

Annual Report



SAC
Speech-Language
& Audiology Canada
[Communicating care](#)



VISION

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

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.

TABLE OF CONTENTS

4	CHAIR AND CEO	34	PROFESSIONAL EXCELLENCE
8	PILLARS OF THE STRATEGIC PLAN	44	ASSOCIATION PERFORMANCE
10	ADVOCACY	50	SAC BOARD OF DIRECTORS
22	PROMOTION	52	SAC STAFF



“2015 was certainly an exciting year to be the Chair of SAC and I am delighted with all that we managed to accomplish. I’m particularly proud of our strong advocacy initiatives. The federal election and SAC’s Vote Communication Health Campaign provided us with the opportunity to come together to take a stand on issues that matter to us as professionals. As a result of this advocacy campaign, politicians and decision-makers from across the country heard about the importance of communication health and the tremendous impact our services have on the lives of our patients and clients.

“I’m also extremely proud of our national advertising campaign. Our new BRAVE and LOVE ads are compelling extensions of the AWE and JOY ads we developed in 2014. National advertising campaigns, like the one we launched in 2015, are a really effective way to show Canadians how vital the ability to communicate is to our daily lives. The more the public values the services provided by speech-language pathologists, audiologists and communication health assistants, the more likely it is that senior administrators will see the benefit of funding communication health programs, creating communication health jobs and investing in research in our respective fields.

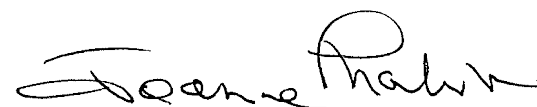
“In addition to the projects mentioned above, we also initiated new partnerships, developed new position papers and began a new professional development program. I would like to extend a big thank you to the SAC staff, whose tireless dedication helped keep the momentum going and allowed us to seize new opportunities along the way. I would also like to extend a warm thank you to my fellow Board Directors and the countless volunteers who donated their time, energy and skills throughout the year. Finally, I would like to thank all of our members and associates – from coast to coast to coast – whose ongoing support ensures that our professions have a national voice in Canada.”


CHAIR



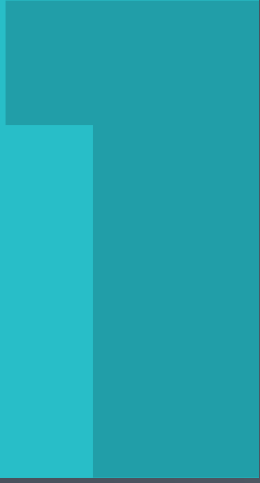
“Reflecting on 2015, I am most proud of how adaptable and responsive our association was when presented with new and unanticipated opportunities. For example, SAC’s immediate response to Memorial University’s refusal to accommodate a student with hearing loss demonstrated that we can mobilize quickly to address pressing issues as they emerge. Similarly, following the announcement of the 2015 federal election we quickly put together a successful advocacy campaign that engaged members and associates, influenced high-level decision-makers and allowed us to take a stand on key communication health issues. I think that our Vote Communication Health Campaign really demonstrated to our membership how strong our political presence can be when we work together towards a common goal.

“Over the past few years, I have seen this association embrace the responsibility of being the primary hub for speech-language pathology and audiology in Canada. Through our growing membership, our partnerships with allied organizations, our ongoing advocacy initiatives and our effective public awareness campaigns, SAC has become **the** leading resource for communication health in our country. The notion that SAC will further define and leverage its role as the national voice for communication health is a key component of our new 2016-2019 strategic plan, which we will launch at the 2016 Annual Meeting of Members.”



CEO

ADVOCACY



PROMOTION



PROFESSIONAL
EXCELLENCE



ASSOCIATION
PERFORMANCE



Pillars of the strategic plan

Every project and initiative undertaken by SAC in 2015 can be tied back to one of the four pillars of our 2012-2015 strategic plan.

ADVOCACY

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

PROMOTION

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

PROFESSIONAL EXCELLENCE

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

ASSOCIATION PERFORMANCE

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

In 2015,

SAC embarked on a new strategic planning process to guide our association's activities for the next four years. We will share our 2016-2019 strategic plan with members and associates at the 2016 Annual Meeting of Members.

“SAC: Thank you so much for the amazing advocacy campaign and for facilitating member engagement [during] the federal election. Sending the letters was simple and the content is well-written and to the point.”

– SAC Member

Vote Communication Health Campaign

In the lead up to the 2015 federal election, SAC launched a major advocacy campaign aimed at making communication health an election issue. Our **Vote Communication Health Campaign** sparked grassroots advocacy across the country and ensured that over 200 elected MPs heard from their constituents about communication health.

2,745



letters sent to

898

federal election
candidates

*"Just sent my letter... took 30 seconds....
Amazing! I'm pumped to send this link to
everyone I know... Great webinar too."*

