

# Policy and Public Affairs Team: Impact report

October 2017 – September 2018



# The year in numbers



How speech and language therapists are changing children's lives



## The #PHEConf18 Influencers

### Top 10 by Mentions

	@PHE_uk 2,248
	@felly500 237
	@BrineMinister 177
	@LGAWellbeing 157
	@jimmcmamusph 136
	@TheKingsFund 134
	@HealthFdn 128
	@FurberA 125
	@davidjbuck 122
	@RCSLTpolicy 121

### Petitions

UK Government and Parliament

Closed petition

### UK Government to implement the Bercow: Ten Years On recommendations

I CAN and the Royal College of Speech and Language Therapists have just published a review of provision in England for children and young people with speech, language and communication needs. We are calling on the Government to implement its recommendations and MPs to support the review's findings.

[More details](#)

This petition is closed  
All petitions run for 6 months

**11,622** signatures

[Show on a map](#)

100,000

- Meetings with **three** members of the Education Select Committee
- Featured in the top **ten** most frequently mentioned Twitter accounts during Public Health England's conference
- **56** parliamentary questions tabled
- **1,200** members of Scotland's Our Voice Citizen's Panel surveyed on inclusive communication.
- **2,300+** new followers for @RCSLT Twitter feed
- **5,500+** responses to Communication Access Symbol consultations
- **11,622** signatures on the petition calling on the Government to implement the recommendations of *Bercow: Ten Years On*
- **36,403:** Circulation of The Belfast Telegraph which included a feature: "How speech and language therapists are changing children's lives"
- **£50,000** to develop hub and spoke model for AAC in Wales
- **3.5m** impressions for the @RCSLTpolicy Twitter feed

# The PPA priority areas

1. Inclusive communication
2. Augmentative and alternative communication
3. Early years
4. Children and young people
5. Justice
6. Mental capacity
7. Stroke
8. Dementia
9. Apprenticeships
10. Workforce

# 1. Inclusive communication



## Scotland

- **Activity:** Led collaborative to secure amendment to Scotland's Social Security Legislation.
- **Impact:** Legislation includes specific duty for all bodies associated with benefits to implement inclusive communication approaches.

### 4 Recognition of importance of inclusive communication

- (1) In fulfilling their duty under section 3(a), the Scottish Ministers must have regard to the importance of communicating in an inclusive way.
- (2) In subsection (1), "communicating in an inclusive way" means communicating in a way that ensures individuals who have difficulty communicating (in relation to speech, language or otherwise) can receive information and express themselves in ways that best meet each individual's needs.

## Northern Ireland

**Activity:** Submitted response to Health and Social Care Regional Equality and Disability Action Plans 2018-2023 Consultation

**Impact:** Report includes commitment by all Health and Social Care Trusts to include many of the recommendations made by RCSLT.

## UK

- **Activity:** Consultation and development of communication access symbol and standards.
- **Impact:** Relationships developed with 64 service user organisations. Businesses, charitable organisations, NHS trusts, HEIs and local authorities have expressed an interest in becoming early adopters.





# 2. Augmentative and alternative communication (AAC)



## Wales

- **Activity:** Audit conducted with the profession across Wales.
- **Impact:** Evidence from audit significantly influenced decision to continue funding equipment and provide £50K to support further development of the hub and spoke model.

## Northern Ireland

- **Activity:** Freedom of information request about numbers of people waiting for AAC services. Media coverage around needs of AAC service users in N.I.
- **Impact:** A new care pathway and £350K of recurrent funding for AAC has been announced.

## Scotland

### **Activities:**

- Supported development of Scottish Government AAC guidance and care pathways.
- Led AAC collaborative to push for more compelling directions to local partners on AAC provision.
- Met with Minister as part of AAC collaborative.

### **Impacts:**

- Guidance has been rolled out across Scotland, informing consistency of quality AAC service provision.
- Government have committed to evaluate the impact of the legislation after one year, with a view to considering future directions.

Guidance on the Provision of  
Communication Equipment and  
Support in using that Equipment

**Our Vision, Principles and  
Definitions of Communication  
Equipment and Support**

May 2018

# 3. Early years

## Wales

- **Activity:** Worked with Llyr Gruffydd AM to hold Short Debate on early language development.
- **Impact:** Increased awareness of importance of early language development amongst Assembly Members.

