



Speech-Language &
Audiology Canada
Communicating care

2018 ANNUAL REPORT

MISSION

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

VISION

Ensuring all people of Canada achieve optimal communication health.

THE 4 STRATEGIES

SAC's 2018 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.

2

Champion professional excellence and quality in service delivery.

3

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

4

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

Colleen Braun-Janzen

RSLP, MA, M.Mus., S-LP(C)

SAC Chair



What does a membership-driven association mean to you?

Being a membership-driven association means listening and valuing the direction and feedback provided by members and associates. The professional needs of speech-language pathologists, audiologists and communication health assistants are what drives our strategic plan and shape everything we do as an association.

A great example from 2018 of SAC's membership-driven approach was the decision to make online professional development free for members and associates. Many of us have experienced a decrease in the amount of funding available for professional development, as well as a limited travel budget to attend in-person professional development events. SAC listened to the challenges facing us as members and associates and has adapted as an association to address our needs. One of the things I appreciate most about SAC's Professional Development Program is that, in addition to offering affordable access to a range of high-quality online clinically-relevant professional development, there is content offered that is specifically focused on the Canadian practice context.



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Why do you think it is important for S-LPs, audiologists and communication health assistants to be a part of their national professional association?

I view it as a professional responsibility. Speech-language pathology and audiology are small professions and SAC really helps promote our scopes of practice. Another way to look at it is that supporting our national professional association means we are supporting communication health across the country.

As the national voice on issues related to speech-language pathology and audiology, SAC's advocacy efforts carry more weight because we are representing the views of professionals throughout Canada. The more members and associates we have as an association, the greater the impact we can make.

In terms of having a presence at the federal level, the role of the professions in dementia care has been an area of focus for SAC for a number of years. This work was recognized in 2018 by decision-makers and resulted in SAC receiving an invitation to send five representatives to the federal government's national dementia conference. Having a strong presence at a federal conference is something all members and associates should be proud of.

It has been an honour to serve as Chair over the past year and I am excited for what the future holds for SAC. It is truly heartening to see how many young professionals are a part of SAC and I know they will grow the association beyond our imagination.



Joanne Charlebois
Chief Executive Officer

Reflecting back on 2018, what are some of the initiatives that you are most proud of?

There are a number of things I am proud of this year. The members and associates engagement luncheon during our SAC Conference in Edmonton was a highlight for me in 2018. There was a real energy in the room as the membership gathered together to help shape the future of their national professional association. This feedback, along with the information gathered from the online membership survey launched during the luncheon, will help shape our operational plan for 2019 and beyond.

Another big initiative for 2018 was the addition of several new membership benefits, including free access to all SAC online professional development and free access to the CINAHL Complete journal database. While many of our resources, such as position statements and posters, are available for free, these new benefits are available exclusively to SAC members and associates. This is an important change for SAC and we are already hearing that these new benefits are valued by our membership.

Lastly, I am extremely proud of the range of resources we have produced for members and associates over the past year, including new position statements, new Speech and Hearing Month resources and new online resource pages. We also released the 2018 SAC Salary and Benefits Survey, an important tool for our members and associates to advocate with their employers and a great example of SAC responding to the needs of our membership to create a new resource that supports them in their career.



There was a real energy in the room as the membership gathered together to help shape the future of their national professional association.

SAC has several major initiatives planned for 2019, what are you most excited about?

2019 is shaping up to be another exciting year for SAC. In May we will be hosting The SAC Audiology Event, our first multiple-day professional development event focused on audiology and hearing health. We are also preparing for our 2020 SAC Conference in Ottawa and are looking forward to welcoming our speech-language pathology members and associates to our nation's capital.

There are a number of important projects launching next year, including the 2019 Early Hearing Detection and Intervention (EHDI) Report Card and new resources for our members and associates who work in the education system.

We are also looking forward to supporting our members and associates with new advocacy tools for the 2019 federal election.



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

5

SAC representatives at the National Dementia Conference.



Input into the Canadian Paediatric Society's Guidelines on Autism Spectrum Disorder.

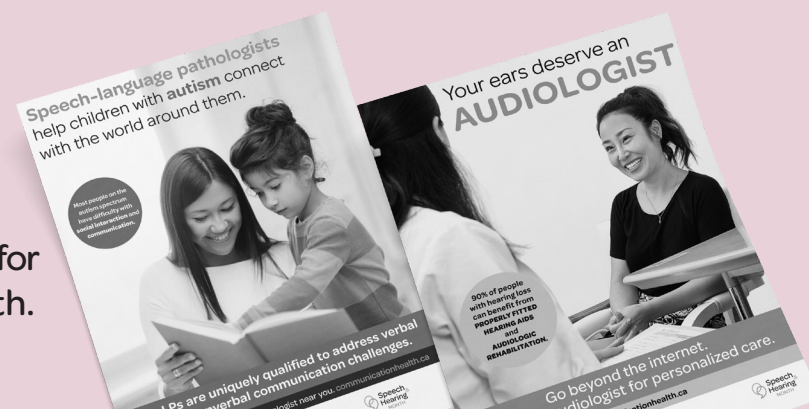
10

Meetings with federal politicians and government officials.



