

**From:** Lisa Gibson

**Sent:** May 13, 2016 12:04 PM

**To:** 'Rachel.Starr@ontario.ca' <Rachel.Starr@ontario.ca>

**Cc:** Brian O'Riordan <boriordan@caslpo.com>; 'Allison.Henry@ontario.ca' <Allison.Henry@ontario.ca>; 'ifefegrad@rcdso.org' <ifefegrad@rcdso.org>

**Subject:** CASLPO Response - Transparency Working Group Request - May 10 2016

Rachel Starr

Policy Analyst - Regulatory Policy Unit

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Dear Rachel,

**Re: *Transparency Working Group Request (May 10, 2016)***

The College of Audiologists and Speech-Language Pathologists of Ontario (CASLPO) is pleased to respond to the email received May 10, 2016, including a request from the Transparency Working Group.

CASLPO regulates 4,000 speech-language pathologists and audiologists in the interest of public protection.

As regulators we listen to the public, the specific patient population our members serve, and our members. We have a unique perspective to offer because the patient populations of the members we regulate have significant communication barriers (e.g. aphasia, hearing impaired, speech impaired, developmentally impaired, brain injured, etc.). By the very nature of the communication barrier, this population often has "no voice", so we have the additional responsibility to consider this factor in our public outreach plans and activities.

**I.**The following highlights some of our approaches in this regard undertaken in the last few months:

- 1) **Writing key documents in plain English highlighting key words for enhanced understanding** (e.g., "Making a Complaint" document on our website). To achieve this, we use easy to understand vocabulary, shorter sentences, the present tense and the active rather than passive voice. We also consider spacing, balancing text with white space, and font size. Finally we select 'information carrying words' and highlight them in bold and a different colour. Highlighting key words helps members of the public understand unfamiliar regulatory language.

- 2) **Dedicating a section on the College website for accessibility.** We have adopted the recognized Communication Access symbol which is supported by the word "Accessibility" on our website. If you select either the symbol or the word "Accessibility" you will be sent to the section of the website that supports members of the public who need enhanced understanding, help with literacy, and information in other languages. Here people can find key College documents in accessible formats.
- 3) **Making key regulatory documents communicatively accessible for patients.** People who use speech language pathology and audiology services frequently live with a communication barrier arising from stroke, acquired brain injuries, congenital cognitive challenges, as well as progressive neurological diseases. Also, 40% of Ontarians live with low medical literacy levels and 20% of Ontarians speak a language other than English or French at home. We must ensure that our key documents and processes are truly accessible to the public. We have worked with the Aphasia Institute to develop documents that use a plain English methodology (see above) but are also supported by pictures and symbols to further enhance understanding. We have had these documents translated into Italian, Spanish, Arabic, Chinese and Punjabi.
- 4) **Validation of Communication Accessibility.** We are working with the Ontario Aphasia Centres Interest Group who have kindly presented our accessible documents to their members living with Stroke and Aphasia. We developed communicatively accessible questionnaires to determine whether our documents are truly accessible. Sample questions include: Tell me or show me two things an audiologist does? and Tell me or show me two places a Speech Language Pathologist works? (please refer to attached document). To date, the questionnaire results show that our documents are understood by people living with communication barriers.

**II.** Additionally, from a College planning and development perspective, please note the following recent initiatives:

**Planning and Development** ("such as detailed activity plan or annual public engagement strategy")

As a public consumer, a professional member, or a regulatory colleague, the CASLPO Strategic Plan serves as a road map that outlines where we are going and how we will get there. Our Strategic Plan is an essential governance and administrative tool. It focuses Council members and staff on working toward the same goals and outcomes. The development of this Plan

involved a disciplined, collective effort of all involved to construct a cornerstone framework for informed and high-impact decisions and actions that will shape and shepherd CASLPO to realize a new and improved vision and way of delivering services in the public interest. Knowing and understanding our strategic plan will enable members, stakeholders and the public to anticipate the achievements of CASLPO, participate in our processes and share in our success.

“CASLPO 2015-2018 Strategic Plan” – Goal 1 “Increase the public’s awareness of the College and its members”, [click here](#).

**III. Education and Information** (“such as, informative and educational materials and opportunities for public engagement”)

The Patient Relations Committee of Council includes several public members of Council and as such, has been used as a public *Focus Group* including:

- Annual public awareness activity direction, review and input
- The College’s transition to an eNewsletter, including name input for ‘ex.press’, [click here](#).
- Increased public engagement opportunities identified to complement the College’s new 3 year plan.

