10. Best Crisis Communications or Response Campaign

**Royal College of Occupational Therapists (RCOT) OT Week 2023 supporting materials**

***Survey results from 200 RCOT members who helped shape the campaign***

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| --- | --- | --- |
| ***Benchmark*** | ***Post campaign*** | |
| A graph with different colored bars  Description automatically generated | A screenshot of a computer  Description automatically generated | |
|  | A screenshot of a computer screen  Description automatically generated | |
| A screenshot of a computer screen  Description automatically generated | A graph with a number of squares  Description automatically generated with medium confidence | |
| A screenshot of a computer screen  Description automatically generated | A graph with a number of squares  Description automatically generated with medium confidence | |
|  | A screenshot of a computer  Description automatically generated | |
|  | **How did you get involved in OT Week?** | | |
|  | Displayed a poster | 64% | |
| Added a banner to my email signature | 55% | |
| Shared a post on social media about occupation | 50% | |
| Held and event/activity with health and social care colleagues | 45% | |
| Read the Breaking barriers OTnews article | 36% | |
| Watched the Breaking barriers event (live or on demand) | 36% | |
| Followed some of the activities suggested in the calendar | 32% | |
| Used the conversation prompts to discuss occupations | 27% | |
| Other | 23% | |
| Shared the animation on social media about occupation | 23% | |
| Used the narrative in a newsletter | 18% | |
| Used the 30 second script to introduce occupations | 14% | |
| Used the narrative to update a website | 5% | |