



POTA NEWSLETTER



**Pakistan
Occupational Therapy
Association**



IN THIS ISSUE

[A conversation with the President](#)

[Webseries- Wiser Pakistan](#)

[POTA drafts Code of Ethics](#)

[Provincial Insights And much more](#)

FROM POTA'S DESK

Welcome to the Pakistan Occupational Therapy Association's inaugural Newsletter!

As stated by Elizabeth Bourgeret, **"Communication is the lifeline of any relationship"**. This quarterly publication

aims to inform, inspire, and connect us in our shared vision of enhancing lives through occupational therapy.

We'll share thought-provoking articles, success stories, and practical tips. Your contributions and feedback are valued to shape future issues, drive positive change and uphold the values of our profession.

This Independence Day, we reaffirm our commitment to excellence because together, we can make a difference. Join us in this journey and let's celebrate the impact of occupational therapy in Pakistan.



Warm Regards,
[Neelum Zehra](#) (Vice President Finance POTA)

EDITOR IN CHIEF

[Ms. Neelum Zehra Bukhari](#)

TASK FORCE

[Maavra Zeeshan](#)
[Hafsa Irfan](#)

CREATIVE TEAM

[Kanza Zubair](#)
[Dania Muhammad](#)



EVENTS TO WATCH

Wiser Pakistan: Elevate Your Skills, Enhance Your Career

On this Independence Day, POTA is proud to announce the **launch of our new Webinar Series**, 'Wiser Pakistan!' 🎉

Join us as experts gather to share insights on topics that will:

- ✦ Enhance your professionalism
- ✦ Refine your skills
- ✦ Make you a competitive force in your field

یوم آزادی



Stay tuned to our website for updates on upcoming webinars, speaker lineups, and registration details! JUL 17

[Get updates](#)

We're excited to bring you this valuable resource and look forward to helping you grow both personally and professionally.

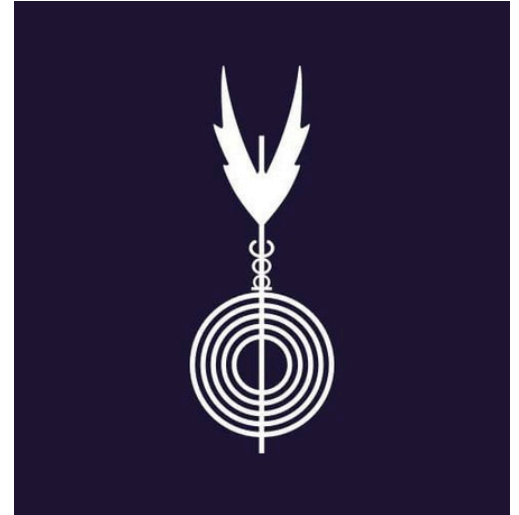
Happy Independence Day!



EVENTS TO WATCH

Mark your calendars for November!

POTA is proud to announce its inaugural International Conference, a pathbreaking event that promises to bring together occupational therapy professionals from around the globe. We are honored to confirm that **Samantha Shann**, President of the World Federation of Occupational Therapists (WFOT), will be joining us as a distinguished guest speaker. This conference presents a unique opportunity for knowledge-sharing, collaboration, and networking.



Stay tuned to the website for more updates on this exciting event, and we look forward to seeing you there!

[Get updates](#)



Samantha Shann is the President of World Federation of Occupational Therapists (WFOT).

She is a Postgraduate Certified who is working as Occupational Therapist and Director at The OT Service in UK.

She has acquired her degree in Diploma of the College of Occupational Therapists (Dip COT) and Masters degree in Public Health from the Northumbria University, London.

ACROSS THE PROVINCES

Lets take a look over the round up provincial work and contributions for the department of Occupational Therapy in Pakistan



SINDH



REHABILITATION WORKFORCE CAPACITY BUILDING WORKSHOP

A **three-day** Rehabilitation Workforce Capacity Building Workshop was successfully conducted on March 4-6 and April 28-30, focusing on enhancing curriculum design and professional standards for rehabilitation professionals.

This interdisciplinary workshop, organized by **RELAB-HS**, brought together renowned experts from diverse fields, including prosthetics, occupational therapy, speech therapy, and physical therapy. The participants collaboratively refined their programs' vision, mission, and core values and developed effective strategies to address potential challenges in implementing revised curricula.

The workshop underscored the significance of a **unified approach** to elevating rehabilitation education, aiming to enhance professional preparedness and optimize patient care outcomes. By fostering a collaborative environment, RELAB-HS facilitated a meaningful exchange of ideas and expertise, ultimately contributing to the advancement of rehabilitation professionals in Pakistan and beyond.

Cheryl and Yara, esteemed international physiotherapist and occupational therapists, recently engaged with occupational therapy students to share valuable insights on the scope of occupational therapy (OT) in Pakistan and globally.



Empowering Future Rehabilitation Professionals

OTs in the event:

Shahabuddin, Syed Ibne Hasan,
Maira Zahid, Rizwana Junaid Alam,
Asma Khalid, Asaad Jawed,
Neelum Zehra, Nazish Abdul Qadir



ACROSS THE PROVINCES

ZCOT COMPLETES CURRICULUM EVALUATION FOR WFOT ACCREDITATION

SINDH



After **two years** of hard work, Ziauddin College of Occupational Therapy (ZCOT) has finally **completed** the curriculum program evaluation process **for accreditation from WFOT**. Once the scope of practice is completed, the findings will be published with enthusiasm.

WORLD ASSISTIVE TECHNOLOGY DAY

To celebrate and honor **Global AT Day, 4th of June**, Ziauddin College of Occupational Therapy demonstrated its support by hosting an exhibition, which will be an ongoing tradition in the coming years.