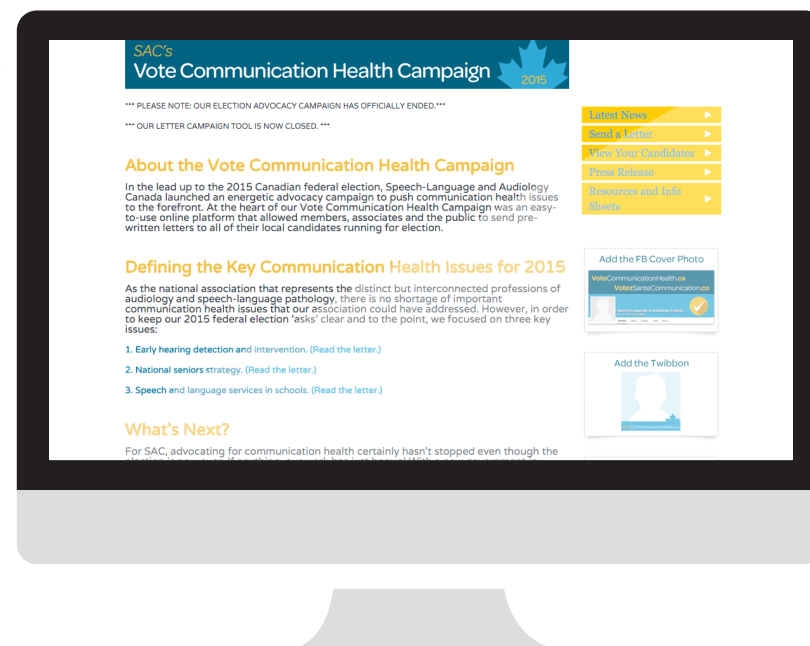
– SAC Member

SEND A LETTER NOW

Easy to use

Our easy-to-use online advocacy tool allowed members, associates and the public to automatically send letters to all of the candidates in their riding regarding the following communication health issues:

- Early hearing detection and intervention
- National seniors strategy
- Speech and language services in schools



THE VOTE COMMUNICATION HEALTH CAMPAIGN PROMPTED RESPONSES FROM ALL



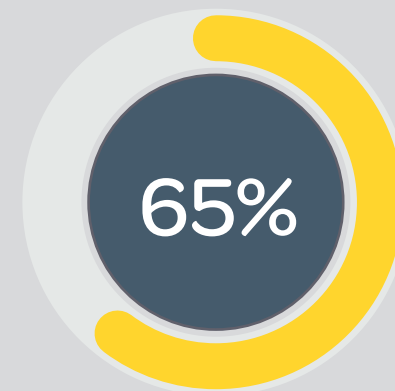
SAC's free advocacy webinar "**Political Action in the 2015 Federal Election**" gave members and associates **useful tools and tips** for making an impact during the election.

VOTE COMMUNICATION HEALTH LETTERS REACHED:



220

elected MPs



of the new
House of
Commons



“Thank you very much for your incredibly accessible and efficient letter writing campaign for contacting candidates on the subjects of early hearing loss identification, school-based services, and services for the elderly. Well done on this initiative.”

– SAC Member

Responding to the Memorial University Controversy

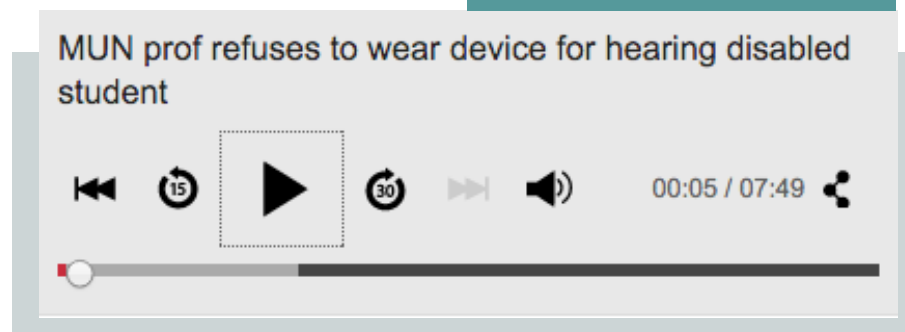
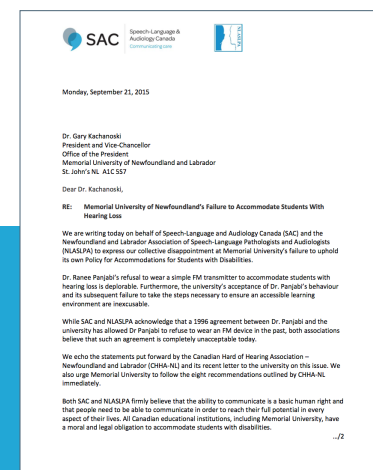
When

a professor at Memorial University of Newfoundland refused to wear a simple FM transmitter to accommodate a student with hearing loss, the story made headlines across the country. SAC was quick to add its voice to those urging the university to uphold its *Policy for Accommodations for Students with Disabilities* and ensure that **all** students attending Memorial University be granted equal access to education.

OFFICIAL STATEMENT

SAC was quick to release an official statement urging Memorial University to accommodate students with hearing disabilities.

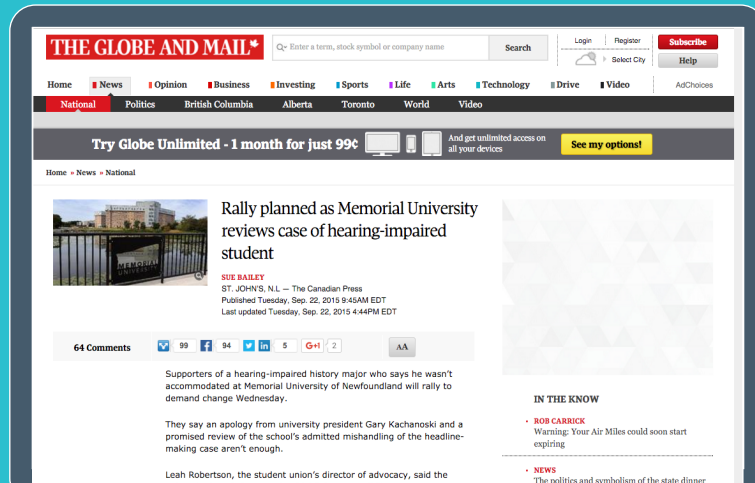
SAC and the Newfoundland and Labrador Association of Speech-Language Pathologists and Audiologists (NLASLPA) issued a joint letter to Memorial University



CBC News

September 16, 2015

MEMORIAL UNIVERSITY CONTROVERSY



Click on the screen above to read the Globe and Mail article.



