



## Advocacy, Leadership and Volunteerism: Strategies for Member Success

**Course Description:** This session focuses on skill development in advocacy, leadership, and volunteerism related to the field of the professions of speech-language pathology and audiology. Strategies for successful advocacy, opportunities to lead, and ways to get involved are discussed. Issues described in ASHA's Public Policy Agenda (PPA) are highlighted as well as strategies for how SLPs and audiologists can get involved in advocacy efforts to ensure favorable outcomes for members and consumers in their state related to:

1. Advocating maintaining current IDEA funding levels and the use of terminology that is consistent in both IDEA and ESSA/ESEA regulatory language.
2. Promoting comprehensive coverage of audiology services and ensuring that private and public insurance includes coverage of habilitation services.
3. Increasing recruitment and retention of the full continuum of speech-language pathology and audiology personnel available to meet the needs of individuals with communication disorders.

### Learning Outcomes

Participants will be able to:

1. Empowering Members:
  - a. Identify three legislative and/or regulatory advocacy issues important to members
  - b. Describe the method that members can use to take action on federal and state issues using the ASHA website
2. Public Policy Agenda
  - a. Identify one education priority and one health care priority in the Public Policy Agenda
3. Impact of Advocacy Efforts
  - a. Identify a tool that ASHA developed to describe speech-language pathology services to help members educate the medical community about the services they provide
  - b. Describe advocacy techniques to ensure that habilitation and rehabilitation services are included as an Essential Health Benefit (EHB) under the Affordable Care Act (ACA) and how members can advocate to ensure that these services are covered in state health plans
4. What is New in 2019?
  - a. Identify at least three benefits to joining ASHA online community
5. Leadership
  - a. Describe at least three traits common to great leaders
  - b. Identify up to three skills acquired through ASHA's Leadership Development Program (LDP)
6. Volunteerism
  - a. Identify three reasons why members choose not to volunteer
  - b. Describe up to three internal or external rewards for being an ASHA volunteer
  - c. Identify three skills acquired through volunteer leadership that transfer to other settings including work
7. Advocating for Yourself and Your Profession
  - a. Describe three reasons why it is important to advocate
  - b. Identify three steps in developing a comprehensive advocacy action plan
  - c. Identify up to three factors to be considered when making a legislative visit

## Agenda

Introduction of BOD members/positions and responsibilities	5 minutes
Identification of the strategic advocacy concerns, leadership	25 minutes
Strategies and ways to encourage volunteerism	
Tips for successful advocacy	15 minutes
Question and answer	15 minutes

**Speaker:** Perry Flynn, MEd., CCC-SLP, is a member of the Board of Directors of ASHA as Vice President for Planning. He is a professor and clinical educator at the University of North Carolina at Greensboro (UNCG) and is the consultant to the North Carolina Department of Public Instruction in the area of speech-language pathology. As state consultant, he authors best practice documents that influence state legislation.

**Disclosure:** Perry is paid by the University of North Carolina Greensboro and is receiving an honorarium for speaking here. He is a member of the ASHA Board of Directors as Vice President for Planning. He has no other financial or non-financial disclosures.