



# AHPs' Day

Stakeholder communications materials

**August 2021**

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## Social media activity

We would appreciate your support in promoting AHPs' Day across the social media channels available to you.

You can find Suzanne Rastrick, Chief Allied Health Professions Officer for England on [Twitter](#) and [Instagram](#).

Please retweet, share, like and re-post content about the resources across your channels.

Alternatively, if you would like to post your own tweets, we have included some examples below.

## Suggested/template tweets

### Example 1:

'Today we join our #AHP colleagues in celebrating #AHPsDay . As the third largest workforce in the #NHS, AHPs contribute to high quality care, and better outcomes for the people and populations that they serve'

### Example 2:

'#AHPs are the third largest workforce within the NHS and today we celebrate their contributions on the third annual #AHPsDay. Every day we appreciate the hard work of #AHPs, but today in particular join us in acknowledging and celebrating the #AHPworkforce on their day!'

### Example 3:

Happy #AHPsDay and THANK YOU to our wonderful allied health professionals across the country, who have played a significant role in the ongoing response to #COVID19

### Example 4:

Happy #AHPsDay to all #AHPs particularly those working in xxxxxxx. Thank you for everything that you have done & continue to do for our communities, especially at such a challenging time.

## Sample article

On the 14<sup>th</sup> of October, [the 14 allied health professions \(AHPs\)](#) will be celebrating the 4<sup>th</sup> annual [AHPs' Day](#). AHPs are the third largest clinical workforce in the NHS, with significant opportunities to support delivery of the [NHS Long Term Plan](#). AHPs' Day is an annual opportunity for AHPs to come together and celebrate being part of the AHP family, and the day gives an opportunity to showcase to others the impact they make to the delivery of high-quality care. The collaborations in services, organisations, trusts, regions and nationally enable:

- Improved awareness of the role of the fourteen allied health professions
- Showcasing the achievements of local services and their impact on patient care and population health
- Integrated working with other services and organisations.

Key messaging this year for AHPs' day include Celebrating who AHPs are; Appreciating AHP skills and impact on care; Inspiring our future workforce; Connecting so that AHPs are included in workforce transformation and pathway redesign in systems.

The Chief Allied Health Professions Officer (CAHPO) will be delivering a live address to the AHP workforce at 9:30am, and livestreaming the [CAHPO awards](#) Ceremony at 6:15pm. Email [england.cahpo@nhs.net](mailto:england.cahpo@nhs.net) for joining details for both livestreams. Further plans for both the CAHPO office celebrations, and local and regional events are being shared on the newly established [AHPs' Day network](#) on FutureNHS. If you would like to get involved in the network to share ideas and draw inspiration for your own acknowledgement of the day, you can email [seniorahp-manager@future.nhs.uk](mailto:seniorahp-manager@future.nhs.uk).

### **Bulletin copy**

Allied health professionals (AHPs) will be celebrating the 4<sup>th</sup> annual AHPs' Day this year on the 14<sup>th</sup> October. AHPs' Day is an annual opportunity for AHPs to come together and celebrate being part of the AHP family, and the day gives an opportunity to showcase to others the impact they make to the delivery of high-quality care. Get started with planning for AHPs' Day by joining the newly established [AHPs' Day network](#) on FutureNHS. Email [seniorahp-manager@future.nhs.uk](mailto:seniorahp-manager@future.nhs.uk) to request access.