Click on the screen above to read the CBC News article.

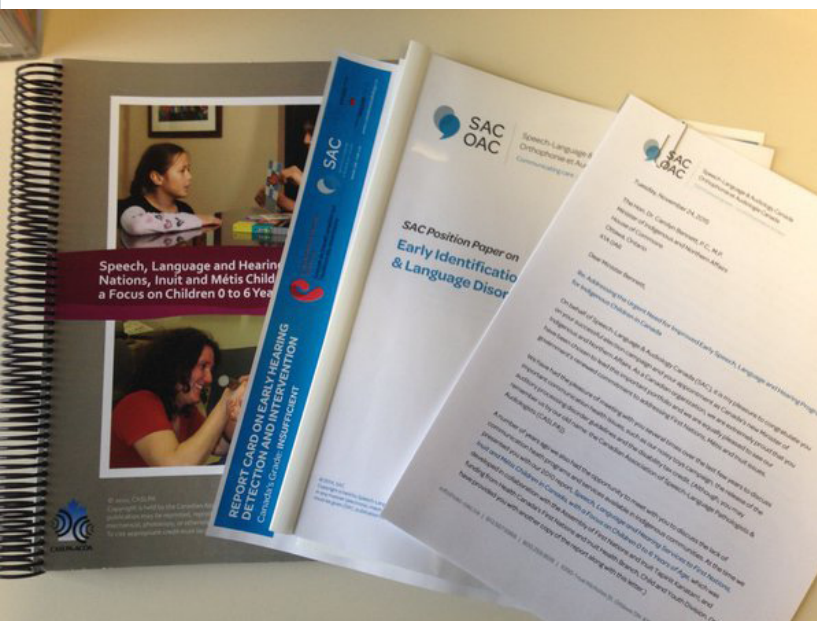


“I fully support SAC-OAC’s position and statement in this response to what constitutes in my mind a blatant case of discrimination against a student at my Alma Mater (MUN).”

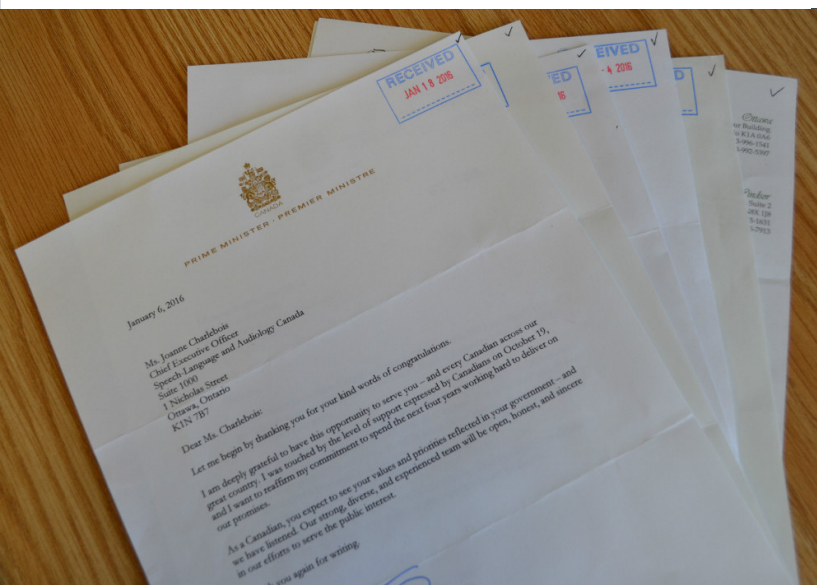
– SAC Member post on Facebook

Reaching Out to New MPs and Key Cabinet Ministers

SAC sent introductory letters to all new and returning MPs immediately following the election to share information about our association and our member and associate professions. We also sent welcome packages to Prime Minister Justin Trudeau and several key cabinet ministers whose portfolios touch on issues related to speech-language pathology and audiology.



The welcome package we sent to the Hon. Dr. Carolyn Bennett, Minister of Indigenous and Northern Affairs addressed the need for improved access to communication health services for indigenous children.



SAC's welcome packages received responses from numerous MPs including our Prime Minister, Justin Trudeau, Dr. Carolyn Bennett, Minister of Indigenous and Northern Affairs, John McCallum, Minister of Immigration, Refugees and Citizenship and Carla Qualtrough, Minister of Sport and Persons with Disabilities.

DEMAND A PLAN

SAC added its voice to the chorus of health-care associations calling on the federal government to have a national seniors strategy in place by 2019. The **Demand a Plan** campaign was spearheaded by the Canadian Medical Association. By late 2015, over 30,000 Canadians had expressed their support for this important issue.

It's time to support a national seniors strategy.

