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](#)