

Not Understanding or Responding  
Unclear Speech  
Not Combining Words  
Saying Few Words  
Not Interacting Socially  
Struggling to Talk

# IDENTIFY THE SIGNS

ASHA Member Identify the Signs Toolkit



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

# FOREWARD

We are excited to announce the launch of ASHA's *Identify the Signs*, a public education campaign broader in reach, scope, and array of ASHA member-oriented tools than anything we have done in the recent past.

*Identify the Signs* spotlights the importance of early detection of communication disorders and the ability of certified speech, language and hearing professionals to provide quality treatment and help. Altogether, it is a unique and promising opportunity for everyone in the ASHA community to be involved at every level, working in concert to raise the profile of our professions and most importantly, the needs of those we serve.

Nationally, the campaign features English and Spanish television, radio and print [public service announcements](#) that highlight the importance of early detection and encourage the public to learn the early warning signs. We will also engage broadcast, print and digital media outlets to bolster the campaign and direct the public to our new campaign website – [IdentifyTheSigns.org](#). The website has helpful, easy to understand information about the early warning signs of communication disorders that will enable the public identify potential communication issues and seek treatment.

But here is a truly exciting part: *Identify the Signs* is designed to be equally active and effective at the grassroots. In the coming months, outreach to local media markets will be conducted, and we anticipate that it will result in opportunities to feature ASHA members. In recent years, numerous members have been very effective media sources and our new campaign represents a golden opportunity to increase the number who serve in that role, spreading the word about our discipline and the important work we do. Interested ASHA members are invited to indicate their interest by sending in a brief email to [pr@asha.org](mailto:pr@asha.org). They will then be contacted as appropriate media opportunities arise.

Apart from that, there are a variety of campaign assets for ASHA members to use to raise awareness in their practices, their schools and their wider communities. Because of this, ASHA has developed this member toolkit that includes print and digital posters, social media badges and more to educate people about the early warning signs of communication disorders and highlight speech-language and hearing professionals as the best sources for treatment. Also, products and brochures that complement the campaign are now available in the ASHA store.

We encourage ASHA members to utilize all the materials in this toolkit to effectively conduct outreach in their communities. They are also invited to send feedback about the campaign, its resources, and their involvement to [pr@asha.org](mailto:pr@asha.org). The *Identify the Signs* effort will extend over the next year, and such input will be helpful guidance for the future.

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# TAKE ACTION

TIPS FOR PROMOTING IDENTIFY THE SIGNS CAMPAIGN

## ISSUE A PRESS RELEASE

Spread the news about the *Identify the Signs* campaign to educate your community about early detection and effective treatment for communication disorders by issuing a local press release.

## INITIATE A BLOG POST OR LOCAL COMMUNITY NEWSLETTER

Coordinate a local newsletter or blog post through your own distribution channels or through partner organizations in your community.

## SOCIAL MEDIA


Change your profile pictures on Facebook and Twitter to the *Identify the Signs* badges provided in this toolkit. Another way to get involved on social media is utilizing the suggested posts created by ASHA in support of the campaign that aim to educate the public and your local community.

## CAMPAIGN COLLATERAL

Campaign posters, banner ads, a brochure, a bookmark, an infographic and an informative fact sheet have been created for members to use in their communities to help support local public education campaigns.

CAMPAIGN COLLATERAL  
**POSTERS**

Know the Signs Poster



**IDENTIFY THE SIGNS**  
Learn the signs of communication disorders.

**SPEECH AND LANGUAGE**  
Signs of common speech and language disorders in adults and children between birth to 4 years of age, an important stage in early detection of communication disorders.

**Children and Youth**

- Says only a few sounds, words, or gestures (18 months to 2 years)
- Words aren't understood (18 months to 2 years)
- Doesn't combine words (starting at 2 years)
- Doesn't interact socially (infancy and beyond)
- Doesn't follow or understand what you say (starting at 1 year)
- Struggles to say sounds or words (3 to 4 years)

**Adults**

- Struggles to say sounds or words (Stuttering)
- Repetition of words or parts of words (Stuttering)
- Speaks in short, fragmented phrases (expressive Aphasia)
- Says words in the wrong order (expressive Aphasia)
- Struggles with both using words and understanding others (global Aphasia)
- Difficulty imitating speech sounds, inconsistent errors, slow rate of speech (Apraxia)
- "Slurred" speech (Dysarthria)
- Slow or rapid rate of speech often with a "rumbling" quality (Dysarthria)

**HEARING LOSS**  
Signs of untreated hearing loss in adults, children and youth.

**Children and Youth**

- Lack of attention to sounds
- Doesn't follow simple directions
- Doesn't respond when their name is called
- Delays in speech and language development
- Pulls or scratches at the ears
- Difficulty in all areas of academic achievement, especially reading and math
- Socially isolated and unhappy in school
- Persistent ear discomfort after exposure to loud noise (i.e. regular and constant listening to electronics at high volumes)


**Adults**

- Inattentiveness
- Buzzing or ringing in the ears
- Failure to respond to spoken words
- Persistent ear discomfort after exposure to loud noise (i.e. regular and constant listening to electronics at high volumes)
- Muffled hearing
- Constant frustration hearing spoken words and other sounds
- Avoiding conversation
- Social isolation
- Depression


The early stages of communication disorders are easier to spot when you detect quality of life.

