



### **Amy S. Goldman Advocacy Award (Awarded by the board)**

**Purpose:** This newly established annual award supports advocacy at all levels – local, state, national and in the areas of clinical, administrative, community or legislative advocacy. It is open to students and professionals, both as individuals or in groups, and may be used to request funds to support a planned advocacy initiative or may be used to acknowledge prior successful advocacy efforts. Importantly, it will recognize advocacy that either has resulted or is expected to result in *sustainable change*.

**Who is Amy S. Goldman?** Amy is a long-time PSHA member, executive board member, and past chair of the Pennsylvania Board of Examiners in Speech-Language Pathology and Audiology. The name “Amy S. Goldman” is synonymous with advocacy and through her generosity the Amy S. Goldman Advocacy Award could be established. This award recognizes and honors her ongoing commitment to advocacy at all levels and her tireless volunteerism and advocacy on behalf of all individuals with speech, language, hearing and swallowing disorders.

**Who can apply?** This award is open to PSHA members only. Students (individuals or groups) or professionals (individuals or groups) may apply. Students must provide with their application packet some documentation of their student status (e.g. copy of current ID, attestation from faculty on letterhead; transcripts are not necessary).

**Award Categories:** *Retrospective/achieved* advocacy events/efforts (no monetary award) and *Prospective/planned* advocacy events/efforts (between \$250-\$500 award). Retrospective applications must include evidence of outcomes of sustainable change. Prospective applications must include a budget (line item as well as explanation of each item) and the narrative must provide expectation of sustainable change.



**Criteria:** Applications will be evaluated by the Awards Committee in consultation with Amy Goldman. Criteria will include outcomes (planned or achieved) that will lead to:

- policy changes
- procedural changes, and/or
- increased access for people with speech, language and/or hearing or swallowing disorders.

Applications must have an appropriate focus and not resemble general marketing events.

Depending upon the number and categories of applications, more than one award may be given each year.

What are some sample activities? Advocacy takes many forms. It is NOT marketing and it is NOT general communication to the public about the profession.

Some examples of advocacy are (but not limited to):

- giving testimony at a town council about a public need related to communication access,
- participating in a hearing about funding issues for a client who needs AAC support,
- participating in formal discussions leading to changes in workload in school districts,
- obtaining funding for a resident-oriented project in a health care setting.

Please note that these examples are all very specific activities addressing an identified need, not a general marketing or community awareness activity.



How do I apply? Complete an online application. Both categories require an essay of 500-1000 words describing the activity and how it fits the award criteria. The narrative should also include a plan to disseminate information about how the applicant set about achieving the desired outcome, (e.g. article in the Keystater, poster session at ASHA or PSHA, blog).

For retrospective awards, there must also be evidence of:

- established goals
- successful outcome of sustainable change

For prospective awards, the narrative must include

- budget (form linked on website)
- defined objectives that will lead to sustainable change

Deadline: The deadline to apply is February 15. Awards will be presented at the annual convention.