

2017 ANNUAL REPORT

VISION
Ensuring all people of Canada achieve optimal communication health.

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

THE 4 STRATEGIES

SAC's 2017 projects and initiatives were driven by the association's four strategies outlined in the 2016-2019 Strategic Plan.

1

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

3

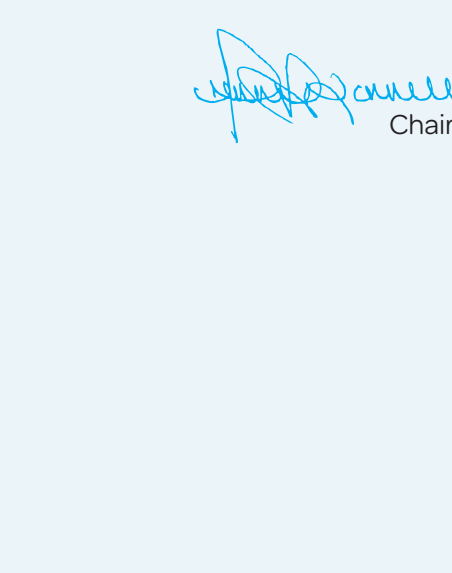
Establish Speech-Language & Audiology Canada as the central hub for communication health in Canada.

2

Champion professional excellence and quality in service delivery.

4

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



JENNIFER O'DONNELL
M.Sc., S-LP(C), CCC-SLP

I AM CONTINUALLY
AMAZED BY
EVERYTHING SAC IS
DOING FOR
OUR PROFESSIONS.

Jennifer O'Donnell
Chair

2017 was an exciting year to be Chair of SAC! I am delighted by all that we have accomplished as an association.

I am particularly proud of the resources SAC has developed for clinicians over the past year, such as the end-of-life resource toolkits and new Speech and Hearing Month resources. These practical tools allow us to advocate for our professions in our workplaces and communities. In 2017, SAC formed several ad hoc committees to examine issues facing the school-age population and I look forward to learning of the outcomes of those committees' efforts.

As SAC Chair, I am continually amazed by everything SAC is doing for our professions. In 2017, SAC launched its Career Development Program (CDP) – which pairs established audiologists and S-LPs with those just starting out in their careers. We have received extremely positive feedback from members and associates who participated in the program and, as mentor, I can attest to that fact that mentors learn just as much as mentees!

Late this year I had the opportunity to attend ASHA's 2017 Convention and present as part of an international panel on the professions. It was a great honour to represent SAC on the world stage at ASHA and sign an updated mutual recognition agreement with our international partner organizations. These partnerships demonstrate just how respected SAC is around the world.

Nationally, our strong advocacy on Parliament Hill and participation in groups such as the Health Action Lobby (HEAL) and Pan-Canadian Alliance of Speech-Language Pathology and Audiology Professional Associations (PCA), ensure that audiology and speech-language pathology issues are part of health care and education policy discussions across Canada.

First and foremost though, SAC exists for us, the members and associates. The more members and associates we have, the more we can accomplish together as an association. Thank you to all of you from coast to coast to coast for supporting your national professional association.

2017 HIGHLIGHTS

A highlight for me in 2017 was SAC's appearance at a House of Commons Standing Committee studying Advancing Inclusion and Quality of Life for Canadian Seniors. The invitation to appear before this committee is a direct result of the relationships we have developed as an association with federal politicians and senior government officials.

Our advocacy, however, extends beyond Parliament Hill. Another highlight for me over the past year was our 2017 national advertising campaign, which raised the profile of the professions in 10 cities across Canada and brought public attention to two important disorders: dysphagia and tinnitus.

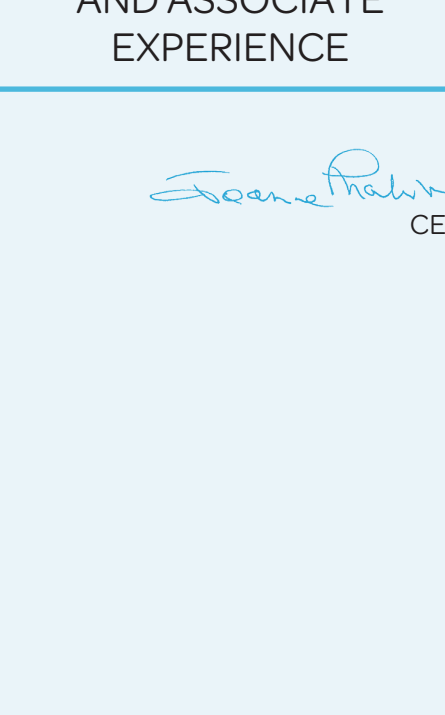
LOOKING AHEAD TO THE FUTURE

SAC strives to improve member and associate experience, whether that is through changes to how our members and associates interact with SAC – such as our new membership database – or changes to our internal organizational structure to ensure that we are on top of emerging trends in the professions. We exist to serve our members and associates.

When I think about where I would like to see SAC in five years, I think big. I would like to see our membership increase by 20%. The greater our membership numbers, the greater our advocacy power. I would also like to see SAC lead on the world stage by joining with our International Communication Project partner organizations to ensure communication is recognized as a basic human right by the World Health Organization.