**DOWNLOAD NOW**


For more info visit [IdentifyTheSigns.org](http://IdentifyTheSigns.org)



Identify the Signs Posters



**DOWNLOAD NOW**




**DOWNLOAD NOW**



CAMPAIGN COLLATERAL

# BROCHURE & BOOKMARK

**THE SIGNS**  
DISORDERS

**Act Today:  
Get Help**

Are you, a family member, or a friend having difficulty speaking or hearing?  
Neither you nor they have to struggle alone or think your quality of life can't improve.

Visit [www.IdentifyTheSigns.org](http://www.IdentifyTheSigns.org) and click "Find a Professional" to locate speech-language pathologists (SLPs) or audiologists in your area.

When you seek professional help, look for a SLP or audiologist who has earned the Certificate of Clinical Competence (CCC) from ASHA.

ASHA-certified SLPs have "CCC-SLP" after their names. ASHA-certified audiologists have "CCC-A." In addition to the CCC, a qualified SLP or audiologist has

- a master's degree or doctoral degree
- a state license
- and participates in continuing education activities.

Also, free public services for school-age children are available through public school systems. Parents should contact their local public school for information about early intervention programs.

**IDENTIFY**  
OF COMMUNICATION

**AMERICAN SPEECH-LANGUAGE HEARING ASSOCIATION**

**About the American Speech-Language-Hearing Association**

ASHA is the national professional, scientific, and credentialing association for more than 166,000 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](http://www.asha.org)

[www.IdentifyTheSigns.org](http://www.IdentifyTheSigns.org)

A Public Education Campaign

**Act Today:  
Learn The Signs**

**IDENTIFY THE SIGNS**

Communication disorders are treatable. But the longer they are overlooked or ignored, the harder they become to treat. Visit [www.IdentifyTheSigns.org](http://www.IdentifyTheSigns.org) to learn about the signs of communication disorders. You will find easy-to-navigate information about

- what parents should look for in the communication development of very young children
- how to identify the signs of hearing loss that may explain why a spouse or partner is having trouble conversing
- other signs of various communication disorders that affect all ages.

Lack of knowledge about the signs of communication disorders is a barrier to care. To reverse that, the American Speech-Language-Hearing Association (ASHA) has launched a public education campaign: **IDENTIFY THE SIGNS** [www.IdentifyTheSigns.org](http://www.IdentifyTheSigns.org). Millions of Americans have difficulty speaking and hearing. Millions more—family and friends—are impacted, too. The disorders take different forms and span all ages. Social isolation, academic and employment difficulties, and struggles with daily activities frequently result.

**Act Today:  
Spread The Word**

You can play an important role informing your family, friends, and social networks about the signs of communication disorders. ASHA member speech-language pathologists and audiologists report only a small percentage of the public they treat is aware of the importance of early detection of communication disorders. Moreover, a significant percentage of speech-language pathologists report it can be as long as 2 years before a speech delay in children is not only detected but also acted upon. And polling has shown that a significant percentage of AARP members—millions of older Americans—have untreated hearing loss. Also, researchers have identified hearing loss as a contributor to dementia.