4

NEW resources developed for Speech and Hearing Month.



260

submissions to our annual Speech and Hearing Month Kids Contest.



3

submissions to the federal government focused on the importance of communication health.

“

As the parent of a little girl with autism, I so appreciate how much time you've spent adding tons of wonderful information on autism spectrum disorder to your site! It's a condition that's misunderstood all too often, so from the bottom of my heart, I truly thank you!

”



Response to new SAC resources on Autism Spectrum Disorder

2

Champion professional excellence
and quality in service delivery.

“

Thank you for this statement! It speaks of a very important need to make sure our S-LP services are appropriate and accessible.

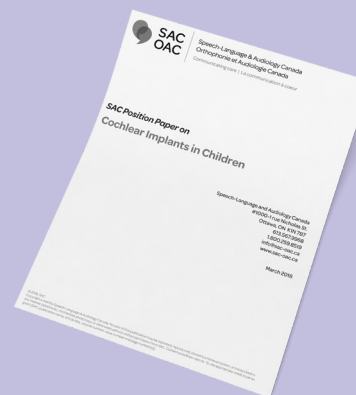
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SAC member on the launch of the SAC Position Statement on S-LP and Audiology Services for First Nations

1

SAC Position Paper.



5,281

SAC Clinically Certified members.

235

Candidates for the SAC Clinical Certification Exam.

4

SAC Position Statements.



“

I just wanted to take the time to send a **HUGE** thank you for this!! As an employee of an organization with significant restraints placed on funding and support for education leave, the introduction of all online PD free is an incredible plus! I am so grateful and this will help me reduce the stress it takes to ensure I am receiving adequate (and high-quality) continuing education.

”



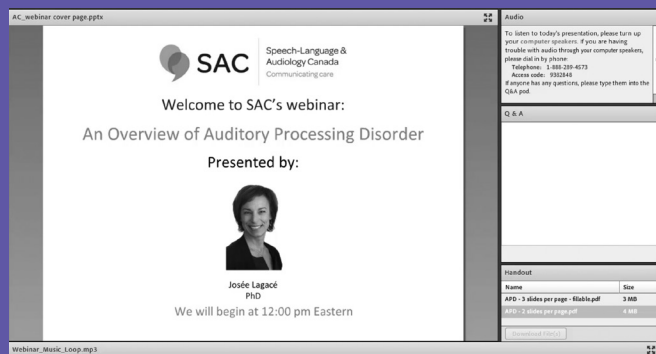
SAC member on launch of **FREE** online
SAC Professional Development

One of our most successful SAC Conferences yet with more than **673 in attendance.**

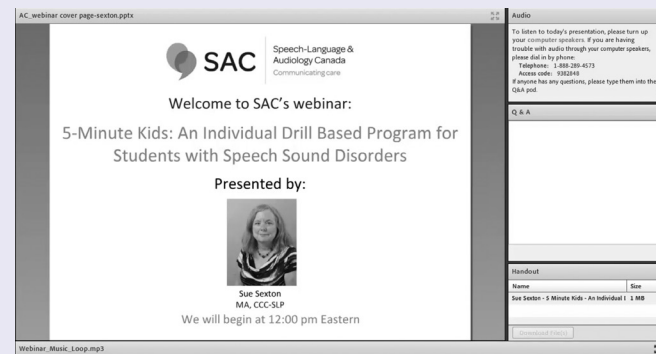
1,121

registered participants for SAC online Professional Development events.

Most Viewed Audiology Webcast – An Overview of Auditory Processing Disorder



Most Viewed S-LP Webcast – 5-Minute Kids: An Individual Drill Based Program for Students with Speech Sound Disorders



Launch of **FREE** access to online professional development for members and associates.

Launch of **FREE** access to CINAHL Complete journal database for members and associates.

