



# AHPs' Day

Stakeholder communications materials

**July 2024**

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## **Social Media Activity**

We welcome your support in promoting AHPs' Day across your social media platforms.

You can connect with Professor Suzanne Rastrick OBE, the Chief Allied Health Professions Officer for England, on both [X \(formerly Twitter\)](#) and [Instagram](#).

This initiative thrives on local inspiration and opportunities. By following the hashtag **#AHPsDay** on Twitter, you can explore past year's highlights and get a glimpse of this year's emerging plans.

We encourage you to retweet, share, like, and repost content related to the available resources on your channels.

Alternatively, if you'd like to craft your own posts, we've provided a few examples below.

## **Suggested/Template Posts.**

### **Post 1:**

Celebrating #AHPsDay! Thank you to all #AHPs, for your incredible impact on our communities. #AHPsDay

### **Post 2:**

Happy 7th #AHPsDay! A day to honour AHPs in England and worldwide for our vital role in healthcare. Let's keep making a difference! #AHPsDay

### **Post 3:**

7 years of #AHPsDay! Proud to unite with AHPs globally, highlighting our significant impact on healthcare. #AHPsDay

### **Post 4:**

Happy 7th #AHPsDay to all AHPs! Today, we celebrate our crucial role in healthcare and the incredible impact on patient care. #AHPsDay

### **Post 5:**

Celebrating #AHPsDay! Recognising the third largest workforce in the NHS for their daily contributions. Join us in honouring #AHPs! #AHPworkforce

### **Post 6:**

Happy #AHPsDay! We celebrate our #AHP colleagues, the backbone of the #NHS, for their excellence in delivering high-quality care. #AHPsDay

## **Sample article**

On October 14th, the [14 Allied Health Professions \(AHPs\)](#) will celebrate the 7th annual AHPs' Day. We encourage you to join in the celebrations on the day and throughout the week. As the third-largest clinical workforce in health and care, AHPs are crucial in supporting the NHS Long-Term Plan. AHPs' Day provides a platform for AHPs in England and worldwide to unite and highlight their significant contributions to care delivery. Collaborations across services, organisations, regions, and nations enable us to achieve:

- Reinforced awareness about the vital roles of each of the individual Allied Health Professions.
- Highlighting local service achievements and their profound influence on patient care and public health.
- Collaborative efforts with other services and organisations for integrated working.
- A showcase for those considering a career as an allied health professional.

Quality and safety are the key themes for AHPs Day 2024. This aligns with the [AHP strategy for England \(2022-2027\): AHPs Deliver](#), which emphasises the importance of providing exceptional care to the people and communities we work alongside.

By delivering care that is not only safe and of high quality, but also grounded in research evidence and innovation, we can make a real difference. This approach helps us address health and care inequalities and is in perfect harmony with the aspirations of the 'people first' and 'optimising care' areas of focus within our AHP strategy.

Let's embrace AHPs Day 2024 as a celebration of these commitments.

The Chief Allied Health Professions Officer (CAHPO) will deliver a live address at 9:30 am on October 14th, 2024. Plans for CAHPO office celebrations and local events are being shared on the AHPs' Day network on FutureNHS. To join the network and exchange ideas, email [seniorahp-manager@future.nhs.uk](mailto:seniorahp-manager@future.nhs.uk).

## **Bulletin copy**

Allied Health Professionals (AHPs) will be marking the 7th annual AHPs' Day this year on October 14th, 2024. This day is a special occasion for AHPs in England and around the world to come together and celebrate their invaluable contributions. AHPs' Day provides a platform to highlight the significant impact AHPs have on delivering high-quality care.

Start planning for AHPs' Day by joining the AHPs' Day network on FutureNHS. To gain access, please email [seniorahp-manager@future.nhs.uk](mailto:seniorahp-manager@future.nhs.uk).