**Act Today:  
Spread The Word**

**Early Detection Is Key**

**DOWNLOAD NOW**

Brochure



**IDENTIFY THE SIGNS**

The early stages of communication disorders are easier to spot when

**DOWNLOAD NOW**



**IDENTIFY THE SIGNS**

The early stages of communication disorders are easier to spot when

**DOWNLOAD NOW**

Bookmarks

CAMPAIGN COLLATERAL

# BANNER ADS

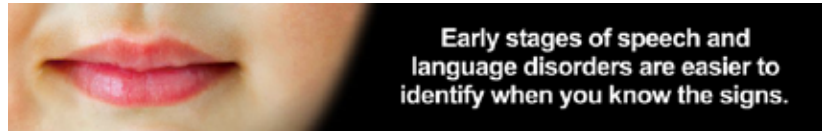
Frame 1



Frame 2



Frame 1

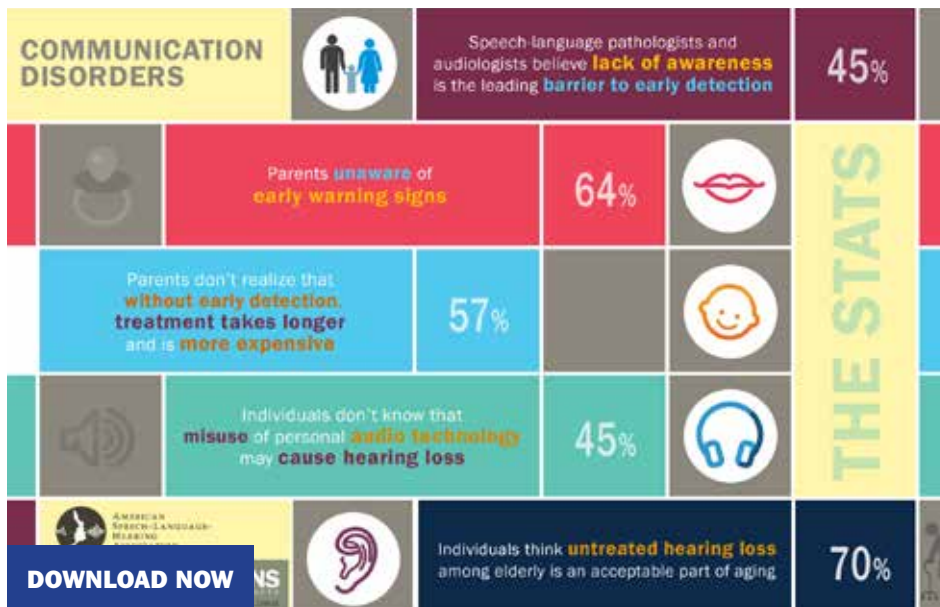


Frame 2



# INFOGRAPHIC & FACT SHEET

Infographic



Fact Sheet

**IDENTIFY THE SIGNS**

### COMMUNICATION DISORDERS: Prevalence and Cost in the United States

According to one study, approximately 40 million Americans have communication disorders\*, costing the U.S. an estimated \$154 billion to \$186 billion annually\*. Intervention is likely to be much more effective and much less costly when it is provided earlier in life rather than later.\*\*

**PREVALENCE OF COMMUNICATION DISORDERS**

**Speech**

- Approximately 12 million people in the United States have trouble using their voices.
- By the first grade, roughly 5 percent of children have noticeable speech disorders.
- More than 3 million Americans stutter.

**Language**

- Between 6 and 8 million people in the U.S. have some form of language impairment\*\*.
- Roughly one million persons in the U.S. are left from acquiring the capacity to see or understand language\*\*.

**Hearing**

- 31.5 million Americans have hearing loss\*.
- According to an 2007 American Speech-Language-Hearing Association (ASHA) poll of 20,000 Americans, 42% of respondents reported having untreated hearing loss\*.
- 1 in 5 Americans (48 million people) have hearing loss in at least one ear\*.
- Roughly 25 million Americans ages 20-69 have high frequency hearing loss due to exposure to loud noises\*.

**COST OF COMMUNICATION DISORDERS**

- The Centers for Disease Control estimate that the lifetime costs for all people with hearing loss born in the year 2000 will total \$2.2 billion. Most of these costs will come from lost wages due to disability or limited ability to work\*.
- Five studies on early detection and intervention have shown that future benefits exceed treatment costs at a rate as high as 7 to 1\*\*.

**DOWNLOAD NOW**



CAMPAIGN COLLATERAL

# FACEBOOK COVER PHOTOS



# SOCIAL MEDIA POST TEMPLATES

These suggested post templates are provided to help you communicate about the *Identify the Signs* campaign. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

## TWITTER

Help *Identify the Signs* of communication disorders by visiting [www.identifythesigns.org](http://www.identifythesigns.org) **#identifythesigns**

New PSA campaign raises awareness on early detection & knowing signs of comm disorders <http://identifythesigns.org/campaign/> **#identifythesigns**

The early stages of communication disorders are easier to spot when you know the signs [www.identifythesigns.org](http://www.identifythesigns.org) **#identifythesigns**

Early Detection of communication disorders can improve treatment and quality of life [www.identifythesigns.org](http://www.identifythesigns.org) **#identifythesigns**

## FACEBOOK

Help *Identify the Signs* of communication disorders by visiting [www.identifythesigns.org](http://www.identifythesigns.org) **#identifythesigns**

Learn about the new PSA campaign – *Identify the Signs* – from ASHA that raises awareness about the importance of early detection and knowing the signs to detect communication disorders in yourself and your loved ones [www.identifythesigns.org/campaign/](http://www.identifythesigns.org/campaign/) **#identifythesigns**

The early stages of communication disorders are easier to spot when you know the signs. Early Detection can improve treatment and quality of life. For more information visit [www.identifythesigns.org](http://www.identifythesigns.org) **#identifythesigns**

# BLOG POST/ NEWSLETTER TEMPLATE

This template is provided to help you communicate about the *Identify the Signs* campaign. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

[DOWNLOAD BLOG POST/NEWSLETTER TEMPLATE](#)

## IDENTIFY THE SIGNS OF COMMUNICATION DISORDERS: A CRITICAL TOOL

A new, nationwide effort to educate the public about communication disorders was recently launched by the American Speech-Language-Hearing Association (ASHA)—a professional association of which I am a member. Called *Identify the Signs*, this campaign specifically aims to help people recognize the early warning signs of communication disorders. This topic couldn't be timelier—or more important.

