

EMBRACING CHANGE

Celebrating 50 remarkable years
and laying the groundwork for 50 more.

Annual Report **2014**



OUR VISION

Speech-Language and Audiology Canada is the national voice and recognized resource for speech-language pathology and audiology in Canada.

MESSAGES FROM SOME CHARTER MEMBERS

"My memory of the foundation of the association is of Mary Cardozo reporting about the ASHA convention and then proceeding to enroll the whole staff of the speech clinic at the Montreal Children's Hospital in the Canadian association. She explained how important it was for our profession to have a national body."

– Isabelle Roberge, Charter Member

"In the 50s and 60s a number of us would travel to ASHA conferences and conventions. While there, the Canadian contingent would meet to discuss speech and hearing therapy in our provincial jurisdiction and the possibility of forming a national group."

– Angela M. Murphy, Charter Member

"My proudest moment occurred this week [when] reading the 'Milestones' of the association. These milestones are a testimony to the outstanding achievements made by the association over the past 50 years, an association which has evolved from a small group of committed professionals to the credible and dynamic organization it has become today. It is humbling to remember that these achievements are the result of the vision, expertise and extraordinary dedication on the part of many people."

– Jean Walker, Charter Member

"I remember that it was our excellent and renowned instructor at Toronto Western Hospital, Donalda McGeachy, who strongly encouraged us to join what would be our national association. CSHA/SAC would champion our needs and priorities as audiologists and speech-language pathologists."

– Carole MacDonald, Charter Member

OUR MISSION

Speech-Language and Audiology Canada supports and empowers our members and associates to maximize the communication and hearing potential of the people of Canada.

Celebrating 50 Remarkable Years



Fifty years ago, in 1964, The Beatles launched their first album in North America, Nelson Mandela was sentenced to life in prison and the Quebec National Assembly passed Bill 16, giving married women the same legal rights as their husbands.

In November of that same year, a small group of Canadian speech-language pathologists and audiologists founded the Canadian Speech and Hearing Association (CSHA). It was the first national association of its kind in our country.

Although much has changed over the last 50 years – including our name – the core purpose of our association has stayed the same. Speech-Language and Audiology Canada (SAC) continues to uphold the ethics of the professions, promote the highest clinical standards, support our members and associates and champion communication health.

Our 50th anniversary is a time for us to reflect on all that we've accomplished and plan for what is yet to come. It's also a time to celebrate the growth of the professions and recognize our strength as a unified national association. Above all, it is a time to acknowledge the hundreds of volunteers – from all provinces and territories – who have worked together to bring SAC this far.

How did SAC celebrate?

HOSTED A 50TH BIRTHDAY PARTY as well as other commemorative activities at our 2014 Conference in Ottawa.

LAUNCHED A SOCIAL MEDIA CAMPAIGN, during which we posted one fact about SAC every week for 50 weeks. #50facts #50years

REPUBLISHED ARTICLES from the association's early newsletters and magazines. The year-long series was featured on the new blog, *Communiqué*, and was titled "From the SAC Archives: A Year-Long Retrospective Series".

HOSTED A COCKTAIL RECEPTION for Canadian delegates attending the 2014 American Speech-Language-Hearing Association Convention in Orlando, Florida.

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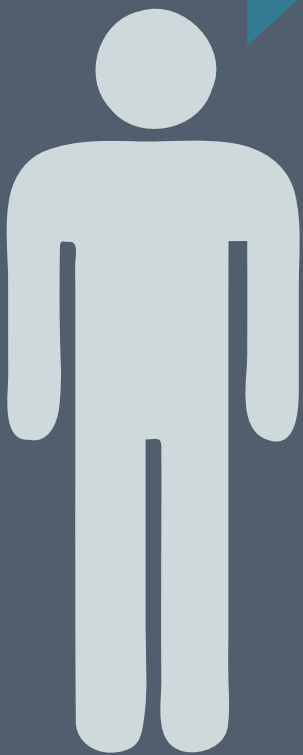
SAC Staff

THE YEAR IN NUMBERS

2014

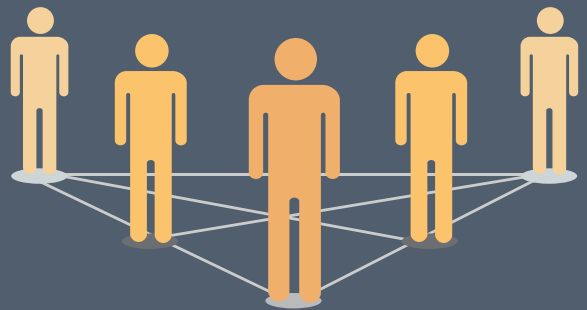
6,350

Members and
associates



Number of
volunteers

168



The number of SAC
members and associates
grew by 3.4% from
2013 to 2014.





JUDY MEINTZER, CHAIR

Interview

Of everything SAC accomplished in 2014, what are you most proud of?

I am most proud of our Day on the Hill (*read more about this event on page 12*). The event was a wonderful example of what we can do when we come together — our national association working collaboratively with all of Canada's provincial associations towards a common goal. There was so much enthusiasm and energy that day as members and associates from across the country convened on Parliament Hill to talk with MPs about our professions and communication health. I think everyone who participated in the Day on the Hill came away knowing that we really can effect change when we work together. The value and importance of partnerships, like the Pan-Canadian Alliance, take on new meaning after an event like that. As communication health professionals working in Canada, we share a common vision when it comes to advocacy and the things we want and expect from our government. MPs were definitely listening and engaged; they were interested in knowing more about what we do and the people we help. We need to keep building on this momentum.

Why should members and associates care about governance?

As the national association that represents the professional interests of speech-language pathologists, audiologists and communication health assistants, we are responsible for ensuring that our governance model not only follows current best practices, but also reflects who we are as professionals. It had been many years since we last updated and revised our governance model and bylaws, so this review was long overdue. (*Read more about the governance review project on page 34.*)

It was certainly not an easy endeavour. I'm extremely proud of the tremendous amount of work accomplished by the Board of Directors and the Governance Review Task Force. There were definitely some challenging times during the 3 years spent working on this project, but we stayed the course. I'm pleased and confident to say that today we have a governance model that is both modern and informed. It is also very flexible, which will enable SAC to more easily respond and adapt to challenges in the future. Yes, there have been some significant changes; however I firmly believe that all of those changes were necessary to make SAC a stronger organization.

What do you think will be the legacy of the 2014 Board of Directors?

