



## Research priorities survey: Promotion guide

### Key information

**Survey dates:** Open from Monday 5 August until Tuesday 5 November 2019

**Survey link:** [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities).

**Website link:** [www.rcot.co.uk/otpsp](http://www.rcot.co.uk/otpsp)

### How to complete the survey

- Online at: [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities)
- Paper or electronic version:
  - Download a PDF or Word version of the survey: [www.rcot.co.uk/otpsp](http://www.rcot.co.uk/otpsp)
  - Return by email to:
  - Return by post to: Royal College of Occupational Therapists, 106-114 Borough High Street, London SE1 1LB

### Social media

Here is some guidance to help you promote the survey across all your social media platforms.

#### Guidance for social media

- Include the link to the survey - [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities)
- Include the hashtag #OTResearchPriorities where possible
- Encourage followers to share with 'please RT'
- Tag participating organisations as well as your own for credibility, such as @theRCOT @Lindalliance @Katherine\_JLA for Twitter
- Use the advert banner (examples shown on page 2) for tweet image - you can download the advert banner file from: [www.rcot.co.uk/otpsp](http://www.rcot.co.uk/otpsp)

Hashtag: #OTResearchPriorities

#### RCOT social media handles:

Twitter: @theRCOT

Facebook: @theRCOT

Instagram: @the.rcot

LinkedIn: Royal College of Occupational Therapists



## Example adverts

### Survey launch

#### Option 1



This is your chance to influence research informing occupational therapy so that it focuses on answering the questions that are most important to people accessing and delivering services.

We want to know what questions you have about occupational therapy to help us guide future research to try to find an answer. You have from 5 August to 5 November 2019 to let us know what matters to you.

**To complete the survey, go to:**  
[rcot.co.uk/researchpriorities](http://rcot.co.uk/researchpriorities)

In partnership with  
James Lind Alliance  
Priority Setting Partnerships

Royal College of Occupational Therapists

#### Option 2



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### Survey reminder

#### Option 1



There is still time to influence research informing occupational therapy so that it focuses on answering the questions that are most important to people accessing and delivering services.

We want to know what questions you have about occupational therapy to help us guide future research to try to find an answer. You have until 5 November 2019 to let us know what matters to you.

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#### Option 2



There is still time to influence research informing occupational therapy so that it focuses on answering the questions that are most important to people accessing and delivering services.

We want to know what questions you have about occupational therapy to help us guide future research to try to find an answer. You have until 5 November 2019 to let us know what matters to you.

**To complete the survey, go to:**  
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### Suggested tweets

Help influence the future of research in occupational therapy in the UK. Tell us the questions you want answered by research in @theRCOT survey with @Lindalliance here [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities) #OTResearchPriorities

Help occupational therapy research to focus on what matters to you as a health care professional. Complete @theRCOT survey [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities) #OTResearchPriorities

What questions do you have about occupational therapy? Have your say on #OTResearchPriorities in @theRCOT survey with @Lindalliance. Take part at [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities)

RT/share @theRCOT survey with your colleagues, service users and carers so their questions about occupational therapy are heard and represented in future #OTResearchPriorities. Survey open until 5 November - [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities)



## Flyer

- Download and print off the survey flyer (example shown) from: [www.rcot.co.uk/otpsp](http://www.rcot.co.uk/otpsp)
- Pass the flyer around to your employees, colleagues, people with experience of accessing occupational therapy services and their carers
- Place copies in staff and public areas to promote participation



**What you think matters**

**A chance to influence future research into occupational therapy**

**We want your help to identify the questions that research could answer to offer life-changing differences to people accessing occupational therapy services.**

We'd like to hear from occupational therapists, people who access occupational therapy services, their carers or family, and from people with different experiences of occupational therapy, including others working in the health and care environment.

**Who we are working with**

RCOT is working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify the top 10 research priorities for occupational therapy in the UK.

**How you can take part**

You can take part as an individual, on behalf of someone else or as part of a discussion group.

- Complete the online survey at:  
**[rcot.co.uk/researchpriorities](http://rcot.co.uk/researchpriorities)**
- Or download the survey and post or email the completed survey to us:  
**[rcot.co.uk/otpsp](http://rcot.co.uk/otpsp)**
- The survey is also available in Welsh and easy read
- Encourage other people to complete the survey - you'll find guidance materials at :  
**[rcot.co.uk/otpsp](http://rcot.co.uk/otpsp)**

Let us know today what you think the future research priorities should be and help us to promote the survey over the next few months. The survey is open from **5 August until 5 November 2019.**

Thank you for your support.

In partnership with



**James  
Lind  
Alliance**  
Priority Setting Partnerships

Royal College of  
Occupational  
Therapists





## E-newsletters and website

Please promote the survey either by featuring the advert banner or by using the text provided in your e-newsletters and on your website.

An example of the advert is shown below. If possible include a link to the survey and a clear call-to-action, asking people to take part. You can download the advert banner file from: [www.rcot.co.uk/otpsp](http://www.rcot.co.uk/otpsp)

Alongside the banner advert, you can use the website text template (provided on page 5) to communicate the survey to your networks. Alternatively, you can use information about the survey from RCOT's website: [www.rcot.co.uk/otpsp](http://www.rcot.co.uk/otpsp).