**Add your voice
to the campaign.**

DemandAPlan.ca



SAC | OAC @SAC_OAC · 16 Sep 2015

The call for a national #seniorsplan grows stronger every day! Show your support at demandaplan.ca #slpeeps #audpeeps #slp2b #aud2b





*“Just got the new [advertising] campaign
information – looks AMAZING!!”*

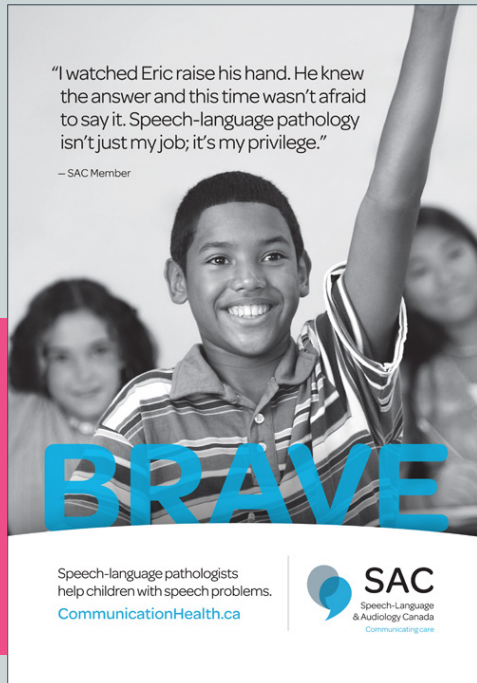
– SAC Member

PROMOTION

National Advertising Campaign

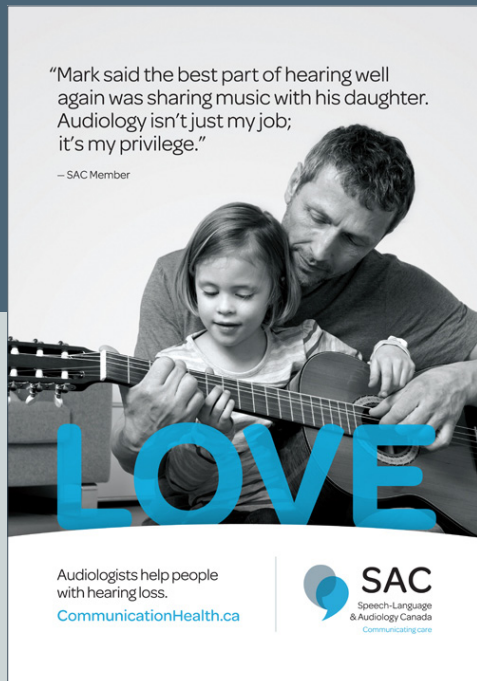
In May 2015, SAC launched another hugely successful national advertising campaign that touched down in five major Canadian markets: Vancouver, Calgary, Montreal, Toronto and Halifax. The advertisements – BRAVE, LOVE, AWE and JOY – were featured in transit stations and vehicles. We extended the campaign online through Facebook ads and Google AdWords.

SAC developed two new advertisements
– **BRAVE** and **LOVE** – to run alongside
the AWE and JOY ads from 2014.



1.8 **MILLION**

NUMBER OF UNIQUE FACEBOOK
USERS THAT VIEWED
THE SAC ADS



The advertising campaign was about **raising the profile** of the professions and continuing the national dialogue about communication health.



50

*number of high-traffic transit
stations across the country
that displayed the ads*



2015 Speech and Hearing Month

SAC's

2015 Speech and Hearing Month campaign had people from coast to coast to coast talking about the importance of communication health

New Resources

We added to our ever-expanding resource library by developing new posters, info sheets and a communication health and aging brochure.

1-6 COMMUNICATION TOUCHES EVERY ASPECT OF OUR LIVES, NO MATTER WHAT WE DO, WHERE WE LIVE OR HOW OLD WE ARE.

Why is Communication Health Important?

We experience the world through our senses. By communicating with each other and with our surroundings, we use communication to learn, to express ourselves, to work and to build and nurture relationships.

Communication disorders can have a significant impact on our physical, emotional, social, vocational and financial well-being. The earlier that a disorder is identified and treated, the better a person's chances are for improvement or even recovery.

If you think you or someone you know has a communication disorder, consult a speech-language pathologist or audiologist today: www.communicationhealth.ca

What Do Speech-Language Pathologists and Audiologists Do?

Speech-language pathologists are professionals who work with people of all ages to prevent, assess and treat speech, language, voice, swallowing and cognitive communication disorders.

Audiologists are professionals who work with people of all ages to prevent, assess and treat hearing loss, tinnitus (ringing in the ears), other auditory disorders and balance disorders.

About SAC

Speech-Language and Audiology Canada (SAC) is a member-driven organization that supports, promotes and elevates the professions of our members and associates. We are the only national organization passionately supporting and representing speech-language pathologists, audiologists and communication health assistants inclusively. Through this support, we champion the needs of people with communication disorders.

To learn about our annual Speech and Hearing Month campaign, please visit www.speechmonth.ca

SAC Speech-Language and Audiology Canada

Communication Health and AGING

Caring about communication health. IT STARTS WITH YOU.

SAC Speech-Language and Audiology Canada

DO YOU HEAR

Ringing?
Buzzing?
Chirping?
Whistling?

It's probably TINNITUS.

Tinnitus affects about 17% of the population.

Tinnitus is the perception of sound when no external source is present.

In severe cases, tinnitus is debilitating and may cause headaches, tiredness, insomnia, anxiety, irritability and depression.

Tinnitus can be caused by hearing loss, noise exposure and medications; however, in about 40% of cases, the cause is unknown.

AUDIOLOGISTS CAN HELP.

If you, or someone you know, is experiencing tinnitus, contact an audiologist today for an assessment. Find an audiologist near you at communicationhealth.ca



Speech-Language & Audiology Canada
Ordonnances d'Audiologie Canada

Speech & Hearing Month
Spécialité et Santé de l'oreille
maymonth.ca

Language and literacy skills are just the BEGINNING

The ability to communicate through speech and language is fundamental to a child's literacy development.

