

THE SMART NEWSLETTER

February 2024

By



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A LETTER FROM
OUR FOUNDER

SMART HUB'S 9TH
BIRTHDAY

TR MONTH

NEW COURSE

BAY AREA
THERAPEUTIC
RECREATION
ASSOCIATION

SMART PARTNERS



CHEERS TO 9 YEARS OF LEARNING TOGETHER AT SMART CEUs HUB!

Hello SMART Family! 😊

Wooottt! We've hit the big 9 this year, and it's all because of you! 🎉 I wanted to take a moment to share the excitement of reaching this milestone and to express my deepest gratitude for being part of our incredible journey.

Back when I started SMART CEUs Hub, the goal was simple: "To Bridge the Gap In RT Continuing Education After Graduation". And here we are today, with over 5000 amazing Certified Therapeutic Recreation Specialists using SMART CEUs Hub each year (1/4th of the entire field!) to boost their knowledge and skills base! I am personally overjoyed that what started out as just an idea, over time, was accepted by you all and has now become a Gold Standard in the industry.

😊 For this I thank you from the bottom of my heart!

But this growth is not, and has never been, a one man show. Our world class team has now grown to 29 awesome people, which includes our SMART Instructors who provide the content, the admin staff which help move/operate the machine, and our ancillary team which help amplify/protect/grow our services. Each person is committed to making learning as seamless and enjoyable as possible. It's your stories, your feedback, and your energy that keep us going, and for that, we can't thank you enough.

As we celebrate these nine years this TR Month, it's not just about looking back; it's about looking forward to more growth, more learning, and more success together. The future holds exciting possibilities, and we're thrilled to have you on this journey with us.

Here's to you, the heart and soul of SMART CEUs Hub. Thank you for being part of our story, and here's to many more years of equipping Recreational Therapists to be the best at serving their clients!

Warm regards,

Nathan Lamaster
Founder of SMART CEUs Hub



Nathan Lamaster, Founder

HAPPY

9th

Birthday



*Celebrate
Our Birthday
with \$30 off!*

DURING THE MONTH OF
FEBRUARY, PURCHASE THE
UNLIMITED CEUS
MEMBERSHIP FOR \$30 OFF!

Checkout Code:
CelebrateTR2024

Applies to new members only.
Offer good through February 29, 2024.
*Pricing applies to first year only.

[Click to start your membership today!](#)

[Click to Register today.](#)

for our inaugural live virtual continuing education event!



**March 23, 2024
9am-5pm CST**

The RTs Intervention Toolkit

Topics include:

- Positive Psychology
- Outdoor Mindfulness
- Adapted Dance
- Grounding
- 1:1s
- Adventure Based Activities

FEBRUARY IS RECREATIONAL THERAPY MONTH

Using Your Voice to Advocate for the Profession

Have you ever found yourself saying one of these statements?

"I'm not in a leadership position"
"I just graduated"
"I've tried but no one listens"
"Nobody knows what I do anyway"

There are many reasons why recreational therapy professionals can feel unseen and unheard at their job. Some of us are not even given the title of recreational therapist despite our credentials. Many TRs are not eligible for leadership roles at their place of employment. Often, we are working in a department of one. All of this, and much more, can lead to frustration and a feeling that our voice is not heard, and worse, does not matter. As we celebrate Recreational Therapy month, the profession unites with a common goal to celebrate all that we do *and* to allow the world to see more of it.

But how do we do this?

The answers come from both advocating for recreational therapy and marketing the profession.

The answers come from both advocating for recreational therapy and marketing the profession. The dictionary defines advocacy as “public support for or recommendation of a particular cause or policy”. Marketing, on the other hand, is defined as “the activity or business of promoting and selling products or services.” Our actions as a professional can both advocate and market for RT services. Do others see the impact we are having on the clients we serve? Do you attend team meetings to discuss goals and progress? Are we able to speak to the latest evidence from continuing education opportunities or review of the latest literature? We don’t all have the budget to support elaborate marketing strategies, however, each and every RT professional **can and should** be marketing the profession.

Check out a few ideas on page 4!

Ideas for Marketing & Advocating for the TR Profession

FREE/LOW COST OUTLETS

- Send a “What is RT” email to your team/organization
- Send a link to ATRA, an ATRA fact sheet, or other resource to your team/organization
- Share the [video](#) “NCTRC in the news” with your team/organization (available on YouTube)
- Share an NCTRC fact sheet or resource with your team/organization
- Ask for time on the agenda at an interdisciplinary team meeting to discuss RT
- Contact your organization’s marketing department ask for social media presence related to RT month (post, video, blog, etc.)
- Host an information table or office hours
- Educate family, friends, and clients about RT month and share information on your personal accounts to further spread the message about RT

FEE BASED OUTLETS

- Pass out heart shaped treats in honor of RT month with the slogan “Putting the RT in heaRT”
- Print brochures or flyers to be posted throughout your organization
- Host a “lunch and learn” about RT and RT month (can be free if lunch is not provided)
- Make your own video to send to your team/organization
- Wear RT gear and/or use an RT themed lanyard, badge buddy, computer sticker, water bottle sticker, mug, etc.
- Host a conference or networking opportunity in honor of RT month
- Participate in events hosted by RT national/state organization



SMART COURSES HIGHLIGHT

Learn more about marketing and advocacy through these courses in the SMART Catalog



Click each course to learn more!

All courses are pre-approved by NCTRC for 5 Clock Hours.

SMART PARTNER HIGHLIGHT



The Bay Area Therapeutic Recreation Association

Veronica Rosales, BATRA President

BATRA is thrilled to not only continue our partnership with Smart CEUs Hub, but also to be featured as a February SMART Partner. One of the goals BATRA has for this year is to continue to find innovative ways to serve the many needs of our members and the RT community as a whole. We have a great board that is working hard to do just that!

We are excited to announce a call for papers for our spring 2023 conference on April 13th, location TBD. Interested speakers can complete this Google Form ([Click here for Google form](#)), message us on Instagram (@BATRA_TR), or contact us via email (info@batra-tr.org).

Let's keep the momentum going for 2024! We are so excited to see what this year holds for all of us!

2024 BATRA Board of Directors

Veronica Rosales as President
Matthew Frando as President-Elect
Xai Thao as Education Member
Mika Pauline Garrote as Student Representative from
CSU East Bay



CALL FOR PAPERS!

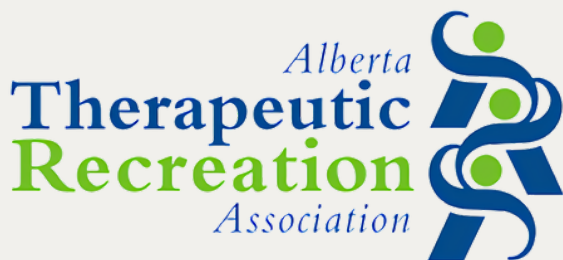
Spring 2024 Conference
Date: Saturday, April 13th,
2024
Location: TBD



Contact info@batra-tr.org or
message us for
details/questions!



THANK YOU TO OUR SMART PARTNERS



[Click here to learn more about partnerships.](#)