**Activity:** Response to Flying Start Inquiry and meetings with civil servants leading on Flying Start.

### **Impacts:**

- RCSLT evidence highlighted in Assembly Members briefing ahead of plenary debate on the report, and in Minister's response.
- Meeting with the Minister for Children and key civil servants.
- Flying Start CEN to host a workshop for civil servants as part of rapid review on programme.

## England

- **Activity:** RCSLT represented on expert advisory group for Public Health England and Department for Education partnership work to improve identification and support of SLCN in the early years.
- **Impact:** Ongoing influence into development of a model speech, language and communication pathway for children under 5 years – secured significant SLT representation at workshop to share case studies of good practice.

*The RCSLT is part of the Language Advisory Group for the BBC's long-term project to give every child the language and communication skills they need to start school, advising on key messages, material and actions. Northern Ireland will be included as one of the pilot sites.*



## Scotland

### **Activity:**

- Supported NHS Education for Scotland (NES) to develop interactive web-based tool for Health Visitors.

### **Impact:**

- Online tool for Health Visitors and Family Nurse Practitioners has been embedded in a national learning resource.
- The tool has been promoted in Health Visitor Journal and entered for awards and national conferences.

## Northern Ireland

### **Activity:**

- Set up early years alliance and hosted round table with Sure Start and Health and Social Care Board.
- Presentation at Northern Ireland Childminding Association conference.

### **Impact:**

- Speech, language and communication now seen as core issues for early years practitioners and early years groups are supporting RCSLT vision for speech, language and communication to be part of early years public health agenda.
- Child minders better informed to support identification and support of SLCN.



# 4. Children and young people (England)

## a) Bercow: Ten Years On



### Policy impact

To date, four of the recommendations have been confirmed in writing:

- 1) Government re-commissioned Ofsted and the Care Quality Commission to design a programme of further local area SEND inspections.
- 2) PHE have issued a tender to develop, deliver and evaluate an evidence-based training package and e-learning resource for health visiting services on speech, language and communication development.
- 3) PHE have committed to add data from the two-year review and 4) the Early Years Foundation Stage profile to their Fingertips tool, to provide local areas with data on the estimated prevalence of SLCN.

Positive working relationships have been developed with officials at DfE and PHE, which have resulted in opportunities to influence other work around social mobility and the NHS long-term plan.

### Parliamentary impact

**Activity:** Report launch at Speaker's House.

#### Impacts:

- Minister for Children and Families Nadhim Zahawi spoke at the launch and welcomed the report.
- Well-attended by parliamentarians, including several who have continued to engage with the RCSLT post-launch.
- Theresa May answered a question about the report at PMQs the day after launch.

**Activity:** Provided briefings and materials for members to share with their MPs for Rebecca Pow's Westminster Hall debate on speech, language and communication support for children.

#### Impacts:

- Debate was well attended by MPs from all parties, who expressed support for the report's recommendations and pressed the Government to implement them.
- The debate has resulted in a number of new parliamentary contacts for future influencing work.

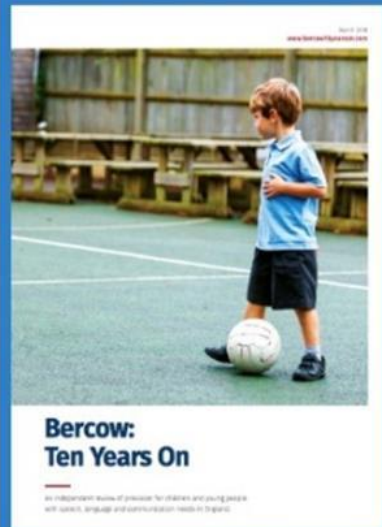
### Wider impacts

**Activity:** Supported member to table petition on Parliament website, and produced collateral to facilitate member-led campaign.

**Impact:** Raised profile of children with SLCN amongst the wider public and decision makers – messages about the report were shared on social media by 30+ MPs, plus a number of well-known names including Mary Beard, Sally Phillips and Michael Rosen.