SPEECH-LANGUAGE PATHOLOGISTS can help children develop the strong communication skills they need to succeed – both in and out of the classroom.

Children are more likely to benefit from treatment when communication disorders are identified early on.

If you think your child may have a speech or language disorder, consult a speech-language pathologist (S-LP) as soon as possible. Find an S-LP near you at communicationhealth.ca

SAC OAC Speech-Language and Audiology Canada
Ordonnances d'Audiologie Canada

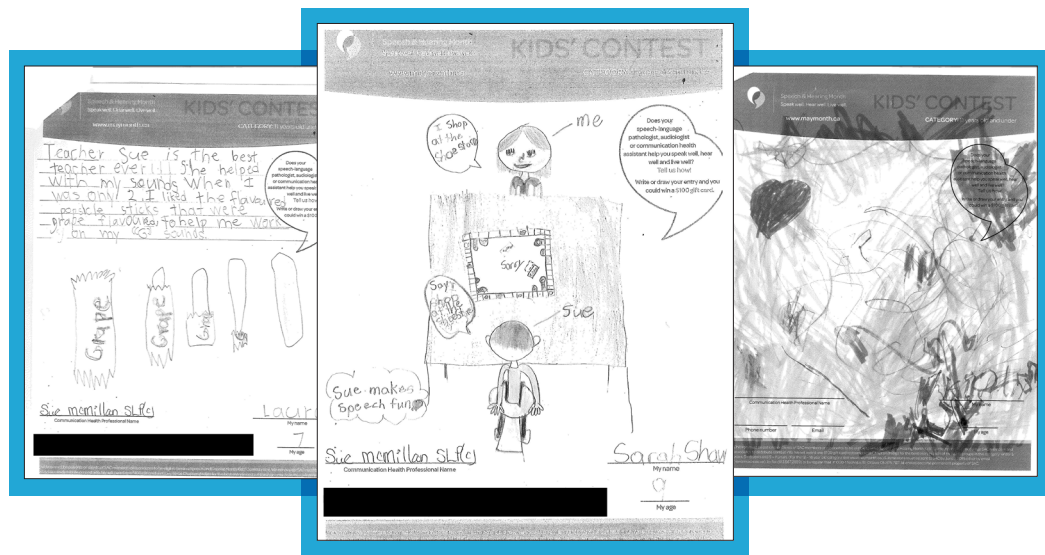
Speech & Hearing Month
Spécialité et Santé de l'oreille
maymonth.ca

Speech and Hearing Month Kids' Contest



Click the image to watch the winning entry in the 12-16 age category.





Winning Kids' Contest entries

"So excited at the prospect of my kiddies winning. They would be over the moon!! Thanks to SAC for organizing this great little contest!"

– SAC Member whose students participated in the 2015 Kids' Contest

147



number of children who participated in the 2015 Kids' Contest

16

number of Canadian children's hospitals that participated in Speech and Hearing Month by distributing materials from SAC's Celebration Boxes



**POLITICIANS AND
SENATORS TALK
COMMUNICATION
HEALTH DURING
SPEECH AND
HEARING MONTH**



Hon. Joan Fraser brought attention to Speech and Hearing Month in the Senate on May 28, 2015. Senator Fraser made a motion to encourage other senators to acknowledge the many people in Canada who have communication disorders.



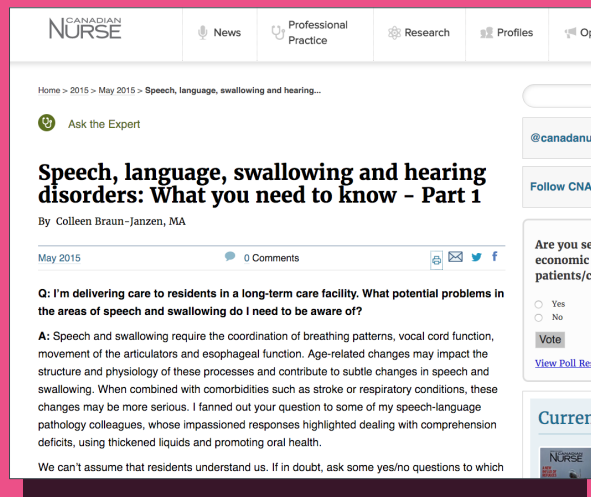
Hon. Clyde Jackman, Newfoundland and Labrador MHA, signed a proclamation stating that “May is Better Hearing and Speech Month.”



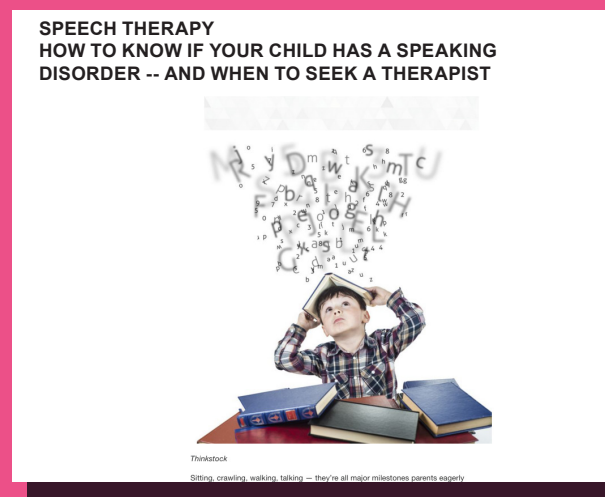
Jennifer Rice, Member of the Legislative Assembly for British Columbia’s North Coast Riding, delivered a statement in support of Speech and Hearing Month at the B.C. Legislature in early May.