I think we will be remembered for embracing change. 2014 was the year that our hard work paid off — so many initiatives launched: Day on the Hill, new SAC brand, national advertising campaign, new governance model, our 50th birthday celebration and the International Communication Project. All of those initiatives, which were just seedlings two or three years ago, came to fruition this year. Although it was really exciting to see the roll-out of all of those projects, it was also a touch unnerving. The stakes were so high! That said, we didn't look back, nor did we doubt ourselves. We knew we had done our due diligence and had made well-informed decisions. I hope that our work will encourage the next Board of Directors to continue to embrace change that will benefit members and associates.

What excites you the most about SAC's future?

Partnerships! We can accomplish so much more when we work together than when we try to do something on our own. Our partnership with the Pan-Canadian Alliance and the Day on the Hill is but one example. In 2014, our collaboration with The Elks and Royal Purple of Canada, the Canadian Academy of Audiologists, the Canadian Paediatric Society and VOICE for Hearing Impaired Children led to a very successful campaign to promote early hearing detection and intervention in Canada (*Read more about this initiative on page 14*). We also joined our global partners to launch the International Communication Project (ICP). And during Speech and Hearing Month, we teamed up with children's hospitals across the country to raise awareness about communication health. In 2015 we will be working with a number of organizations to talk about communication health and Canada's aging population. There are so many other like-minded associations, non-profits, charities and organizations that have goals that are very similar to ours; my hope is that SAC will continue to build momentum by actively seeking out new opportunities to collaborate.

How have you seen SAC evolve during your time on the Board?

That's an interesting question. I would have to say that SAC has really modernized. In the last three years we have embraced all kinds of new technologies that have not only improved efficiencies, but have also enabled us to be more in touch with — and responsive to — what our members and associates want and need. Our new website, the blog, online professional development events, virtual special meetings of members — these new technologies have altered the way we engage with each other and the public. They have also allowed for greater flexibility and the capacity to seek input and respond quickly to emerging issues and opportunities.

SAC celebrated its 50th anniversary in 2014. Why do you think commemorating this milestone is so important?

It is extremely important to take advantage of key milestones to look back and celebrate the history of our association and all of the incredible, dedicated people who have built SAC into what it is today. At our 50th birthday celebration during the conference in Ottawa, there was a presentation with a great collection of quotes from past SAC Presidents and founding members. What struck me as I read their words was how the same vision, passion and energy that compelled members to start this association all those years ago continues to drive this association today. Commemorating historical milestones gives us an opportunity to celebrate the achievements of the past while also looking to the future. We're a relatively young organization, but we have very strong roots.

What advice do you have for the next SAC Chair?

My advice is to focus on building lasting connections. Having a reliable network of people that you can reach out to is extremely important. I would also encourage the next Chair not to hesitate to ask for assistance when she feels overwhelmed. Chairing a national association is a demanding job! Thankfully SAC has a very competent and

helpful staff dedicated to ensuring that the day-to-day operations of this organization run smoothly. We also have an incredible wealth of skilled volunteers, including the Executive and the Board of Directors.

I alluded to this already, but I'll say it again because I think it's so crucial: I really encourage the next SAC Chair to be open to change. These days, the world around us seems to be moving so quickly. The phrase "here today, gone tomorrow" rings very true. In the coming years, our association must be in a position to adapt to the changing times while still holding on to our core mission and vision. Embracing change will be key.

My final piece of advice to the next SAC Chair is this: have fun! This volunteer position has undoubtedly been one of the most rewarding experiences of my career. I've met so many incredible people and it's been such an enjoyable adventure. I'd like to say a big thank you to all the people who have supported me over the last three years. And a special thank you to all of the amazing volunteers. Today, we have well over 100 dedicated volunteers who donate their time and energy to Speech-Language and Audiology Canada. They are at the heart of this organization. Without their tireless dedication, our association – and even our professions – wouldn't be where they are today.



(Above, left to right)

Joanne Charlebois, SAC Chief Executive Officer; André Lafargue, Aud(C) (President from 1986-1987); Donald Mandryk, S-LP (President from 1972-1973); Linda Walsh (President from 2008-2010); Frances Monro (President from 2002-2004); Catriona Steele, Ph.D., S-LP(C), CCC-SLP, ASHA Fellow (President from 1998-2000); Judy Meintzer, MSLP, R.SLP, S-LP(C) (President/Chair from 2012-2015)

(Next page)

(Top) Judy Meintzer, MSLP, R.SLP, S-LP(C), SAC Chair; Colleen Braun-Janzen, S-LP(C), MA, M.Mus (SAC Director), 2014 Presidential Citation Recipient

(Bottom left) Agnes Fuchs, Charities Co-ordinator, Elks & Royal Purple Fund for Children

(Bottom right) Judy Meintzer, MSLP, R.SLP, S-LP(C), SAC Chair; Virginia Martin, 2014 Presidential Citation Recipient





JOANNE CHARLEBOIS, CEO

Interview

2014 was an extremely eventful year. Was there a defining moment that summarizes the year for you?

It's hard to choose just one specific moment, but if I have to pick only one, I think it was when the members elected their Board using the new competency-based governance model. For the first time in the history of this association, members voted for candidates based on their skills and competencies rather than their geographic location. I think that this new model – of electing Board Directors solely on their experience – really reflects modern best practices when it comes to governance. I say that with the utmost respect to all of the incredible provincial representatives who have served on the SAC board over the years.

The Board who implemented this new competency-based governance model were, and continue to be, true leaders and visionaries. Their legacy will be implementing a framework that ensures SAC is directed by strong and competent leaders well into the future. It's remarkable.

Of all of SAC's accomplishments in 2014, what are you most proud of?

The sheer volume of everything we accomplished in 12 months. Rebranding, the advertising campaign, celebrating the association's 50th anniversary, all of the governance changes, launching the International Communication Project, record membership numbers, our major advocacy day on Parliament Hill and the list goes on! It's hard to believe that not only did we pull everything off, but that we did everything really well. I'm extremely proud of our year and I can't pick just one accomplishment – there were far too many!

How did 2014 bring out the best in the Board and the staff?

