



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

FOR IMMEDIATE RELEASE

#maymonthstories campaign inspires people to share personal videos on social media for Speech and Hearing Month

OTTAWA, ON (May 2, 2016) — People across Canada are sharing stories about the impact that speech-language pathologists, audiologists and communication health assistants have had on their lives as part of a Speech and Hearing Month social media campaign, led by the Pan-Canadian Alliance (PCA) of speech-language pathology and audiology associations.

[Speech and Hearing Month](#) takes place every May in Canada. Speech-Language and Audiology Canada (SAC) leads this initiative to raise public awareness about the importance of communication health. Today, the PCA published a [video compilation](#) of people talking about the way speech-language pathologists and audiologists have helped them.

“My speech-language pathologist teaches me about my ‘S’ sounds,” says one girl in the video.

“My audiologist helps protect my hearing. I’ve been a musician for 20 years and she fit me with musician’s earplugs and in-ear monitors,” another man explains.

SAC is encouraging people all over the country to take part in the campaign. Anyone who has had experience with a communication disorder can record a short video about their speech-language pathologist, audiologist or communication health assistant. They can film the video in any language and post it on social media with the hashtag **#maymonthstories**.

“It’s very moving to hear stories about the profound difference that communication health professionals have made in people’s lives,” says Jerri-Lee MacKay, SAC Chair. “It’s easy to overlook the pivotal role that communication plays in day-to-day life, but it’s incredibly important to our relationships — both personal and professional. The opportunity to help those with communication disorders is the biggest reason people decide to pursue a career as a speech-language pathologist, audiologist or communication health assistant.”

Throughout May, the Pan-Canadian Alliance hopes to collect as many stories from across Canada as possible to demonstrate how communication health professionals change lives.

About Speech and Hearing Month

Each year, Speech-Language and 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 is a member-driven organization that supports, promotes and elevates the professions of our 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 us at www.sac-oac.ca to learn more.

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