



Public Awareness Toolkit

How to Participate

We encourage our members to use this toolkit to raise awareness about communication health and the vital role speech-language pathologists and audiologists play in a patient's healthcare journey.

- 1 Copy and paste the sample posts included below.
- 2 Use the suggested hashtags to join the conversation.
- 3 Share our graphics or create your own.
- 4 Tag us so we can see and amplify your posts!

Hashtags

[*#SpeechandHearingMonth*](#)

[*#DoingMoreThanYouThink*](#)

[*#ExpandCommunicationAccess*](#)

Don't forget to tag us!



[*Speech-Language & Audiology Canada*](#)



[*@sacoac*](#)



[*Speech-Language & Audiology Canada*](#)



[*@sacoac*](#)



[*sac-oac.bsky.social*](#)

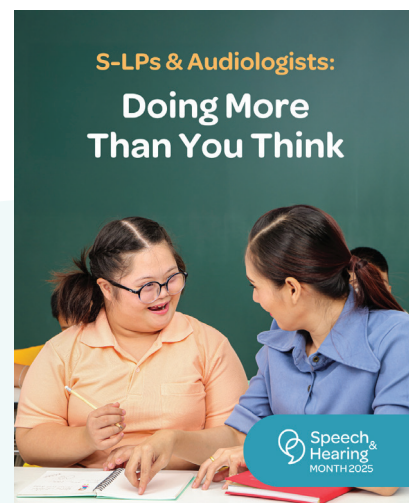


Social Graphic Package

One of the most impactful ways to support Speech & Hearing Month is by helping spread awareness on social media. Every post helps amplify the message about the importance of communication health.

Whether you're a communication health professional or an advocate from the public, we invite you to download and share the graphics below. They're sized for Facebook, Instagram, and LinkedIn—ready for you to post and share.

[Download the Speech & Hearing Month Graphic Package →](#)



Sample Posts

Sample Post 1

May is Speech & Hearing Month.

Speech-Language & Audiology Canada (SAC) dedicates the month of May to raising public awareness about communication health.

The 2025 theme, **“S-LPs & Audiologists: Doing More Than You Think”**, highlights the vital yet often overlooked role of S-LPs and audiologists. From helping stroke survivors regain speech to supporting those with tinnitus, these professions provide life changing care.

To access resources, learn more and spread the word go to: speechandhearing.ca

Sample Post 2

May is Speech & Hearing Month!

Do you know the large scope of practice that S-LPs and audiologists cover?

This [#SpeechAndHearingMonth](#), let's spread the word, advocate for better understanding, and help ensure our professions get the support we need. ❤️

Learn more & access resources: speechandhearing.ca

Sample Post 3

Communication is a human right.

Unfortunately, communication access isn't a guarantee.

That's where S-LPs & audiologists' come in- helping stroke survivors express themselves again, treating hearing loss & tinnitus, and providing life-changing AAC solutions.

This **#SpeechAndHearingMonth**, let's shine a light on communication care and the theme **"S-LPs & Audiologists: Doing More Than You Think."**

Sample Post 4

Communication is a basic human right, yet access to speech-language and hearing services remains out of reach for too many Canadians.

From delayed childhood interventions to inadequate senior care, our underfunded system does not give the support S-LPs & audiologists need to provide the best care possible.

This **#SpeechAndHearingMonth**, we're calling for change. Timely access to speech-language pathology and audiology services isn't a luxury - it's essential healthcare that every Canadian deserves.

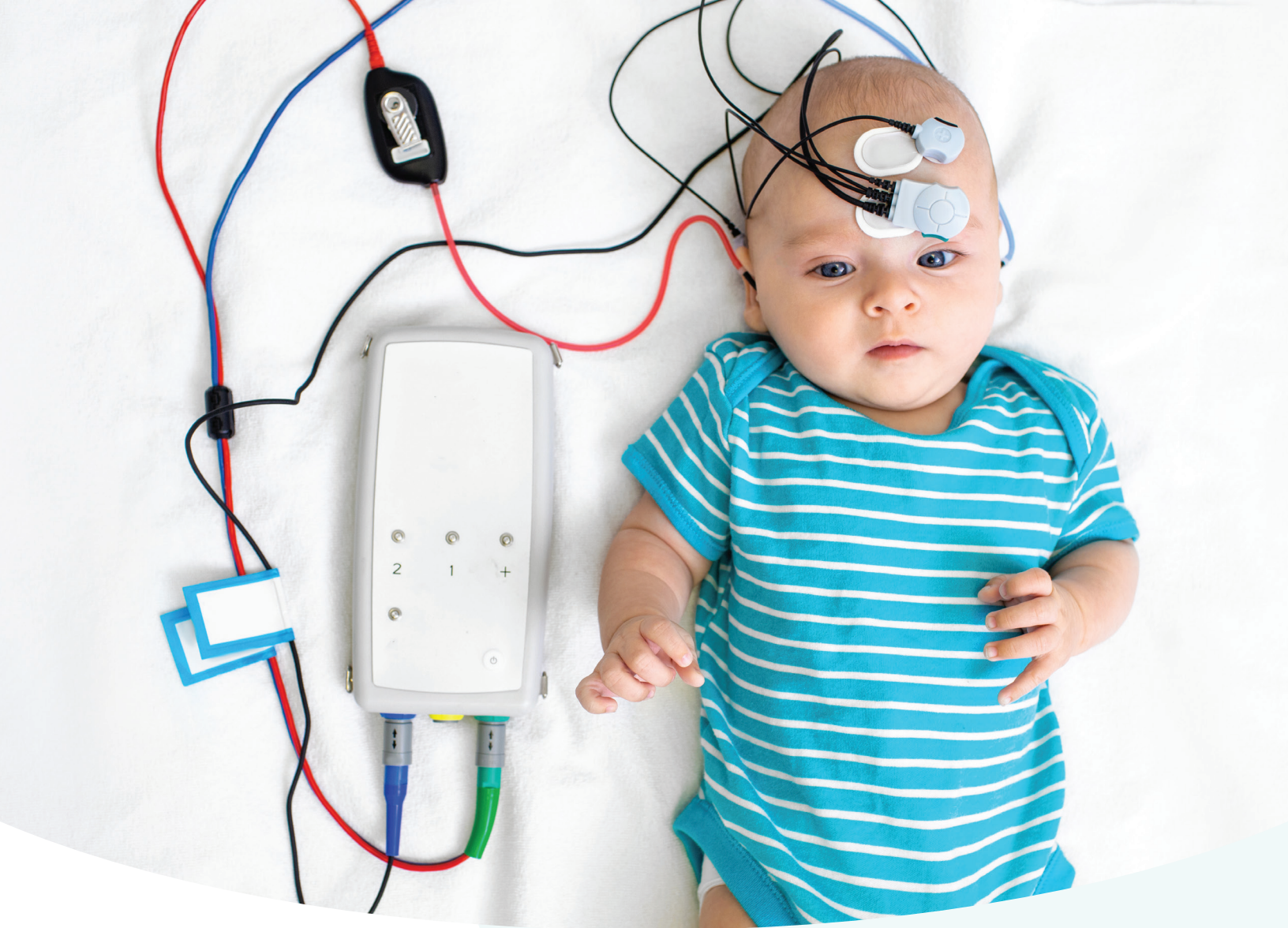
The time to act is now. Visit speechandhearing.ca to learn how you can advocate for better communication healthcare in Canada.

