



Speech and Hearing BC

# SPEECH AND HEARING MONTH 2022

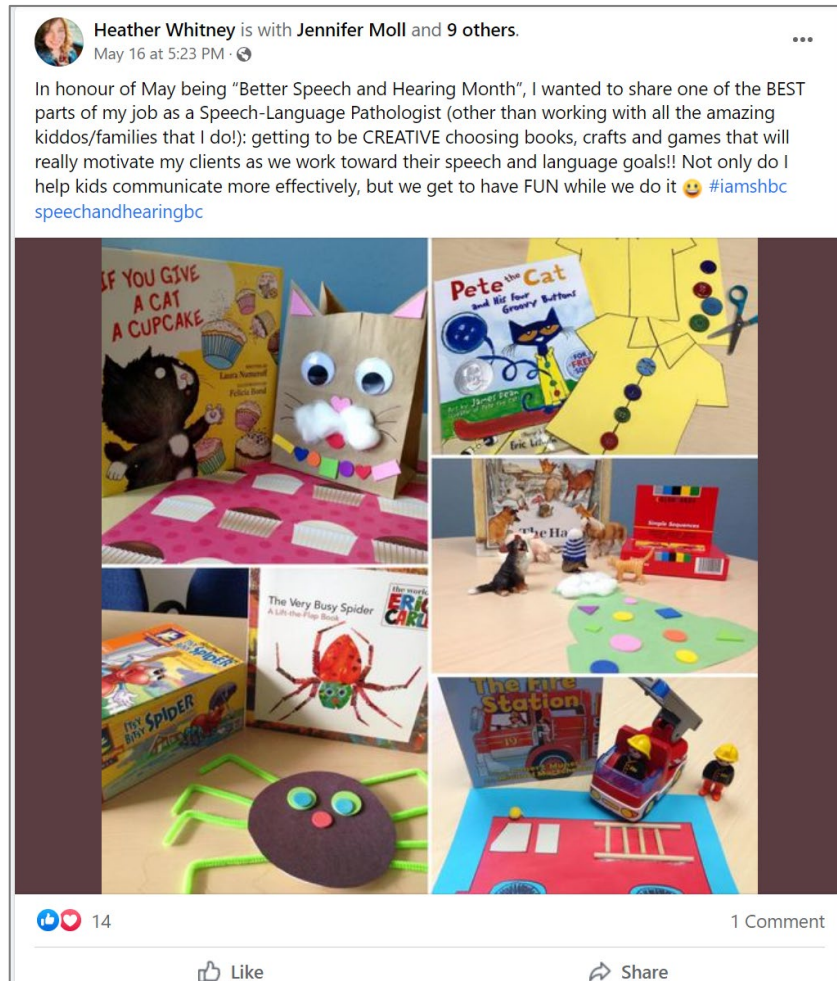
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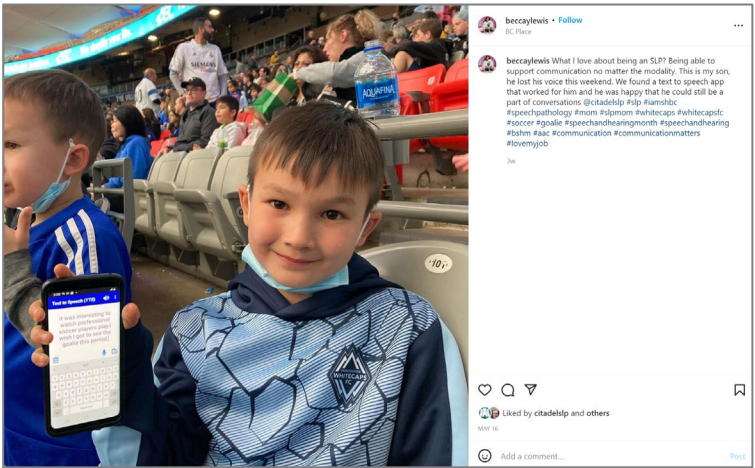


# SHBC MEMBER CONTEST

Over **100 posts** across Twitter, Instagram and Facebook of SLPs and Audiologists sharing what they love about their jobs.



