



AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION

Developing Student Engagement for the Professions

Ninevah Murray

Chair, Government Relations & Public Policy Board

James G. Potter

**Director, Government Relations & Public Policy
ASHA**

2009 State Association Workshop

Indianapolis, Indiana

2009 ASHA's Government Relations & Public Policy Board

Ninevah Murray, chair

Wayne Foster

Diane Golden

Roberta Kreb

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Tim O'Neil, public member

Mary Hooper

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Linda Jacobs-Condit

Thomas Hallahan,
monitoring vice president

Student Advocacy Outreach Initiative

Goals:

- 1) Create wide-spread opportunities to involve CSD students in state or federal legislative visits that complement current legislative visitation programs by ASHA and SSLHAs.
- 2) Establish greater interaction and communications between CSD academic programs and State Speech-Language-Hearing Associations (state legislative visits) and ASHA National Office (federal legislative visits).

Student Advocacy Outreach Initiative

Goals:

- 3) Enable CSD students to advocate on specific state and federal issues with ASHA and their SSLHA.
- 4) Expand education modules for CSD students (either in person or on demand online sessions for course credit) on specific advocacy-related topics that students will be able to utilize in professional practice (and often may have not been exposed to in their graduate training), building the basis for expanded advocacy curriculum in CSD programs.

Student Advocacy Outreach Initiative

NEW!

2009 Objectives:

- ✓ Pilot Federal CSD Student Advocacy Program
- ✓ Promote State CSD Student Advocacy Programs
- ✓ Market ASHA TakeAction Website & Expand NSSLHA Advocacy Web Resources
- ✓ Seek Subjects/Authors for Online, On-Demand Advocacy Education Modules .
- ✓ Hold Preliminary Discussions with CAA & CFCC on KASA Advocacy Section

2009 CSD Capitol Hill Day

Washington, DC – April



State CSD Student Capitol Hill Day

- Formally invite CSD programs at least 6-9 months in advance of Hill Day or Local Legislative Day activities.
- Possibly offer incentive for students participating or underwriting for travel.
- Use opportunity for discussions or follow-up discussions with CSD programs on key issues impacting state (e.g., shortages).

CSD Student Capitol Hill Day Program

Model (Half-Day) Hill Visits Agenda:

- Greeting & Overview of 'CSD Student Advocacy Program'
- Issues Briefing & Logistics for Hill Visits (1 hour)
- (Optional) Hill Visits Role-Play Session - modeled after "Capitol Hill 101" (45 minutes)
- Hill Visits (2-4 hours)
- Social Activity (2 hours)

CSD Student Capitol Hill Day Program

Model (Full-Day) Hill Visits Agenda:

- Greeting & Overview of 'CSD Student Advocacy Program'
- First Advocacy Education Module (45 minutes)
- Second Advocacy Education Module (45 minutes)
- Break (15 minutes)
- Issues Briefing for Hill Visits (1 hour)
- Hill Visits Role-Play Session (45 minutes)
- 45 minutes Break/Lunch
- 2-4 hours Hill Visits
- 2 hours Social Activity

CSD Student Capitol Hill Day Program

Post Visit Activities:

- Hill visit reports
- program evaluation
- follow-up letters to legislators & staff met

State Web Advocacy Resources

The screenshot displays the ASHA website interface. At the top left is the ASHA logo and name: American Speech-Language-Hearing Association. A navigation bar includes links for ASHA & NSSLHA Members, Members & Professionals, Students, and The Public. Below this, a breadcrumb trail reads "For ASHA Members Only > Membership Services >". A secondary navigation bar contains buttons for Home, Elected Officials, Issues & Legislation, Elections & Candidates, and Media Guide. A search prompt asks users to "Enter your ZIP code to find your representatives" with a text input field and a "GO" button. The main content area features an "Oklahoma Legislative Action Center" section with a "Join Healthiest or Elected" sign-up prompt and an image of the Oklahoma State Capitol. Below this are five categorized links, each with a "View" button: "My Elected Officials" (Elected officials in your area), "OK Officials and Agencies" (Officials, lawmakers and agencies), "Search Local Government" (Local elected officials in Oklahoma), "Issues and Legislation" (Current alerts, votes, bills and more), and "Media Guide" (Media Organizations serving Oklahoma). At the bottom, there is an "Election 2007 Go!" banner with "Candidates, Key Dates and Info". Three columns of promotional text are present: "MegaVote" (Get your rep's votes by e-mail weekly!), "Tell-A-Friend" (Send a note to a friend to let them know about this site!), and "Web Stickers" (Put our "Write to Congress" web sticker on YOUR web site!). The footer text reads "powered by Capital Advantage ©2007".