An estimated 40 million Americans have trouble speaking or hearing due to a communication disorder. Millions more family members and friends are also impacted. Here in [CITY/TOWN], there are parents reading this whose children are struggling to speak or understand language; spouses living with partners whose hearing is deteriorating; and co-workers, neighbors and others who see someone who needs help but don't know what to do. *Identify the Signs* offers tools to change that, and I couldn't support the campaign more.

With [XX] years of experience working in the field of communication disorders, I have seen the debilitating effects that these issues can have when left unaddressed. Too often, people wrestle with these challenges for years because they fail to receive proper, timely treatment. Early detection of speech, language, and hearing issues is absolutely critical to improving academic, social, and career outcomes—and improving one's quality of life at any age.

For people with communication disorders, those closest to them are often their biggest asset. Unfortunately, many parents and caregivers are unable to identify the warning signs or dismiss them too readily. A recent poll of speech-language pathologists and audiologists by ASHA reported significant parental delays in getting help for children with communication difficulties. This is just one example of the missed opportunities that commonly occur with communication disorders.

Through a series of TV, radio, print, digital public service announcements, and the campaign [website](#), the public can learn about the warning signs and be connected to professional help. I encourage you to visit the website, and share the information and resources you find there. Above all, though, I hope you will seek help if you suspect that you or a loved one shows signs of having a disorder.

Every day, I see in my work that untreated communication disorders often lead to larger academic, social, and developmental issues. Early diagnosis is the most powerful way to reduce or even reverse their impact and can give your loved ones the opportunity to lead the fullest lives possible.

# PRESS RELEASE TEMPLATE

This template is provided to help you communicate about the *Identify the Signs* campaign in your local community. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

[DOWNLOAD PRESS RELEASE TEMPLATE](#)

## **[CITY/TOWN/COMMUNITY] [SPEECH-LANGUAGE PATHOLOGIST/AUDIOLOGIST] APPLAUDS CAMPAIGN HIGHLIGHTING IMPORTANCE OF EARLY DETECTION OF COMMUNICATION DISORDERS**

*Survey of Communication Experts Finds Public Unaware of Key Warning Signs*

**([CITY], [STATE] - DATE)** With the nationwide launch of the new public awareness campaign *Identify the Signs* by the American Speech-Language-Hearing Association (ASHA), [CITY/COMMUNITY]-based [SPEECH-LANGUAGE PATHOLOGIST/AUDIOLOGIST] [NAME] today encourages parents, caregivers, and others to educate themselves about the early warning signs of speech, language, and hearing disorders. The *Identify the Signs* campaign includes a variety of multimedia resources designed specifically for consumers. The campaign stems from ASHA's new findings that identify lack of awareness of the early warning signs as the leading barrier to early detection and treatment.

Results of a recent survey of ASHA's membership revealed that 45% of expert respondents reported lack of awareness as the number one barrier to early detection of communication disorders. Research has shown that early detection is critical to treating—and oftentimes reversing—communication disorders. Delayed treatment can result in isolation, poor academic or career performance, and delayed development.

“As a certified [SPEECH-LANGUAGE PATHOLOGIST/AUDIOLOGIST], I see how delayed intervention impacts the people of [CITY/TOWN/COMMUNITY] every single day,” [NAME], says. “ASHA's campaign has great potential to help the public identify and act on the early warning signs of communication disorders, allowing people to get the most effective treatment for the best chance at improved quality of life.”

ASHA's campaign consists of English and Spanish television, radio, and print public service announcements disseminated to outlets across the country. In addition, the effort includes an online banner ad and features a campaign website highlighting the early warning signs of speech, language, and hearing disorders, as well as consumer resources for treatment and help.

“Far too many people in [CITY/TOWN/COMMUNITY]—and across the country—suffer from communication disorders. This campaign has the ability to reduce that number by helping people to identify the first signs of these disorders and seek professional help immediately,” [NAME] says.

For more information, visit [www.IdentifyTheSigns.org](http://www.IdentifyTheSigns.org).

# CONTACT INFORMATION



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

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## American Speech-Language- Hearing Association (ASHA)

### ASHA National Office

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[www.asha.org](http://www.asha.org)

[www.identifythesigns.org](http://www.identifythesigns.org)