The event showcased the latest assistive technologies aimed at helping people with diverse needs to live more independently and improve their quality of life.



It showcased innovative tools such as communication aids, **mobility devices, sensory equipment, and a robot integrated with artificial intelligence**, highlighting the importance of continuous innovation and collaboration in assistive technology.

ACROSS THE PROVINCES

ANNOUNCEMENT OF DOCTOR OF OCCUPATIONAL THERAPY (DOT) AT THE SUKKUR CAMPUS OF ZIAUDDIN UNIVERSITY

SINDH



We are thrilled to announce the **launch** of the Doctor of Occupational Therapy program at Ziauddin University's **Sukkur campus**, marking a powerful stride as the first private university to introduce Occupational Therapy in Sukkur city.

This monumental move significantly **enhances** the local workforce in the interior areas of Sindh, offering an exciting and dynamic career pathway for the youth to pursue.

The **5-year** Doctor of Occupational Therapy program at the university is committed to empowering students with state-of-the-art knowledge and practical skills crucial for addressing the complex needs of diverse populations.

Applications will be opening soon, and further details can be accessed through the link below.

[Check it out](#)



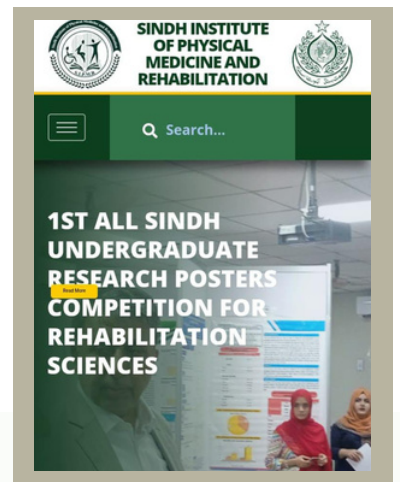
ACROSS THE PROVINCES

1ST ALL SINDH UNDERGRADUATE RESEARCH POSTERS COMPETITION FOR REHABILITATION SCIENCES:

SINDH



S-IPM&R organized its **first-ever** All Sindh undergraduate research poster competition in rehabilitation sciences. The event provided students from various universities a platform to present innovations from different disciplines, focused on showcasing underrepresented research. A total of **27 posters** were displayed from SIPMR (OT, PNO, and Physiotherapy departments), Dada Buoy Institute, Khairpur Institute of Physiotherapy and Rehabilitation Sciences, Suleman Roshan College of Physiotherapy and Rehabilitation Sciences (Tando Adam), Indus University, Karachi Institute of Health Sciences, and Iqra University.



Pre-seminar workshops were conducted on **May 17, 2024**, leading up to the Research Posters Seminar on **May 18, 2024**. The **Chief Guest, Muhammad Abbas Baloch**, Secretary of Universities and Boards, and **Professor Dr. Nabila Soomro**, Executive Director of SIPM&R, presented cash prizes and shields to the top three poster competition winners.

SINDH INSTITUTE OF PHYSICAL MEDICINE AND REHABILITATION (SIPM&R)

HANDSON WORKSHOP ON:

CLINICAL REASONING IMPLEMENTATION STRATEGY FOR HOME BASED SESSION

EMPOWERING CAREGIVERS: UNLOCKING CLINICAL REASONING FOR EFFECTIVE HOME-BASED SESSIONS

DEBBIE KRAMER-ROY
LECTURER AT HANZE UNIVERSITY OF APPLIED SCIENCES
DIRECTOR OF EUROPEAN MSc IN OCCUPATIONAL THERAPY

ORGANIZED BY:
SINDH INSTITUTE OF PHYSICAL MEDICINE AND REHABILITATION (SIPM&R)

Hanzehogeschool Groningen
University of Applied Sciences

DAY 02

SAVE THE DATE
SATURDAY, FEBRUARY 17TH, 2024
9:00 AM - 01:00 PM

HANDS-ON WORKSHOP ON CLINICAL REASONING IMPLEMENTATION STRATEGY FOR HOME-BASED SESSIONS:

On **February 15th and 17th**, **Debbie Kramer-Roy**, a lecturer at Hanze University of Applied Sciences and Director of the European MSc in Occupational Therapy, conducted a **2-day workshop**. The workshop delved into **two** key areas:

- Clinical Reasoning: Implementation Strategy for Home-Based Sessions
- Empowering Caregivers: Unlocking Clinical Reasoning for Effective Home-Based Sessions.



ACROSS THE PROVINCES

WORKSHOP SERIES: SPIDER CAGE **SINDH** HANDS-ON CPRU TEAM | 1ST JUNE 2024



During a session at the **CPRU SIPMR**, a presentation on the role of the **Spider Cage in Occupational Therapy** was conducted under the supervision of **Madam Nighat Tahir**. The session included a PowerPoint presentation, as well as a practical demonstration led by **Mr. Asaad Jawed** and CPRU Occupational Therapists, **Mrs. Amna and Mrs. NoorulAin**. They showcased how the Spider Cage can be used to improve occupational performance and sensory integration in children with sensorimotor or motor impairments. The session featured lively discussions among participants, enriching the educational experience and deepening their understanding of the therapeutic applications of the Spider Cage.

IFTAR AT ANMOL ZINDAGI SHELTER HOME



This Ramadan, on **April 4th, 2024**, the students of all batches of the College of Occupational Therapy at **JPMC** in Karachi got together to spend some time and participate in some grassroots level social & community work with one of the most special parts of our society!



An iftar was sponsored and organised by students at Anmol Zindagi Shelter Home. Complete with an evening of chitchat, some heart to heart conversations, jokes, singing and the imparting of elders' advice to our OT students. The staff and members were **educated** about the field, and the initiative was crucial in **spreading awareness** of occupational therapy, as well as enabling the young OTs to be in engaging with the often ignored parts of Pakistani society.

