



What is Advocacy?

Advocacy is the **essential** and **necessary** means by which ASHA supports and advances the professions of audiology and speech-language pathology in the areas of public policy and popular opinion.

The Value of Advocacy

- *Raising your **voice***
- *Telling your **story***
- *Effecting **positive change** over time*
 - Public policies
 - Professional policies (tied to public policy)
 - Public perception and popular opinion
- *Supporting your **profession***
- *Supporting **each other***
- *Measuring **success** one step at a time*



ASHA Advocacy

- Enduring member-driven **partnership** between ASHA members and professional government affairs staff
- Serving **audiologists** and **SLPs** equitably
- Raising 223,000+ **voices** and **stories**
- Utilizing 322 years of **professional advocacy experience** held by ASHA government affairs staff
- Effecting **change** in: schools, health care, private practice, early intervention, professional practice, and diversity, equity and inclusion
- Effecting **change** through: strategic lobbying, data-driven policy analysis, clear and transparent communications, grassroots engagement, and proactive coalition-building



The Public Policy Agenda



- **Serves** as the “keystone” of ASHA advocacy
- **Identifies** the “what” in terms of what are ASHA’s advocacy priorities for the year
- **Guides** ASHA to identify the “how” in terms of how those priorities are advanced
- **Maximizes** internal utilization of resources
- **Maximizes** external influence and relevancy

Working Together

- Advocacy is a **partnership**
- **You** are ASHA's strongest advocates!
- Consider getting involved!
 - Access [ASHA's online advocacy resources](#)
 - Sign up for [ASHA Headlines](#)
 - Take Action on [top priorities](#)
 - Follow on [Facebook](#), [Twitter](#), and [Instagram](#)
 - Stay in Touch with ASHA's [government affairs staff](#)