It was definitely a year that brought out the best in everyone. I'll start by talking about the Board. When I think back to all of those board meetings – all of those really tough meetings when the board was grappling with some very challenging decisions – I have so much admiration and respect for the group. There were so many hard

debates around the table, but throughout it all, Board members never wavered in their respect for one another and their commitment to making the best decisions for the future of this association. I'm not sure if all of our members and associates really understand what a huge weight was on their shoulders. They could have taken the easy road and made all of the "safe" governance changes to be in compliance with the new Canada Not-for-profit Corporations Act. But they didn't. They were determined to take an in-depth look at how this association was being governed and recommend changes that would ensure that SAC was positioning itself for future success. None of these tough decisions would have been possible had the people serving on the board not been extremely respectful, knowledgeable, passionate and determined.

As for staff, I honestly couldn't be prouder. They rolled up their sleeves in 2014 and did everything that needed to be done. Everyone on the SAC staff made a concerted effort to support and assist each other whenever possible, and because of that, our successes in 2014 have made us a stronger team. There were many days and weeks throughout the year when staff worked extra-long hours and went above and beyond what is normally expected. Throughout it all, positive feedback from our members and associates really kept us going.

In the same way that the Board of Directors wasn't afraid to tackle the most challenging questions and decisions, the staff approached the year with the same kind of fearlessness. They weren't afraid to try new things and to be change agents. It's hard to believe that we accomplished so much with such a relatively small team. I think that speaks volumes to the hard-working and dedicated people working at SAC. We set the bar extremely high and I believe that our team far exceeded those expectations.

Why is having a strategic plan so important?

It's our road map: it helps us identify our priorities, plan for the future and ensure that we stay on track. In 2015, we'll likely approach the strategic planning process a bit differently than we have in the past by engaging more

stakeholders (members and associates, of course, but other important stakeholders as well).

I'm very much looking forward to working with SAC's new Board on developing our next strategic plan. The members have elected an extremely competent, energized and forward-thinking group and it's going to be very interesting to see what innovative ideas will come out of the strategic planning process.

Where do you see SAC in 5 years?

I'm confident that SAC will have more members and associates and that the association will represent a greater proportion of communication health professionals in Canada. As it stands, only 52% of eligible professionals in Canada belong to this association.

We have been saying it for years: the more members and associates we have, the more we can do. More people means more advocacy work, more advertising campaigns, more professional development events, more funding for research, etc.

In 5 years, we want the general public to better understand and value the work of speech-language pathologists, audiologists and communication health assistants. It's a big part of why we embarked on the rebranding project.

"I have appreciated the hard work of Board members and administration of our national organization, SAC. Thank you for supporting a very important profession and a dedicated group of professionals."

-SAC Member



Pillars of the Strategic Plan

Throughout 2014, SAC continued to work towards the four main goals outlined in the 2012-2015 strategic plan. These four goals are the pillars that direct all of the association's activities. Every project or initiative undertaken by the association can be tied back to one of SAC's main strategic goals:

ADVOCACY

PROMOTION

PROFESSIONAL EXCELLENCE

ASSOCIATION PERFORMANCE

[1]

[2]

[3]

[4]

GOAL:

Influence decision-makers to implement policy that will serve the best interests of members, associates and the public.

GOAL:

Raise awareness of the role and impact of speech-language pathology and audiology.

GOAL:

Support evidence-informed practice through professional practice (continuing education), research and resources.

GOAL:

Meet the needs of members and associates through excellence in governance and association management.



2014 Annual
General Meeting

ADVOCACY

SAC'S DAY ON THE HILL

Asking the federal government to invest in early communication health

On May 7, 2014, Speech-Language and Audiology Canada held the largest one-day advocacy event in the history of the association. Over 35 members and associates from across the country gathered on Parliament Hill to meet with decision-makers and advocate for communication health.

The day began with a press conference on Parliament Hill and was followed by 38 meetings with MPs, including seven Official Opposition Critics, four Cabinet Ministers and the Prime Minister's Office. At these meetings, delegates asked MPs to sign a letter addressed to Hon. Rona Ambrose, Minister of Health, urging Ms. Ambrose and her department to recognize the importance of communication health and take a leadership role

at the federal level to address communication health issues. Delegates also encouraged MPs to pledge their support for the Universal Declaration of Human Rights, the global petition developed by the International Communication Project (ICP). *(Read more about ICP on page 23).*

Following the formal MP meetings, SAC hosted a reception at the Parliamentary Restaurant for SAC delegates, MPs and senators. Among those who attended was the Hon. Terry Mercer, who had presented a statement in support of Speech and Hearing Month earlier that day in the Senate.

Every single dollar invested in childhood health and development saves up to \$9 in future health, social and justice services.

-Public Health Agency

"Coming together as a unified whole to promote who we are and what we do to the powers-that-be spoke volumes. I felt that [the event] left a significant impact."

- SAC Delegate





Judy Meintzer, MSLP, R.SLP, S-LP(C), SAC Chair; Chantal Kealey, AuD, Aud(C), SAC Director of Audiology and Communication Health Assistants; Dennis Bevington, MP—Northwest Territories; Joanne Charlebois, SAC CEO; Katie Scozzafava, BA, MSLP, S-LP(C), SAC Director



Dawn Kelly, SAC Director of Finance and Operations; Peter Stoffer, MP—Sackville – Eastern Shore; Carla Di Gironimo, MS, S-LP(C), CCC-SLP, SAC Director of Speech-Language Pathology and Standards; Roula Baali, AuD, Aud(C), SAC Director



Chantal Kealey, AuD, Aud(C), SAC Director of Audiology and Communication Health Assistants; Joanne Charlebois, SAC CEO; Judy Meintzer, MSLP, R.SLP, S-LP(C), SAC Chair; Hon. Carolyn Stewart Olsen, Senator; Dawn Kelly, SAC Director of Finance and Operations



Chris Warkentin, MP—Peace River; Melanie Osmond, M.Sc., R.SLP, S-LP(C), SAC Director; Susan Rafaat, S-LP(C), ACSLPA, DPP Speech Language Pathology; Holly Gusnowsky, Aud, ACSLPA, DPP Audiology



Navid Shahnaz, PhD, Aud(C), SAC University Representative; Hon. Lynne Yelich, Minister of State (Foreign Affairs & Consular), MP—Blackstrap; Laureen McIntyre, M.Sc., PhD, S-LP(C), SAC Director



Danielle Arseneault, NBASLPA Executive Director; Michelle Lanteigne, S-LP(C), NBASLPA President; Hon. Dominic LeBlanc, MP—Beauséjour; Nadine Jacob, M.Ci.Sc., Aud(C), SAC Director



Judy Meintzer, MSLP, R.SLP, S-LP(C); SAC Chair, Hon. Terry M. Mercer, Senator; Joanne Charlebois, SAC CEO



Nadine Jacob, M.Ci.Sc., Aud(C), SAC Director; Mike Allen, MP—Tobique – Mactaquac; Michelle Lanteigne, NBASLPA President; Danielle Arseneault, NBASLPA Executive Director



Scott Andrews, MP—Avalon; John Hillier, Aud(C), NLASLPA President

"Honourable senators, the goal is to highlight early detection of communication disorders. Through early detection, we can connect those in need with professionals that can help."