ACROSS THE PROVINCES

REHAB REVOLUTION: OCCUPATIONAL THERAPY & PHYSICAL THERAPY IN ACTION

The College of Occupational Therapy at **JPMC** in Karachi also commemorated World Disability Day on December 9th, 2023, with the event "Rehab Revolution: Occupational Therapy & Physical Therapy in Action."

Highlights of the event included a **collaborative act** by final-year students of BSc & BS OT, showing the powerful collaboration between occupational and physical therapy, a moving **piano performance** by a client who had undergone therapy at JPMC's very own OPD, with **Friedrich's Ataxia**.

It ended with a panel discussion featuring OTs, PTs, and other experienced healthcare professionals to answer the burning questions raised by students, parents and curious people alike! Nursing students from a local college also participated in the event & discussions, helping to raise awareness about the crucial role of occupational therapy.

A NEW MILESTONE ACHIEVED

In 2023, the pioneer institute of occupational therapy in Pakistan achieved another momentous milestone in its history of more than 50 years. A BS Occupational Therapy program was finally introduced, with an **up-to-date revised curriculum & degree outline!** Two new batches for BS have been initiated into the programme successfully, with male and female aspiring OT students rushing to take admission alike.

[For more info](#)

SINDH



UPCOMING EVENT

World Cerebral Palsy Day (October)

To educate and engage our community on the challenges and realities of World Cerebral Palsy Day, the College of Occupational Therapy at JPMC cannot wait to play a part in observing it! An initiative to promote the cohesion of students, therapists and parents/caregivers of affected individuals to gain insight and spread awareness of the condition in the month of October. [Details will be divulged very soon!](#)



ACROSS THE PROVINCES

WEBINAR RECAP: OT IN EARLY CHILDHOOD – PLAY-BASED INTERVENTIONS

On July 13, 2024, the Allied Health Professionals Group (AHPG) hosted a successful webinar titled "**Occupational Therapy in Early Childhood: Enhancing Developmental Outcomes through Play-Based Intervention.**"

The session was **led by Ms. Nighat Tahir**, a distinguished expert in pediatric occupational therapy, and **moderated by Ms. Sarosh Rehman** (OTD, Global Director-OT, AHPG). Participants gained valuable insights into how play-based interventions can effectively support the developmental needs of young children.

The event was well-received, with attendees appreciating the practical strategies and engaging discussions.

SINDH



AHPG
ASSOCIATION OF HEALTH PROFESSIONALS GLOBALLY

OCCUPATIONAL THERAPY IN EARLY CHILDHOOD
ENHANCING DEVELOPMENTAL OUTCOMES THROUGH PLAY-BASED INTERVENTION

Join us for Free Webinar

Who can participate?

- ★ Early childhood Educators and Teachers
- ★ Parents and Caregivers
- ★ Pediatric Healthcare Professionals
- ★ Students/Practitioners

13th July 2024 | Saturday

03 PM to 04 PM PKST
10 AM to 11 AM GMT
06 AM to 07 AM US EST

Certificate of attendance will be provided.

Scan the QR below for Registration

MODERATOR
Ms. Sarosh Rehman
OTD, Global Director-OT, AHPG

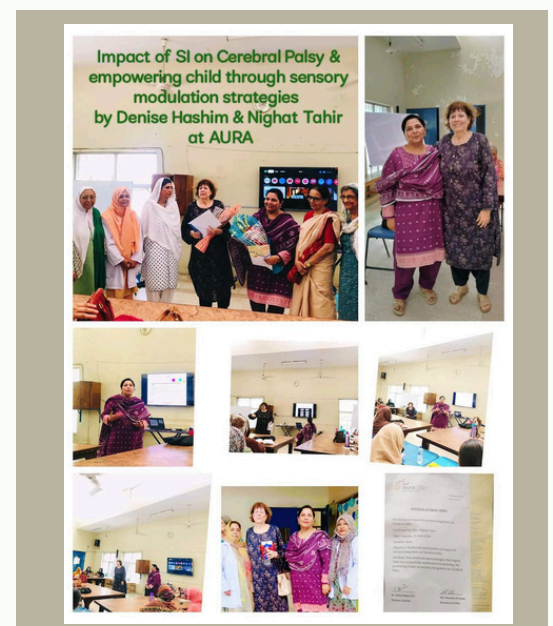
SPEAKER
Ms. Nighat Tahir
Consultant OT & ADHD,
Central Palsy Resource Center at SIPMAH

/ahpghealth | www.ahpg.org

WORKSHOP ON CEREBRAL PALSY CARE AT AURA-AL UMEED

Sensory World Rehab recently conducted an insightful workshop at **AURA-Al Umeed Rehabilitation Association in Karachi**, focusing on the vital role of occupational therapy and sensory integration in managing cerebral palsy. **Led by experts Denise Hashim and Nighat Tahir**, the session provided a fresh perspective on established practices and introduced innovative strategies to enhance care. Attendees gained valuable knowledge on empowering children with cerebral palsy through these therapeutic approaches.

[For more info](#)



ACROSS THE PROVINCES

LATEST DEVELOPMENTS AT PSRD **PUNJAB** HOSPITAL LAHORE: ADVANCING OCCUPATIONAL THERAPY SERVICES



The Occupational Therapy department at the **Pakistan Society for Rehabilitation of Differently Abled (PSRD) Hospital** Lahore offers a sensory-rich

environment to support children diagnosed with autism

Ever since becoming fully operational on **February 12, 2024**, the department has strived to make a significant impact by offering a range of exercises focused on enhancing balance, eye-hand coordination, and motor skills.

