

Optimizing the Role of State Advocacy Network Representatives



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Disclosure

- Relevant Financial Relationships
 - Financial- I am employed by Saint Mary's College, Notre Dame, Indiana
 - Travel- My travel to CSAP is supported by Saint Mary's College and ISHA (Indiana Speech Language Hearing Association)

Purpose

- How the Indiana Speech Language Hearing Association has utilized state advocacy network representatives
- Challenges the representatives have experienced in their roles
- How representatives had responded to challenges

State Education Advocacy Leaders (SEAL)



- **Keegan Koehlinger-Wolf**
- Enhance and perpetuate the **advocacy, leadership and clinical management skills** of school-based ASHA members at the **state and local** levels to influence **administrative and public policy** decisions that affect the delivery of speech language pathology and audiology services in school settings.

State Advocates for Medicare Policy (StAMP)



- **Jennifer Freeman**
- The network of StAMPs has two purposes:
 1. To help ASHA members get help at national level for issues/questions they have about Medicare
 2. To help ASHA stay up to date about trends in Medicare reimbursement via discussions about trends in each state

State Advocates for Reimbursement (STAR)



- **Dee Combs**
- Lead **advocacy efforts** and create coverage and **reimbursement strategies**
- Link ISHA to ASHA in advocacy with legislators, state insurance commissioners, health insurance executives, unions, and employers on matters related to private health plan and Medicaid coverage and reimbursement.

How has ISHA utilized State Advocacy Network Representatives?

- Connect with ASHA
 - Participate in monthly conference call meeting hosted by the network
 - Participate in web based ASHA community
 - Participate in Networking meeting at ASHA Convention and / or Schools Connect
- Connect with ISHA Executive Council
 - Participate in monthly conference call
- Connect with ISHA membership
 - Disseminate information to members
 - Field questions from members
- Participate in quarterly Executive Council meetings
- Active role in strategic planning
 - Strategic Directions connected to each quarter
 - Provide KPIs for ISHA dashboard as appropriate

Challenges

- Making sure all members know about these resources
 - ISHA membership first hurdle
 - Acronym- members don't understand. May contribute to the lack of recognition about mission/ purpose of liaison. "Call the StAMP the Indiana Medicare Liaison"
- Lack of communication from ASHA members in Indiana. "I receive very few inquiries/concerns and I know they are out there and their concerns are just not getting addressed."
- Information / FAQs on website isn't read

Response to Challenges

- Social media presence
- Quarterly Newsletters
- Individual phone calls
- Active participation in legislative issues
- Annual ISHA Convention
 - Report to membership during business meeting
 - Panel discussion
 - Booth
- Legislative Day
- Use ASHA resources!
 - "I post questions from our members and get answers within 24-48 hours."

Specific Example SEAL Participation with ASHA Grant

- ASHA State Association Grant: *Working Together for Comprehensive Solutions to Improve Speech Language Pathology Services in the Schools*
- SB 189- Emergency Permits
 - Provide testimony for Senate & House Education Committees
- School Based SLP survey
 - Development of survey
 - Administered by ASHA/ encourage participation-36% response rate

- Restructure and reorganization of ISHA
 - Seven regions reflect Indiana Council of Administrators of Special Education (ICASE)
 - One university program in each region
- Regional Roundtable Discussions
 - IDOE, ICASE, state legislators, ISHA, university partners, community partners like IN Source (Special Education Parent Support)
- School Summit

School Summit

- Report on School Survey & Roundtable Discussions
- *Building Relationships with College Career Centers to Create a Talent Pipeline*
- *College Central Network – ISHA's Career Management System*
- *Employing School-Based SLPs/ Challenges & Solutions: Directors' Perspectives*
- *What do graduate students really need to know to work in schools?*

- *Supporting a Workload Approach to Integrate Speech and Language Therapy Interventions into Classrooms*
- *Workload Calculator*
- *The Process of Working with and Building Relationships with Legislators*
- *Future Directions: Making Significant and Meaningful Differences in Indiana Schools*

A Day in the Life of a School-Based SLP



- SEAL organized educational opportunity
- Identified ISHA member in each district who could host State Representative/ Senator on Education Committee

Legislative Issues



- Frequent communication with ISHA Lobbyist Mark Scherer
- Postcard Campaign
 - Monthly communication of ISHA important issue

Connect with NSSLHA

- ASHA Student Advocacy Grant
- Some universities have established Student Advocacy Council
- ISHA Student Liaison Network

Legislative Day



Our Advocacy Network in Action



Questions & Comments

- Contact information
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