— Hon. Terry M. Mercer
May 7, 2014, Senate of Canada



REPORT CARD ON EARLY HEARING DETECTION AND INTERVENTION PROGRAMS

Canada's Grade: *INSUFFICIENT*

On March 25, 2014, Speech-Language and Audiology Canada released a report card on the state of early hearing detection and intervention (EHDI) programs across Canada. The report card, which was developed in partnership with the Canadian Academy of Audiologists (CAA) and endorsed by the Canadian Paediatric Society (CPS), the Elks and Royal Purple of Canada and VOICE for Hearing Impaired Children, provided a snapshot of the status of all provincial and territorial EHDI programs in the country.

The report card was a wake-up call. **Over half of the provinces and territories in Canada were given an insufficient grade in at least one of the two categories it assessed: coverage and quality.** Only British Columbia received excellent rankings in both.

Speaking at the press conference on Parliament Hill (hosted by SAC and the Elks and Royal Purple of Canada) Board Director Dr. Roula Baali, AuD, Aud(C), said, “There is simply far too much variability amongst the provinces. We have some provinces like British Columbia and Ontario that are doing really well, and other



Chantal Kealey, AuD, Aud(C), SAC Director of Audiology and Communication Health Assistants; Roula Baali, AuD, Aud(C), Director from Quebec; Dr. Hema Patel, CPS; Joanne Charlebois, SAC CEO; Norah-Lynn McIntyre, VOICE for Hearing Impaired Children; Agnes Fuchs, Charities Co-ordinator, Elks & Royal Purple Fund for Children

provinces where no province-wide program exists at all. On top of this, there are too many provinces and territories whose programs are just middle of the road. As a country, we are failing our children.”

Despite the troubling grades outlined in the report card, the media’s response to the story gave SAC reason to be optimistic. The story was picked up by the CBC, the Globe and Mail, Sun Media and Metro News, among others. The Globe and Mail in particular highlighted the urgency of this

crucial health issue, calling the current status quo “inexcusable”.

One Manitoba politician, Leanne Rowat, has taken on the EHDI cause and is calling for her province to adopt its newborn hearing screening program ahead of schedule. (The program is currently scheduled to launch in 2016.) It’s clear from this coverage and the response SAC has received that the Canadian public cares very deeply about early hearing detection and intervention. In fact, the Globe and Mail article reached over 17,800 people through Facebook alone.

SAC'S SUBMISSIONS TO THE NEW HEALTHCARE INNOVATION PANEL

Speech-Language and Audiology Canada submitted two briefs to the federal government's newly established Advisory Panel on Healthcare Innovation in fall 2014:

Audiology Submission: Early Hearing Detection and Intervention

(EHDI): In 2014, SAC partnered with the Canadian Academy of Audiology (CAA) to form the Canadian Infant Hearing Task Force (CIHTF), a group of professionals focused on addressing early hearing detection and intervention (EHDI) issues in Canada. The audiology submission to the panel introduced this new task force and outlined the need to improve the quality, consistency and accessibility of EHDI programs across Canada. The submission also addressed the importance of speech-language pathology services in all EHDI programs.

Speech-Language Pathology Submission: Health-Care Services

for Seniors: The speech-language pathology submission discussed the role of S-LPs in providing health care for seniors in Canada. Specifically, the brief recommends that S-LPs be formally incorporated into the screening process for dementia and other neurological disorders, either independently or as part of an interprofessional team, to ensure that seniors who experience communication or swallowing difficulties as a result of a neurological disease get the services they require. The submission also stated the importance of comprehensive audiological assessments for seniors with neurodegenerative diseases.

FEDERAL GOVERNMENT'S ADVISORY PANEL ON HEALTHCARE INNOVATION:

In June 2014, Health Minister Rona Ambrose launched a new Advisory Panel on Healthcare Innovation. The purpose of the panel is to explore how the federal government can foster innovation and improve patient care across the healthcare system. Specifically, the panel will:

- Identify the five most promising areas of innovation in Canada and internationally that have the potential to sustainably reduce growth in health spending while leading to improvements in the quality and accessibility of care.
- Recommend five ways the federal government could support innovation in the areas identified above.

REVISED DTC TIP SHEET FOR AUDIOLOGISTS & MEETING WITH THE CANADA REVENUE AGENCY

In 2014, SAC collaborated with the Canadian Academy of Audiology (CAA) to update the Disability Tax Credit (DTC) Certificate tip sheet for audiologists so that it would reflect recent changes made by the Canada Revenue Agency (CRA) to the DTC application form.

SAC also met with representatives of CRA in December to provide feedback on the DTC process. Many audiologists certifying the DTC certificate form for their patients and clients have expressed concern that the criteria are unclear. SAC values its relationship with CRA and we are confident that we can work together to improve the DTC application process.

FEDERAL HEALTHCARE PARTNERSHIP

In May, the association hosted its annual meeting with the Federal Healthcare Partnership (FHP) at SAC's 50th anniversary conference in Ottawa. The FHP is a voluntary alliance of federal government organizations who oversee the delivery of healthcare benefits, goods, services or information to specific groups of people in Canada. It is comprised of Veterans Affairs Canada (with Blue Cross Medavie), the Department of National Defense, Health Canada (First Nations and Inuit Health Branch/Non-Insured Health Benefits) and the Royal Canadian Mounted Police. These annual meetings are focused on audiology programs.

At the 2014 meeting, SAC presented member and associate questions to the partnership and subsequently prepared a reference document that outlines all of the questions and answers discussed at the meeting.

PROMOTION

NEW NAME. NEW LOGO. NEW BRAND.

We cannot talk about 2014 without reflecting on perhaps the biggest project of the year: the rebrand.

SAC officially launched its new brand platform, which included a new name, new logo, new tagline, new positioning and new terminology on February 5, 2014. Although the project was launched in 2014, the preliminary work actually began in 2012.