3

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

“

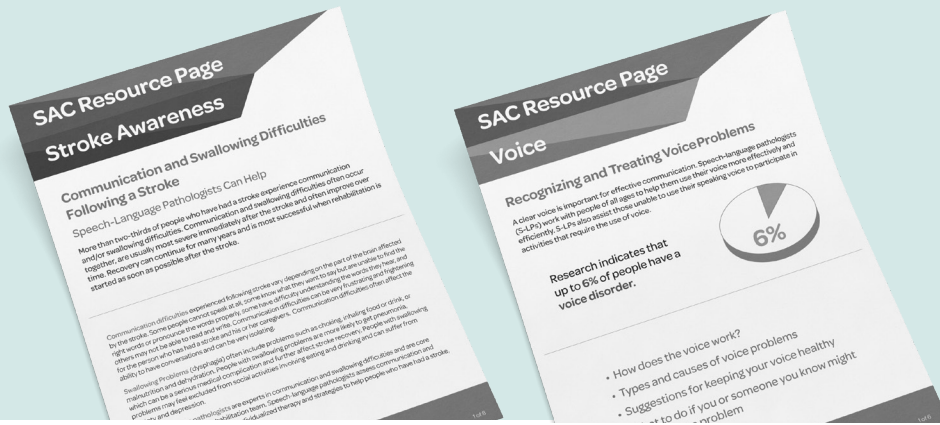
**This survey was very beneficial and helpful to read.
As a sole practitioner in a private practice it is
difficult to know what is happening in other work
environments. Thank you very much.**

”



**SAC member in response to the release of the
2018 SAC Salary and Benefits Survey**

NEW online resource pages focusing on **stroke** and **voice**.

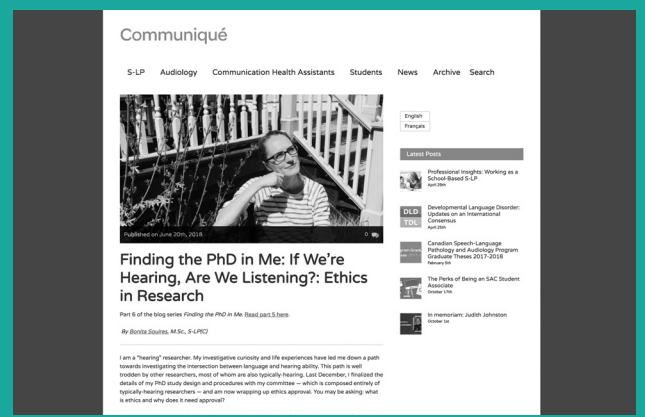


126

career ads.

2018 SAC Salary and Benefits Survey.

SAC's member and associate blog Communiqué is now available to the public.



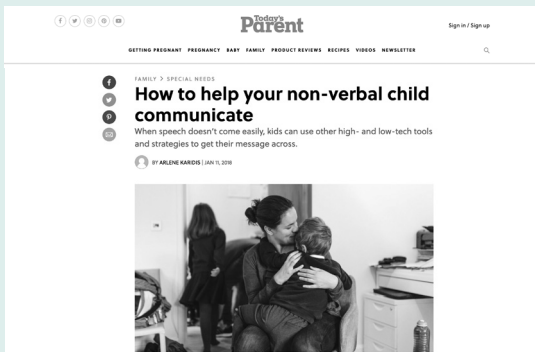
3

SAC Official Statements.



SAC members and associates were in the news throughout 2018 bringing attention to the professions

Here are a few of the highlights from the past year:

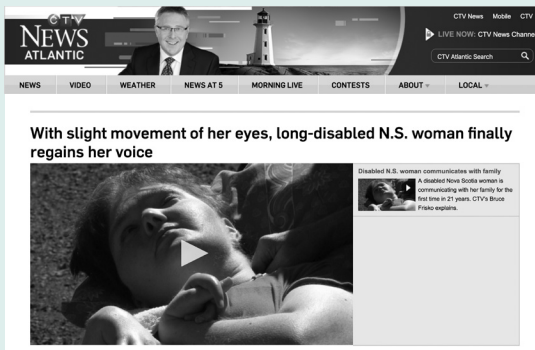


How to help your non-verbal child communicate

Today's Parent

Featuring then SAC Chair Jennifer O'Donnell,

S-LP(C) and SAC member Kelli deVries, S-LP(C)

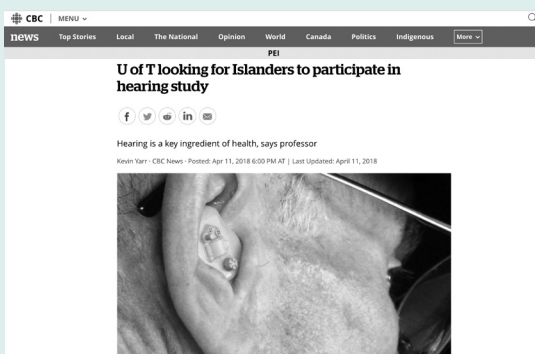


With slight movement of her eyes, long-disabled

N.S. woman finally regains her voice

CTV News

Featuring SAC member Amy Smith, S-LP(C)



U of T looking for Islanders to participate in hearing study

CBC

Featuring SAC member Kathy Pichora-Fuller, Aud(C)

4

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

“

I am currently working at a clinic where I am the only SLP, and don't really have that many opportunities for mentorship otherwise... so this program has been a true lifesaver. Thank you for putting it together!!!