As the **oldest** occupational therapy facility in Lahore, it continues to lead the way in therapeutic care by empowering parents with the knowledge and strategies needed to manage **sensory aversions**, profoundly impacting the lives of families across the region.



In **April 2024**, the department further demonstrated its commitment to advancing the field of occupational therapy by hosting a successful symposium on **"Autism Spectrum Disorder."** This event not only highlighted the department's dedication to clinical excellence but also reinforced its role in enhancing societal understanding of autism.

EMPOWERING STUDENTS: CAREER COUNSELLING SESSION AT PSRD COLLEGE OF REHABILITATION SCIENCES

As part of inter-provincial collaboration, **Ms. Neelum Zehra** (Principal Ziauddin College of Occupational Therapy) conducted an **insightful career counseling session in May 2024** for undergraduate Occupational Therapy students at **PSRD** College of Rehabilitation Sciences, Lahore. The session provided valuable guidance and support, helping students navigate their future.



ACROSS THE PROVINCES

EXPLORING PROFESSIONAL HORIZONS: HANDS-ON TRAINING AT PARAPLEGIC CENTER, PESHAWAR

KPK



The Paraplegic Center Peshawar hosted a significant event focused on enhancing the skills of occupational therapists, physical therapists, and orthotists/prosthetists. The hands-on training, titled "**Exploring Profession Horizon with Reference to Occupational Therapy: Home, Assessment & Modifications**," took place on **September 14th, 2023**, at the Multi-Purpose Hall of the Center for Paraplegic Rehabilitation (CPMR).



Under the expert guidance of **Ms Neelum Zehra**, Consultant Occupational Therapist and Vice-President (Finance) of the Pakistan Occupational Therapy Association (POTA), participants engaged in an **intensive three-hour session**. The training aimed to broaden the participants' understanding of **home assessment and modifications** in occupational therapy, offering practical insights and strategies. In addition, the **OT Draw Tool Kit** was also used to help visualize home modifications and enhance client care.



This event was a valuable opportunity for both students and professionals to enhance their expertise in a rapidly evolving field. With limited seats available, the session was well-attended, reflecting the growing interest and commitment within the rehabilitation community.

ACROSS THE PROVINCES

WORLD AUTISM AWARENESS DAY 2024 CELEBRATION

KPK



On **April 2nd, 2024**, the Speech and Occupational Therapy Departments at Paraplegic Center Peshawar (**PCP**) led a heartfelt celebration for World Autism Awareness Day. The event brought together parents, students, and professionals, creating a strong sense of community and support. Key figures such as Maria Gohar, Head of the Occupational Therapy Department, and Sadia Malik, Head of the Speech-Language Pathology Department, were instrumental in organizing the activities.



Occupational Therapist Javeria Javed and Speech-Language Pathologist Muhammad Tariq played vital roles, ensuring that the event was both inclusive and educational. The day featured a cake-cutting ceremony and engaging sessions, all aimed at raising awareness and understanding of autism. In addition to the event, the departments have also been involved in producing videos to promote autism awareness at the Paraplegic Center Peshawar (PCP), further extending their outreach and advocacy efforts.



Maria Gohar Occupational Therapist
Javeria Javed occupational therapist
Sadia Malik Speech Therapist



ACROSS THE PROVINCES

IN-SERVICE AWARENESS SESSION: EXPLORING OCCUPATIONAL THERAPY AT PARAPLEGIC CENTER PESHAWAR

KPK



The Paraplegic Center Peshawar recently hosted an **in-service session titled "Areas of Occupational Therapy,"** led by **Miss Javeria Javed, Occupational Therapist.** The session aimed to raise awareness of the diverse domains of occupational therapy and its essential role in helping individuals across the lifespan achieve independence.



Participants gained valuable insights into how occupational therapists assist people, particularly those with **spinal cord injuries,** in living more independently. This session is part of the Center's ongoing efforts to enhance professional development and comprehensive physical rehabilitation.



STORIES BEHIND FACES

SPOTLIGHT ON LEADERSHIP: AN INTERVIEW WITH MS SHAHIDDA ZAKIR KHAN (PRESIDENT POTA)

We are excited to share insights from our recent interview with Ms Shahidda Zakir Khan, the **esteemed President of the Pakistan Occupational Therapy Association (POTA)** and **Head of the Department of Occupational Therapy at the Sindh Institute of Physical Medicine and Rehabilitation (SIPMR)**. Her remarkable journey and contributions to the field of occupational therapy are truly inspiring.

Ms Shahidda Khan's introduction to occupational therapy was a serendipitous encounter that ignited her passion for the field. During a hospital visit to support a colleague who had been injured, she observed a group of professionals working intensively with patients. Curious about their roles and realizing they were not nurses; she discovered the field of occupational therapy. This moment of realization led her to pursue studies in a profession that was not widely recognized in Pakistan at the time.

The mother of Occupational Therapy , Ma'am Nighat Lodhi laid the foundations of Occupational Therapy in the **70's** as a single person where she started from developing a diploma which was later given the status of a degree endorsed by University of Karachi. **Ms Shahidda believes her biggest inspiration was Ms Lodhi**, and that it was her commitment, persistence and passion that further led to the journey of accreditation and affiliation with WFOT.

In **1992**, Ms Lodhi attended WFOT's meeting for the very **first time** and developed an understanding about curriculum advancement for OT education.

In **1996**, Ms Lodhi got the **curriculum approved** for OT education for the first time in Pakistan. Their efforts bore fruit and POTA became a **full member of WFOT in 1996**.



