



**DEBORAH HART
CONSULTING**

**NEW ZEALAND SPEECH-LANGUAGE
THERAPISTS' ASSOCIATION**

Advocacy Strategy

April 2021

Strategy Background

NZSTA commissioned Deborah Hart Consulting (April 2021) to formulate an advocacy plan that would help us to advance a key strategic aspiration:

Increased access to speech-language therapy - i.e. improve access to quality, evidence-based speech-language therapy services.

Several recommendations have been suggested.

The NZSTA Board will be calling for members to form an advocacy working group to incorporate some of these recommendations with a timeline of action.



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Strategy Process

1. Stop / Go: Determine if you wish to proceed. If not, go no further!
2. Determine what success looks like. This can be the ultimate goal with goals along the way to that ultimate goal.
3. Agree timelines for the project – when you want to achieve your goals.
4. Consider what resources you have and what you will need.
5. Allocate an annual budget to the project.
6. Engage those who will undertake the project – volunteers, staff and / or contractors.
7. Establish a review process

Increased access - principles

- A. Be clear about the problems that need to be solved and the solutions.
- A. It's about the quantity of speech language therapists and the quality of the work they are able to undertake.
- B. NZSTA must increase work to build relationships with decision-makers, influencers and stakeholders.
- A. Create an environment to ensure there is a better understanding in the public arena and in the media, about what SLT is and why it is important.
- A. Focus on children & youth, equity and youth justice.
- A. "Own" this project and ensure all members and non-members know of your work.

Increased access – main points

- Low to no risk advocacy project
- Builds on excellent foundation of work done to date by NZSTA.
- Added advantage to the project – builds membership.
- 31 recommendations on how to do it!

Recommendations - summary only

1. Concentrate on the [Disability Strategy](#) and its [Action Plan](#). Our aim is to have increased access to SLT services under the education, health and wellbeing, accessibility and rights protection and justice programmes.
2. Consider how much resource NZSTA wants to dedicate to the project.
3. Undertake economic modelling to provides evidence that speech pathology intervention can decrease crime rates and improve health and economic outcomes for society.
4. Continually engage members, including support of Māori and Pacific members and your kaumatua in equity-related work.
5. Develop campaign messages and use them consistently.
6. Build relationships with key stakeholders and ministry official contacts.
7. Be proactive with media.

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