

VIRTUAL

DATE AND TIME

Thu., March 19, 2026

6:00pm – 7:00pm

**REGISTER BY WED.,
MARCH 18, 2026**

**Register Online
[HERE](#)**

QUESTIONS?

Contact OTAC staff:
staff@otaonline.org or
toll-free (888) 686-3225



Advocacy in Action: How to Elevate Occupational Therapy Through Social Media (1 PDU)

Presenters: Clarice Grote, MS, OTR/L; Abe Saffer, MPM; Sherry Younesi, COTA/L

This event aims to equip occupational therapy practitioners and students with strategies to activate social media beyond posting and sharing content, including community engagement, storytelling, and digital advocacy.

Participants will:

- Learn how to use social media to support campaigns, influence legislation, and advance policies that benefit the occupational therapy profession.
- Build confidence in leveraging online platforms to amplify occupational therapy voices, mobilize collective action, and strengthen professional advocacy efforts.

Registration fees: Complimentary and exclusive for OTAC members only



Clarice Grote, MS, OTR/L, is an innovation advocate for occupational therapy (OT), Medicare specialist, host of the Amplify OT Podcast, CEO and founder of Amplify OT, and recipient of AOTA's 2024 Gary Kielhofner Emerging Leader Award. Amplify OT provides dynamic resources on Medicare policy, billing, and advocacy to inspire OT practitioners and students to amplify the value of OT. Grote is an American Occupational Therapy Association Political Action Committee (AOTPAC) ambassador for North Carolina and the North Carolina Occupational Therapy Association vice president.



Abe Saffer, MPM, has been a federal lobbyist for the American Occupational Therapy Association for almost 10 years, overseeing its education and workforce policy. He has over 20 years of experience having worked in advocacy and lobbying for Congress and the Maryland General Assembly, a Fortune 500 healthcare company, several nonprofits, and has managed state and local campaigns. He received a Bachelor of Science in political science from Arizona State University, and a Masters in Political Management from The George Washington University.



Sherry Younesi, COTA/L, was born and raised in Los Angeles, California. She currently works as a COTA/L while completing her occupational therapy degree. Her clinical focus is pediatrics, with a special interest in sensory integration. Younesi began her leadership journey as an OTAC delegate in her OTA program and has remained actively involved. She now serves as co-chair of the OTAC Communications Committee, creating and managing social media content for OTAC. She also founded the OTAC OTA Subcommittee, a networking space for OTAC OTA members. Younesi is engaged at the national level as well.

ABOUT SPECIAL TOPIC FORUMS

Why OTAC Special Topic Forums? To support OTAC Core Value 7 – Professional Development: To provide quality education and resources to advance the knowledge, skills, and continued competence of occupational therapy practitioners.

Professional Development Units (PDUs)

PDUs will be entered into your OTAC profile.

To earn PDUs, registrants must complete the post event survey that is emailed out within one week following the event.

Event Disclaimer

This event is sponsored by OTAC for the purpose of professional development. The material presented is not intended to represent the only or the best methods appropriate for the occupational therapy and/or medical condition, or professional development issues being discussed, but rather is intended to present the opinions of the presenters, which may be helpful to other health care professionals at arriving at their own conclusions and consequent application. Attendees participating in this professional development education program do so with the full knowledge that they waive any claim they may have against OTAC and its representatives for reliance on any information presented during this educational event.

[Click here for OTAC's complete disclaimer/terms. You must agree to these disclaimers/terms. Please don't register if you do not.](#)

About OTAC. OTAC is a nonprofit, 501c6. This means that end-of-year net revenue is retained for operations and benefit of the members and is not distributed to private owners. It is governed by an elected, noncompensated Board of Directors and hires a professional association management team.

OTAC Mission Statement. OTAC is the collective voice that serves, promotes, and supports the profession of occupational therapy and its practitioners.

FIND OTHER SPECIAL TOPIC FORUMS, EDUCATION PASSPORT EVENTS, and SYMPOSIA [HERE](#) THROUGH OUR ONLINE EVENTS CALENDAR

Submit a proposal [HERE](#) for OTAC's 2026 Annual Conference & Innovation Expo and help us celebrate our 50th Anniversary.

**Be A Conference
PRESENTER**

**Submit a proposal:
Session or poster presentation**

**Deadline to submit:
MAY 4, 2026**

**NOV.
5-8,
2026.**

**OTAC 2026
ANNUAL
CONFERENCE
& EXPO
PASADENA
NOVEMBER 5-8**