

### **Marketing Recreational Therapy: RT Week and Beyond**

Traditionally, one week in July is selected each year to recognize recreational therapy. During this week, CTRSs are encouraged to promote the profession and celebrate their work. A few years back, the ATRA marketing team developed a list of 101 Ways to Market the profession. Some suggestions from this list are featured here as a reminder of opportunities for educating others about the profession and celebrating our work and outcomes throughout the entire year.

1. Wear your CTRS pin on your name badge; List your professional credential on your name badge as well.
2. Hang your framed CTRS certificate in your office with your ATRA membership certificate alongside it.
3. Develop a flyer or brochure about the services in your department.
4. Write a news release about a specific program or a feature on your department and the profession.
5. Share your client success stories with other members of the team. Invite other members of the team to observe your sessions with clients.
6. Send your referring physician a copy of your recreational therapy discharge summary to let him/her know what you have achieved with his/her patient.
7. Volunteer to help with new hire orientation.
8. Volunteer to provide an in-service on recreational therapy for employees of your facility.
9. Offer to speak about recreational therapy at a high school Career Day.
10. Offer to be a guest speaker at a RT class for a nearby University.
11. Allow high school or college students to shadow you for a day.
12. When you return from a conference, send your boss a thank you note, sharing some of the wonderful things you learned.
13. Join a local coalition for healthcare/disability issues and get involved.
14. Host an adapted sports and recreation equipment show at your facility or host an art exhibit of client art.
15. Contact the local radio and/or TV stations and arrange to send information to the program manager. Offer to be interviewed on a "spotlight" program.
16. Take time to market the profession and your program on a regular basis throughout the year. Ideas include: posters, table tents in the cafeteria, having RT week announced or your department mentioned on employee paycheck listings, RT screen savers on your computer.
17. Remember to take time to recognize your dedicated staff and pat yourself on the back for your hard work. Fun ideas include: special RT staff breakfast or luncheon, picnic with games, staff appreciation tokens (flowers, movie tickets).