The rebrand project was about so much more than a new name and a new logo. It was about taking stock of where the association was and repositioning it for future success.

It was about making the necessary changes to build the association's public profile and increase awareness about the professions and communication health. It involved extensive market



Speech-Language &
Audiology Canada
Orthophonie et
Audiologie Canada
Communicating care
La communication à cœur

research, in-depth interviews and surveys and some of the most creative minds working in the Canadian marketing and advertising industry. The rebrand project also involved support and input from various members and associates, Board Directors, stakeholders and staff.

However, launching the new brand was (and is) just the beginning: it's but one step in a very detailed and long-term strategic plan to promote the professions to other health-care professionals, educators, politicians, decision-makers and, of course, the Canadian public.

The Canadian Association of Speech-Language Pathologists and Audiologists (CASLPA) became Speech-Language and Audiology Canada (SAC) in February 2014.



"I LOVE the new branding. It all makes perfect sense and will make a huge difference to our public profile I think."

– SAC member

"I like the new name and love the logo. Clever and catchy. A lot of thought and hard work went into this and it shows!"

– SAC member

"I LOVE the new logo, tagline and branding ... WOW WOW WOW. I'm so happy with it. You all must be so proud. Well done, SAC!"

– SAC member

2014 ADVERTISING CAMPAIGN: AWE & JOY

Although SAC launched several high-profile projects in 2014, perhaps the one that generated the most enthusiasm from members and associates was the national advertising campaign. Not only was the ad campaign a compelling way to promote the professions and communication health to the Canadian public, it was an opportunity to showcase the association's new brand to the country.

The advertisements ran for six weeks throughout April and May in Vancouver, Toronto and Montreal on transit vehicles and in transit stations and shelters. These advertisements were supported by a national online advertising campaign, which included Facebook ads and Google AdWords.

The same campaign was launched on a smaller scale for two weeks in Ottawa at two downtown locations near Parliament Hill. The timing of the Ottawa campaign coincided with SAC's 50th Anniversary Conference, Speech and Hearing Month and the major advocacy day on Parliament Hill.

"I'll never forget the look on Sara's face when she heard her mom's voice for the first time. Audiology isn't just my job; it's my privilege."

— SAC Member



AWE

Audiologists help children with hearing loss.
CommunicationHealth.ca



"When Paul could finally say 'I love you' to his wife again, we all cried a little bit. Speech-language pathology isn't just my job; it's my privilege."

— SAC Member



JOY

Speech-language pathologists help people express themselves after a stroke.
CommunicationHealth.ca



Members and Associates Jump On Board!

The response to the 2014 advertising campaign was overwhelmingly positive. S-LPs, audiologists and communication health assistants from across the country helped keep the momentum going by taking to social media to talk about communication health.

I'm blown away to see these images, which represent my own beliefs about my profession!! Well done, and I say "yes" to sharing this optimistic outlook of our professions.

THANK YOU FOR THIS WONDERFUL PRODUCT.

BRILLIANT!

Saw the first posters yesterday on the Skytrain in Vancouver and loved them. Keep up the good work!.

THIS LOOKS GREAT

as does the new website etc.

LOVE LOVE LOVE

the bus ad with "It's a privilege" line.

WELL DONE

with new branding and all the amazing May Month materials!

AWESOME!

Makes me joyful to be a SAC member!

CONGRATULATIONS ON A WONDERFUL NEW CAMPAIGN!

The pictures and messages are fantastic and really communicate the best part of our professions. It really is a privilege to be an S-LP.

The recent developments, which you have described so clearly in your communications, have been particularly innovative and exciting. **I AM SO PLEASED THIS MORNING, FOR EXAMPLE, TO READ ABOUT THE 2014 ADVERTISING CAMPAIGN** and the launch today of the transit advertising in major cities across Canada. Warmest congratulations to you and to all those involved in effecting these monumental changes!

RIGHT ON!

Very good ads. It's about time. Congratulations

I LOVE THE AD CAMPAIGN.

It is so exciting that this push is on to raise the profile of our professions. Keep up the good work!!!

#aweandjoy





SPEECH AND HEARING MONTH

Amidst the roll-out of SAC's new brand and the launch of the 2014 advertising campaign, SAC also ran a very successful Speech and Hearing Month in May. The 2014 campaign was an expansion of the early identification and intervention initiatives we had launched the year before.

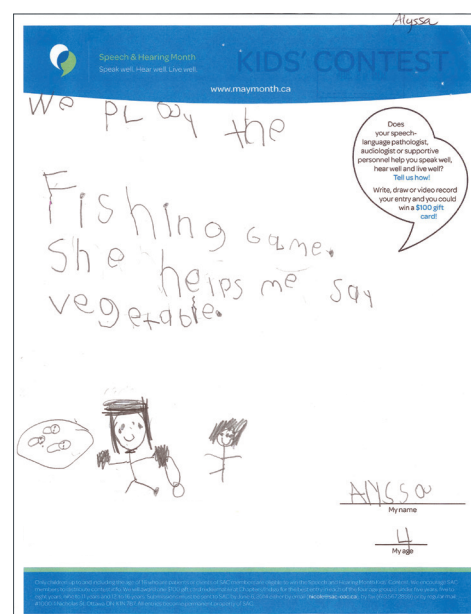


Speech & Hearing Month

Speak well. Hear well. Live well.

SOME HIGHLIGHTS FROM THE 2014 SPEECH AND HEARING MONTH CAMPAIGN INCLUDE:

- A continued partnership with Canadian children's hospitals. In 2014, SAC sent Celebration Boxes, which were full of useful resources, to 12 pediatric hospitals across the country.
- The sale of 120 Celebration Boxes (at cost) to members and associates for the first time.
- Advertisements on the Canadian Medical Association Journal's website throughout the month of May to promote the professions to health-care professionals.
- New resources, including a poster that warns teenagers to protect themselves from noise-induced hearing loss.
- Hon. Terry Mercer's statement to the Senate championing Speech and Hearing Month on May 7.



One of the winning contest entries.
Created by Alyssa, 4 years old.



The International Communication

Project 2014

*The opportunity to communicate
is a basic human right.*

In 2014, SAC continued its collaboration with organizations around the world to bring attention to communication disorders. As a founding member of the International Communication Project (ICP), SAC participated in a number of initiatives throughout the year including an international Google Hangout in February. SAC's Chair, Judy Meintzer, represented Canada at this virtual event that had people from around the world come together to support the idea that communication is a basic human right.