Nadhim Zahawi Retweeted  
**Nadhim Zahawi** @nadhimzahawi · 2h  
 Pleased to be speaking at the launch of #Bercow10 years on. No one should be held back from realising their full potential because of their #SLCN. Thank you to @RCSLT & @ICANcharity for their important work on this report



"We don't want to see any child held back from achieving their potential and that includes ensuring that those children with speech, language and communication needs are given the support that they need....we will look very carefully at what the report has said and will respond to it in due course."

The Rt Hon Theresa May MP  
 The Prime Minister  
 #Bercow10

Over 249 items of print, online and broadcast coverage across 145 media outlets.



**Sally Phillips** @sallyephillips  
 Following

Please sign if you can. Huge numbers of kids with and without diagnoses being failed by lack of appropriate speech and language interventions. I hear 70-80% of prison inmates have language and literacy needs. Getting it right promises to have big rewards.

**Gillian Rudd** @GillianRudd  
 7,500 signatures!  
 75% of the way to a written response from government. Thank you to everyone who has signed and helped to spread the word. You are all #Bercow10champions!

10:26 am - 6 Jun 2018 From Ealing, London

92 Retweets 129 Likes  
 13 92 129

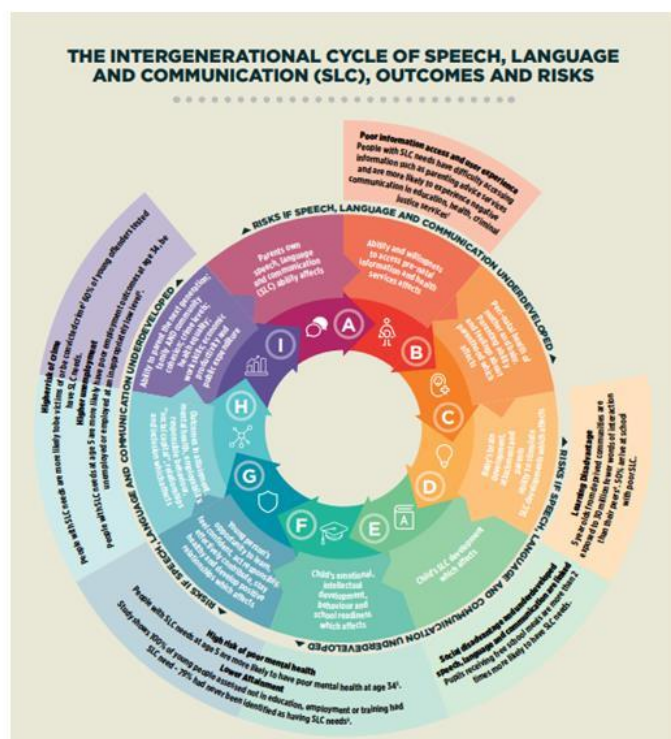


# 4. Children and young people (Scotland)

## b) CYP SLC Action Plan



**Activity:** Following the Communication Summits in October 2016 and May 2017, and building on the work around the intergenerational cycle of speech, language and communication needs, the RCSLT has worked with Scottish Government to develop the CYP SLP Action Plan: “Equity and Excellence for Scotland’s Children and Young People: Breaking the cycle of speech, language and communication needs”.



### Impacts:

- Improved awareness of links between speech, language and communication (SLC) and Government priorities such as closing the attainment gap.
- The RCSLT Intergenerational Cycle was used as a foundation reference by the Scottish Government Children and Young People and Justice Policy Leaders.

*At the ACE (Adverse Childhood Experiences) Aware Nation Conference in September 2018, Cabinet Secretary for Education John Swinney said: “Investment in SLT in early years could be a part of the change an ACE Aware nation does”.*

# 5. Justice

## England

**Activity:** Roll-out of The Box e-learning resource.

### **Impacts:**

- Youth Justice Board (YJB) have agreed to add The Box to their effective practice hub website.
- Ministry of Justice (MoJ) have agreed to include The Box in their guidance on learning disability for prisons.

**Activity:** Engaging with the YJB and MoJ to shape their programme for the development of two secure schools.

### **Impacts:**

- Invited to attend roundtable and meeting with YJB Chair Charlie Taylor.
- Our work with the MoJ secure schools team has prompted the MoJ community health team to ask RCSLT to examine community speech and language therapy for youth offending teams.