# SHBC MEMBER CONTEST





# SPEECH AND HEARING EDUCATION CAMPAIGN

7 posts educating the on the role SLPs and audiologists play and raising public awareness – reaching over **10,000 followers**.



# SOCIAL MEDIA SUPPORT

**13 posts** from BC politicians and organizations showing their support for SHBC – reaching over **85,000 followers**.



**BC Minister of Children and Family Development**  
Reach: 3,471 Followers



**BC Minister of Public Safety and Solicitor General**  
Reach: 11,800 Followers

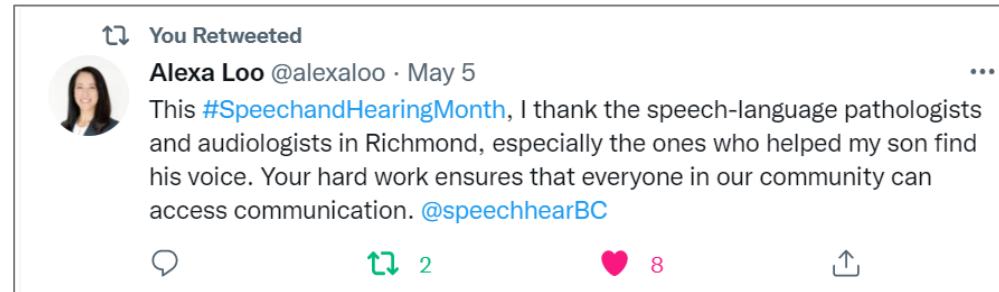


**Member of Parliament for Vancouver Kingsway**  
Reach: 17,400 Followers

# SOCIAL MEDIA SUPPORT



**MLA for Saanich North and the Islands**  
Reach: 5,500 Followers



**Councillor for City of Richmond**  
Reach: 1,558 Followers



**MLA for Kootenay West**  
Reach: 1,800 Followers



**BC Minister of State for Child Care**  
Reach: 6,668 Followers



# SOCIAL MEDIA SUPPORT



**MLA for Surrey-Guildford**  
**Reach: 1,743 Followers**



**BC Teachers' Federation**  
**Reach: 28,900 Followers**



**MLA for Powell River-Sunshine Coast**  
**Reach: 2,900 Followers**

# SOCIAL MEDIA SUPPORT



**Jordan Sturdy**

May 5 · 🌐

Communication is a fundamental right that all Canadians should have access to. Thank you to [Speech and Hearing BC](#) for working to ensure individuals experiencing problems with speech, language, and hearing have the tools they need to succeed. [#SpeechandHearingMonth](#) [#iamshbc](#)



**MLA for West Vancouver-Sea to Sky**  
**Reach: 1,500 Followers**



**Mike Starchuk, MLA Surrey - Cloverdale**

May 20 · 🌐

Did you know that 1 in 6 people in Canada has a speech, language or hearing disorder? This [#SpeechandHearingMonth](#), remember everyone communicates differently. [Speech and Hearing BC](#) [#iamshbc](#)



**MLA for Surrey – Cloverdale**  
**Reach: 669 Followers**



**Brenda Bailey**

May 18 · 🌐

Did you know that 1 in 6 people in Canada has a speech, language or hearing disorder? This [#SpeechandHearingMonth](#), remember everyone communicates differently. Thank you to all of those working in the sector as audiologists, otolaryngologist and otologist or neurotologist and all those working or supporting members of our community with hearing impairments. [Speech and Hearing BC](#) [#iamshbc](#)



**MLA for Vancouver-False Creek & Parliamentary Secretary for Technology and Innovation**  
**Reach: 942 Followers**



# MEDIA COVERAGE

3 Media interviews about communication health reaching over 1.7 million Listeners/Readers.



Byline article in the Vancouver Sun  
1,522,000 Daily Unique Visitors



CBC Vancouver Radio Interview  
196,100 Daily Listeners



CBC All Points West Interview  
9,442 Daily Listeners