

SURVEY OF MALE SLTs

Men make up approximately 3% of the speech and language therapy profession. This survey aimed to understand how the SLT profession appeals to men, with the aim of developing a more nuanced approach to improve the gender diversity of the profession. 51 male SLTs responded, which represents about 10% of all male SLTs.

ATTRACTION TO THE PROFESSION

80%

started their degree over age 21, and 46% started over age 26

39%

discovered the profession through personal research

43%

discovered the profession through a family member or other person in their life

...but what made them stay?

- Making a difference in people's lives and giving them a voice
- Bringing together health/science and language/communication in their career
- Solving problems in order to deliver therapy
- Career prospects and variety of specialisms

BARRIERS

Ceiling at Band 7

Perceived low pay & social status

Not perceived as a masculine profession

Lack of male representation & peers

Attitudes against male SLTs working with children

MARKETING STRATEGIES

Ensure marketing materials portray a plurality of information across gender, ethnicity and sexuality

Make materials attractive to mature students and career changers

Emphasise variety of work and problem solving

WHAT NEXT?

- Looking in more depth at some of the issues raised and at the data
- Developing marketing materials appropriate for older potential students and career changers