

ANNUAL REPORT

2016

Vision

Ensuring all people of Canada achieve optimal communication health.

Mission

Supporting and empowering our members and associates to maximize the communication health for all people of Canada.

JERRI-LEE MACKAY, CHAIR, M.Sc., AUD(C)

2016 was an eventful year for Speech-Language & Audiology Canada. What was the highlight for you as Chair?

The highlight of 2016 for me was the World Congress of Audiology. SAC co-hosted an amazing conference which gave SAC an opportunity to highlight its commitment to the profession of audiology in Canada. The WCA was a wonderful event with terrific speakers, exhibits and social events that showcased our association to the world.

I am also proud of the implementation of our 4-year strategic plan, particularly some of the staffing changes we saw this year, which recognize the importance of our clinical certification program. I love hearing how excited members and associates are about our new strategic direction and initiatives. We can accomplish great things on behalf of our members and associates if we continue to be proactive and forward-thinking. It has been an honour to serve our membership and work with my fellow directors in governing SAC over the past year.

As you mentioned, SAC has a new 4 year strategic plan. Where would you like to see the association in 10 years?

I hope to see an even stronger SAC with a larger number of professionals choosing to join our association. New graduates who are just starting their professional careers should see it as a natural step in their career progression to join their national professional association. It is important to remember that we all have a role to play in ensuring SAC's continued success. It would also be wonderful to see more SAC members and associates lending their time and talents to SAC. As our recent calls for volunteers have shown, SAC members and associates are a talented group of people with a wide range of skills and experience. With this wealth of expertise, SAC is well positioned to become the premier hub for information on communication health, not only for those in the professions but also for the general public. I am also confident that SAC will continue to be a driving force behind the push to have communication recognized as a basic human right by the World Health Organization.

JOANNE CHARLEBOIS, CHIEF EXECUTIVE OFFICER

2016 was an important year for SAC, what are you most proud of?

2016 marked the launch of our 2016-2019 strategic plan. To help us achieve the strategies outlined in the strategic plan, we developed an operational plan (road map) to guide our work over the next four years. We are a highly organized and forward-thinking association. Both our strategic plan and our operational plan will help us advance our mission of supporting and empowering our members and associates to maximize the communication health for all people of Canada.

Our advocacy efforts in Saskatchewan, Prince Edward Island and Nova Scotia in fall 2016 are examples of our strategic plan in action and I look forward to more of that kind of important and impactful work in 2017.

I am also very proud of our successful conference in Halifax as well as our work co-hosting the equally successful World Congress of Audiology in Vancouver. **Two** conferences on **two** Canadian coasts!

Why should S-LPs, audiologists and communication health assistants join their national professional association?

I think it comes down to TEAM (Together Everyone Accomplishes More). Working together as a national professional association allows us to raise the standards of excellence in the professions for the benefit of both the membership and the public. We can undertake increased advocacy and advertising efforts, expand the number of position statements and papers we develop and grow our clinical certification program when we have more members and associates.

2016-2019 strategic plan

Every project and initiative undertaken by SAC in 2016 can be tied back to one of the four strategies identified in our 2016-2019 strategic plan.

- Promote communication as a basic human right by advocating for access to optimal communication health services and supports across the lifespan.**
- Champion professional excellence and quality in service delivery.**
- Establish Speech-Language and Audiology Canada as the central hub for communication health in Canada.**
- Ensure a resilient and sustainable Speech-Language and Audiology Canada.**

STRATEGY 1

Promote communication as a basic human right by advocating for access to optimal communication health services and supports across the lifespan.

12 meetings with Members of Parliament and senior government officials

PLUS one press conference on Parliament Hill.

18

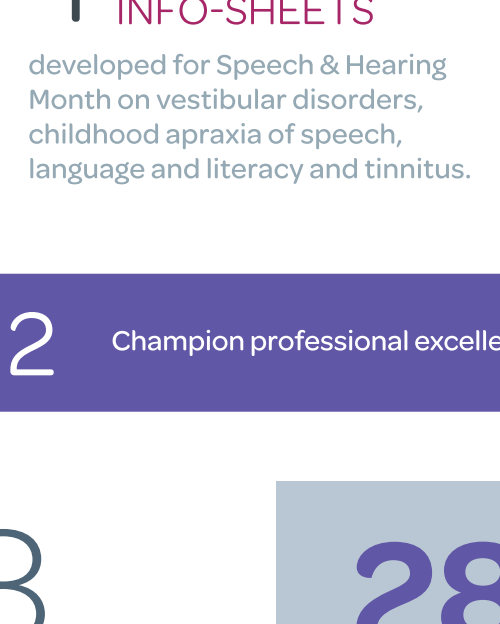
Speech & Hearing Month celebration boxes distributed to children's hospitals across Canada.

