoba Riding for the Disabled Association with the 2008 Citation Award. The event was a success, with hundreds in attendance. Festivities included a silent auction, face painting, children's entertainment, Blue Bomber Alumni, horse races, and pony rides.

### **Marketing Ad Hoc Committee**

The \$15,000 marketing campaign has taken off. On November 17, 2007, representatives from ChangeMakers Marketing Communications, Jim Kingdom and Jeanie Dalman, facilitated a strategic planning session with MSOT representatives at the MSOT office. Those in attendance included Executive Officer Sharon Eadie, MSOT President Gina De Vos, Julie Lamothe, Amy Collins, Marnie Courage, Barbara Siemens, Andrea Bellamy, Leanne Leclair, and Danielle Harling. During this session, members brainstormed on the components that compose MSOT. This helped to guide the establishment of a strategic framework that identified the vision, mission and values, and reviewed the marketing communications research findings.

The final report was reviewed by the MSOT planning group at a follow-up meeting on January 24, 2008. On January 29, 2008, a final draft of the Marketing Communications Strategic Plan was developed and reviewed at the February MSOT Executive meeting. Following some minor changes, the MSOT Executive provided approval to proceed.

The MSOT Corporate profile brochure was produced and sent out with the renewal package. 1000 copies of the initial brochure were printed; this amount is anticipated to last 5 years. The budget for additional copies will need to be discussed at a later date.



PR has been working with ChangeMakers and the Communication Committee to develop a second brochure entitled "What is OT?", and to create a new display. The updated newsletter template and MSOT stationery was also to be finalized by the end of June. Andrea Bellamy is continuing to oversee the development and creation of the website and is working with ChangeMakers and the Communication Committee on website design, with plans to launch the website prior to OT Month.

Respectfully Submitted,

Jennifer Nycek  
Amy Collins

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### **PROFESSIONAL DEVELOPMENT COMMITTEE 2007/08 ANNUAL REPORT**

Professional development is a co-chair committee comprising of 2 committee members sharing duties. The purpose of this committee is to assess and potentially offer continuing education opportunities to meet the needs of Manitoban occupational therapists.

Over the past year, we have attended and provided occupational therapy input at the Cognitive Planning Workshop which is being planned by various professional disciplines with the WRHA. This is a way for occupational therapists to provide education on the its role in assessing and providing treatment interventions for cognitive issues and to also network with other professionals they may work closely with in the clinical setting. The cognitive workshop is well underway and we look forward to seeing you there in the near future.

Respectfully submitted,

Shirley Ramos  
Sandy Lopes

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### **MANITOBA SOCIETY OF OCCUPATIONAL THERAPISTS RESEARCH FUND (MSOTRF) 2007/08 ANNUAL REPORT**

We are pleased to announce that the recipient of this year's \$500 MSOTRF Presentation Award was Meghan Prouse. Meghan presented her project, *A Descriptive Analysis of the Accessibility of an Urban Trail*, at the 2008 CAOT Conference in Whitehorse.

Unfortunately, we were unable to award the Mary Judd Research Award this year, as we did not receive any applications. Please consider submitting your research proposal for the November 2008 deadline. Questions about this award or your eligibility can be directed to [ripatj@cc.umanitoba.ca](mailto:ripatj@cc.umanitoba.ca) or 789-3303.

A complete accounting of the MSOT Research Fund, accurate to September 30, 2007 and verified by COTF's auditor, was provided to us on March 12, 2008. It is as follows:

<b>Balance, October 1, 2006</b>	<b>\$36,194</b>
Deposits to account	1,685
Payments from account	(500)
Interest earned	1,541
Administration	-
Transition to three new accounting standards that were issued by the Canadian Institute of Chartered Accountants and adopted by COTF	261
Change in fair value of investments as classified available-for-sale (in accordance with transition above)	(214)
<b>Balance, September 30, 2007</b>	<b>\$38,967</b>

I represented MSOT at the Roundtable Dialogue on Issues in Health Research, sponsored by Research Canada, the Winnipeg Regional Health Authority, and the University of Manitoba, on January 25, 2008. Research Canada is a national voice for health research advocacy in Canada. Speakers included Deborah Gordon-El-Bihbety, the President and CEO of Research Canada: An Alliance for Health Discovery; Dr. Brian Postl, President and CEO of the WRHA; and Dr. Dean Sandham, Chair of the Manitoba Health Research Council.

Respectfully submitted:

Jacquie Ripat

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## COMMUNICATIONS COMMITTEE 2007/08 ANNUAL REPORT

The *MSOT Update* continued regular publication six times per year. Regular columns such as the President's Message, updates from the Public Relations Committee, Tiffany's Internet Café, and classified sections appeared alongside various contributions from the School of Medical Rehabilitation and MSOT members' discussions of current issues, events, and opportunities relevant to the occupational therapy community.