Advocacy Strategies: It's a E-based World

From: Linda Tepperman [ltpotter@asha.org]
To: asha2_list@mailmanager.net
Cc:
Subject: Contact Your Senators Regarding SLP Private Practice

Sent: Mon 5/5/2008 2:41 PM



American
Speech-Language-
Hearing
Association

ASHA
YOUR VOICE ON CAPITOL HILL
ADVOCATE



444 NORTH CAPITOL STREET, SUITE 715, WASHINGTON, DC 20001
FAX: 202.624.5955 • TEL: 800.498.2071

Contact Your Senators Regarding SLP Private Practice
Contact Your Senators Regarding SLP Private Practice
U.S. Senate To Consider Medicare Legislation In May

[Take Action!](#)

We appreciate all of your activism over the past year, and now it is crunch time.

The U.S. Senate is expected to vote on Medicare legislation within the first two weeks of May. ASHA is working hard to include the provision that would allow speech-language pathologists to bill Medicare from a private practice.

Due the anticipated cost of the Medicare package, the bill may only address projected Medicare cuts and therapy cap provisions.

Your legislators need to hear that you want S. 45, the bill that would allow speech-language pathologists in private practice to bill Medicare in the final version of the bill.

Please call now!

Advocacy Strategies: Online Action Alert

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Basics](#)

Action Alert

Contact Your Senators Regarding SLP Private Practice

U.S. Senate To Consider Medicare Legislation In May

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Your legislators need to hear that you want S. 45, the bill that would allow speech-language pathologists in private practice to bill Medicare in the final version of the bill.

Please call now!

CALL NOW

Enter Your Zip Code

[✉ Tell A Friend](#)

Advocacy Strategies: Web-driven Phone Campaign

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[Legislative Alerts and Updates](#) • [Current Legislation](#) • [Key Votes](#) • [Capitol Hill Basics](#)

Action Alert

Contact Your Senators Regarding SLP Private Practice U.S. Senate To Consider Medicare Legislation In May

Please call:

- U.S. Senator Christopher Dodd (D-CT)
- U.S. Senator Joseph Lieberman (I-CT)

Call #1: U.S. Senator Christopher Dodd

Can't call while online? Want to call later? [Print](#) this alert.

Did you make the call? Yes No

If so, what happened on the call?

Please limit your feedback to 1000 characters or less.

First Name:

Last Name:

Your Email:

Call Here: (202) 224-2823
Washington, D.C. office of U.S. Senator Christopher Dodd
(please call between 9am & 5pm)

Ask For: Health Care Legislative Assistant

Talking Points:

- 1) Hello, my name is _____ and I am a speech-language pathologist. I work with _____ (name your employer or say private practice).
- 2) I am calling to respectfully request that S. 45 be included in the Senate Medicare legislation.
- 3) S. 45 would allow me to bill Medicare from a private practice.
- 4) The Congressional Budget Office has scored the bill as having no cost over the first five years.
- 5) Medicare beneficiaries in rural areas have difficulty accessing speech-language pathology services, because of the distance they must travel to receive care.
- 6) Most Medicare beneficiaries receive SLP services after they have suffered a stroke. The most common SLP treatment is for swallowing disorders. Individuals who do not receive appropriate swallowing intervention may acquire aspiration pneumonia and require hospitalization. This increases overall costs to the Medicare program.
- 7) The legislation would allow Medicare beneficiaries in rural communities to access the services of speech-language pathologists.

Advocacy Strategies: Web-driven Emails & Letters



Include SLP Medicare Outpatient Supplier Status Legislation in the Final Version of the Medicare Bill

Allow Private Practice SLPs to Bill Medicare Directly

Please contact your Representative and Senators and urge them to support enactment of SLP Medicare Outpatient Supplier Status Legislation, H.R. 1774 & S. 45 and include it in the final version of the Medicare bill.

