



BUILDING A MOSAIC OF HEALTH AND WELL-BEING WITH OCCUPATIONAL THERAPY

PROGRAM*

Day 1 16. 8. 2013

8.30 – 9.00	Registration
9.00 – 9.15	Welcome speeches
9.15 – 10.45	Karen Jacobs, EdD, OTR/L, CPE, FAOTA, Boston University: PromOTing Occupational Therapy: Words, Images & Actions
10.45 – 11.00	Break
11.00 – 13.00	Karen Jacobs, EdD, OTR/L, CPE, FAOTA, Boston University: Marketing & Entrepreneurship in Occupational Therapy
13.00 – 14.15	Lunch break
14.15 – 16.00	Panel discussion Promotion, Marketing and Entrepreneurship in Occupational Therapy; Implementation in Slovenia context

Day 2

17. 8. 2013

8.30 – 9.00	Registration
9.00 – 11.45	Nancy MacRae, M.S., OTR/L, FAOTA, University of New England: Interprofessional Educational and Training
11.45 – 13.00	Lunch break
13.00 – 15.30	Nancy MacRae, M.S., OTR/L, FAOTA, University of New England: Sexuality and Elderly
15.30 – 15.45	Break
15.45 – 18.30	Karen Jacobs, EdD, OTR/L, CPE, FAOTA, Boston University: Overview of Ergonomics

*Seminar will be in English language. Simultaneous interpretation into Slovene language will be organized.

A CONTENT of THE LECTURES

Day 1 16. 8. 2013

PromOTing Occupational Therapy: Words, Images and Actions - Karen Jacobs

To be successful in promoting occupational therapy, each of us must make a commitment to communicate the value of occupational therapy in our words, images, and actions. More importantly, how we communicate the value must be meaningful to society and clearly emphasize how we help enhance quality of life. We can be guided in this endeavor---learning how to better articulate the value of occupational therapy in both the present and in the future--- by analyzing how we have promoted our profession in the past. This analysis, informed by interprofessional theories of health communication and promotion, provides a clear focus for future strategies in promoting science-driven, evidence-based best practices in occupational therapy.

Marketing & Entrepreneurship in Occupational Therapy - Karen Jacobs

Occupational therapy practitioners and other professionals can capitalize on trends in emerging practice areas by taking an idea and turning it into a successful business. That's entrepreneurship. The 21st century has been called "the century of the entrepreneur". Entrepreneurs are adding vitality to the economy and many are improving the quality of life for their communities. This workshop will provide strategies for marketing, entrepreneurial management and consultation.

Promotion, Marketing and Entrepreneurship in Occupational Therapy; Implementation in Slovenia context; Panel Discussion

Karen Jacobs, Nancy MacRae, Occupational therapist from Slovenia with her own praxis, Representative from Slovenian Occupational Therapy Association, Representative from Slovenian Health/Insurance System Organization

Discussion will be about the challenges and possibilities of occupational therapy independent practice. The context of national health/insurance system will be presented in order to illuminate the current position of occupational therapy private practice. The main focus of the panel discussion will be a further development and the ways of entrepreneurship in occupational therapy.

Day 2 17. 8. 2013

Interprofessional Educational and Training - Nancy MacRae

Defining interprofessional education and projects, including time spend on collaborative learning and team functioning, presenting a few projects that exemplify those characteristics (fall prevention). Presenting experiential activities in order to get a feel for how it is to work in a team and to learn with each other.

Sexuality - Nancy MacRae

Lecture on sexuality focuses on older adults. There will be tips on how to deal with these issues and some experiential activities to apply them.

Workshop will address assumptions, how to define sexuality, important considerations (cultural context), how to address such issues with older adults, helpful tools, issues for older women and older men, older lesbians and gays, and residential care residents, areas of sexual concern for the physically challenged, inappropriate client sexual behavior and how to respond to it, the role of the team, group case studies, and a personal wrap-up by participants.

Overview of Ergonomics - Karen Jacobs

Ergonomics is growing area of opportunity in occupational therapy. This workshop will discuss ergonomics across the age span with a focus on The American Occupational Therapy Association's (AOTA) National School Backpack Awareness™ initiative, research in healthy computing, and a study investigating iPad use in a middle school math class. Be prepared for a hands-on experience to learn strategies for the wise use of technology and backpacks, including methods for controlling musculoskeletal discomfort when using technology and carrying a backpack and analyzing a variety of ergonomics interventions.

SHORT INTRODUCTION OF THE LECTURERS



Karen Jacobs received a doctorate in education and a specialty in educational leadership in schooling. Karen is a professor of occupational therapy at Boston University, Massachusetts, USA; former president and vice president of the American Occupational Therapy Association and a very well recognized promoter of occupational therapy all over the world. Karen's research explores the interface between the environment and human capabilities. In addition to being an occupational therapist, Karen is also a certified professional ergonomist.



Nancy MacRae received a master's of adult education degree, with a minor in educational gerontology. Nancy is a professor of occupational therapy at University of New England, Maine, USA. Her research interests focus on occupation, the elderly, sexuality, death and loss, interdisciplinary/professional approaches to health care, management and supervision issues.