We know our members and associates care deeply about the future of the professions. I would like to see SAC develop an endowment fund to allow our members and associates to give back to their professions by directly supporting scholarships for emerging professionals and evidence-based research in speech-language pathology and audiology.

I am proud of what we have accomplished in 2017 and I look forward to building on these successes in 2018 as we expand our federal advocacy efforts and develop new resources to assist members and associates in advocating for the professions in their communities. I am also looking forward to the ideas that will come out of our Members and Associates Luncheon during our 2018 SAC Conference. This new event, will give our members and associates the opportunity to help shape the future of SAC!



JOANNE CHARLEBOIS
Chief Executive Officer

SAC STRIVES TO
IMPROVE MEMBER
AND ASSOCIATE
EXPERIENCE

Joanne Charlebois
CEO

STRATEGY ONE

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

1

Appearance before House of Commons Standing Committee studying Advancing Inclusion and Quality of Life for Canadian Seniors

4

NEW resources developed for Speech and Hearing Month on dysphagia and classroom acoustics

10

Canadian cities featured SAC's national advertising campaign

15

meetings with federal politicians and government officials

95

submissions to our annual Speech and Hearing Month Kids Contest

**“THANK YOU FOR YOUR GREAT ADVOCACY
WORK ON BEHALF OF THE PROFESSIONS.
YOU DID A FANTASTIC JOB!”**

-SAC member regarding SAC's appearance at House of Commons committee.

STRATEGY TWO

Champion professional excellence and quality in service delivery.

2

NEW position statements on dysphagia and dementia care

5

Lunch & Learns viewed by 552 SAC members and associates

5

workshops across Canada

10

webinars

30th

anniversary of the SAC Clinical Certification Exam

87%

of SAC members are clinically certified

284

candidates wrote the SAC Clinical Certification Exam in 2017

STRATEGY THREE

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

2

NEW resource toolkits highlighting the need for speech-language pathology and audiology services in end-of-life care

2

NEW SAC Official Statements on job cuts in Saskatchewan and Manitoba

122

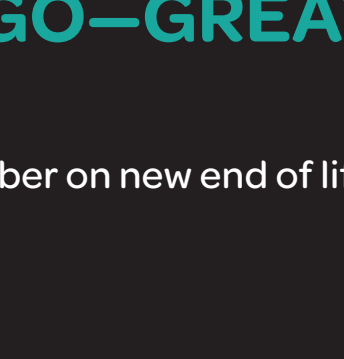
career ads

**SAC members and associates were in the news
throughout 2017 bringing attention to the professions
(here are a few of the highlights from the past year):**



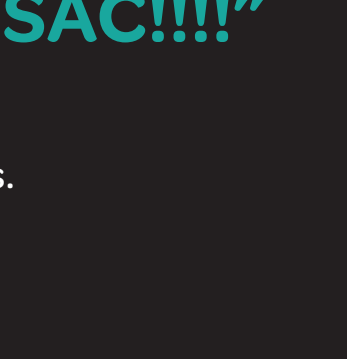
CBC Saskatoon April 2017

'I will be living a life in silence':
Sask. teen speaking out against
cuts to hearing aid program *
Featuring SAC member Jerri-
Lee MacKay, Aud(C)



Metro September 2017

Researcher says 'severely
underfunded' language disorders
still going undiagnosed in kids *
Featuring SAC member Joanne
Volden, S-LP(C)



CBC Radio September 2017

Why this new Canadian is
trying to change his Ukrainian
accent * Featuring SAC
member Luella Jonk, S-LP(C)

**“I WAS SO PLEASED TO SEE THESE
HANDOUTS BECAUSE I WAS LOOKING
FOR SOMETHING EXACTLY LIKE IT ABOUT
A MONTH AGO—GREAT JOB SAC!!!!”**

-SAC member on new end of life resources.

STRATEGY FOUR

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

41

Career Development Program mentor/mentee pairings

121

Applicants for 7 Ad Hoc Committees

233

SAC student associates became members of SAC

6572

SAC members and associates

**“I CAN'T TELL YOU HOW NICE IT HAS BEEN TO HAVE
SOMEONE WHO IS WORKING IN A VERY SIMILAR
SETTING TO ME PROVIDE ADVICE, GUIDANCE AND
REASSURANCE THAT IT ISN'T “JUST ME” AND THAT
THE CHALLENGES OF THE DAY-TO-DAY JOB DO NOT
MEAN THAT I'M NOT CUT OUT FOR A CAREER IN S-LP.”**

-Career Development Program mentee

**“IT HAS BEEN A GOOD EXPERIENCE SO FAR, IN TERMS
OF BEING ABLE TO SHARE CLINICAL KNOWLEDGE
AND RESOURCES RELEVANT TO MY FIELD WITH
SOMEONE WHO IS INTERESTED AND CAN PUT SOME
OF IT TO IMMEDIATE USE. SHE HAS ALSO SHARED
SOME VALUABLE INFORMATION ON OTHER AREAS OF
S-LP PRACTICE THAT I PERSONALLY WOULD LIKE TO
LEARN MORE ABOUT, SO IT HAS BEEN A NICE
TWO-WAY LEARNING OPPORTUNITY.”**

-Career Development Program mentor

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