In the News!

News outlets across the country profiled SAC and the professions in 2015. Here is some of the media coverage:



Canadian Nurse
May 2015

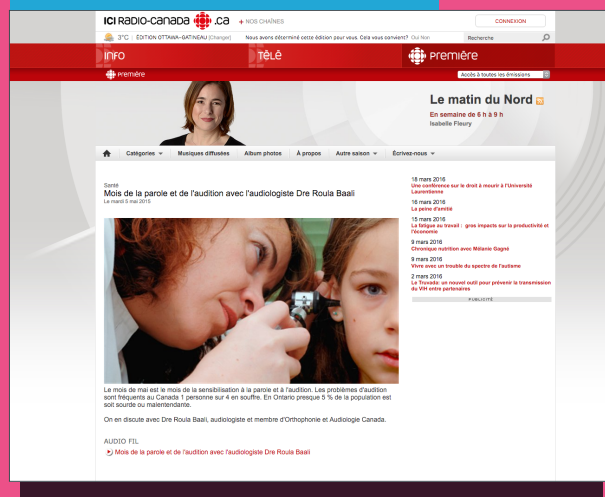


Yahoo!
November 2015

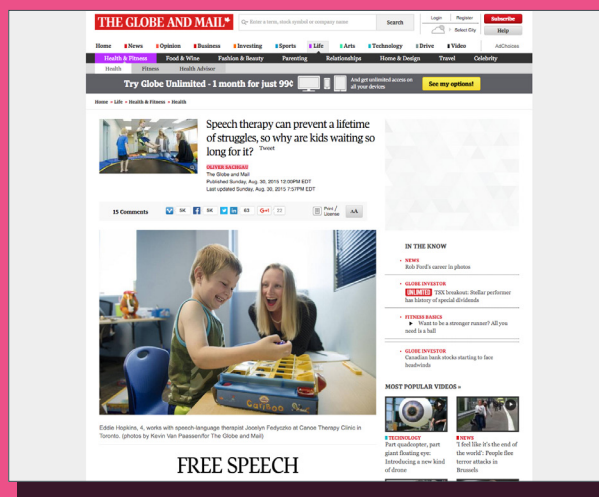


Medical Xpress
July 2015

LISTEN



Radio-Canada
May 2015



The Globe and Mail
August 2015



Good Times
September 2015



PROFESSIONAL EXCELLENCE

“Just want to say that I think the move to a conference every other year with more online continuing education events was a good one. Keep up the good work!”

– SAC Member



SAC's Professional Development Program

2015

marked the year that SAC officially rolled out its new **Professional Development Program** which includes a biennial conference, in-person workshops, webinars and free Lunch & Learns.

8

number of SAC
in-person workshops

15

number of SAC
online webinars and
Lunch & Learns



Over
1,250
people
attended
SAC PD
events in
2015

TOPICS COVERED IN 2015:



"Great webinar, I enjoy these and find them very reasonably priced and accessible. Great resource, thanks SAC!"

– SAC Member

Charting New Ground: Interprofessional Approaches to Dysphagia Management

In October 2015, SAC co-hosted a two day interprofessional dysphagia workshop with the Canadian Association of Occupational Therapists and Dietitians of Canada. The innovative and collaborative workshop aimed to “challenge assumptions and help clinicians realize the power and benefits of interprofessional practice.” Over 120 S-LPs, occupational therapists, dietitians and researchers attended the workshop in Toronto.

“[I appreciated] the opportunity to collaborate with other disciplines and build a better understanding of what skills each can bring to the care of our patients.”

– IDW participant



In 2015,
SAC awarded:

Awards, Scholarships & Clinical Research Grants



awards



scholarships



clinical
research
grants

NEW POSITION PAPERS



SAC's Position Paper on the Doctor of Audiology Degree (AuD)

POSITION:

Speech-Language and Audiology Canada (SAC) endorses the implementation of AuD programs in Canada to train audiologists to meet the expanding scope of practice and clinical requirements that have emerged in audiology, similar to other doctoring professions such as optometry. SAC endorses a thorough analysis of practice and curriculum review to determine if there is a need to change the entry-to-practice level for audiology in Canada.





SAC's Position Paper on the Role of Speech-Language Pathologists With Respect to Augmentative and Alternative Communication (AAC)

POSITION:

It is the position of Speech-Language and Audiology Canada (SAC) that all speech-language pathologists (S-LPs), regardless of their work settings, should have basic knowledge of the augmentative and alternative communication (AAC) tools and strategies that can support the expressive and receptive communication needs of their clients. All S-LPs should be prepared to apply their knowledge of AAC strategies in the course of assessment and intervention. S-LPs also have a responsibility to refer to specialized AAC services where required.

Recognizing that some AAC interventions involve complex technology and require access to specialists, SAC advocates for ready access across Canada to specialized, interprofessional AAC services in order to ensure that all clients, regardless of the complexity of their needs, are well served.

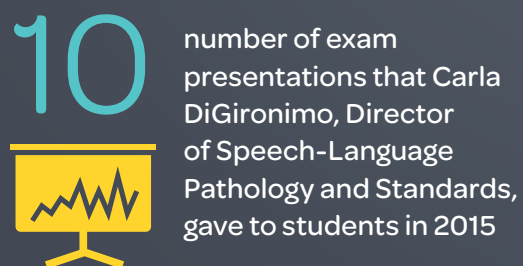


SAC Clinical Certification Program

Speech-Language and Audiology Canada's **Clinical Certification Program** was founded in 1987. Over the last 28 years, the program has evolved, expanded and modernized to accommodate the professional needs of Canadian speech-language pathologists and audiologists and to reflect current best practices in credentialing programs.



