Community Practice in Occupational Therapy

A GUIDE TO SERVING THE COMMUNITY

Susan K. Meyers, EdD, MBA, OTR, FAOTA

RESOURCE Foundation, Inc.



Sudbury, Massachusetts
BOSTON TORONTO LONDON SINGAPORE

World Headquarters Jones and Bartlett Publishers 40 Tall Pine Drive Sudbury, MA 01776 978-443-5000 info@jbpub.com www.jbpub.com

Jones and Bartlett Publishers Canada 6339 Ormindale Way Mississauga, Ontario L5V 1J2 Canada Jones and Bartlett Publishers International Barb House, Barb Mews London W6 7PA United Kingdom

Jones and Bartlett's books and products are available through most bookstores and online booksellers. To contact Jones and Bartlett Publishers directly, call 800-832-0034, fax 978-443-8000, or visit our website, www.jbpub.com.

Substantial discounts on bulk quantities of Jones and Bartlett's publications are available to corporations, professional associations, and other qualified organizations. For details and specific discount information, contact the special sales department at Jones and Bartlett via the above contact information or send an email to specialsales@jbpub.com.

Copyright © 2010 by Jones and Bartlett Publishers, LLC

All rights reserved. No part of the material protected by this copyright may be reproduced or utilized in any form, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the copyright owner.

The author, editor, and publisher have made every effort to provide accurate information. However, they are not responsible for errors, omissions, or for any outcomes related to the use of the contents of this book and take no responsibility for the use of the products and procedures described. Treatments and side effects described in this book may not be applicable to all people; likewise, some people may require a dose or experience a side effect that is not described herein. Drugs and medical devices are discussed that may have limited availability controlled by the Food and Drug Administration (FDA) for use only in a research study or clinical trial. Research, clinical practice, and government regulations often change the accepted standard in this field. When consideration is being given to use of any drug in the clinical setting, the health care provider or reader is responsible for determining FDA status of the drug, reading the package insert, and reviewing prescribing information for the most up-to-date recommendations on dose, precautions, and contraindications, and determining the appropriate usage for the product. This is especially important in the case of drugs that are new or seldom used.

Production Credits

Publisher: David Cella
Acquisitions Editor: Kristine Jones
Associate Editor: Maro Gartside
Editorial Assistant: Teresa Reilly
Production Director: Amy Rose
Senior Production Editor: Renée Sekerak
Marketing Manager: Grace Richards
Manufacturing and Inventory Control
Supervisor: Amy Bacus

Cover and Title Page Design: Scott Moden Cover Image: © Blaz Kure/ShutterStock, Inc. Composition: International Typesetting and Composition Printing and Binding: Malloy, Incorporated Cover Printing: Malloy, Incorporated

Library of Congress Cataloging-in-Publication Data

Meyers, Susan K.

Community practice in occupational therapy: a guide to serving the community/Susan K. Meyers. p. cm.

Includes index.

ISBN 978-0-7637-6249-0 (alk. paper)

1. Occupational therapy services. 2. Occupational therapy—Practice. 3. Community mental health services. 4. Community-based social services. I.

Title

RM735.M49 2010 362.17'8-dc22

2009027209

6048

Printed in the United States of America
13 12 11 10 09 10 9 8 7 6 5 4 3 2 1

Dedication

To students who encourage me to imagine possibilities for better communities and to Sam, Ethan, Lily, Lucy, and Isabel, who are the imagineers of the future.



Contents

	Acknowledgments is Reviewers x Introduction x	i
Section I	EXPLORING HISTORICAL AND ECONOMIC RELEVANCE OF COMMUNITY PRACTICE	1
Chapter 1	The Beginning of Community-Based	•
	Occupational Therapy	
	Occupational Therapy Adapts	
	Changes in Health Care	
	Economics of Health Care	
	Occupational Therapy Adapts to Change	
	Practice in the Community	
	Chapter Summary	
	Learning Activities	
Chapter 2	Principles to Guide Community Practice15	_
empter Z	Introduction	
	How Is Community Practice Different?	
	Community Practice Considerations	
	Cultural Awareness: The Therapist Is a Guest	
	in a Client's Home25	5
	Community Practice Is Client-Centered Practice	Э
	Chapter Summary	
	Learning Activities	5
SECTION II		
	COMMUNITY: OPPORTUNITIES FOR PRACTICE 41	L
Chapter 3		•
Chapter 3	Community Practice with Children and Adolescents 43	
	Introduction	
	Developmental Roles and Challenges of Children 4 ²	+

