

Academy Strategic Advocacy Plan (ASAP)

Academy

Strategic Advocacy Plan (ASAP)

Advocacy is one of the primary goals in the Academy's 2005-2011 Strategic Plan

Preamble: Carefully targeted, executed and successful advocacy is critical to the Academy's goal of furthering Audiology as an autonomous profession.

Academy Strategic Advocacy Plan

Academy Strategic Advocacy Plan (ASAP) Initiatives

- **Strengthen the Academy's visibility and influence with:**
 - ...Members of Congress**
 - ...the Executive Branch**
 - ...State legislators and regulatory agencies**
 - ...related professional and consumer organizations**
 - ...the private sector**

Academy Strategic Advocacy Plan

- **Differentiate the Academy from other audiology organizations**
- **Establish the Academy as the leading resource for information in the practice of audiology**
- **Improve the communication link between Academy advocacy efforts and public relations activities**

Strengthen the Academy's visibility and influence with Members of Congress

- Seek opportunities to testify before Congress on all legislative and public policy matters of importance to the Academy.
- Increase visits for Academy leaders with key Members of Congress.
- Increase the fundraising events hosted by the Academy for key Members of Congress.

Strengthen the Academy's visibility and influence with Members of Congress

- Increase participation in exclusive political events in and outside of Washington, DC.
- Double the number of PAC contributors.
- Recruit and train Academy Leaders in key congressional districts.
- Arrange facility/practice tours for members of Congress.

Strengthen the Academy's visibility and influence with the Executive Branch

- Arrange meetings between Academy leaders and the political appointees of the executive agencies.
- Secure appointments of Academy members to serve on key government agency advisory committees

Strengthen the Academy's influence and visibility with State legislators and regulatory agencies

- Establish a Advocacy Training Program for State Leaders
- Establish Academy visibility at the national meetings and conferences of state legislators.
- Establish Academy visibility with state regulatory agencies, particularly those relating to scope of practice, and licensure issues

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Strengthen the Academy's visibility and influence with related professional and consumer organizations

- Explore possible alliance with related professional and consumer organizations

Strengthen the Academy's visibility and influence with the private sector

- Arrange meetings between Academy Leaders and individual third-party payers, insurance companies and trade associations to advocate on identified issues
- Invite private sector leaders to participate in Academy educational and leadership forums.

Distinguish the Academy from other audiology organizations

- Promote the Academy as the only organization exclusively representing a broad spectrum of audiologists.
- Position the Academy as the umbrella organization representing all audiology disciplines.
- Partner with other hearing health-related organizations on an issue-by-issue basis.
- Enhance the position/policy development process to address timely specific audiology/hearing health issues

Establish the Academy as the leading resource for information on the practice of audiology and hearing health

- Enhance collection and uses of practice characteristic data through a survey of Academy members.
- Survey the membership to establish the major socioeconomic issues confronting audiologists
- The Academy should explore how the data obtained from the survey information can be more effectively utilized for advocacy purposes.

Improve linkages between advocacy efforts and public relations activities

- Improve advocacy communications by linking to Academy's public relations activities
- Regularly coordinate communications through an existing communications plan, and utilize available media to get advocacy messages disseminated in a timely manner