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%  |