This legislation would enable speech-language pathologists to bill Medicare directly from a private office, an option currently available for similar professional specialists such as physical therapists and occupational therapists.

Take Action

1 COMPOSE MESSAGE

Message Recipients:

- Your U.S. Senators
- Your U.S. House Representative

Delivery Method:

- Email
- Printed Letter

Subject:

Medicare Bill and Needed Patient Access to Care

Editable text to House:

(edit or add your own text - 8284 characters left)

Would be especially helpful in rural communities where patients often need to travel great distances for care. Current requirements for physician oversight would not be changed.

SLPs help many elderly patients and veterans relearn how to speak and swallow after a stroke, Parkinson's disease, or traumatic brain injury. Medicare covers speech-language pathology services. However, because of a technical drafting error, it does not allow SLPs to directly bill Medicare for their services. Thus, many vulnerable patients must travel great distances for their outpatient care. Section 602 of the

Tip: Cutting-and-pasting? Save as [plain text](#) first.

Editable text to Senate:

(edit or add your own text - 8148 characters left)

Please ensure that language allowing speech-language pathologists to directly bill Medicare for outpatient services is part of the final Medicare bill that is expected to pass by June 30, 2008. This provision is known as S. 45, which was introduced by Senators Ensign and Landrieu and is cosponsored by Senator Johnson. It is also Section 602 of the Children's Health and Medicare Protection Act which the U.S. House of Representatives passed on August 1, 2007.

Your Contact Information:

This system requires that you provide your name and contact information. This information will not be used for any purpose other than to identify you to the recipient.

Prefix (required by some officials)

Ms.

First*

Linda

Last*

Tepperman

Email*

speech177@gmail.com

Address*

77 Barnes Road

City*

Stamford

State*

Connecticut

ZIP*

06902

ZIP + 4

1201

Phone

516-650-3060

Advocacy Strategies: State Legislatures & Agencies



American
Speech-Language-
Hearing
Association

ASHA
YOUR VOICE ON STATE ISSUES
ADVOCATE



2200 Research Boulevard, Rockville, MD 20850-3289
Fax: 301-296-8577 • Tel: 800-498-2071

New Jersey Legislative Alert!

Write Your Legislators Today!

[Take Action!](#)

Support Services for New Jersey Residents with Aphasia

There is an increased need for further services and funding for aphasia programming.

Write your legislators today to request that they require insurance companies to pay for adequate rehabilitation and committee \$1 million to aphasia research.

Write your legislators today!

Advocacy Strategies: Targeting Your Advocacy



American Speech-Language-Hearing Association

Home · Alerts & Messages · Content · Votes & Bills · Mail Manager · User Database · Reports · Fundraising · Knowlegis · PACbuilder · Logout · Settings · Help
Capwiz·XC Site Alerts and Message Archive Custom Recipients

Customer Training:

Our FREE training program with courses for various skill levels is designed to build your professional knowledge, and maximize your use of the Capwiz·XC, Knowlegis and PACbuilder products. [more details](#)

Customer Support:

9:00 AM - 6:00 PM
Monday-Friday
703.289.4670 or
800.659.8708

After-hours support
703.289.4670 x140

Or [click here](#).

Capwiz·XC News:

Capwiz·XC News and Best Practices

The official newsletter for Capwiz·XC clients. News, tips, and tricks for getting the best results from Capwiz·XC.

Warning: Prevent loss of your online work! Please open the CapwizXC Site Control Center in one browser window at a time and refrain from using the "Back" button in your browser's navigation during Alert & Message creation and editing.