	Practice in Early Intervention Programs	45
	School-Based Practice	
	Community Services for Older Children	
	with Physical Disabilities	53
	Community Practice Related to Developmental	
	Challenges of Adolescents	54
	Addressing Lifestyle Challenges in Children	
	and Adolescents	57
	Chapter Summary	
	Learning Activities	
Chapter 4		
Chapter 4	Community Practice with Adults	
	Developmental Roles and Challenges of Adults	
	Community Practices for Adults	
	Home Health Rehabilitation	
	Universal Design in Homes and Public Spaces	
	Wellness Programs	
	Life Coaching	
	Chapter Summary	
	Learning Activities	78
Chapter 5	Aging in the Community	83
	Introduction	
	Developmental Roles and Challenges of Aging	84
	Some Community Practice Options	88
	Chapter Summary	
	Learning Activities	
Chapter 6	Community Mental Health Practice	102
Chapter ()	Introduction	
	Challenges of Mental Illness	
	Historical Context of Community Mental Health	
	Assertive Outreach in Mental Health	
	Community Mental Health Centers	
	Working with People Who Are Homeless	
	•	
	Learning Activities	11/
SECTION III	Developing and Implementing Your	
SECTION III	Own Ideas for Community Practice	121
	OWN IDEAS FOR COMMUNITY FRACTICE	
Chapter 7	Duantamina for Comments	
Спириет /	Preplanning for Community	122
	Practice Development	
	Introduction	123
	Skills and Attitudes to Consider Before	104
	Developing a Community Practice	124

	Motivation for Community Practice	127
	Community Collaboration Provides	
	Opportunities for Practice	130
	Scanning the Environment	133
	Chapter Summary	
	Learning Activities	
	0	
Chapter 8	Developing Your Practice	139
	Introduction	
	Decisions Regarding the Service	
	You Will Offer	140
	Imagine Beyond the Usual: Develop	
	a Business Plan	143
	On Your Own or with a Partner?	
	Will You Be For Profit, Nonprofit, or Collaborate	
	with a Nonprofit Organization?	146
	Choosing a Name	
	Is This Feasible? Am I Ready to Take	1 1/
	the Risk?	148
	Regulations of Practice	
	Working with Other Professionals	
	Where Will You Locate?	
	Chapter Summary	
	Learning Activities	
	Learning Activities	100
Chapter 9	Financing Your Practice	159
, ,	Introduction	
	Financial Planning.	
	Establishing a Price for Your Services	
	Finding Money to Start Your Practice	
	Continuing to Stay in Business	
	Chapter Summary	
	Learning Activities	
	Learning Activities	1/3
Chapter 10	Marketing Your Program	179
10	Introduction	
	Marketing Defined	
	Market Analysis	
	Assessing the Competition	
	Marketing to Those Who Make Purchasing	104
	Decisions	195
	How to Let Them Know You Exist	
	Marketing Media	
	Chapter Summary	
	LEALTHING ACTIVITIES	197

Chapter 11	Linking Evaluation with Planning, Financing,		
	and Marketing Your Service		
	Introduction		
	Evaluation Is an Integrated Function of Practice	196	
	Who Will Evaluate Your Program?		
	What Skills Are Needed?		
	Logic Model Evaluation		
	Economic Evaluation		
	Outcomes of Evaluation		
	Presentation of Evaluation Results		
	Chapter Summary		
	Learning Activities	211	
SECTION IV	Examples of Three Community Programs		
	DEVELOPED BY OCCUPATIONAL THERAPISTS	213	
- 12			
Chapter 12	Katrina Kids Program Development and Evaluation	215	
	Fengyi Kuo, DHS, OTR, CPRP	213	
	Identifying a Community Need	215	
	Literature Review		
	Developing the Program.		
	Program Evaluation.		
	Program Outcomes		
	Reflections and Recommendations		
Chapter 13	Occupational Therapy Services for People		
, 10	Who Are Homeless and in Hospice Care	233	
	Ann Chapleau, DHS, MS, OTR	233	
	Identifying a Community Need	233	
	Literature Review		
	Developing the Program		
	Outcomes		
	Reflections		
Chapter 14		207	
Chapter 14	Life Skills Programming for Pregnant	2.42	
	and Parenting Adolescent Girls	243	
	Leslie Roundtree, DHSc, MBA, OTR/L	2.42	
	Identifying a Community Need		
	Literature Review		
	Program Planning		
	Program Design		
	Outcomes		
	Reflections	256	
	Index	263	