Ms. Shahidda Zakir Khan
President, POTA



میں اکیلا ہی چلا تھا جانب منزل مگر
لوگ ساتھ آئے گئے اور کارواں بنتا گیا

Early 70's

BSc OT introduced

1992

Ms Lodhi was
introduced
to WFOT

1996

POTA became a
member of WFOT



STORIES BEHIND FACES

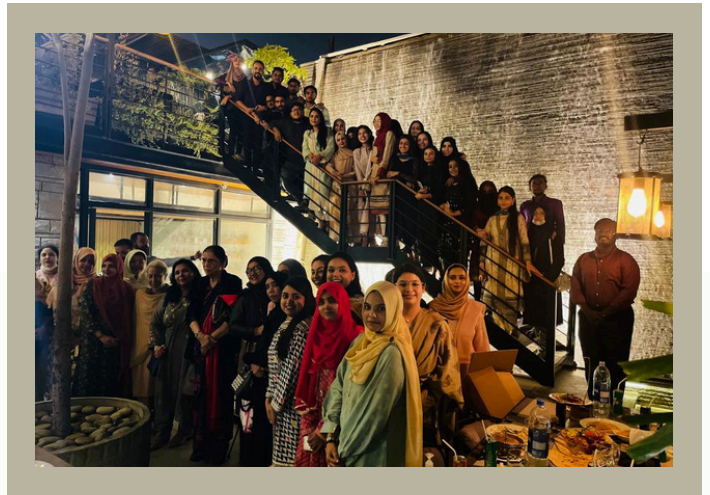


In her current role as Head of the Department of Occupational Therapy at SIPMR, Miss Shahidda continues to drive the field forward, shaping the future of occupational therapy through her leadership and expertise.

For aspiring occupational therapists, Ms Shahidda offers valuable advice: dedication and passion are the keys to success. She encourages future professionals to adopt a holistic approach in their practice, recognizing its broad benefits. Her heartfelt wish for the next generation is one of success and fulfillment in their careers.

Ms Shahidda Zakir Khan’s unwavering commitment and leadership in both POTA and SIPMR are testaments to the transformative power of dedication, teamwork, and a vision for advancing the profession of occupational therapy.

Reflecting on this transformative period, Ms Shahidda described it as a **“roller coaster ride,”** emphasizing the collective efforts and collaboration that made these advancements possible. She expressed deep satisfaction in witnessing the profession’s growth and POTA’s emergence as a vital platform that amplifies the voices of occupational therapists across Pakistan.



Huge thanks to Sadia Rafique for efficiently conducting the interview.



PROFESSIONAL GROWTH

ENHANCING MENTAL WELL-BEING THROUGH OCCUPATIONAL THERAPY: A HOLISTIC APPROACH

Written By

Ms. Natasha Farid

POTA/J-15

Senior Occupational Therapist at Psychiatry Dept.

AKUH

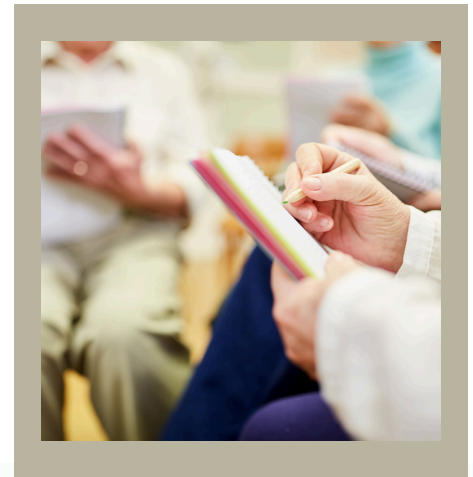
Occupational therapy is a comprehensive client-centered rehabilitation and treatment model that addresses both the physical and mental well-being of patients. This type of therapy covers various aspects of a patient's life, such as work, education, self-care, and leisure.

In mental health settings, occupational therapy helps individuals envision a more positive outlook on life and their potential. It focuses on creating goal-directed activities that enable clients to fulfill the expectations of their personal and professional roles.

The role of occupational therapy in mental health places a strong emphasis on holism, function, participation, and partnership to aid individuals with mental health issues in developing coping skills, engaging in daily activities, and achieving their recovery goals.

The three core elements of occupational therapy are **assessments, individual therapy, and group therapy.**

Mental health recovery through occupational therapy interventions includes structured tasks, daily living skills, expressive activities, social skills training, coping skills training, vocational training, relaxation techniques, and psychoeducation.



Mental health occupational therapists achieve these outcomes by collaborating with individuals and communities to improve their ability to engage in desired, necessary, or expected activities, as well as by adjusting the activities or environment to better support their engagement.



PROFESSIONAL GROWTH

THE VITAL ROLE OF DOCUMENTATION IN OCCUPATIONAL THERAPY

Written by:

Syeda Zeenat Fatima Rizvi

POTA/D-37

**Occupational therapist at Happy Therapy
(Liverpool, Sydney Australia)**



The healthcare system in Pakistan consists of two main systems: the public sector and the private sector. According to Khan, S.J. et al. (2023), the Pakistan Healthcare System (PHS) serves a population of over 220 million within the country. However, the system faces challenges, leading to issues across all areas of healthcare, including occupational therapy.

Occupational therapy services in Pakistan are not new, but there is a lack of emphasis on documentation. Occupational therapy practice must pay careful attention to documentation and record-keeping, particularly in Pakistan. Documentation serves as legal and official evidence of the services provided, allowing practitioners to justify their actions and decision-making when necessary. Additionally, maintaining accurate records ensures **continuity of care for clients**, especially when a multidisciplinary team is involved.

Furthermore, documentation allows occupational therapists to **monitor** their patients' progress, **evaluate** the success of their interventions, and adjust treatment programs. It also **facilitates clear communication** between therapists, patients, and other medical professionals, enabling the exchange of crucial information about the patient's condition and treatment plan, which is essential for interdisciplinary cooperation.

In addition, standardised record-keeping supports **data collection for research**, which is crucial in a developing field like occupational therapy in Pakistan. **Evidence-based practices** can help the profession advance and advocate for improved tools and regulations.

