Disclosures

- Financial – ASHA has provided funds to cover my travel expenses.
- Non-Financial – Member of the 2019 ASHA Board of Directors. No other relevant relationships exist.

OUR CHALLENGE

- How do we get members engaged and excited to IMAGINE MORE for themselves, those they serve, and the communities they live in?
Helping them FEEL GOOD about what we do and what we can accomplish together.

Helping them understand their own power to effect positive change.

Providing them with resources that help them feel valued, add value, and demonstrate value.

Sharing the good work we are doing to help make communication accessible and achievable for all.

Look what Imagination Can Do!

https://www.youtube.com/watch?v=ShFXSbLVk&t=33s

THE STRATEGIC PATHWAY TO EXCELLENCE

Imagination with Direction

Based on four themes:

- Advocacy
- The Member Experience
- Scientifically Based Professional Practice
- Two Professions, One Vision

EIGHT STRATEGIC OBJECTIVES

01 Expand data available for quality improvement and demonstration of value

02 Advance Interprofessional Education and Interprofessional Collaborative Practice (IPE/IPP)

03 Enhance the generation, publication, knowledge translation, and implementation of clinical research
ASHA's Strategic Plan can act as a guide for strategic decision making at the state level and can serve as a springboard for conversations about how ASHA and state associations add value to the member experience.

**Identify the Signs**

Provides information to the public about the early signs of communication disorders and how to find an ASHA Certified professional.

• Television, radio, and print public service announcements
• Member toolkit

identifyTheSigns.org
It’s May! And that means...

Educational Videos on YouTube

Downloadable Parent Handouts

Also on Pinterest

May is Better Hearing & Speech Month

Let’s Celebrate!
Better Hearing and Speech Month

- Annual outreach that has quadrupled in audience size in recent years (more than 170 million in 2018)
- Offers resources, themed products, and social media engagement opportunities to members
One in four parents of children ages 0-8 have had concerns about their child’s ability to communicate. Those with concerns generally seek treatment, with positive outcomes. 73% of parents who had concerns about their child’s ability to communicate sought treatment.

Executive Summary:
One in four parents of children ages 0-8 have had concerns about their child’s ability to communicate.

More than a quarter of parents with concerns did not seek treatment.
- 24% uncertainty – where to get treatment
- 21% pediatrician said child would grow out of it
- 19% child’s school or teacher said it wasn’t a problem
- 18% it didn’t seem like a big deal

Advocacy is critical at all levels – national, state, and local.

Public Policy Agenda Guides Advocacy Efforts at the Federal Level

Member Engagement and Advocacy Resources for ALL levels!
- ASHA Provides members with materials and resources to advocate for local issues
- Email blasts to alert members of important federal legislative developments
- Templates for letter to congress
- Education and support to help members share their stories
- Dedicated ASHA staff – Government Affairs and Public Policy Team
IMAGINE… a WORLD where communication is accessible and achievable for all

INTERNATIONAL ENGAGEMENT Strategic Objective #7

Capitol Hill Visits
- Visiting Capital Hill
- Washington, D.C. Meeting Request Letter
- What to Expect from Your Capitol Hill Meetings
- Tips for Communicating with Policymakers

Local Office Visits
- Visiting Your Local Congressional Office
- Meeting Request Letter
- Follow-up Thank You Letter

ASHA State-by-State
ASHA’s state advocacy team advocates on issues related to the professions at the state and local level and provides members and state speech-language hearing associations with assistance and resources. Find the ASHA State Team (PDF) for your state.

State Requirements and Contact Information
About state contacts and licensure information.

Alabama | Indiana | Nevada | Tennessee
Alaska | Iowa | New Hampshire | Texas
Arizona | Kansas | New Jersey | Utah
Arkansas | Kentucky | New Mexico | Vermont
California | Louisiana | New York | Virginia
Colorado | Maine | North Carolina | Washington
Connecticut | Maryland | North Dakota | West Virginia

State Hot Topics
Information and resources for advocating on important issues in the states.

State Advocacy Resources
Information about how to advocate at the state level and advocacy networks that can help.

Interstate Compact
Information on efforts to develop an interstate compact for audiologists and speech-language pathologists who wish to practice in multiple states.

State Trends
Information on licensing trends, legislative, and regulatory updates across the states.

State Model Bills and Mandates
Languages that can be used to craft legislation and links to current state requirements.

State Association Resources
Information for state association leaders.