The *Update* is circulated in both paper and PDF format. Current circulation numbers indicate that 182 members receive the newsletter via e-mail and 136 members receive the newsletter via regular mail. Information regarding preferred circulation format is included in the MSOT registration/renewal packages.

The Communication Committee worked closely with ChangeMakers this year as we developed communication materials in line with MSOT's Strategic Marketing Plan, including brochures, newsletter, and website improvement. The newsletter co-editors met with Sara Willisroft to plan and execute a new design and style guide, as well as plan for ongoing development flexibility in years to come.

The Strategic Marketing Plan, designed by ChangeMakers, includes a new design for the *Update* which is consistent with the promotional materials and website design. The *Update* content will now be streamed according to the headings of Advocacy, Awareness, and Professional Development. Part of the marketing plan includes the potential to send out an email to MSOT members with a link to an e-newsletter. The long-term goal is to decrease printing costs and have

a positive environmental impact in the next few years as more of our membership utilizes the e-newsletter format.

Respectfully submitted,

Melissa Nance  
Talia Prosick

## **WEBSITE COMMITTEE 2007/08 ANNUAL REPORT**

The website committee has continued to be a major focus of the PR project over the past year. We have been meeting with ChangeMakers and their website experts to implement MSOT's overall goals and objectives into the new design for the website. We are very excited about the upcoming launch, and hope that it will meet the growing needs of the society.

There will be a bit of a learning curve for all of us, as we try to adapt to the new technology, and as we try to use the website for new purposes in the future

I wish to thank Julie Huish for her ongoing work to edit the website as changes are needed. She is also involved in the planning of the newly designed website. Stay tuned for more information about the launch.

Respectfully submitted,

Andrea Bellamy

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## **NOMINATING AND AWARDS COMMITTEE 2007/08 ANNUAL REPORT**

### **Awards:**

At the October 2007 convocation, the MSOT prize was awarded to Denee Ryz for receiving the second highest standing in the final year of the MOT Program at the University of Manitoba. Congratulations are extended to Denee.

In December 2007, Jelena Hurma received the MSOT Student Research Award given to the MOT student with the highest mark in Statistics and Research Methods. Congratulations Jelena!

We hosted the 4th Annual MSOT Awards and New Grads Reception on May 15, 2008 at the Winnipeg Art Gallery. This event recognized all new grads and award recipients for 2007/2008 and was very well received, with 88 occupational therapists and graduating students in attendance.

The 2008 MSOT Outstanding Occupational Therapist Award was presented to Corinna Klassen and Angie Maidment, who were the successful candidates selected from the nominations received for this year's award. The MSOT Award for Professional Excellence in Fieldwork was awarded to Kara Waller. The MSOTRF Presentation Award was presented to Meghan Prouse. Unfortunately, there were no applicants for the MSOTRF Mary Judd Research Grant.

The following members received the 25-Year Member Acknowledgment: Ed Ziesmann, Marianne Klassen, and Barb Siemens.

The 2008 MOT Graduates also recognized those fieldwork educators who were nominated for the Educator Roster of Honour.

Finally, Mr. Alan Judd was honoured with a special recognition award in appreciation of the continual support and generosity that he has shown toward the profession of occupational therapy.

Congratulations to all award recipients!

In preparation for this year's reception, we raised approximately \$600.00 from selling Show and Save coupon books/cards. This allowed us to subsidize the cost of tickets for each graduating student.

**Nominations:**

In 2007/2008, we welcomed the following people to the MSOT Executive:  
Coordinator of Member Services: Christine Froese  
Coordinator of Special Events (Co-Chairs): Paige McCullough & Megan Land McCarthy  
Coordinator of Current Affairs/Professional Advocacy: Georgia Belanger  
MOT-1 Student Representative: Jennifer Graham

We are currently recruiting for the following positions for the upcoming term: President, President Elect, Vice President, Treasurer, Secretary, MSOT Update Editor, Nominations and Awards Co-Chairs, Professional Development Co-Chairs, Public Relations Co-Chairs, Website Editor, and MSOTRF Chair, as well as various committee members to assist the chairs with committee responsibilities.

Over the past year, the undersigned also reviewed and revised the Terms of Reference for both the Nominations and Awards Committee and the Special Events Committee, to better separate and streamline the duties and responsibilities of each. The MSOT Executive approved these revisions.

Respectfully submitted,

Sara-Jane Milne  
Kyla Brignall

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**CANADIAN ASSOCIATION OF OCCUPATIONAL THERAPISTS  
2007/08 ANNUAL REPORT**

Over the past year, the Board met twice in person and once by teleconference.