**IV. Consultation and Deliberation** (“such as, proactive consultation and registration for engagement opportunities.”)

The College improved CASLPO website navigation to include a “Consultation” link, [click here](#). Additionally, consultation information has been posted on the website landing page under the main heading, “What’s New”.

**V. Reporting and Dissemination** (“such as, public reporting on feedback to participants and reporting engagement activities in an Annual Engagement Strategy”)

**Annual Public Awareness Strategy** (Year 1 2016):

In support of the College’s mandate to communicate with the public, CASLPO’s New 3 year Strategic Plan 2015-2018 includes as a primary goal **“increase the public’s awareness of the College and its members”** in addition to any outreach we already do. This initiative also is in line with our commitment to be open and transparent within our regulatory framework and processes. The College gathered information, developed a communications campaign strategy and executed campaign deliverables.

### **Public Opinion Polling Survey:** (Completed)

A public opinion and research agency (COMPAS) was engaged to carry out a representative, sample survey of Ontarians in November 2015.

#### Project Purpose:

Enable a detailed analysis of results in terms of increased understanding of public awareness, CASLPO's existence, and understanding that Audiologists and Speech Language Pathologists are regulated, in order to provide us with a baseline of data and to guide development of our public awareness initiative.

#### Survey Project Highlights:

- Public Opinion Survey – Completed a representative survey of 800 Ontarians to explore awareness of the professions, the College and the regulatory process, perceived value of regulation, and preferred ways to obtain information.
- The survey found low awareness of what CASLPO and the Colleges do along with high awareness of the responsibilities of speech-language pathologists and audiologists.

### **The Communications Campaign:** (*In Progress; May and September 2016*)

An engaging, targeted, public awareness campaign has been developed to evolve over time. The campaign was aimed at patients that use audiologists and speech-language services emphasizing the importance of regulation and the overall role of the College.

### **Distribution Strategy:** (*In Progress*)

Based on public opinion survey feedback, videos were developed with a targeted approach to reach mothers (of babies to school age children) and seniors. A simple, easy to understand, motion graphics format with "sound down" capability was selected to enable distribution in Doctor's offices and social media. A 90-second video and two 30-second videos through Facebook sponsored video posts have been launched. The Facebook campaign will receive 80K-100K views from May 2-31, 2016 and September 2016 to raise awareness of CASLPO and our members.

In support of Speech and Hearing Month, (May), the College launched resources to CASLPO members on May 3, 2016. All members were given the opportunity to use three resources to educate their patients on the advantages of regulation.

- 1. eBadge:** Members can insert the eBadge and video link and display it in their eMail signatures for communication with patients, colleagues

and other health practitioners. Instructions for the email application are accessible on CASLPO's website, [click here](#).

**2. Three New Videos, [click here](#)**

- Did You Know Audiologists and Speech-Language Pathologists Are Regulated? (90 seconds)
- Where To Find Regulated Audiologists and Speech-Language Pathologists (30 second short)
- Audiologists and Speech-Language Pathologists Are Regulated (30 second Short)

**3. Communicatively Accessible Resources,** New regulation information for people living with communication barriers. [click here](#)

**Expected Outcome:** The public will become more confident in their care. More of the targeted public audience will be made aware of CASLPO and its role, learn about what the College can do for them and appreciate the advantages of accessing a regulated health professional.

**Metrics:** Member communication and website metrics are available via group email reports and google analytics; social media reports & doctor office view reports to follow mid-June and October 2016.

CASLPO is pleased to have the opportunity to contribute to the work of the Transparency Working Group. Should you have any questions or require further information on any of the activities outlined, please let me know.

Yours Sincerely,

Brian O'Riordan  
Registrar



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Did You Know Audiologists  
and Speech-Language  
Pathologists are Regulated?

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## CASLPO Website Survey

Thank you for helping us – we are very grateful!

Please go to the **CASLPO website** ([www.caslpo.com](http://www.caslpo.com))

Question?

1) Can you find a **symbol** that helps **support communication**?

2) Can you find a **word** that helps **support communication**?

Click on the **word** or **symbol**

3) The pictures are **helpful** to find **Audiologist** or **Speech Language Pathologist**

| \_\_\_\_\_ | \_\_\_\_\_ |

Agree

Not Sure

Disagree



4) Tell me or show me **2 things** an **audiologist** does

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5) Tell me or show me **2 places** an **SLP works**

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6) The **audiology** document is **clear**

|-----|-----|

Agree

Not Sure

Disagree



7) The **information** is **helpful**

|-----|-----|

Agree

Not Sure

Disagree



8) The **speech language pathology** document is **clear**

|-----|-----|

Agree

Not Sure

Disagree



9) The **information** is **helpful**

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Agree

Not Sure

Disagree

