



RESOURCES AND ACTIVITIES RELATED TO COMMUNICATION WELLNESS AND SPEECH-LANGUAGE PATHOLOGY

Communication Effectiveness and Wellness—Wellness or health promotion involves practicing and promoting positive conditions that relate to healthy development. Communication wellness involves education and consultation to promote practices that will develop and maintain optimal communication. A healthy lifestyle can promote good communication skills. Speech-language pathologists and audiologists are health care professionals who promote communication wellness. Communication effectiveness, an aspect of communication wellness, concerns the development and maintenance of effective personal and professional communication in individuals without a communication disorder. For example, speech-language pathologists may work with corporations to help employees become more effective communicators, or may work with individuals on accent modification.

	Free or Saleable Products	Web	Advisory Group/ Committee	Practice Policy Document	Continuing Ed Program	Other
Conceptual Framework						
Communication Wellness Model (Gail Donahue-Kilburg, 1985)						✓
Definitions of Communication Disorders and Variations (ASHA, 1993) www.asha.org/policy		✓		✓		
Prevention, Health Promotion, and Wellness (Gail Donahue, 2000)						✓
Scope of Practice in Speech-Language Pathology (ASHA, 2007) www.asha.org/policy		✓		✓		
Prevention						
Bylaws and Policies Associated with the Bylaws of the American Speech-Language-Hearing Association Article II - Purposes, 2.1(3) www.asha.org/policy		✓		✓		
Preferred Practice Patterns (ASHA, 2004) www.asha.org/policy		✓		✓		
<ul style="list-style-type: none"> ▶ Audiologic Screening—SLP ▶ Speech Screening—SLP ▶ Language Screening—SLP ▶ Swallowing Screening ▶ Prevention—SLP ▶ Counseling—SLP 						

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Prevention of Communication Disorders (ASHA, 1988) www.asha.org/policy		✓		✓		
Healthy People 2020-Health Objectives for the Nation		✓				
How to Turbocharge Your Wellness Program						✓
Hope Health Catalog						✓
Accent Modification						
Accent Modification: A Reading List		✓				
Communication Development and Disorders in Multicultural Populations: Readings and Related Materials		✓				
<i>Let's Talk</i> (Accent and Dialect Reduction)	✓					
Accent Modification Brochure	✓					
Linguistic Variations						
Communication Development and Disorders in Multicultural Populations: Readings and Related Materials		✓				
Social Dialects and Implications of the Position on Social Dialects: Position Statement (ASHA, 1983) www.asha.org/policy				✓		
Students and Professionals who Speak English With Accents and Nonstandard Dialects: Issues and Recommendations (ASHA, 1998) www.asha.org/policy				✓		
American English Dialects: Technical Report (ASHA, 2002) www.asha.org/policy				✓		
Knowledge and skills needed by speech-language pathologists and audiologists to provide culturally and linguistically appropriate services (ASHA, 2004) www.asha.org/policy						
Corporate Speech-Language Pathology						
<ul style="list-style-type: none"> ▶ Providing Corporate Speech-Language Pathology Services (Matt Palacio, 2000) ▶ From Clinic to Conference Room: Speech-Language Pathology in the Corporate Sector (Katie Schwartz, 1995) ▶ Corporate Speech Materials www.interactivetherapy.com 		✓				✓
Private Practice in Speech-Language Pathology www.asha.org/members/slp/ppresources.htm		✓				
ASHA's Guide to Successful Private Practice in Speech-Language Pathology www.asha.org/shop	✓					
Business Matters: A Guide for Speech-Language Pathologists (2004) www.asha.org/shop	✓					

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American Academy of Private Practice in Speech Pathology and Audiology www.aappspa.org/						✓
Corporate Speech Pathology Network http://corspan.org/content/view/14/66/ <ul style="list-style-type: none"> ▶ Frequently Asked Questions ▶ Getting Started ▶ Members' Materials ▶ Upcoming Events ▶ Information Clients ▶ Media Information 		✓				
Business Speech Improvement www.businessspeechimprovement.com/ <ul style="list-style-type: none"> ▶ Corporate Speech Pathology Services ▶ Benefits of Improving Verbal Communication Skills ▶ Information for Potential Clients ▶ Information for Speech Professionals ▶ Information for the Media ▶ Contact Information 		✓				
Keep Pace Education Opportunities www.keppaceseminars.com		✓				
Marketing Pediatric and School-Based Services: Strategies for Audiologists and Speech-Language Pathologists www.asha.org/shop	✓					
Negotiating Health Care Contracts and Calculating Fees: A Guide for Speech-Language Pathologists and Audiologists www.asha.org/shop	✓					
Quality of Life						
ASHA Quality of Communication Life Scale www.asha.org/shop	✓					
Risk Communication						
<ul style="list-style-type: none"> ▪ Risk Communication: An Introduction for Clinicians (2002) (Centers for Disease Control and Prevention, Department of Energy, Department of Health and Human Services, Deployment Health Clinical Center, National Institute for Occupational Safety and Health) ▪ Emergency and Risk Communication (Centers for Disease Control and Prevention) www.bt.cdc.gov/erc/ 						✓

Risk Communication

Definition: “The purposeful exchange of information between providers and patients designed to help people make better health decisions.”

“Dialogue regarding values, concerns, opinions, reactions, and options are important elements of effective risk communication.”

- Vital to gathering and disseminating information about risk
- Building trust
- Quieting fear and panic

Need basic skills to deliver clear, effective communications, disseminate information, and shape messages.

<p>Types of Risk Communication</p> <ul style="list-style-type: none"> • Environmental • Safety • Health communication <ul style="list-style-type: none"> Care—medical communication Consensus Crisis 	<p>Plans for Risk Communication</p> <ul style="list-style-type: none"> • Goals and objectives • Roles and responsibilities • Assessment of audience and needs • List of products/activities
<p>Communicating risk, especially in a crisis event, should be planned</p> <ul style="list-style-type: none"> • Risk communication team • Team leader and team responsibilities • Communications protocol • Contact lists • Key messages • Spokesperson • Accuracy and timing • Who, when, where, what, how, why 	<p>Role of the speech-language pathologist</p> <ul style="list-style-type: none"> • Assist with development of communication plans • Instruct on the value of communication as a coping strategy during emergency times • Communicate to patients about risks with impairments (conduct patient-centered interviews) • Emergency preparedness • Instruct on need to modify messages for those with communication disabilities • Develop course/product on improving communication in the workplace with risk scenarios • Act as spokesperson • Work with media to craft messages

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