**Activity:** Submission to Health and Social Care Committee inquiry into Prison Healthcare.

### **Impacts:**

- Invited to attend Committee roundtable.
- Committee report references RCSLT evidence.

**Activity:** Submission to Public Accounts Committee inquiry into mental health in prison.

**Impact:** Report mentions that speech and language problems can worsen prisoners' mental health and undermine their rehabilitation.



## Wales:

- **Activity:** Invited to attend Welsh Government roundtable on prison education.
- **Impact:** Recognised as a key stakeholder by the Welsh Government.

## Scotland

**Activity:** Commissioned by Scottish Government to manage the Appropriate Adult Speech Language and Communication Support – Resource Development Project.

### **Impacts:**

- Raised awareness of SLT expert role.
- Improved access to justice for vulnerable people.

11/07/18 10:00

## Making the justice system more accessible



Part of: [Law and order](#) [Access to justice](#)

### Support for victims of crime and vulnerable adults.

An 'easy read' version of the Victims' Code for Scotland has been launched to help victims with communications difficulties understand their rights and improve their experience of the justice system.

The Scottish Government has also awarded £50,000 to the Royal College of Speech and Language Therapists (RCSLT) to develop a speech, language and communication screening tool for use by Appropriate Adults, who help vulnerable individuals with communication difficulties when they are in contact with the police.



# 6. Mental capacity



## England and Wales

- **Activity:** Submitted evidence to NICE consultation on mental capacity and decision making.
- **Impact:** Guideline updated to include RCSLT calls on supporting communication, training, and for speech and language therapists to be involved in supporting capacity decisions and supporting communication.

### **Baroness Finlay of Llandaff (CB)**

My Lords, I start by declaring my interest as chair of the National Mental Capacity Forum. It is in that role that I have been able to have meetings over the summer in Wales with several people from different professional groups across all sectors.

I hope that the House will bear with me as I try to explain why I have tabled the amendment right at the front of the Bill. The key word on which I want to focus is "conflicts" in the third line of the amendment. The reason is that the Bill adds to the Mental Capacity Act, and the principles of that Act must be paramount. In some of the meetings that I have had, I have been worried that there is a view almost that the Bill is free-standing rather than that it is completely connected to and falls out of the Mental Capacity Act.

So whatever we do, and whatever legislation goes forward, we must be aware that first of all the presumption of capacity is being overturned, and that it has to be overturned on evidence that it is for a specific decision at a specific time. People may need support to make their own decisions. Indeed, when somebody has impaired capacity they do need support, because it may be that their capacity can be maximised and they could take that decision. I have been concerned that speech and language therapists have not been a core part of best interests assessors because, when people have expressive and communication disorders, a speech and language therapist can be absolutely essential. It seems strange to have them acting almost as translators for other people who are then best interests assessors or for other clinicians when they have the skill set themselves and want to be trained. Of course, there are also people such as the independent mental capacity advocates.

**Activity:** Provided briefing for second reading of the Mental Capacity (amendment) Bill

### **Impacts:**

- Several peers highlighted points from the briefing at the second reading.
- Peers approached RCSLT for briefings and amendments for Committee stage.
- Liaised with peers to table amendments at Committee stage.

### ***Other activities to build profile of SLT in mental capacity:***

- *Joint webinar with the Dementia Action Alliance on the role of speech and language therapists in mental capacity.*
- *Responded to consultation on changes to Mental Capacity Act (Scotland).*

# 7. Stroke

## Northern Ireland

- **Activity:** Developed stroke survey in partnership with Ulster University, Stroke Association and specialist speech and language therapists.
- **Impact:** Stroke strategy review now has contemporaneous information regarding speech and language therapy provision.
- **Activity:** Held event – Reshaping stroke services: the speech and language therapy perspective.
- **Impact:** Core care pathway for speech and language therapy now includes Stroke Association communication groups in some of the Health and Social Care Trusts.

## Wales

- **Activity:** Supported Stroke Association with Cross Party Group (CPG) session on speech and language therapy provision by providing two speech and language therapists as key speakers.
- **Impact:** Letter from Cabinet Secretary confirmed that Health Education Improvement Wales are scoping work to increase the number of AHPs, including SLTs, working across Wales.