”



SAC Career Development
Program mentee

6

new student scholarships totalling **\$10,000**.
SAC offers 28 scholarships totalling **\$36,000**.

SAC members and associates live in
33 different countries.

New streamlined SAC Awards and Recognition Program.



\$6,700

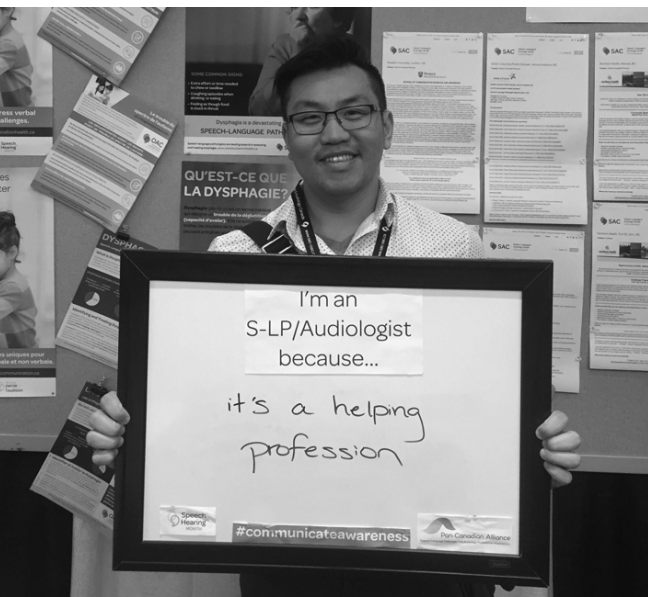
donated by SAC members and associates to help support SAC's Clinical Research Grants Program, SAC Scholarship Program and CJSLPA.

16

SAC student representatives from **10 Universities** across Canada.

55

SAC Career Development Program mentor/mentee pairings.



2%

increase in SAC membership.

115

members and associates volunteered their time to SAC.

350

registrations for SAC's first-ever Member and Associate Engagement Luncheon + **197 online responses** from members and associates unable to attend the luncheon.



“

I don't think that I've ever been prouder of SAC, than I am in this very moment. I am so happy to see, that SAC got this contract and that they are working with regulators. Most importantly - to see that our organization - is willing and open to change with the times and to meet member needs - is a milestone in and of itself.

”



SAC member on the announcement that SAC will serve as the administrator for the new Canadian Entry-to-Practice (CETP) Exam

SOCIAL

We have seen an increase on all social media platforms in 2018.

3,778

Linkedin Followers



1,275

Visits To SAC's LinkedIn Page

437

Tweets Mentioning @SAC_OAC

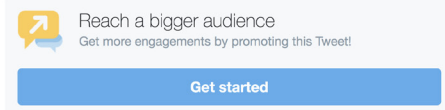


4.5%

Increase in Twitter Followers

Top Tweet:

Tweet activity



Impressions	5,904
Total engagements	52
Retweets	19
Media engagements	12
Link clicks	8
Likes	6
Profile clicks	6
Detail expands	1

5,936

Twitter Followers

11%

Increase In Facebook Likes



6,530

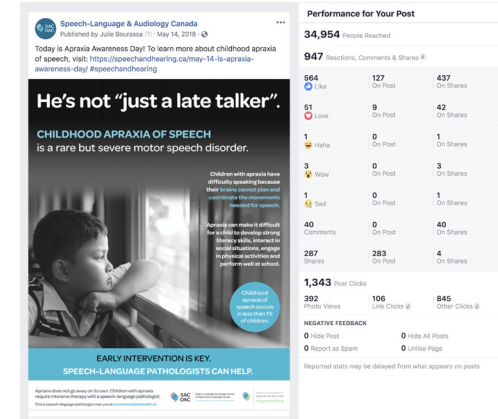
Facebook Likes

1,306

Average Post Reach



Top Facebook Post:





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2018-2019

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And much more is on the way in 2019,
including **NEW resources** for members and
associates who work with school-age patients
or clients, a **REVITALIZED SAC Certification
Program**, **The SAC Audiology Event** in
Montréal, QC and planning for our **2020 S-LP
Conference in Ottawa**, not to mention a
Federal Election Advocacy Campaign!