### Example advert



The example advert banner is a rectangular graphic with a teal background. On the left side, a hand holds a white card with the text "What you think matters" in green. On the right side, there is white text on the teal background. At the bottom, there are logos for the James Lind Alliance and the Royal College of Occupational Therapists.

This is your chance to influence research informing occupational therapy so that it focuses on answering the questions that are most important to people accessing and delivering services.

We want to know what questions you have about occupational therapy to help us guide future research to try to find an answer. You have from 5 August to 5 November 2019 to let us know what matters to you.

**To complete the survey, go to:**  
[rcot.co.uk/researchpriorities](http://rcot.co.uk/researchpriorities)

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Lind  
Alliance**  
Priority Setting Partnerships

**Royal College of  
Occupational  
Therapists**





### **Text for websites**

#### **Occupational Therapy Priority Setting Partnership**

A survey has been launched by the Royal College of Occupational Therapists (RCOT) to start to identify the top 10 research priorities for occupational therapy in the UK. RCOT are looking for questions that research could answer to offer life-changing differences to people accessing occupational therapy services. We / [INSERT ORGANISATION'S NAME] are supporting the project to ensure as many different perspectives as possible are represented in the survey responses.

RCOT would like to hear from occupational therapists, people who access occupational therapy services, their carers or family, and from people with different experiences of occupational therapy, including others working in the health and care environment.

We invite you to take part in the survey. It takes about 10 minutes and can be completed here [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities)

We also encourage you to circulate the survey to your colleagues and the people you work with who access occupational therapy.

RCOT is working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify the top 10 research priorities for occupational therapy in the UK. More information can be found the RCOT website: [www.rcot.co.uk/otpsp](http://www.rcot.co.uk/otpsp)

### **Email template**

Here are two template emails to send to occupational therapists and others working in the health and care environment, and to people with experience accessing occupational therapy and carers. You can insert your company/organisation's name and tailor accordingly, adapting language to suit your audience.

Before circulating the survey by email, please make sure you are **complying with GDPR**. See GDPR guidance at the end of this document for more information.

These email templates can also be used and amended where necessary for e-newsletters and websites.

#### **Email text to send to occupational therapists and others working in the health and care environment.**

Dear [INSERT NAME],

##### **What you think matters**

A chance to influence future research into occupational therapy.

A survey has been launched by the Royal College of Occupational Therapists (RCOT) to identify the top 10 research priorities for occupational therapy in the UK. RCOT are looking for questions that research could answer to offer life-changing differences to people accessing occupational therapy services. We / [INSERT ORGANISATION'S NAME] are supporting the project to ensure as many different perspectives as possible are represented in the survey responses.



As an occupational therapist or someone else working in the health and care environment, we invite you to take part in the survey. It takes about 10 minutes and can be completed here: [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities)

We also encourage you to circulate the survey to your colleagues and the people you work with who access occupational therapy.

RCOT is working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify the top 10 research priorities for occupational therapy in the UK.

Together we can support occupational therapy to have a life-changing impact on the quality of people's lives.

Thank you for your assistance.

***Email text to send to people with experience accessing occupational therapy and carers***

Dear **[INSERT NAME]**

**What you think matters**

A chance to influence future research into occupational therapy

A survey has been launched by the Royal College of Occupational Therapists (RCOT) to identify the top 10 research priorities for occupational therapy in the UK. RCOT are looking for questions that research could answer to make life-changing differences to people accessing occupational therapy services. We / **[PARTNER'S NAME]** are supporting the project to ensure as many different perspectives as possible are represented in the survey responses.

**Why we need you**

You may have some unanswered questions about occupational therapy and how it helps people to do the activities that matter to them. If you access occupational therapy services or care for someone who does, RCOT wants to hear from you.

We encourage you to take part in the survey and share your questions about occupational therapy to help guide future research. It will take about 10 minutes to complete and is open to anyone with a personal or work-related connection to occupational therapy.

**You can complete the survey here:** [www.rcot.co.uk/researchpriorities](http://www.rcot.co.uk/researchpriorities)

**Who we are working with**

RCOT is working with the James Lind Alliance in a Priority Setting Partnership (PSP) to identify the top 10 research priorities for occupational therapy in the UK.

Your real life experience and questions about occupational therapy are at the heart of RCOT's project.

Thank you for your help.



### **GDPR and circulating the survey**

The Occupational Therapy Priority Setting Partnership appreciates your contribution to the success of this project by distributing the link to the online survey through your network. The Royal College of Occupational Therapists and the James Lind Alliance take their data protection responsibilities under the General Data Protection Regulation (GDPR) seriously. Before distributing the survey link via direct email to anyone in your network, please ensure that people have actively consented to receive emails inviting them to participate in consultation exercises of this nature. This is your responsibility under GDPR, more information is available on this legislation on the Information Commissioner's Office (ICO) website at: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>

Including information about the project and the link within other means of communication i.e. in newsletters or on social media, does not require consent.