196

submissions to our annual Speech & Hearing Month Kids Contest.

2 NEW POSTERS

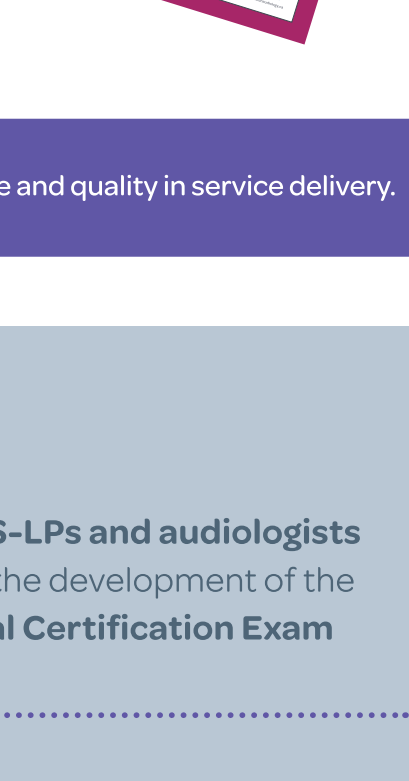
developed for Speech & Hearing Month on vestibular disorders and childhood apraxia of speech.



4 NEW INFO-SHEETS

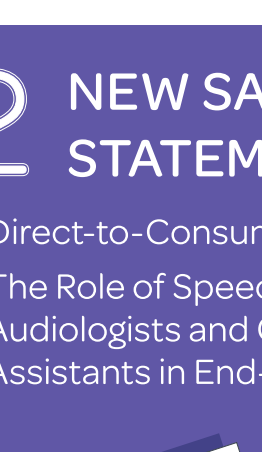
developed for Speech & Hearing Month on vestibular disorders, childhood apraxia of speech, language and literacy and tinnitus.

The Early Hearing Detection and Intervention (EHDI) Progress Report was launched, with the Canadian Infant Hearing Task Force, including **13 targeted letters** to provincial and territorial health ministers regarding EHDI services in their province or territory.



STRATEGY 2

Champion professional excellence and quality in service delivery.



248

candidates wrote the SAC Clinical Certification Exam in 2016



219

members became clinically certified in 2016

28

volunteer S-LPs and audiologists involved in the development of the SAC Clinical Certification Exam

5,014

certified members of SAC

2 NEW SAC POSITION STATEMENTS ON:

- Direct-to-Consumer Sale of Hearing Aids
- The Role of Speech-Language Pathologists, Audiologists and Communication Health Assistants in End-of-Life Care.



"Thank you to SAC for producing a useful position statement on the role of communication health professionals in end of life care!"
-SAC member



1

NEW Code of Ethics.

2 NEW Scopes of Practice:

- Speech-Language Pathology
- Audiology



2 Webinars

WITH **224** REGISTERED PARTICIPANTS

"Thank you for offering these convenient PD opportunities - much appreciated!"
-SAC member

3

Lunch & Learns

WITH **411** REGISTERED PARTICIPANTS



500

PARTICIPANTS AT 2016 SAC CONFERENCE.

"All of the content was excellent. I just wish I could have squeezed in even more sessions."
-2016 SAC conference delegate.

1,200

PARTICIPANTS FROM OVER 40 COUNTRIES AT 2016 WORLD CONGRESS OF AUDIOLOGY.

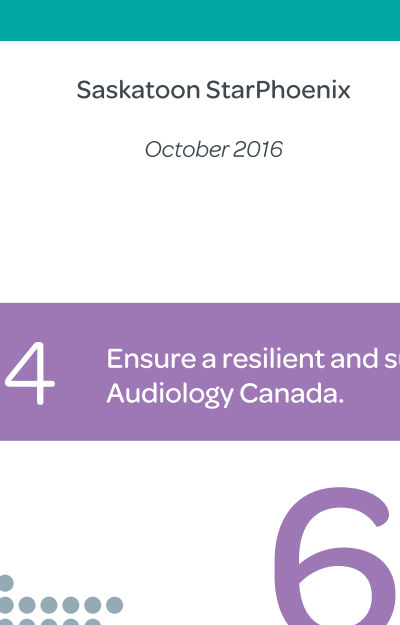
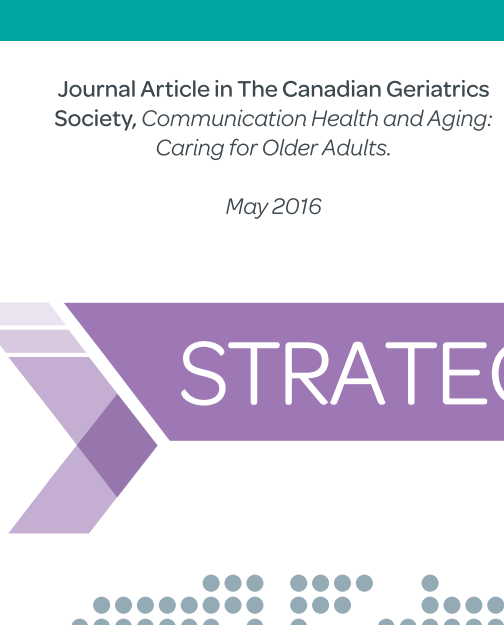
STRATEGY 3