Sample Posts for Ministers/Ministries

SAC members can also encourage Ministers and Ministries connected to healthcare and education to recognize Speech & Hearing Month by asking them to share words of gratitude and positive messages to prompt more dialogue about communication health.

Sample Post 1

We extend our appreciation to S-LPs and audiologists in the province of **[Province]** for the services they provide to those experiencing communication disorders. They are health professionals with a wealth of knowledge and experience to share with patients and other professionals across the province.



Join the Campaign!

Have you or a loved one experienced the impact of speech-language pathology or audiology services? Share your **#DoingMoreThanYouThink** moment with us this May and tag us in your post so we can reshare it! By raising awareness for S-LPs and audiologists, we can provide access to care for more Canadians.

We invite SAC members to encourage their patients to share their stories on social media and participate in Speech & Hearing Month.

Email Templates

Below are email templates designed to help you advocate for change—use them to contact your local MP, MPP, or relevant organizations. These emails are designed for our members to participate in advocating.

Email Template 1: Elected Officials

Subject line: Support Speech & Hearing Care for all Canadians

Dear **[MP, MPP, MLA NAME]**

My name is **[Your Name]**, and I am a **[Speech-Language Pathologist/Audiologist]** in **[City/Province]**. May is Speech & Hearing Month, and this year's theme, **"S-LPs & Audiologists: Doing More Than You Think"**, highlights the essential role of speech-language pathologists (S-LPs) and audiologists in our healthcare and education systems.

Imagine waking up tomorrow and suddenly struggling to communicate or swallow safely. For many Canadians, this isn't hypothetical—it's daily life. Right now, policy gaps and lack of dedicated funding means too many people go without the care they need.

The consequences of untreated communication and swallowing disorders are profound, including social isolation, mood and behavioural difficulties, cognitive decline, increased hospitalization and falls risks, and reduced quality of life.

I believe you can play a role in improving access to these services and urge you to take action by:

- Increasing investments in communication and swallowing health services to reduce wait times, improve accessibility, and reduce unnecessary strains on the healthcare system.
- Enhancing communication accessibility within the healthcare system for patients, their healthcare practitioners and their families by integrating S-LPs and audiologists into healthcare systems.
- Addressing health human resource challenges to improve workforce recruitment and retention of S-LPs and audiologists.
- Expanding public knowledge of communication, hearing, balance and swallowing disorders through education and awareness campaigns.
- Increase investments in virtual care and electronic health record services to ensure equitable access to patients in rural and remote locations.

Investing in speech and hearing services isn't just about healthcare, it's about dignity, safety, and human connection for all.

I welcome the opportunity to provide further information and discuss how we can work together to support the communication needs of Canadians. Please feel free to contact me at **[your phone number]** or **[your email address]**.

Sincerely,

[Your Name]

[Your Professional Title/Your Contact Information]

Email Template 2

Subject: Join Us in Raising Awareness for Speech & Hearing Month!

Dear **[Organization's Name]**

Did you know that May is Speech and Hearing Month? It is a time to recognize the life-changing impact of speech-language pathologists (S-LPs) and audiologists and raise awareness about the critical role they play in the healthcare and education systems.

This year's theme, **"S-LPs & Audiologists: Doing More Than You Think"**, highlights the broad scope of practice of S-LPs and audiologists. Many people do not realize the full scope of practice of these professions. When thinking of S-LPs, one may assume they only help children with speech difficulties or that audiologists only fit hearing aids for seniors. However, their work extends far beyond these common perceptions.

I invite you to join the campaign take part by:

- Sharing on social media how an S-LP or audiologist has impacted your life. You can find a toolkit here: **[Insert Our Toolkit]**
- Sharing scope of practice information for S-LP's and Audiologists to help ensure equitable access to comprehensive care.
- Spreading awareness about the impact of speech and hearing care through your networks.

Together, we can make sure everyone gets the care they deserve. Let's work together to make communication healthcare access a reality for everyone!

Learn more: speechandhearing.ca

Sincerely,

[Your Name]

[Your Professional Title/Your Contact Information]