What started as a one-year project has since evolved into a long-term international partnership to promote communication health around the world.



"I couldn't be more pleased to see [SAC's]
involvement on this important issue!"

-SAC member

"Wonderful. It is so important to
disseminate this information."

-SAC member

PROFESSIONAL EXCELLENCE

THE 2014 SAC CONFERENCE IN OTTAWA

SAC's 2014 Conference took place in Canada's capital city, a fitting destination for a national association celebrating its 50th anniversary. The three-day event featured a fantastic educational program as well as special activities to commemorate SAC's historic milestone.

Over 500 people attended the conference – almost a hundred more delegates than the previous year's conference. In addition to the high attendance numbers, the 2014 SAC Conference also included a sold-out exhibition hall.

Canada's first Chief Public Health Officer, Dr. David Butler Jones, kicked off the event with a poignant and humorous keynote address titled "Life After Stroke: That Was Weird". In his speech, Dr. Butler-Jones reflected on the stroke he suffered a number of years ago and how the experience ultimately left him with more questions than answers about how the human brain works.

The 2014 Conference wouldn't have been complete without a special birthday celebration to commemorate SAC's 50th anniversary. In addition to honouring all of the incredible award winners, the annual awards banquet also included speeches, presentations and a trip down memory lane to mark the association's historic milestone.

WORKSHOPS:

February 28, 2014 (Toronto, ON)

Linda Rammage

Client-Centered Management for Voice Disorders in Adults: Using the Alert Model in Assessment and Treatment

September 19, 2014 (Moncton, NB)

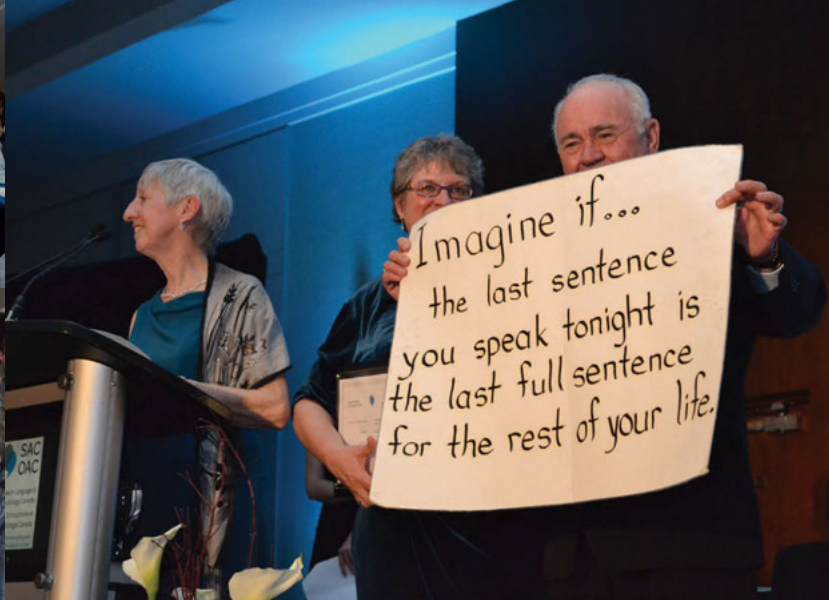
Joseph Duffy

Differential Diagnosis and Management of Acquired Dysarthrias

SNAPSHOTS FROM SAC'S 2014 CONFERENCE







2014 PRESIDENT'S RECEPTION & BANQUET

PLANNING FOR SAC'S NEW PROFESSIONAL DEVELOPMENT PROGRAM



SAC
Professional
Development
Program

Much of 2014 was also spent organizing and planning for the roll-out of SAC's new professional development program. Starting in 2015, SAC will transition from hosting its national conference annually to hosting it every other year. In years when there is no conference, the association will offer more in-person workshops and online learning events.

Members and associates have been telling SAC for years that they are looking for more diverse, more accessible and more affordable learning opportunities. With that in mind, SAC has redesigned its professional development program to offer a broader range of educational events that will be accessible to more members and associates across the country.

SAC CLINICAL RESEARCH GRANTS

Each year, SAC awards two grants to increase the clinical evidence base in speech-language pathology and audiology in Canada. In 2014, SAC awarded clinical research grants to the following members:

Myriam Beauchamp

Topic: The Effect of Bilingualism on Executive Functions and the Theory of Mind in Children With an Autism Spectrum Disorder: Pilot Project

Abstract: This pilot project examines whether bilingualism produces a cognitive advantage with respect to inhibitory executive functions in children with autism spectrum disorder, similar to the cognitive advantages found in bilingual neurotypical children.

Catherine Dench

Topic: Adapting the MacArthur-Bates Communicative Development Inventory for Inuktitut

Abstract: There is a critical lack of assessments available to S-LPs and others serving Inuit children. This project seeks to develop a linguistically and culturally appropriate version of the "CDI: Words & Sentences", using data from language samples of Inuktitut-speaking children, and with the input and involvement of Inuit informants in Nunavik.

COMMUNICATION HEALTH ASSISTANTS: New Title(s) for Supportive Personnel

In addition to modernizing our governance structure and bylaws, the 2014 governance review project was also an opportunity for the association to review the titles and terms that it uses to describe the professions.

Over the years SAC has heard from countless members and associates that the title “supportive personnel” was far too vague and that it did not adequately reflect the work that supportive personnel do. After surveying supportive personnel, as well as speech-language pathologists and audiologists who work with supportive personnel, SAC decided to replace the “supportive personnel” title with the following more descriptive and professional titles:

- **SPEECH AND HEARING ASSISTANT**
- **AUDIOLOGY ASSISTANT**
- **SPEECH-LANGUAGE PATHOLOGY ASSISTANT**

And, for the same reason SAC introduced the umbrella terms “communication health” and “communication health professionals”, in 2014 the association began referring to S-LP assistants, audiology assistants and speech and hearing assistants collectively as “communication health assistants”. All of these new umbrella terms will help keep SAC’s messaging clear and concise, which is especially important when developing materials for the general public.

Updating and Revising the Communication Health Assistant Guidelines

In 2014, SAC released the newly revised Communication Health Assistant Guidelines (formerly called the Supportive Personnel Guidelines). This was the first major revision of the two guideline documents since they were originally developed in 2004. The new documents are now much clearer and include important updates to the code of ethics, the number of required supervised clinical practicum hours and changes to the scopes of practice.