## England

### **Activities:**

- Held RCSLT stroke study day with representatives from 45 stroke services.
- At the request of the Royal College of Physicians (RCP), developed a survey on specialist vs generalist stroke rehabilitation. Received 60 responses from speech and language therapists which have been analysed and shared with the RCP.

**Impact:** Developed evidence to influence and inform work of Intercollegiate Stroke Working Party, which includes the National Clinical Guidelines for Stroke and the Sentinel Stroke National Audit Programme.

## Stroke victims losing out on speech therapy



Some stroke survivors in Northern Ireland have not received any speech and language therapy, a professional body has warned

*A news article in The Belfast Telegraph, February 2018*



# 8. Dementia



## Wales

**Activity:** Gave oral evidence to Health and Social Services committee on use of anti-psychotic medication in care homes for people with dementia.

**Impact:** Welsh Government response to committee report accepted recommendation that Welsh Government should take action to address the shortage of speech and language therapists working in dementia care.

**Activity:** Worked with Royal College of Occupational Therapists, Chartered Society of Physiotherapy and Alzheimer's Society to develop proposals for the AHP Dementia Consultant post.

**Impact:** The consultant post is included as a key action in the Welsh Government's Dementia Action Plan.

## Scotland

**Activity:** Co-produced and distributed speech and language therapy and dementia information postcards with Alzheimer Scotland.

**Impact:** Carers have increased understanding of the support that is available.

## England

- **Activity:** Responded to NICE guideline consultation on dementia.
- **Impact:** Amended the guidelines so staff and carers are now provided with training on how to adapt their communication styles and added information on swallowing support.

**Recommendation 8.** The Welsh Government should take action to address the shortage of speech and language therapists, given their value in improving outcomes for people with dementia, and report its progress to this Committee within 12 months.

**Response:** Accept

It is recognised that AHPs and Speech and Language Therapists (SaLT) specifically are providing a key role in the delivery of community/primary care services.

Health Education Improvement Wales (HEIW) is currently scoping work to increase the numbers of AHPs (including SaLT) available in Wales. This will also include considering principles of organisational effectiveness to promote the aim of developing a workforce (of healthcare support workers, SaLT assistants) that can support registered SaLTs by delivering the treatment plans drawn up by the therapists, leaving the SaLTs to deliver the levels of intervention that only they can provide.

Within the summer our 'Train Work Live' campaign will be extended to include allied health professionals.

1.13.2 Care providers should provide additional face-to-face training and mentoring to staff who deliver care and support to people living with dementia. This should include:

- understanding the organisation's model of dementia care and how it provides care
- how to monitor and respond to the lived experience of people living with dementia, including adapting communication styles

# 9. Apprenticeships



## England

**Activity:** Worked with other AHPs to influence the Institute for Apprenticeships (IfA) to allow level 6 and level 7 apprenticeships in allied health professions.

**Impact:** IfA agreed to adjust their processes to allow more flexibility for allied health professions.

*Extract from letter from the IfA: "We have agreed with DfE that (on a case-by-case basis, but pre-agreed for the AHP standards and nursing) we will permit the following:*

*For specific health occupations set at occupational L6 (Nursing and Allied Health Professionals), L7 qualifications will be accepted in lieu of an L6 degree where the apprentice already holds an L6 degree and the L7 qualification is approved by the regulatory body concerned."*

**Activity:** Worked with Trailblazer Group to develop speech and language therapist pre-registration degree apprenticeship standard.

**Impact:** IfA approved speech and language therapy expression of interest and consultation on the draft standard opened.

The consultation on the SLT degree apprenticeship standard in England is now open.  
#SLTapprentice

Respond via the Skills for Health website by noon 15th November  
<https://bit.ly/2OhFxbX>

Lots of questions? See our FAQs  
<https://bit.ly/2fpBz0u>



# 10. Workforce

## England

- **Activity:** Worked with HEIs and used new data from the Higher Education Statistics Agency (HESA) to influence Higher Education Funding Council for England (HEFCE) on Masters funding.
- **Impact:** Additional high cost funding for speech and language therapy courses was made available for a further year, as well as an additional new supplement for Masters courses.
- **Activity:** Liaised with members to identify case studies for Health Education England (HEE) projects to highlight AHPs.
- **Impact:** A speech and language therapist was featured in one of the HEE television programmes, and a student speech and language therapists was featured in promoting healthcare courses.

