

CASE STUDY on COVID-19 Response Efforts

Crisis communications, Advocacy



amcinstitute.org



ishail.org

Illinois Speech-Language-Hearing Association (ISHA)

- A professional organization comprised of licensed professionals with advanced degrees in Speech-Language Pathology, Audiology or Speech-Language-Hearing.
- Serves as a source for the public in all matters related to delays, disorders and difference of speech, language, hearing, feeding and swallowing.
- Advocates for the needs of individuals with speech, language or hearing disabilities at local, state and federal government levels.



bostrom
solutions for success.

bostrom.com

Bostrom

- Provides management, outsourcing and consulting services to professional societies, trade associations, foundations, and other not-for-profit organizations.
- Delivers cutting-edge, long-term solutions with proven results.
- Passionate about and dedicated to its mission to transform organizations through client experience, culture and value.

Challenge

- ISHA's advocacy efforts in response to COVID- 19 required the organization to leverage its volunteers and staff to accomplish significant change during a crisis. The Disaster Proclamation and "stay at home" order imposed by the state of Illinois impacted the profession (8,000 plus SLPs and audiologists) and affected the thousands upon thousands of IL citizens who require services.

Actions Taken

Step 1 ISHA Executive Board and Legislative and Regulatory Affairs Committee mobilized immediately.

Step 2 Leveraged volunteers, limited financial resources, & staff to accomplish significant change during a crisis.

Step 3 Volunteers enacted a grass roots advocacy campaign.

Step 4 Participated in multiple meetings with the governor's office & Illinois Department of Financial and Professional Regulation seeking needed executive orders and variances

Goals

- Innovative communication methods, financial investment & volunteer investment to enable ISHA to move the needle very quickly.
- Efforts include advocacy to solve critical issues throughout the state.

Results

- Obtained 3 executive orders from the Illinois governor & 2 variances from the Illinois Department of Financial and Professional Regulation.
- Facilitated an IL Town Hall to communicate the revised rules and regulations.

Insights/Learnings

- Volunteer effort and time commitment of all involved is the definition of advocacy in action.
- At the heart of any advocacy campaign, the adage remains the same - there is power in numbers.

"I've never seen a more dedicated group of volunteers than that of ISHA's, and their response and resulting success during this crisis is just a testament to their dedication and the power of associations.."

~Bryan White, ISHA Executive Director