Acknowledgments

I would like to acknowledge the following authors for their contribution to this text:

Fengyi Kuo, DHS, OTR, CPRP Assistant Professor, Occupational Therapy University of Indianapolis Indianapolis, Indiana

Ann Chapleau, DHS, MS, OTR Assistant Professor, Occupational Therapy Western Michigan University Kalamazoo, Michigan

Leslie Roundtree, DHSc, MBA, OTR/L Program Director, Occupational Therapy Chicago State University Chicago, Illinois



Reviewers

Debra (Tiffany) Boggis, MBA, OTR/L

Assistant Professor School of Occupational Therapy Pacific University Forest Grove, Oregon

Julie A. Dorsey, MS, OTR/L, CEAS

Assistant Professor Occupational Therapy School of Health Sciences and Human Performance Ithaca College Ithaca, New York

Debora Hall, MS, OTR/L

Department Chair Occupational Therapy Assistant Program Delaware Technical and Community College Owens Campus Georgetown, Delaware

Anne M. Haskins, PhD, OTR/L

Assistant Professor Department of Occupational Therapy School of Medicine and Health Sciences University of North Dakota Grand Forks, North Dakota

Beth Ann Hatkevich, PhD, OTR/L

Clinical Associate Professor
Director, Clinical and Educational Programming
& OTD Program Admissions Chair
Department of Occupational Therapy
College of Health Science and Human Service
The University of Toledo Health Science Campus
Toledo, Ohio

Ada Boone Hoerl, MA, COTA/C

Program Coordinator and Assistant Professor Occupational Therapy Assistant Program Sacramento City College Sacramento, California

Brenda Kennell, OTR/L

Clinical Assistant Professor Department of Occupational Therapy Winston–Salem State University Winston–Salem, North Carolina

Kathryn M. Loukas, MS, OTR/L, FAOTA

Associate Clinical Professor Occupational Therapy University of New England Portland, Maine

Jean MacLachlan, MS, OTR/L

Associate Professor Occupational Therapy Department Salem State College Salem, Massachussetts

Terry Peralta-Catipon, PhD, OTR/L

Faculty
Department of Occupational Therapy
California State University-Dominguez Hills
Carson, California

Hermine Plotnick, MA, OTR/L

Associate Professor and Program Director Department of Occupational Therapy School of Health Professions, Behavioral and Life Sciences New York Institute of Technology Old Westbury, New York

Pat Precin, MS, OTR/L

Assistant Professor Occupational Therapy New York Institute of Technology Old Westbury, New York

Stacy Smallfield, DrOT, OTR/L

Assistant Professor and Chair of Admissions Department of Occupational Therapy The University of South Dakota Vermillion, South Dakota

Peter Talty, MS, OTR/L

Professor Occupational Therapy Keuka College Keuka Park, New York

Jodi Teitelman, PhD

Associate Professor Department of Occupational Therapy School of Allied Health Professions Virginia Commonwealth University Richmond, Virginia

Barbara J. Williams, DrOT, OTR

Director Occupational Therapy Program University of Southern Indiana Evansville, Indiana



Introduction

This book introduces readers to community practice and provides suggestions for developing a program to respond to community needs. It is not intended to be a comprehensive listing of all types of community practice in which occupational therapy practitioners are involved. Many exemplary programs exist in communities throughout the country where excellent occupational therapy intervention enhances quality of life for individuals and communities. Some of these programs have been published in professional publications, many are described in student papers and manuscripts, and a great many more have gone unreported.

This book evolved from thinking about the history of health care and the role of economics in our current delivery system, the resilience of occupational therapy practitioners to identify and address changing human needs over time, and my own experiences practicing in the community. I hope that sharing these ideas will encourage others to investigate opportunities that exist for occupational therapy programs in their own communities.