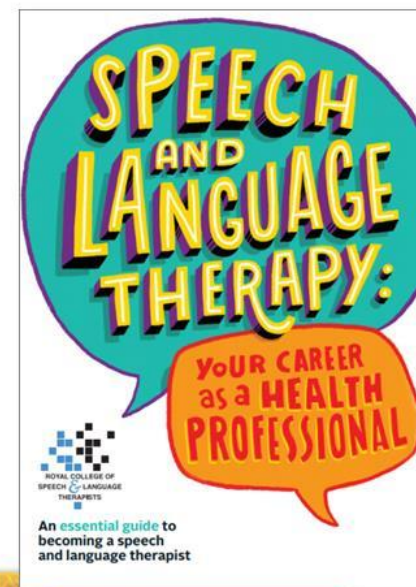
## Scotland

- **Activity:** With AHPF Scotland colleagues worked collaboratively with Scotland's Cabinet Secretary for Health and Health and Care (Staffing) Bill Team to amend this bill.
- **Impact:** Significantly changed Health and Care Staffing Bill to ensure multi-disciplinary approach underpins development and application of statutory common staffing method for all care groups across Scotland.



*The new careers guide has been well received, with more than 5,000 copies requested in five months.*

*Giving Voice ran a campaign to promote speech and language therapy careers around results day and clearing.*



# **A selection of other PPA activities**



# Influencing government policy



Activity	Impact
England: Building on work to influence the Children and Social Work Act in 2016/17, RCSLT responded to consultations on guidance to accompany the act.	Statutory guidance on looked after children for local authorities and virtual school heads includes mentions of SLCN and speech and language therapy.
Wales: Published joint brief with other Royal Colleges ahead of Autism Bill debate.	The brief formed the basis of the majority of questioning during the Assembly Member scrutiny sessions.
England: Submitted evidence to Department for Education review of school exclusions.	RCSLT invited to attend DfE roundtable on SEND and school exclusions.
Scotland: Developed RCSLT position on speech and language therapy funding challenges and communicated solutions to Scottish Government officials.	Meeting with Scottish Government and Local Government officials regarding speech and language therapy funding, prompting supportive activity by them.



## Applying corporate parenting principles to looked-after children and care leavers

Statutory guidance for local authorities

February 2018

### Examples of local authorities helping looked-after children and care leavers access services and advocating for them in accessing what they need

- Embedding a culture where the local authority builds positive relationships and routinely works with a wide range of agencies to ensure that, for example:
  - specialist health teams secure speedy access for looked-after children to specialist provision such as speech and language therapy.

# Influencing other policy



Activity	Impact
Northern Ireland: FOIs issued to each of five Health and Social Care (HSC) Trusts on numbers and waiting times for speech and language therapy	Three of the five HSC Trusts responded formally; some Heads of Service report an increase in SLT posts to address waiting lists.
Scotland: Worked with Care Inspectorate Scotland to develop guidance for care inspectors	Improved advice provided to care home managers on communication and swallowing support.
England: Work to influence NHS long-term plan.	Meetings and requests for briefings from officials leading on several of the work-streams; meetings with National Clinical Director for Older People, and Ray James, National Learning Disability Director
England: Responded to Skills for Health (SfH) Frailty Framework consultation.	SfH have agreed to add the RCSLT core capabilities to the framework.
Secured speech and language therapy representation at workshop for new NICE guidelines on severe and enduring mental health.	The write-up of the workshop referenced the importance of speech, language and communication needs.
Submitted evidence to Labour's National Policy Consultation on tackling health inequalities.	The National Policy Forum report includes evidence from RCSLT on links between SLCN and social disadvantage.
Member of the Council for Work and Health (CfWH)	Supporting the CfWH and Department of Work and Pensions to develop a resource on reasonable adjustments.
Engaging with RightCare to shape the development of pathways.	Secured RCSLT reps to the pathways on rehabilitation and frailty.