Establish Speech-Language and Audiology Canada as the central hub for communication health in Canada.

2 OFFICIAL STATEMENTS:

- Cuts to audiology and speech-language pathology positions by Saskatoon Health Region will negatively affect patient care services
- Nova Scotia commits to increased investment in speech-language pathology.

"Bravo! Well said - let's get the word out!"
-SAC member regarding Official Statement on job cuts in Saskatchewan.



Journal Article in The Canadian Geriatrics Society, Communication Health and Aging: Caring for Older Adults.
May 2016

Saskatoon StarPhoenix
October 2016

CBC News
January 2016

STRATEGY 4

Ensure a resilient and sustainable Speech-Language and Audiology Canada.

6,368

SAC members and associates at the end of 2016

200

SAC volunteers



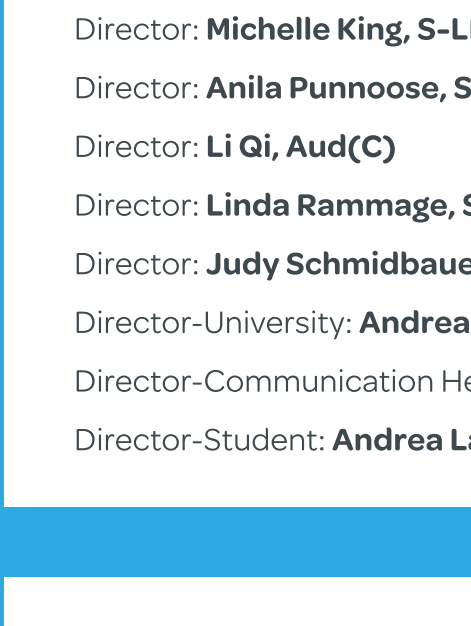
17

student representatives at 11 universities across Canada

256

student associates became an SAC member or associate

Social Media



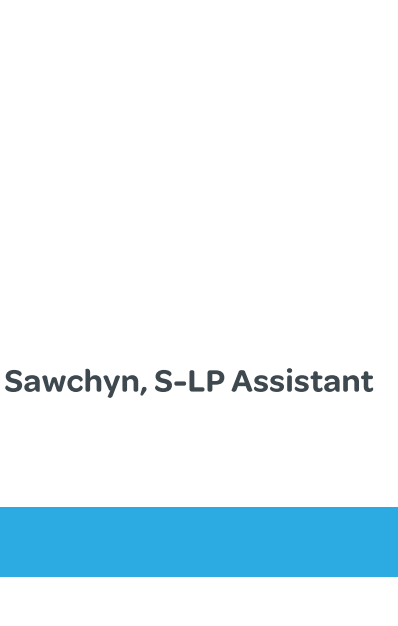
Top Tweet

5,674 impressions

17 retweets

and 14 likes

@Mauril_Belanger makes parliamentary history and represents people with communication disorders



Most shared Facebook post

64 shares

66 likes

EHDI Progress Report January 18

5,278

Twitter followers

5,244

SAC Facebook Page likes

1,342

SAC Student members Facebook Group

2,883

SAC followers LinkedIn Page

Board of Directors 2016-2017

Chair: **Jerri-Lee MacKay, Aud(C)**

1st Vice-Chair: **Jennifer O'Donnell, S-LP(C)**

2nd Vice-Chair: **Colleen Braun-Janzen, S-LP(C)**

Director: **Janet Campbell, S-LP(C)**

Director: **Michelle King, S-LP(C)**

Director: **Anila Punnoose, S-LP(C)**

Director: **Li Qi, Aud(C)**

Director: **Linda Rammage, S-LP(C)**

Director: **Judy Schmidbauer, S-LP(C)**

Director-University: **Andrea MacLeod, S-LP**

Director-Communication Health Assistant: **Bernadine Sawchyn, S-LP Assistant**

Director-Student: **Andrea Lau, S-LP student**