Advocacy

News
ASHA Wants to Know Your Top Advocacy Priorities for 2020 | 4/2/2019
ASHA, AHA, and ADA Agree to Joint Legislative Initiative on Medicare Legislation | 3/22/2019
Medicare Reverses Appropriate Cognitive Treatment Code for SLPs | 3/14/2019

State Information and Advocacy
Find information on state-related issues, regulations, and important contacts. View model bills and policy resources and see the latest trends in state licensures.

Billing and Reimbursement Advocacy
Find information on state-related issues, regulations, and important contacts.

Grassroots Advocacy
More Than 10,000 ASHA Members Participate—Join Us!
ASHA members can Take Action on ASHA’s Issues!

About ASHA’s Grassroots Program
There are a variety of ways in which ASHA members can advocate for the professions and individuals with communication disorders at the grassroots level. These activities are rewarding, effective, educational, and do not require a major time commitment on your part. Filling and writing your elected representatives on a regular basis is the best way to keep them informed about the issues that are important to you.

Be Active!
- Student Advocacy
- View ASHA’s Advocacy Module
- Know Your Elected Officials

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Arkansas | Kentucky | New Mexico | Vermont
California | Louisiana | New York | Virginia
Colorado | Maine | North Carolina | Washington
Connecticut | Maryland | North Dakota | West Virginia
In 2013, ASHA and the Pan American Health Organization Regional Office for the Americas of the World Health Organization (PAHO/WHO) launched a collaboration to provide support for countries in the Latin American region that self-identified as having a need to address communication disorders.

**Guyana**

In Guyana, ASHA provides technical assistance to the Ministry of Health to strengthen its national strategic plan for early detection and intervention of communication disorders.

**Honduras**

In Honduras, ASHA provides technical assistance for the establishment of a personnel development program in phonoaudiology at the Universidad Nacional Autónoma de Honduras (UNAH).

**El Salvador**

In El Salvador, ASHA provides technical assistance to the Instituto Salvadoreño de Rehabilitación Integral (ISRI) for training and capacity-building for personnel in audiology and speech-language pathology.

**Paraguay**

In Paraguay, ASHA provides technical assistance to the Ministry of Health and the National Secretariat of Human Rights for Persons with Disabilities (SENADIS) to educate professionals and parents of individuals with communication disorders.

**Belize**

In Belize, ASHA provides technical assistance to the Ministry of Health, the Inspiration Center, and its partners to educate healthcare and community service providers about communication disorders.
More International Initiatives

The International Communication Project (ICP) advocates for those with communication disabilities, as well as their families, caregivers and communication professionals.

The ICP highlights the importance of human communication and how communication disabilities significantly impact every aspect of life.

https://internationalcommunicationproject.com

Founding Member of International Communication Project (est. 2014)

UNIVERSAL DECLARATION OF COMMUNICATION RIGHTS

Professions without Borders: The CanHear Uganda Project

Change of Scenery: Speech Pathology in Papua New Guinea

IMAGINE... how we can insure that our professions will continue to grow and thrive

InternationalCommunicationProject.com

ASHFOUNDATION

Support Innovators, Spark Innovation.

• The ASHFoundation is the philanthropic arm of ASHA.
• The ASHFoundation supports innovators and sparks innovation in communication sciences to make that connection possible for everyone.
• Provides grants and scholarships to students, new researchers, and innovators.
MILLIONS OF PEOPLE ARE STRUGGLING TO COMMUNICATE AND CONNECT, BUT WE'RE HERE TO HELP.

We make early investments in promising innovators...to empower speech, language, and hearing professionals...to change people’s lives.

Meet some of our Innovators who are imagining more and changing the world.

Theresa Gray

• Research focuses on improving therapies for bilingual people who have had a stroke.
• Used both linguistic and nonlinguistic treatments to improve cognitive control with the ultimate goal of improving language communication.

John McCarthy

• Investigates the use of augmentative and alternative communication (AAC) by people with speech and language disorders who also have other disabilities.
• Common AAC systems—which typically incorporate some type of visual component—are often unusable for people who have visual impairments.
• Research to develop programs, devices, and opportunities for people with communication disorders who have visual and motor impairments—making communication possible for everyone.

Ann Sosa

• Investigated the use of electronics and mobile media devices on the communication development of children with and without communication disorders.
• Used different research methodologies to investigate the learning—or lack of learning—that actually occurs during various activities and interactions.
• The ultimate objective of her research is to “improve the effectiveness and efficiency of our interventions with young children with communication disorders and their families.”
Imagine a World....
Where members are engaged and excited to work together to achieve our vision.

We can do that!
Invite your members to become imaginologists because....

THANK YOU for all you do!