In addition to the above-mentioned revisions, the guidelines were also updated to include the new professional titles. The document formerly



called *Supportive Personnel Guidelines: Working With Speech-Language Pathologists* was renamed *Speech-Language Pathology Assistant Guidelines*. The document formerly called *Supportive Personnel Guidelines: Working With Audiologists* was renamed *Audiology Assistant Guidelines*.

THE SAC CLINICAL CERTIFICATION PROGRAM *BUILDING TOWARD THE FUTURE*

Two New Exam Subcommittees

With the goal of replacing the paper and pencil version of the clinical certification exam with a Computer Based Test (CBT), SAC recently made some additions to the exam committees. The transition to a CBT will offer more flexibility for future exam candidates and will bring the association more in line with the current practices of educational institutions and credentialing programs.

A major requirement of the CBT is that SAC must develop more test questions on an annual basis. As such, the two new exam subcommittees, each comprised of six item writers, will be focused on building SAC's bank of questions. To help them prepare for their role, the new volunteers – six audiologists and six speech-language pathologists – attended an item-writing workshop in Ottawa in the fall.

PRESENTATIONS



In 2014, SAC hosted its first-ever virtual clinical certification presentations at Canadian universities

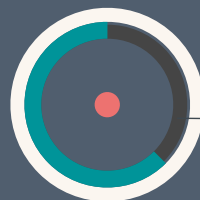
259

members became clinically certified

CERTIFICATION EXAM

303

candidates wrote the SAC Clinical Certification Exam



86%

of SAC members are clinically certified

New Publication: THIS WEEK IN THE NEWS

SAC's weekly round-up of the latest stories related to speech-language pathology and audiology from Canada and around the world

As part of SAC's ongoing commitment to ensuring that members and associates are informed about the latest news stories and research related to the professions, the association launched a new weekly e-publication called *This Week in the News* in summer 2014. Since publishing the first issue on July 25, 2014, *This Week in the News* has garnered a lot of enthusiasm from SAC members and associates. Here's what people are saying about SAC's weekly news aggregate:

"I want to say how much I am enjoying this service. It allows me to get a quick glance at what is being published, with links to follow through on the more interesting articles."

"Love this publication. I scrolled down to see what kind of content there was and I am excited to sit down and read the articles. Great work!"

"This is a great service! Thanks for initiating it."

"I am really enjoying the "This week in the news" news feeds. This is one of the most valuable benefits of membership in SAC."

"This is my all-time favourite SAC publication."

This Week in the NEWS

Here's this week's round-up of the latest stories related to speech-language pathology and audiology from Canada and around the world.

Toronto-led international research team makes stem-cell breakthrough (the Globe and Mail)

Dr. Andras Nagy's lab, based out of the Lunenfeld-Tanenbaum Research Institute at Mount Sinai Hospital in Toronto, has mapped the process of making a stem cell for the first time ever. The study involved nearly 50 scientists from Canada, South Korea, Australia and the Netherlands and documented a cell's path towards becoming a stem cell. The team also identified a new "fuzzy" kind of stem cell, previously believed to be useless, that has significant potential for therapeutic applications. Read the Globe and Mail [news story](#) and articles in *Nature* and *Nature Communications*:

- [Divergent reprogramming routes lead to alternative stem-cell states](#)
- [Genome-wide characterization of the routes to pluripotency](#)
- [Small RNA changes en route to distinct cellular states of induced pluripotency](#)
- [An epigenomic roadmap to induced pluripotency reveals DNA methylation as a reprogramming modulator](#)
- [Proteome adaptation in cell reprogramming proceeds via distinct transcriptional networks](#)

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Missed an issue of *This Week in the News*?

No problem! You can access every issue of our weekly news roundup in the archive [on our website](#).

Don't forget to renew with SAC for 2015

Simply login to www.sacmembership.ca to access your renewal form and submit it to the SAC office by December 31, 2014.

[Click here for more information.](#)

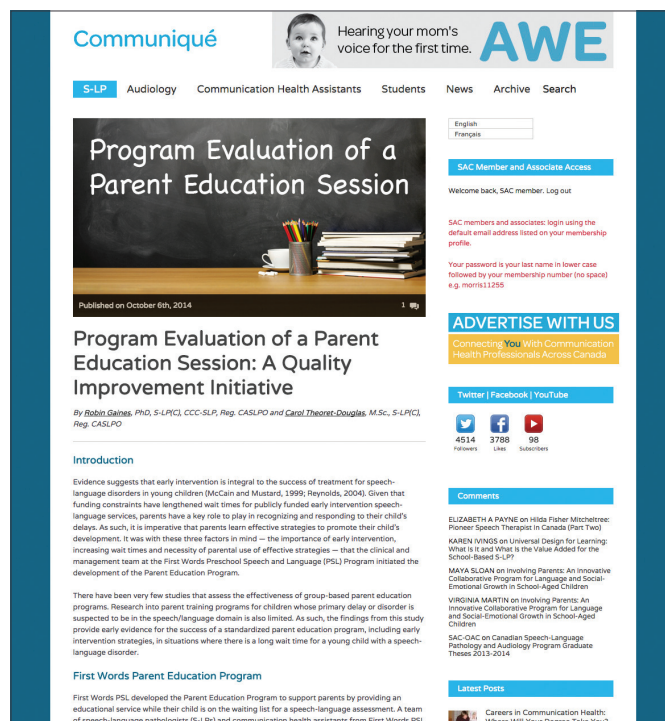
This Week in the News, December 19, 2014

A New Chapter in Communiqué's History

Since its launch in 1976, SAC's newsletter *Communiqué* has continually evolved to keep up with the changing times.

Originally published under the name *Hear Here*, the newsletter started off as a few pages stapled together, then moved to a bound magazine and finally transformed into a digital magazine in 2010.

In February 2014, *Communiqué* underwent yet another transformation: it became a blog. While *Communiqué* remains a publication exclusively for our members and associates and continues to feature articles about the professions, the new blog platform also allows for increased interactivity as members and associates can now discuss, reflect and comment on the articles directly on the blog site.



New Online Submission System for CJSLPA

In fall 2014, SAC implemented a new online submission system for the *Canadian Journal of Speech-Language Pathology and Audiology* (CJSLPA).

The new online system improves and simplifies CJSLPA's entire editorial process from initial manuscript submission to final publication. As one of SAC's longest-running publications – CJSLPA was first published under the name *Human Communication* in 1973 – it's important that the journal continues to keep pace with the evolving publishing world. SAC is confident that this new submission system will not only expedite the editorial process, but also encourage more professionals to submit research papers.