Highlights of the Board Meetings include:

- A number of proposed revisions/changes to CAOT by-laws were brought to the CAOT Board of Directors during the March 2008 meeting. The benefit of scheduling Member Forums a few weeks before the Annual General Meeting in Whitehorse was to collect feedback on these proposed changes prior to the AGM. Results of the AGM included the approval of the proposed by-law changes, as well as the by-law revisions under

consideration with regard to the eligibility criteria for the President-Elect and President. Amendments to the criteria include:

- (a) Hold Individual or Life membership in CAOT for a minimum of the last five (5) years;
  - (b) Have practiced occupational therapy in Canada for a minimum of five (5) of the last ten (10) years;
  - (c) Have demonstrated leadership in occupational therapy work and volunteer roles on a provincial/ territorial and national level; and
  - (d) Have the capacity under law to contract.
- CAOT members approved no membership fee increase for the 2008-2009 membership year, along with the audited financial statements. CAOT will use surplus revenues from previous fiscal years to cover increasing operational expenses. This is the sixth consecutive year with no fee increase – an indication that CAOT continues to achieve fiscal accountability.
  - The revised Terms of Reference of the Certification Examination Committee and the Certification Examination Item Generation Registry were both approved at the June meeting.
  - The following position statements were accepted:
    - ☞ Revised position statement on occupations and health,
    - ☞ Autism Spectrum Disorder and occupational therapy,
    - ☞ Revised position statement on occupational therapy and end-of-life care,
    - ☞ Revised position statement on occupational therapy and home and community care,
    - ☞ Revised position statement on access to occupational therapy services.
  - The report on the content of the web portal for Internationally Educated Occupational Therapists was received during the June meeting in Whitehorse.
  - Prior to the November meeting the Board met with the COTF Board for a collaborative session on the topic of fundraising, and a CIHI presentation on Workforce Trends of Occupational Therapists was provided to the Board.
  - In Toronto at the November board meetings there was approval for several strategic and operating budget proposals relating to special initiatives, including:
    - ☞ Access to the Cochrane Library as a member service,
    - ☞ Face to face meeting of the Academic Credentialing Council Indicator Working Group,
    - ☞ Development of a Practice Profile for Support Personnel,
    - ☞ Retaining a government-relations consultant for increased advocacy,
    - ☞ Revision of the national certification examination blueprint,
    - ☞ One-time donation to WFOT.
  - A copy of the CAOT commissioned *Environmental Scan on Healthy Policy in Areas Relevant to OT* and the report on the *International Educated Occupational Therapist Access and Registration Framework Project* are available on the CAOT website. The Access and Registration Framework Project is an outcome of a project funded by the Government of Canada Foreign Credential Recognition Program and completed in partnership with the Association of Occupational Therapy University Programs and the Association of Occupational Therapy Regulatory Organizations.
  - A revised position statement on support personnel was approved and is on the website.

Other activities on behalf of CAOT in Manitoba include:

- The CAOT Student Award was presented at the SMR Awards Ceremony on October 17, 2007, to Alissa Miki.
- A student orientation to CAOT was done with the first year students on October 10, 2007.
- On May 14, 2008, Susan Forwell, CAOT President, held a membership forum in Winnipeg. The purpose of this forum was to meet with members, listen to concerns, and gather views regarding proposed changes to the By-laws.

- On September 15, 2007, we awarded the CAOT/MSOT Citation award to the Manitoba Schizophrenia Society during their Journey of Hope at Assiniboine Park. We had three nominations for the 2008 citation awards and two awards will be presented. The first award was presented June 1, 2008 to the Manitoba Riding Disabled Association (MRDA). This presentation was done at the MRDA annual fundraiser at the Assiniboine Downs. The second recipient is Darlene McPherson and she will be acknowledged and the award presented during the MSOT Annual General Meeting.
- I've also attended meetings at the Winnipeg Technical Council and the School Medical Rehabilitation, and I continue to attend the monthly MSOT meetings.

I have also been on the CAOT Awards Committee and continued in the role of Coordinator of Board Function for the CAOT Board.

To access previous highlights from board meetings, annual reports, the mid-year report, or membership statistics, please visit the Members Only section of the CAOT website under CAOT Affairs.

Finally, I would like to welcome Natalie MacLeod-Schroeder to the role of Manitoba Board Director to CAOT as of October 1, 2008. I have very much enjoyed the last three years in this role and would like to thank the members for this opportunity. I have tremendous respect for the work of this organization.

If you have any comments or questions on this report, please contact me at 787-2786 or [kbaessler@hsc.mb.ca](mailto:kbaessler@hsc.mb.ca).

Respectfully submitted,

Kim Baessler

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