

Advocacy: Strategy for Member Success

MICHIGAN SPEECH-LANGUAGE-HEARING ASSOCIATION

March 24, 2022

Valeria Roberts Matlock, EdD., CCC-A

Vice President for Standards and Ethics in Audiology

Financial Disclosures

- Associate Professor, Vanderbilt University Medical Center. Receives a salary from that institution.
- Received MSHA conference registration and lodging

Non-Financial Disclosures

- Vice President for Standards and Ethics in Audiology for the American Speech-Language-Hearing Association

Learning Objectives

At the end of this presentation members will be able to:

- Identify one education priority and one health care priority in the Public Policy Agenda
- Describe the method that members can use to take action on federal and state issues using the ASHA website.

ASHA 2022 Board of Directors





Vision

Making effective communication,
a human right, accessible and
achievable for all.

Mission

Empowering & supporting speech-language pathologists, audiologists, & speech, language, & hearing scientists by:

- Advocating on behalf of persons with communication and related disorders,
- Encouraging the advancement of communication science,
- Promoting effective human communication.

The background of the slide features a photograph of several classical stone columns, likely from a government building, receding into the distance. A large, solid red circle is positioned on the left side of the image, partially overlapping the columns.

ADVOCACY

What is Advocacy?

Advocacy is the **essential** and **necessary** means by which ASHA and affiliated state associations support and advance the professions of audiology and speech-language pathology in the areas of public policy and popular opinion.



2022 Public Policy Agenda

- **Identifies** the “what” in terms of what are ASHA’s advocacy priorities for the year
- **Guides** ASHA staff to identify the “how” in terms of how those priorities are advanced
- **Maximizes** staff utilization of resources on behalf of ASHA (internal benefit)
- **Maximizes** ASHA’s influence and relevancy on behalf of members (external benefit)






HEALTH CARE OBJECTIVES

- Prevent future Medicare reimbursement cuts
- Advance the Medicare Audiologist Access and Services Act
- Obtain expanded coverage of services delivered via telepractice
- Ensure successful participation in emerging healthcare delivery systems and Alternative Payment Models
- Promote ongoing value of SLPs in Skilled Nursing Facilities under the Patient Driven Payment Model
- Support research funding

SCHOOLS OBJECTIVES

- Establish two technical assistance centers on communication disorders and Medicaid within the U.S. Department of Education
- Secure increased research and guidance from the U.S. Department of Education on manageable workloads, assessment practices and service referrals, compensatory services and student regression, and access to school-based Medicaid funding
- Identify peer review opportunities for the U.S. Department of Education
- Support education funding





PROFESSIONAL PRACTICE & WORKFORCE OBJECTIVES

- Further adoption and operationalization of Audiology and Speech-Language Pathology Interstate Compact
- Protect licensure/certification standards and scopes of practice
- Support federal legislation that ensures appropriate workspaces and environments
- Ensure state standards align with ASHA's Assistant Certification Program

PATIENT, CLIENT, AND STUDENT OBJECTIVES

- Engage audiologists, consumers, and policymakers on Over-the-Counter Hearing Aids
- Advocate for the continued ability of patients, clients, students, caregivers, audiologists, and speech-language pathologists to make informed treatment decisions with equitable access to objective and evidence-based resources
- Support the enforcement of Medicaid's Early and Periodic Screening, Diagnostic and Treatment benefit
- Obtain recognition from the United Nations Convention of State Parties





DIVERSITY, EQUITY & INCLUSION OBJECTIVES

- Engage federal policymakers on measures that identify and reduce disparities in education of students from diverse backgrounds; including enhanced data collection and legislation to invest in strategies that address racial, ethnic and socioeconomic isolation.
- Advance legislation that requires a study on disparities in follow-up services connected to newborn hearing screening
- Advocate for passage of the Allied Health Workforce Diversity Act
- *Advocate for anti-discriminatory policies and practices that support people with communication disorders, especially those from underrepresented or marginalized communities*

THE PATH TO WINNING ADVOCACY

PRIORITIZED AND COORDINATED
STRATEGIES THAT INCLUDE:

- Policy analysis and development
- Strategic lobbying
- Grassroots engagement
- External partnerships
- External communications and messaging
- Political support





GET INVOLVED!

ASHA members make the strongest advocates for the professions!

- Sign up for *ASHA Headlines*
<https://www.asha.org/Publications/ASHA-Headlines>
- Take Action on top priorities
<https://www.asha.org/advocacy/takeaction/>
- Become a *Grasstops Envoy*
<https://www.asha.org/Advocacy/Become-a-Grasstops-Envoy>

SUPPORT ASHA-PAC!

ASHA-PAC helps elect Members of Congress who support the professions

- ASHA-PAC is non-partisan
- ASHA-PAC ensures your voice is heard on Capitol Hill
- ASHA-PAC is critical to successful advocacy

<https://www.asha.org/Advocacy/pac>

ASHA ON SOCIAL MEDIA



Facebook



Twitter



LinkedIn



Instagram



Pinterest



Youtube



AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION

www.asha.org