In conclusion, meticulous documentation and record-keeping are essential for good practice, as they ensure legal and professional integrity, enhance patient care, encourage teamwork, and contribute to the advancement of the occupational therapy sector in Pakistan.



ADVOCACY IN ACTION

POTA CODE OF ETHICS: SHAPING ETHICAL STANDARDS IN REHABILITATION

Written By

Ms. Neelum Zehra

Vice President, Finance , POTA

Principal at Ziauddin College of Occupational Therapy (ZCOT)

POTA is proud to be **part of the ReLAB-HS initiative by USAID**, aimed at enhancing the capacity of rehabilitation professionals through the implementation of **IRETT by Physiopedia**.

A significant milestone achieved during this activity is the **establishment** of a Code of Ethics for the rehabilitation profession, fostered through **inter-professional collaboration** among rehabilitation professionals. This unique endeavor has unified rehab professionals in drafting the document under the guidance of Ms **Yara**, Mentor from Physiopedia

POTA members have played an **instrumental role** in shaping this document, ensuring the distinctiveness of each profession is preserved.

Special recognition goes to Syed Ibne Hasan, Maira, Asad, and Ms. Neelum, who have represented POTA in developing regulation documents.

We extend our gratitude to Physiopedia for their exceptional facilitation and unwavering support in strengthening the occupational therapy workforce in Pakistan.

Code of Ethics and the Scope of Practice will be updated on the website soon. Stay tuned!



[More updates](#)



PROFESSIONAL GROWTH

BUILDING A PROFESSIONAL BRAND: SOCIAL MEDIA'S IMPACT ON HEALTHCARE

Written By

Ms. Sarosh Rehman

POTA/D-61

BSOT, DUHS | ADOT, ZU

Senior Occupational Therapist, Therapy Coach

Global Director-OT, AHPG



The strategic use of social media is essential for professionals in Pakistan to build their brands, connect with peers, and establish themselves as thought leaders in their industry. In the growing digital landscape, social media platforms like LinkedIn, Twitter, and Instagram offer a powerful tool for sharing insights, successes, and challenges

By posting regular content, such as articles, case studies, and patient success stories, professionals can demonstrate their expertise and enhance their visibility. Engaging in online discussions, commenting on relevant posts, and sharing updates can further amplify one's professional presence.

Social media connects Pakistani practitioners, educators, and researchers, **facilitating collaboration and professional growth** in the country's healthcare sector. Virtual events and online forums provide opportunities for networking without geographical constraints.

Social media also **raises awareness**

about important health topics in Pakistan, enables public discussions, and **supports advocacy efforts** for healthcare reform. By engaging online, professionals can **tap into a global community**, join international groups, and share knowledge across different healthcare systems, leading to new insights and approaches.

Additionally, social media can serve as a valuable tool for patient education and record maintenance. Accessible content can benefit potential clients and caregivers, allowing them to understand and learn about the professional domain. Professionals can demonstrate techniques, **showcase adaptive equipment**, and offer practical resources. However, it is crucial to ensure that online activities align with ethical considerations.

By leveraging social media effectively, Pakistani professionals can enhance their career, contribute meaningfully to their field, and make a lasting impact on the country's healthcare landscape.



PROFESSIONAL GROWTH

UNLOCKING POTENTIAL THROUGH TIME MANAGEMENT

Written By

Ms. Amber Amir Ali

POTA/ZU-178

(Amber Ali is a licensed Occupational therapist at AKUH with expertise in pediatrics, adults, OPD and acute care)



George R. Terry defines Management as a distinct process consisting of planning, organizing, actuating, and controlling, performed to determine and accomplish the stated objective using human beings and other resources. Therefore, Effective time management is a **key skill** that significantly impacts personal and professional success.

Managing time leads to different benefits such as it enhances productivity. Increased productivity ensures you stay on top of your to-do list, prioritize your most important work, complete your tasks more quickly, and avoid procrastination since procrastination is the foundation of all disasters. Hence, managing time **reduces your stress and enhances your confidence.**

Furthermore, **work-life balance** is also fostered by effective time management skills. By planning and prioritizing tasks efficiently, individuals can allocate time for both work and personal activities. This balance is essential for having healthy mental health and personal relationships, as it **prevents burnout.**

Additionally, time management promotes **time freedom**, and you can focus your time on achieving big goals. Freedom of time ensures you spend your quality time building up your relationships stronger and achieving new hobbies. And by focusing on big goals, you ensure that objectives are met promptly, contributing to **long-term success.**

If you work harder and longer your energy level drops, and you feel exhausted. Therefore, one of the biggest benefits of managing time is maintaining a greater energy level and motivation. Increased energy helps you focus on your most important work.

In conclusion, mastering time management is essential for enhancing productivity, reducing stress, achieving a balanced life, and reaching goals. By adopting effective time management strategies, individuals can improve their efficiency, job satisfaction, and overall quality of life. Therefore, it is aptly said that time management is life management.



