New American Speech-Language-Hearing Association Campaign Focuses On ASHA Certificate of Clinical Competence

Rigorous Standards ofCredential Spotlighted; Campaign Ads Feature ASHA-Certified Members

Rockville, Md. (PRWEB) September 15, 2015 -- The 60-year-old Certificate of Clinical Competence (CCC) of the American Speech-Language-Hearing Association (ASHA) is the focus of a new ASHA campaign (www.ashacertified.org).

The national effort features ads with ASHA-certified members from various work settings and locales. The ads have already begun appearing in professional outlets—the opening promotion of what is envisioned as a multiyear effort. Other campaign tactics include direct mail and social media outreach, as well as an ongoing exhibit program.

The campaign is aimed at those who refer to, hire, supervise, and evaluate the more than 150,000 ASHA member audiologists and speech-language pathologists who are ASHA certified. People in these positions have a bearing on the public’s access to “our members with the CCCs,” according to ASHA 2015 President Judith L. Page, PhD, CCC-SLP.

“With the aging of the population and a rise in communication-related disability in the young, the public need for quality care for communication disorders is only increasing,” Dr. Page says. She notes that quality is built into the CCC credential. “It reflects the holder’s commitment to meeting and maintaining the highest professional standards.”

To hold the CCC, audiologists and speech-language pathologists must have at least a doctoral or master’s degree, respectively, from an accredited academic program, pass a national exam, and engage in 30 contact hours of continuing education every 3 years.

“We are proud of the care ASHA-certified members provide every day—care that makes a positive difference in the quality of people’s lives,” Dr. Page adds. “ASHA is committed to promoting quality care through its new campaign.”

About the American Speech-Language-Hearing Association
ASHA is the national professional, scientific, and credentialing association for 182,000 audiologists; speech-language pathologists; speech, language, and hearing scientists; audiology and speech-language pathology support personnel; and students. Audiologists specialize in preventing and assessing hearing and balance disorders as well as providing audiologic treatment, including hearing aids. Speech-language pathologists identify, assess, and treat speech and language problems, including swallowing disorders. www.asha.org/

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