OF SAC MEMBERS ARE
CLINICALLY CERTIFIED





ASSOCIATION PERFORMANCE

“So impressed by the administration and support [staff] at SAC!”

– SAC Member

SAC saw its **membership numbers grow** for the **13th** consecutive year.

6,373

MEMBERS AND
ASSOCIATES

215

VOLUNTEERS



STUDENT ASSOCIATES



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

SCHOLARSHIPS NETWORKING
AWARDS ADVOCACY
INSURANCE CLINICAL CERTIFICATION



Supporting **YOU** throughout **YOUR** entire career...
STARTING NOW!

Only **\$75** for the duration of your studies!

Visit sac-oac.ca to join.

1-2-3

SAC saw its third straight year of growth in student associate numbers in 2015.



16

number of universities and colleges that SAC visited in 2015



Social

TOP FACEBOOK POSTS:

September 23, 2015

11,317 people reached | 167 comments, likes and shares



Speech-Language & Audiology Canada

September 23, 2015 · 🌐

Last week, SAC released an official statement regarding the issue at the Memorial University of Newfoundland (MUN) between Professor Ranee Panjabi and student William Sears. Now, SAC and the Newfoundland and Labrador Association of Speech-Language Pathologists and Audiologists (NLASLPA) have issued a joint letter directly to the university. The letter echoes the sentiments of the Canadian Hard of Hearing Association – Newfoundland & Labrador, which also issued a letter to MUN.

Read both letters here: <http://sac-oac.ca/.../sac-nlaslpa-and-chha-nl-send-letters-mu....>



October 30, 2015 · 🌐

This week's #NewsRoundup: Read about how 3-D-printed foods can help people with dysphagia, the impact of musical activities on children with cochlear implants and how music therapy is helping stroke patients learn to talk again.

Check out our website newsfeed for even more stories related to speech-language pathology and audiology. (<http://www.sac-oac.ca/news-events/news>)

"3-D-printed food to help patients with dysphagia"... See More



How music is helping stroke patients walk and talk again

Advanced technology and a newly championed therapy method are helping people who've suffered strokes and other diseases

MASHABLE.COM | BY ELI EPSTEIN

October 30, 2015

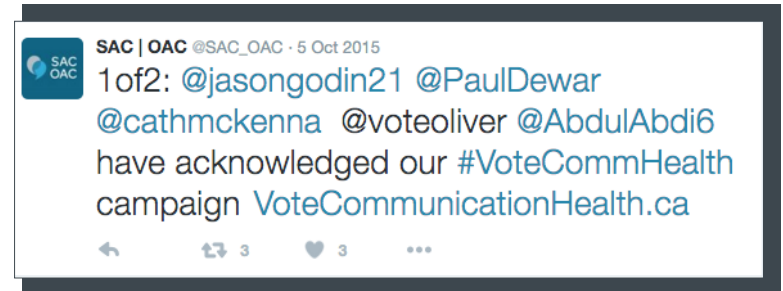
8,121 people reached

371 comments, likes and shares

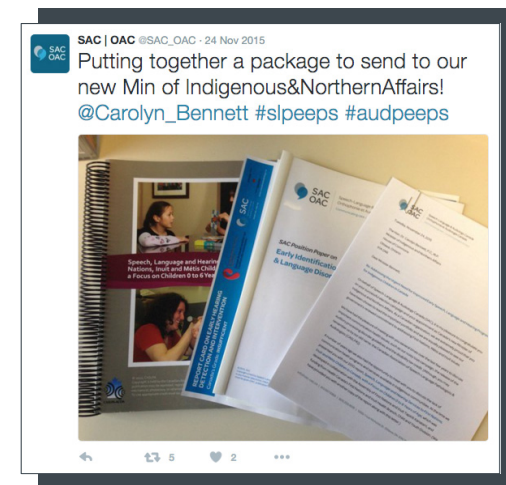
Media

TOP TWEETS:

October 5, 2015: 2,368 impressions



November 24, 2015: 1,293 impressions



4,794

TWITTER FOLLOWERS



4,439 LIKES

SAC FACEBOOK PAGE



1,319 MEMBERS

SAC STUDENT FACEBOOK GROUP



1,174 MEMBERS

SAC LINKEDIN GROUP



2015-2016 Board Directors



(Top to bottom)

LI QI, PhD, RAUD, Aud(C) (Director)

JUDY SCHMIDBAUER, MA, S-LP(C), CCC-SLP (Chair)

ANILA PUNNOOSE, M.Sc., Reg. CASLPO, S-LP(C) (Director)

RACHEL PESSAH, BA(HONS) (Director-Student)

RICHARD WELLAND, BA, M.H.Sc., PhD, S-LP (Director)

BERNADINE SAWCHYN, SPEECH LANGUAGE ASSISTANT (Director-Communication Health Assistant)

COLLEEN BRAUN-JANZEN, MA, RSLP, S-LP(C) (Director)

JANET CAMPBELL, B.Sc., M.Sc., S-LP(C) (Director)

ANDREA MACLEOD, PhD (Director-University)

JERRI-LEE MACKAY, M.Sc., Aud(C) (1st Vice-Chair)

JENNIFER O'DONNELL, M.Sc., S-LP(C) (2nd Vice-Chair)

LINDA RAMMAGE, M.Sc., PhD, RSLP, S-LP(C) (Director)

