

UE Injuries and Injury Prevention with New Parents Program Proposal Part 4

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Supervision

The UE Injuries and Injury Prevention with New Parents Program will include one occupational therapist (OT) and one occupational therapy assistant (OTA). The OT will develop program content, complete evaluations, and oversee all services provided. The OTA will assist with demonstrations, participant practice, and reinforcement of ergonomic strategies during common childcare tasks. Because the program focuses on injury prevention through education, body mechanics, and task modification, all participant instruction will be provided by occupational therapist or occupational therapy assistant, complying with AOTA supervision guidelines. (American Occupational Therapy Association, 2020).

Internal Marketing Strategies

Internal marketing will focus on professionals who regularly work with new and expectant parents, including physicians, nurses, lactation consultants, therapists, and case managers. Marketing efforts will include brief presentations, informational emails, and referral materials distributed through hospitals and outpatient clinics. The focus will be on the high prevalence of musculoskeletal pain associated with childcare tasks and the lack of structured ergonomic education available to parents following discharge. The program will be promoted as a preventative service that supports safer participation in caregiving occupations (Adams et al., 2023; Sanders & Morse, 2005).

External Marketing Strategies

External marketing will target new and expectant parents through childbirth classes, parenting groups, physician offices, community organizations, and social media platforms.

Materials will focus on common childcare activities that place physical demands on parents and provide information on how the program can help prevent pain and injury through ergonomic education and adaptive strategies. These efforts will help increase awareness of available injury-prevention resources while supporting parents' ability to participate in meaningful caregiving occupations (Adams et al., 2023; Vincent & Hocking, 2013).

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Appendices