"As we end our association's 50th anniversary year, CJSLPA continues to thrive as an open-access journal, publishing a broad range of articles in English and French about communication disorders."

– CJSLPA Editor Elizabeth Fitzpatrick, PhD, Aud(C)



55 REVIEWERS

24 PAPERS
PUBLISHED

5 ASSOCIATE
EDITORS

ASSOCIATION PERFORMANCE

UPDATING SAC'S GOVERNANCE STRUCTURE AND BYLAWS

In May 2012, SAC began a governance review project to re-evaluate and update the association's governance structure and bylaws. The Board made the decision to undergo this extensive review for many reasons, but primarily because of the new Canada Not-for-profit Corporations Act (NFP Act). All Canadian non-profits, including SAC, were required to be in compliance with the new Act by October 17, 2014.

A lot has changed since SAC was first established in 1964. The last decade alone has seen significant improvements to the way not-for-profits govern themselves and, in particular, a greater focus on good governance. So while the introduction of the new Act provided an impetus for review and change, the Board of Directors decided to go even further. Instead of just making the necessary changes required to be in compliance with the new Act, the Board decided to review SAC's *entire* governance structure and *all* of its bylaws. This would turn out to be an ambitious, but ultimately very worthwhile, project.

In 2013, the Board appointed a Governance Review Task Force (GRTF) comprised of current and former Board members to review the Act, meet with various stakeholders, obtain legal counsel,

survey members and review industry best practices. The GRTF worked diligently for over a year to gather information and present the Board of Directors with a series of proposed governance changes. In fall 2013, all of the changes proposed by GRTF were approved by the Board in principle.

The next phase of the governance review project began in the winter of 2014 with a series of member consultations and ended on May 9, 2014, at the 2014 Annual General Meeting and Special Meeting of Members. At these meetings, the SAC membership voted to approve a number of significant governance and bylaw changes.

In the months following the AGM, the Board approved further additions and changes, which were then approved by members in early fall. The project concluded in September when our Articles of Continuance were accepted by SAC members and then, finally, approved by Industry Canada.

Such an extensive project is difficult to summarize in one short article, as there were so many important steps along the way. However, perhaps the most important information to share is the fact that SAC now has a stronger and more modern governance structure that will serve the association well for many years to come. Here are the most significant changes to arise out of SAC's governance project:

Board Composition

SAC modernized its Board structure to align with current best practices and ensure that the association continues to operate as effectively and efficiently as possible. SAC now has a skill-based competency model to guide its selection of Directors. The Directors elected through this new model will represent the best interests of all members and associates, regardless of geography. In addition, the Board of Directors will now be comprised of a minimum of 10 people and a maximum of 16 people.

Board of Directors Nomination Process

SAC members now elect all Directors; the Board of Directors now elects the Chair (formerly known as President) and the Vice-Chairs from the Board.

Membership

The new NFP Act requires that all Canadian not-for-profits clearly define their membership. Moreover, under the new Act all members must have exactly the same rights. Because of these fundamental changes, SAC re-defined its membership categories and moved to one membership class (S-LPs and audiologists) and six associate categories (retired, communication health assistants, student, research/allied professional, affiliate and international).

Financial Governance

Under SAC's new bylaws, the Board of Directors is now responsible for determining the annual dues.

ENGAGING STUDENTS

Supporting you throughout your entire career... Starting now!

It goes without saying that students represent the future of the professions and the future of Speech-Language and Audiology Canada. In 2014, the association embarked on yet another successful recruitment campaign to encourage students to join their national professional association. This year's campaign was titled: ***"Supporting you throughout your entire career... Starting now!"***

Student conversion rate



82.8%

The number of student associates who converted to full members in 2014.



18.77%

Student membership increase from 2013 to 2014.

STUDENT SPEAK



In This Issue

Careers in Communication Health: Where Will Your Degree Take You? (Part Two)



Communication health professionals who work in educational settings assist children with their communication needs in the classroom, often seeing dozens of students each day.

You've already made the decision to become a communication health professional, but do you know where you want to work after graduation? This article is Part Two of our "Careers in Communication Health" series, designed to give you a glimpse into real-life careers in speech-language pathology and audiology across different settings. [Part One](#), featured in our last issue of Student Speak, looked at what it's like to work in a medical setting as a hospital-based clinician. Part Two, below, focuses on communication health professionals who work in educational settings.

The familiar ring of a school bell signals the start of yet another busy day not only for students and teachers, but also for the many speech-language pathologists, audiologists and communication health assistants who work in education. These professionals strive to ensure that all children have access to the services and education they need to succeed later on in life.

For some, like Sharon Storr, a speech-language pathologist (S-LP) who works for a school board in Ontario, the decision to work in a school setting was a no-brainer. "I always knew I would be working with children," says Storr, who has spent the past 5 years working on the school board's autism support team. She knows that this line of work was a good choice: "I really like working with my students and find I am continuously learning. I enjoy this aspect of my job tremendously."

However, many school-based communication health professionals never planned to pursue an education-based practice. Sandra Vandenhoff, an audiologist working for the Calgary Board of Education, started her career by dispensing hearing aids for the provincial government in P.E.I. and then worked in private practice in B.C. She went on to work for Phonak, a hearing aid and FM system manufacturer, before applying to work for

Student Speak – Winter 2014



SAC
OAC

Speech-Language & Audiology Canada
Orthophonie et Audiologie Canada

Communicating care | La communication à coeur



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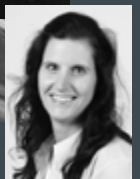
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NETWORKING

INSURANCE

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2014-2015 BOARD DIRECTORS



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SAC STAFF

There were a number of significant staffing changes in 2014. In the fall, SAC welcomed Lynda Gibbons, Aud(C) and Marnie Loeb, S-LP(C) as new, part-time advisors. Around the same time, SAC said farewell to Dawn Kelly, Director of Finance and Operations, who retired after working for the association for over 14 years. Ellen Glouchkow joined the SAC team as the new Director of Operations along with Darlene Toop, the association's new part-time Accounting Assistant.

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Chief Executive Officer

GINA MEACOE

Executive Assistant

DAWN KELLY

Director of Finance and Operations

ELLEN GLOUCHKOW

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CJSLPA Editor

2014 ANNUAL REPORT

EMBRACING CHANGE

*Celebrating 50 remarkable years and
laying the groundwork for 50 more.*



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