NEW! Improve Your Influence Score:

Select Your Targets Wisely

1. Edit Message --> 2. Targeting Options --> 3. Save and Finish

Targeting Options

Targeted

Executive Option

Democrats

Governor Jon Corzine (D-NJ)

House

Democrats

- Asm. Nelson Albano (D-NJ-1)
- Asw. Linda Greenstein (D-NJ-14)
- Asm. Reed Gusciora (D-NJ-15)
- Asw. Bonnie Watson Coleman (D-NJ-15)
- Asm. Upendra Chivukula (D-NJ-17)
- Asm. Joseph Egan (D-NJ-17)
- Asm. Peter Barnes (D-NJ-18)
- Asm. Patrick Diegnan (D-NJ-18)
- Asm. Joseph Vas (D-NJ-19)
- Asm. John Wisniewski (D-NJ-19)
- Asm. Neil Cohen (D-NJ-20)
- Asm. Joseph Cryan (D-NJ-20)
- Asm. Jerry Green (D-NJ-22)
- Asw. Linda Stender (D-NJ-22)
- Asm. John McKeon (D-NJ-27)
- Asm. John Burzichelli (D-NJ-3)
- Asm. Douglas Fisher (D-NJ-3)
- Asm. Vincent Prieto (D-NJ-32)
- Asw. Joan Quigley (D-NJ-32)
- Asm. Thomas GIBLIN (D-NJ-34)
- Asw. Sheila Oliver (D-NJ-34)
- Asw. Nellie Pou (D-NJ-35)
- Asm. Frederick Scalera (D-NJ-36)
- Asm. Gary Schaer (D-NJ-36)
- Asm. Gordon Johnson (D-NJ-37)
- Asw. Valerie Vainieri Huffle (D-NJ-37)

Republicans

- Asm. James Holzapfel (R-NJ-10)
- Asm. David Wolfe (R-NJ-10)
- Asw. Amy Handlin (R-NJ-13)
- Asm. Samuel Thompson (R-NJ-13)
- Asm. Peter Biondi (R-NJ-16)
- Asm. Jon Bramnick (R-NJ-21)
- Asm. Eric Munoz (R-NJ-21)
- Asm. Mike Doherty (R-NJ-23)
- Asw. Marcia Narrow (R-NJ-23)
- Asw. Alison Littell McHose (R-NJ-24)
- Asm. Michael Carroll (R-NJ-25)
- Asm. Richard Merkt (R-NJ-25)
- Asm. Alex DeCroce (R-NJ-26)
- Asm. Ronald Dancer (R-NJ-30)
- Asm. Joseph Malone (R-NJ-30)
- Asm. John Rooney (R-NJ-39)
- Asw. Charlotte Vandervalk (R-NJ-39)
- Asm. David Russo (R-NJ-40)
- Asm. Brian Rumpf (R-NJ-9)

Advocacy Strategies: State Legislative Action Alerts



TAKE ACTION!

New Jersey Legislative Alert!

Write Your Legislators Today!


Support Services for New Jersey Residents with Aphasia

[Take Action!](#)

There is an increased need for further services and funding for aphasia programming.

Write your legislators today to request that they require insurance companies to pay for adequate rehabilitation and committee \$1 million to aphasia research.

Write your legislators today!



If you no longer wish to receive e-mail from us, you can unsubscribe [here](#).

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Advocacy Strategies: Organizing Comments



Don't just sit there.

Get involved.

License Changes Scheduled

Dear Colleagues,

On Oct. 3, 2007, the 2nd and 3rd reading of proposed speech language pathology license changes is scheduled. These changes include a new license for a speech language technician, and an accompanying handbook. These changes will affect the practice of speech language pathology in the public schools of Utah. They are now available for public comment. Please submit your comments to Jennifer Hefti at the Utah State Office of Education (USOE) by September 14, 2007. Ms. Hefti's email is Jennifer.Hefti@schools.utah.org

The DRAFT rule was posted Aug. 28, 2007 on the USOE web site, under special education-updates at <http://www.schools.utah.gov/sars/lawsreqs/pdfs/r277504.pdf>. It

