



Speech-Language & Audiology Canada
Orthophonie et Audiologie Canada
Communicating care | La communication à coeur

FOR IMMEDIATE RELEASE

#CommunicateAwareness challenge highlights importance of communication to our daily lives

OTTAWA, ON (May 1, 2017) — May is Speech and Hearing Month in Canada! Each year, Speech-Language & Audiology Canada (SAC) leads an initiative to raise public awareness about the work of speech-language pathologists, audiologists and communication health assistants and increase knowledge regarding communication health.

This May, people across Canada are participating in the [#communicateawareness](#) social media challenge, a Speech and Hearing Month campaign led by the Pan-Canadian Alliance (PCA) of speech-language pathology and audiology associations.

The ability to communicate is vital to our daily lives, but not all of us communicate in the same way. The aim of the #communicateawareness challenge is to highlight non-verbal forms of communication and some of the challenges people with communication disorders face on a regular basis. This campaign is a powerful reminder that being able to communicate is a basic human right, and that together we can support people with communication difficulties.

To participate in the challenge:

1. Think of a message you want to communicate. (For example, ordering something in a restaurant, asking for help in a store or sending well wishes to a friend.) **The challenge is to find a way to communicate your message without using your speaking voice.** You could use a communication board, use sign language and/or gestures, use written words and/or pictures or use a communication app or online resource to communicate your message.
2. Take a photo or video of yourself completing the challenge and post it to Facebook, Twitter, or Instagram using **#communicateawareness**. Feel free to include reactions to your challenge (difficulties you encountered, how it made you feel, how other people responded, etc.).
3. Call on three other people to take the challenge.

Take the [#communicateawareness](#) challenge! Help us begin a movement this May that highlights the importance of communication and engages people across Canada and around the world.

About Speech and Hearing Month

Each year, Speech-Language & Audiology Canada dedicates the month of May to raising public awareness about communication health. The association works to highlight the importance of early

detection and intervention of communication disorders, and the role that speech-language pathologists, audiologists and communication health assistants play in helping people to speak well, hear well and live well. Visit www.maymonth.ca to learn more.

About Speech-Language and Audiology Canada

Speech-Language and Audiology Canada (SAC) is a member-driven organization that supports and promotes the professions of more than 6,200 members and associates. We are the only national organization passionately supporting and representing speech-language pathologists, audiologists and communication health assistants inclusively. Through this support, we champion the needs of people with communication disorders. Visit www.sac-oac.ca to learn more.

Media Inquiries:

Emily Banzet, Manager of Communications and Marketing

Telephone: 613.567.9968 x251

Email: emily@sac-oac.ca