OPPORTUNITY HUB

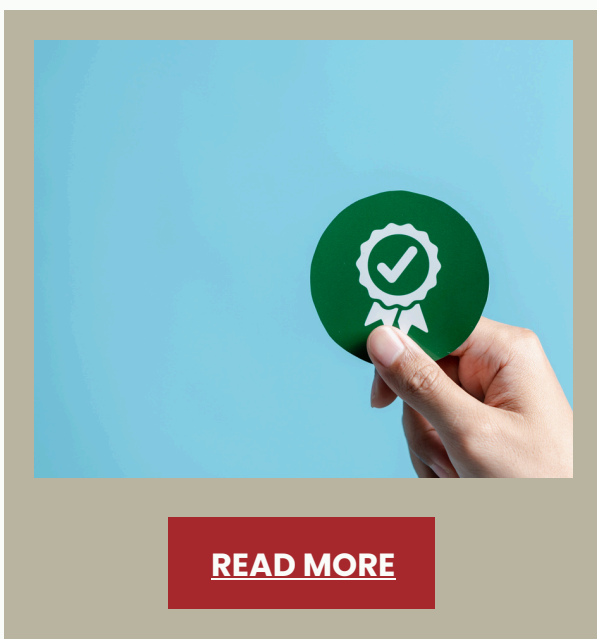
COURSES

The WHO Global Clinical Platform

The World Health Organization (WHO) platform can support occupational therapy students and professionals by providing guidance, resources, and information on global health issues relevant to their field. It offers reports, guidelines, and data on various health topics, which can help occupational therapy students and professionals stay informed about the latest developments in global health and **make evidence-based decisions** in their practice. Additionally, the WHO platform's monitoring of health trends can provide valuable insights and knowledge for occupational therapy students and professionals working in diverse global health contexts.



ALISON



ALISON, founded by Mike Feerick, an Irish social entrepreneur, serves as an online education platform for higher education that provides certificate courses and accredited diploma courses. For occupational therapy students and professionals, topics include therapeutic techniques, patient care, and health and safety. These courses help therapists stay informed on the latest practices and enhance their professional skills. The platform offers certificates upon completion, supporting continuing **professional development (CPD)**. Alison's flexible, self-paced learning format makes it convenient for individuals to advance their knowledge and competencies.

[FREE COURSE](#)

OPPORTUNITY HUB

Sensory Integration

Certification in Ayres Sensory Integration (CASI) – Enrollment Now Open!

Enhance your expertise with the Certification in Ayres Sensory Integration (CASI) program, accredited by the International Council for Education in Ayres Sensory Integration. This program offers 180 CEUs and is ideal for occupational therapists and other healthcare professionals aiming to deepen their knowledge in sensory integration.

Key Details:

Discount Deadline: September 15th, 2024

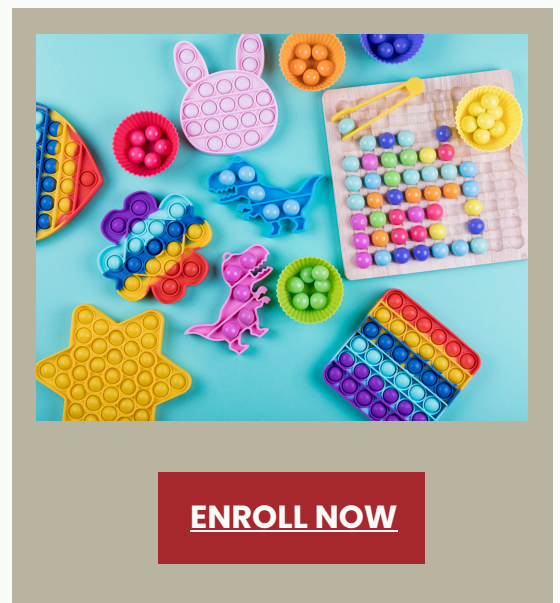
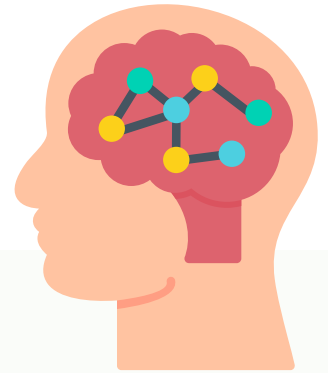
Discounts:

- **15%** for new graduates in OT, PT, or SLP
- **10%** for practicing clinicians

Learn More & Register:

[Certification in Ayres Sensory Integration]
[\(Click for more info\)](#)

Don't miss this opportunity to advance your career with an internationally recognized certification!



OPPORTUNITY HUB

GRANT

Inga-Britt Lindström Grant Award

The Swedish Association of Occupational Therapists created a grant to honor Inga-Britt Lindström, recognizing her long service as president.

The grant, which can be as much as **15,000 SEK**, is designed to support foreign occupational therapists and students from developing countries in furthering the practice of occupational therapy in their home nations. Activities funded include conference participation, study visits, and organizing training. **Pakistani occupational therapists are strongly encouraged** to avail this opportunity to enhance their skills further and contribute to the development of occupational therapy in Pakistan.

The 2023 grant was awarded to Elizabeth Achieng Andare for her research on occupational disruptions among Somali refugees with disabilities in the Dadaab camp.

Applications for the 2024 grant are open until **October 1, 2024.**



AVAIL NOW



OPPORTUNITY HUB

WE'RE HIRING!

WANTED AT OMEGA CENTRE
FOR SPECIAL NEEDS

- Physiotherapists
- Speech Therapists
- Behavioral Therapists
- Occupational Therapists

QCHP License Mandatory

For immediate hiring!
Send your CV to:

info@omegaqatar.org

+974 3369 5823
+974 5563 9713

GRAB THE OPPURTUNITY NOW

JOB LISTINGS



Rehabilitative Management of Traumatic Brain Injury (TBI)

1 MONTH ONLINE & ON-SITE COURSE

STARTING FROM

12TH AUG TILL 16TH SEPT

Weekly online live mentoring sessions!