Advocacy Strategies: National or State E-Updates/E- zines

NEWS FLASH



February Report to ArkSHA Members

ASHA SEAL

2008

Key Hall, MS, CCC-SLP ASHA SEAL, AR

1. The Division 16 of ASHA has now approved a standing committee for the purpose of informing school-based speech-language pathologists about the Professional Performance Review Process (PPRP) for the school-based speech-language pathologist. The PPRP is available on-line at www.asha.org. They will speak to your groups for a fee. Contact pbschrae@wisc.edu.
2. Many speech-language pathologists and teachers are receiving a survey from The Educational Testing Service (ETS) conducting a job analysis survey as part of a review process for an existing Praxis examination in Teaching Speech to Students with Language Impairments, which has been in use since 1980. This certification if they pass is currently available in three states: Maine, Nevada, and Pennsylvania. If you are asked to complete this survey, ASHA has requested that under the additional comments, you put the following information:
"While teachers are encouraged to acquire an understanding of the foundations of communication and the developmental and educational considerations relevant to school-aged children with communication disorders in order to meet the educational needs of their students and to effectively collaborate with other professionals (i.e. speech-language) in serving this population, it is not within the purview of teachers to identify, assess or treat children with speech-language impairments, address the multicultural variables associated with communication differences or disorders; counsel about communication impairments; or serve on IFSP and IEP teams to provide team input about the eligibility, program or placement recommendations of students with communication impairments. The knowledge and skills associated with these responsibilities are best represented by the speech-language pathologist." Your completion of this job survey will assist ASHA with its advocacy efforts on behalf of the profession of speech-language pathology.
3. Please be aware that Rhode Island's Board of Regents has approved regulations (effective July 1, 2008) stating that children ages 9 and above will no longer be able to receive speech only services. For children 9 and older speech is a related service only and cannot stand alone. This

Advocacy Strategies: Capitol Hill Visits

Capitol Hill Visits in 2008

Whether you are planning a personal trip to D.C., or participating in an ASHA organized hill visit, you'll find all the resources you need here. Below is a **four step process** to prepare for your visit, from start to finish!

Step 1: Make the Appointment

You are responsible for contacting the congressional offices to set up your appointments with one Representative and two Senators.

- Not sure who they are? [Find your officials.](#)
- Call your Senator/Representatives office to schedule a day/time
 - Not sure what to say? Here's a [sample script](#) [PDF] to follow.
- Let ASHA know when your appointments are by:
 - [Entering the information online](#)

Step 2: Get Ready!

- [Don't leave home without...](#)[PDF]
- Know where you are going by reviewing the [map](#) [PDF]

Step 3: Know the Issues

Audiology Related

- [Direct Access to Audiologists](#) [PDF]
- [Early Hearing Detection & Intervention \(EHDI\)](#) [PDF]
- [Hearing Aid Tax Credit](#) [PDF]

Speech-Language Pathology Related

- [SLP Medicare Outpatient Supplier Status](#) [PDF]
- [IDEA Funding](#) [PDF]
- [Early Hearing Detection & Intervention \(EHDI\)](#) [PDF]

Upcoming Hill Visits

- Health Care Economics Committee
- GRPP Board
- PAC
- Advisory Council
- NBASLH

Step 4: Record How It Went

Advocacy Strategies: Tracking Visits & Contacts

REPRESENTATIVE FRANK R. WOLF

Appointment Date:
Appointment Time:
Meeting With:
Member Attending:

Advocacy Activity Form

Please select the official(s) with whom you have a relationship or with whose offices you recently interacted by checking the box next to each name.

- Sen. James Webb (D-VA)
- Sen. John W. Warner (R-VA)
- Rep. Frank R. Wolf (R-VA-10th)
- VA Sen. Mark Herring (D-33rd)
- VA Del. David E. Poisson (D-32nd)

Advocacy Strategies: Providing Feedback for Follow-up

Advocacy Activity Form

For each official listed, please indicate the date of your most recent interaction, if any, and provide us with any comments you may have on your relationship or experiences with that official. When you are finished, click "Proceed".

Senator Mark Herring

Date of Advocacy Activity:

Comments:

The Senate saw me himself and we talking how his son received services from an SLP in his school at Potowmack Elementary in Potomac Falls.

From there I was able to ask him if he would support a salary supplement for Virginia SLPs of \$5,000 to help recruit and retain them in our state.

He agreed to co-sponsor S.B. 3415 and said he would follow-up with the appropriations chair.

Advocacy Strategies: Advocacy Web Stickers



Developing Student Engagement for the Professions

For more information, please contact:

Ninevah Murray, Chair, GRPP Board

– Email: speechprof@gmail.com

Jim Potter, Director of Governmental Relations

– E-mail: jpotter@asha.org

– Phone: 800- 498-2071, ext. 5670