Chapter 1 and Chapter 2 introduce community practice and place it in historical and economic contexts. Chapter 1 is designed to frame occupational therapy in historical context with evolving health care from home environment to hospital treatment. World events, development of technology, and economic conditions have played roles in determining human needs and the resulting methods of health care delivery. Chapter 2 includes stories from practice that describe how therapists transition from working in a medical model practice to a sometimes more flexible and challenging community practice that involves working with clients in their natural environments. Meeting clients in their homes offers an opportunity to experience other cultures, which can be one of the greatest rewards of community practice. Client-centered care involving the entire family is proposed as an ideal model for community practice. Occupational therapy has many models and frames of reference for practice, accompanied by evaluation instruments and intervention strategies. These are not included here but knowledge and skill in application will carry into community practice. I believe that occupational therapy practitioners will utilize the entire spectrum

of evaluation and intervention allowed by local professional regulations to provide optimal outcomes for clients.

EXPLORING THE COMMUNITY: OPPORTUNITIES FOR PRACTICE

Chapters 3 through 6 introduce community practices that have emerged over the past 30 years. Each of these chapters focuses on a particular age group and the developmental tasks associated with it. Occupational therapy practitioners may choose to remove barriers or facilitate performance around age-appropriate occupations through the community practice contexts described in these chapters, or they may consider opportunities to develop new programs in their communities. These chapters are intended to stimulate thinking and discussion about potential for community services for each age group; they do not replace in-depth study or acquired knowledge of each population.

Chapter 3 explores tasks for childhood and adolescence and gives some examples of work opportunities available in most communities with this age group. This discussion is accompanied by stories from practice as told by experienced therapists to give readers a vicarious experience of some of the benefits and challenges of community practice. Chapter 4 focuses on adulthood and Chapter 5 is devoted to aging adults. Chapter 6 discusses opportunities to provide mental health services in the community. While some of the types of community practices described in this section employ significant numbers of therapists, options for less familiar community practices are also identified.

Most of the practice options presented in Chapters 3 through 6 are well established and offered through formal organizations that may provide job security in the form of a contract, a salary, or an established method of payment for your services. Many offer benefits such as health insurance and vacations, which are important considerations for many employees. At the same time, these practice options often offer flexibility in working times and autonomy in work environment, which may be an incentive for therapists to move into community practice.

The next five chapters are designed to take a reader through the process necessary to develop a community practice. You may want to develop a practice modeled on existing ones in other areas but new to your community, or a novel practice arising from personal interests. These chapters offer suggestions and resources for program planning, financing, marketing, and evaluation.

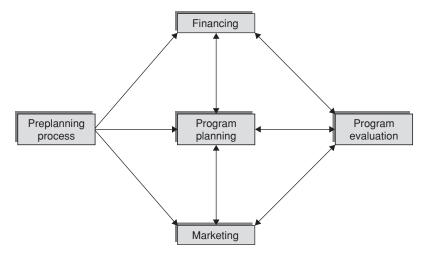


Figure FM-1 Integrating business functions provides valuable feedback to community practitioners in a changing environment.

In Chapter 7, readers can examine themselves and community opportunities as a precursor to further development of a practice. This is a process in which readers identify the motives as well as the skills and abilities to perform the actions required for successful community practice. Exploring the community for opportunities and resources completes the preliminary planning process and helps to reach a decision as to whether human needs can be addressed through an economically feasible community practice.

Having made a decision to develop a practice, you begin a second, more intensive phase of planning that involves four main functions: program development, marketing, financing, and evaluation. Although each function will be explained in detail along with resources that will assist you to move through planning and implementing your new community practice, each function will also be shown in relation to the others.

Figure FM-1 above illustrates how each function relates to and impacts the other functions of starting a community practice. The preplanning process of gathering data and reflecting on your own assets ends in a decision of whether or not you should move forward and develop your business; it also contributes data to be used in further development of your practice. Deciding on and developing your services presents a challenge when first starting your practice. This process includes making many decisions that will influence the structure and eventual success of your practice. These decisions will influence marketing plans and determine how you will finance

your community practice. Integrating a fully researched program with financing, marketing, and evaluation activities provides built-in mechanisms for continuous feedback that can help you reach decisions and respond appropriately to a dynamic environment as well as to anticipated and unanticipated outcomes of your program.

The final three chapters are examples of community occupational therapy programs developed using the processes described in the earlier chapters. Each program was developed in response to a community need and was implemented and evaluated successfully.