Onsite final masterclass

PATRON

Dr. M. Sabir Memon
(Executive Director SMBBIT)

CHAIRPERSON

Neelum Zehra Bukhari
(Principal, College of Occupational Therapy, ZU)

COURSE DIRECTOR

Zahra Naqvi
(HD Mental Health & Rehab, SMBBIT)

WORKSHOP FACULTY

Stacy Schiering
(Brain Injury Therapist & Physiotherapist, USA)

Syed M Ilyas
(CEO PhysioLogic Center Peshawar)

Dr. Hadeeha Altaf
(Asst.Prof Neuropsychology, SJPMH)

Dr. Tahmeena Tabish
(Asst. Prof Speech Language Therapist, ZU)

M. Abid Khan
(Asst. Prof Physiotherapy, ZU)

M. Waseem Khan
(Lecturer Prosthethics & Orthotics, SJPMH)

INTRODUCTION

This unique course regarding Rehabilitative Management of Traumatic Brain Injury (TBI) and its types offers doctors and related rehabilitation specialists the opportunity to upgrade their knowledge & professional clinical skills with an internationally recognized & accredited

WORKSHOP FEATURES

Distinguished national & international faculty Learn through the interactive Physio-Pedia Plus dashboard
Rehabilitative Assessment, Diagnosis & Management of TBI & its types (severity & special populations: Paeds, Geriatrics) Prehospital TBI protocols from a rehabilitation perspective Rehab stages & techniques

WHO SHOULD ATTEND?

Neurologists, Neurosurgeons, rehabilitation specialists, general physicians, physiotherapists, occupational therapists, speech therapists, clinical psychologists, psychiatrists, nurses, students and postgraduate trainees

Final ONSITE Masterclass & Training

16TH SEPT' 2024
9 AM - 5 PM

Registration Fee:

PKR 13,000/-

* Includes 1 Year Membership & Access to Physio-Pedia Plus Courses Worth USD 237!

For Registration:

Zahra Naqvi

0321-8261139

30 SEATS ONLY!
HURRY UP & REGISTER NOW

You will need your own email address, PC/laptop & Internet connection for this course

www.smbbit-gos.pk

[f](#) SMBBITKarachi

[i](#) smbbitkarachi

[t](#) Smbbitkarachi

WORKSHOP

FULLY FUNDED | NO APPLICATION FEE

ASIAN DEVELOPMENT BANK
SCHOLARSHIPS 2025

IN Hong Kong, China, India, Japan, New Zealand,
Pakistan, Philippines, Singapore, Thailand, USA.

AIRFARE - TUITION - STIPEND - ROOM - MEDICAL

WORLD WIDE STUDENTS CAN APPLY

APPLY NOW

www.scholarships365.info

GRAB THE OPPURTUNITY NOW

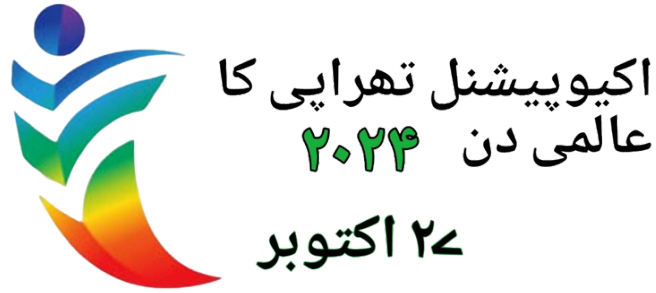
SCHOLARSHIP

Pakistan Occupational
Therapy Association

25

UPCOMING OT DAY

EMBRACING THE WFOT THEME FOR 2024: OCCUPATIONAL THERAPY FOR ALL



اکیویشنل تھراپی سب کے لئے

The World Federation of Occupational Therapists (WFOT) has set an **inspiring theme for 2024: "Occupational Therapy for All."** This theme highlights the essential role of our profession in **empowering** individuals, communities, and populations to engage in meaningful activities that enhance their well-being.



As professionals and students in the field, we have a unique opportunity to champion this theme. We can start by actively participating in community outreach programs, offering workshops, and advocating for inclusive practices that ensure everyone has access to the benefits of occupational therapy. Students can get involved by collaborating on projects that promote accessibility and inclusivity, both within academic settings and in the wider community.

Let's unite in our efforts to make "Occupational Therapy for All" not just a theme, but a reality in every aspect of our work.

[READ MORE](#)



ACKNOWLEDGEMENTS

TO THE TEAM THAT MADE IT POSSIBLE

The team extends its sincere gratitude to Syed Ibne Hasan, Hira Naz, Maria Gohar, Sabeena Maqsood, Nighat Tahir, Sadia Rafique, Kashaf Anis, Reewa Bijarani, Ayesha Yousuf, Zarfisha Maqsood, and Sana Nauman for their contribution to the success of this newsletter.

Their dedication to researching, writing, and editing the content has been instrumental in delivering high-quality information to the readers.



BE A PART OF POTA

Go Global

Participate in international collaboration and publications, expanding your reach and impact.

Collaborate with Us

Partner on research projects, events, or initiatives, and contribute to the growth of occupational therapy in Pakistan.

Get Featured

Share your achievements and be featured in our next edition showcasing your work to a wider audience.

Share your story

Submit your articles, case studies, or experiences, and help inspire and educate others in the occupational therapy community.



BECOME A POTA MEMBER: CONNECT, LEARN, AND GROW

Join the POTA Community!



Connect with the Pakistan Occupational Therapy Association (POTA) to stay updated on the latest news, events, and opportunities in occupational therapy.

Become a member of POTA today and enjoy benefits such as:

- Networking opportunities with fellow professionals
- Access to exclusive resources and training
- Opportunities for professional growth and development

Visit our website to learn more and become a member: <https://pota.pk/> 

Contact us:

Email: info@pota.pk 

Phone: 03010205664 

Follow us on social media: 

We look forward to connecting with you!

Feedback and Corrections:

We strive to provide accurate and up-to-date information in our newsletter. If you spot any errors or have suggestions for improvement, we would love to hear from you.

Please feel free to reach out to us at info@pota.pk. Your feedback helps us ensure the highest quality of content for our readers.