# Political engagement



Activity	Impact
Northern Ireland: My Journey My Voice exhibitions in libraries, Northern HSC Trust and several conferences.	Support by MLAs, MPs and local councillors at all events.
Wales: Invited to Health Committee Roundtable on Primary Care following oral evidence session.	Committee inquiry report quotes RCSLT written and oral evidence.
England: Responded to Health and Social Care Committee inquiry on Integrated Care.	Committee report mentions RCSLT evidence.
Northern Ireland: Submission on SEND provision.	Invited to sit on expert panel by joint all party groups on disability and learning disability.
Wales: Expert members attended autism cross party group to discuss the proposed bill.	Invited to give oral evidence to the Health Committee on the proposed bill.
Scotland: Represented Allied Health Professions Federation Scotland (AHPFS) on Scottish Labour Workforce Commission.	Improved awareness of SLT and AHP role among MSPs and other health and social care influencers.
Wales: RCSLT chosen as one of 11 organisations to have a stand at the NHS at 70 celebration at the Senedd.	Stand visited by Cabinet Secretary for Health, the Chair of the Health Committee and key civil servants.
England: Meeting of APPG on speech and language difficulties in January 2018 is one of the best attended.	A number of new parliamentarians joined the group and have subsequently engaged with the RCSLT.



 **RCSLT Wales** @RCSLTWales · Jul 5  
Thank you @wgcs\_health for taking the time to speak to the #SLTs from @ABUHB\_SALT & try out the our new virtual world technology to support #stroke survivors. We hope you enjoyed it! #NHSCymru70





# Stakeholder engagement

Activity	Impact
Scotland: Active member of Primary Care Professions Group on behalf of Allied Health Professions Federation Scotland.	Improved understanding and profile of AHPs; helped to secure AHP representation on Government pre-legislative advisory groups.
England: Working with the Office of the Children's Commissioner to inform a survey on commissioning of speech and language therapy.	Survey of spending on speech and language therapy has been rolled-out nationally.
Northern Ireland: Presented My Journey, My Voice to first year students at Ulster University.	Students attended in high numbers and gained first hand experience of what a communication disability sounds like.
Engagement with the United Nations	RCSLT accredited as an NGO by the UN conference of state parties to the convention for the right of persons with disabilities.
RCSLT led International Communication Project (ICP) evidence and policy group	Developed evidence base to influence implementation of UN sustainable development goals.
Joint webinars with the Children and Young People's Mental Health Coalition, Motor Neurone Disease Association, and the Association of YOT Managers.	Raised awareness of SLCN and role of SLTs to a wider audience.



**Children & Young People's  
Mental Health Coalition**



# Campaigning activity



Campaign	Activity	Impact
The Storytelling Project	33 new videos added to RCSLT YouTube channel.	Increased awareness of SLCN and the role of speech and language therapists across a range of key stakeholders and the general public
Voice Box	More than 5,000 pupils took part in the Westminster competition. Coverage was secured across 21 print and broadcast media outlets, including TV news.	
Swallowing Awareness Day	Co-ordinated campaign with Speech Pathology Australia and NHS Nutrition and Hydration Week. Twitter conversation reached 4.5 million people in 34 countries.	
International Stammering Awareness Day	Worked with local stammer CEN to host a stammering choir of over 30 participants in Belfast city centre.	
Positive Stories project (Scotland)	Members asked to record one-minute video or write blog post of their impact. Resource now available to public.	
Factsheets	New factsheets developed on Parkinsons, Motor Neurone Disease and Virtual School Heads. Welsh language versions of factsheets are now available for the first time.	



*A photo of RCSLT staff was featured on the BBC News homepage on Christmas Jumper Day, raising the profile of speech and language therapy and the RCSLT.*

# Who are our key stakeholders?



- Government ministers and officials
- Parliamentarians and Assembly Members
- Arms length bodies
- Local government representatives
- Service users and service user organisations
- Professional bodies across education, health, care and justice
- RCSLT members



# PPA team ambitions for the year ahead



## Continued impact areas:

- SLT apprenticeship development
- Inclusive communication
- Early years
- Mental capacity

## New impact areas for 2018/19:

- Communication Access Symbol
- Role of SLT within advanced and consultant practice
- Mental health
- Promotion of SLT as a career
- Learning disability and autism
- Behaviour and exclusion