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Chief Executive Officer

GINA MEACOE

Executive Assistant

ELLEN GLOUCHKOW

Director of Operations

ANDRÉ LAFLAMME

Members and Associates Officer

NANCY VARDY

Members and Associates Coordinator

DARLENE TOOP

Financial Coordinator

MICHELLE JACKSON

Manager of Professional Development

CARLA DI GIRONIMO, MS, S-LP(C), CCC-SLP

Director of Speech-Language
Pathology and Standards

MARNIE LOEB, M.Cl.Sc., S-LP(C)

Speech-Language Pathology Advisor

CHANTAL KEALEY, AuD, Aud(C)

Director of Audiology and
Communication Health Assistants

BEV BONNELL

Continuing Education
and Certification Officer

JESSICA BEDFORD

Director of Communications
and Marketing

RIANA TOPAN

Communications Specialist (acting)

OLGA NOVOA

Multimedia and Production Designer

FELICITY FEINMAN

Communications Assistant

ELIZABETH FITZPATRICK, PhD

CJSLPA Editor

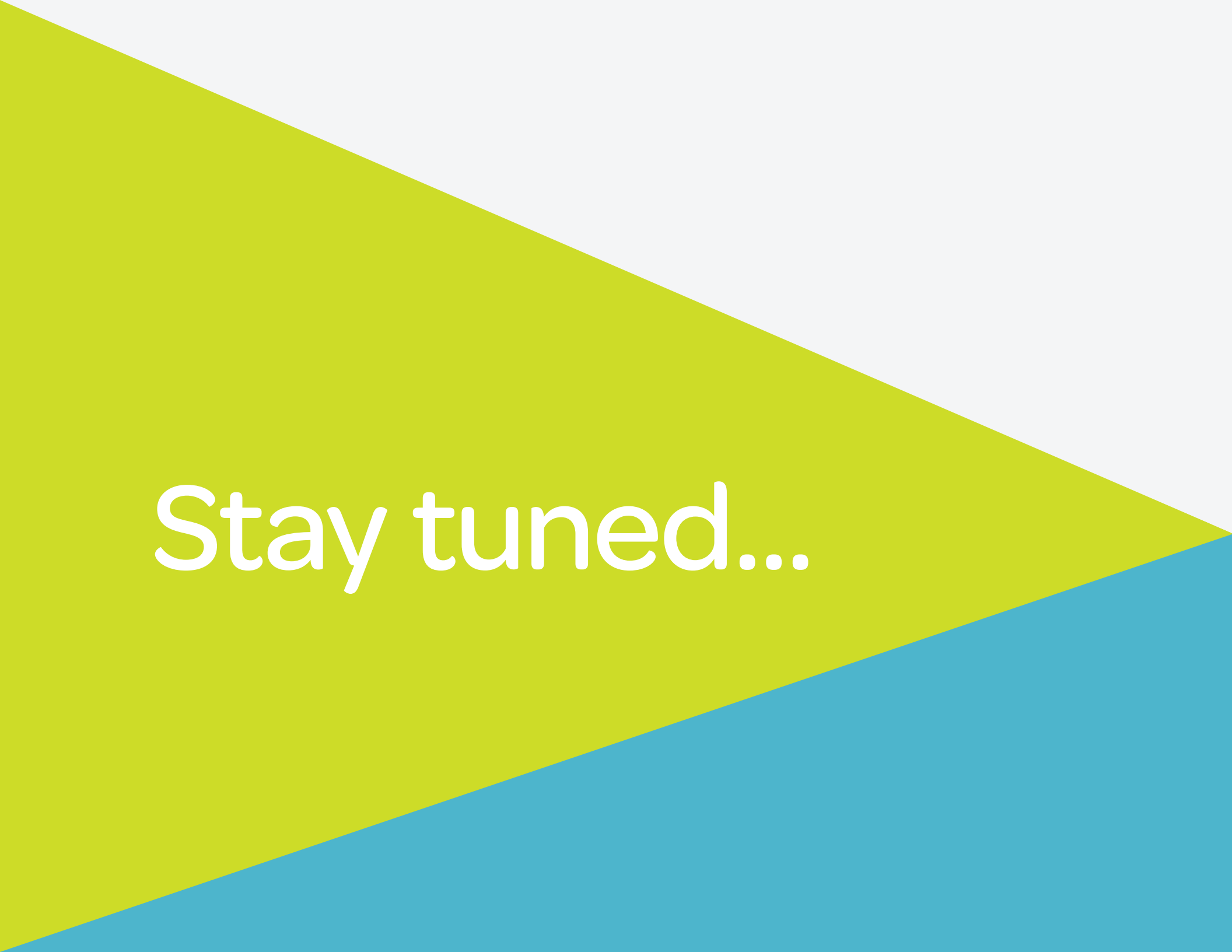
Maternity leave:

NICOLE CHATELAIN

Communications Specialist
(On maternity leave)

LYNDA GIBBONS, M.Sc., Aud(C)

Audiology Advisor
(On maternity leave)



Stay tuned...

There's no doubt that 2015 was a remarkable year for SAC and 2016 is shaping up to be equally exciting. Here are some highlights of what's happening at SAC in 2016:

Co-hosting the World Congress of
Audiology in Vancouver, BC

Launching the 2016-2019 SAC Strategic Plan

Advocacy on key S-LP and audiology issues

Significant engagement with MPs,
ministers and senior bureaucrats

SAC's national conference in Halifax, NS

Changes to the maintenance of
clinical certification

Release of new position statements,
updated Scopes of Practice, Code of Ethics
and other resources.

... and so much more!

Annual Report 2015



Speech-Language &
Audiology Canada

Orthophonie et
Audiologie Canada

Communicating care
La communication à coeur

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