Effective Advocacy with Elected Officials:

Your Role as a Psychologist

PAA Members 2019 Webinar Series

About YOU!

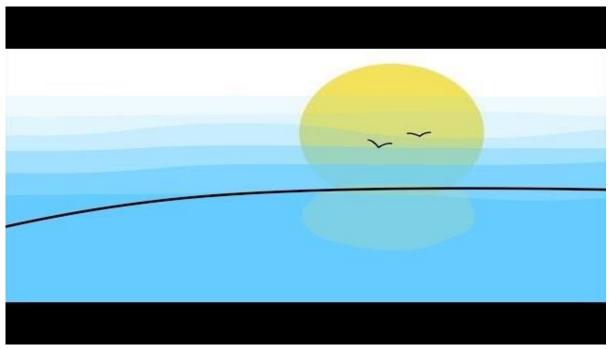
- 3 lines that best describe you
- An area of expertise that you enjoy in psychology
- If you could change ONE systemic issue...

What are you trained to do?

Think outside the Box

- Psychologists as "super professionals"
- Doctoral psychologists are trained to do program development, consultation, supervision, etc.
- Non-Pharmacological Pain Management
- Expertise in behavioural pain management
- Technology / Telehealth
- Work across jurisdictions based on expertise

Blue Ocean Strategy



NOT competing with other professions

- Target how we are different
- Develop niche "sells" on psychology

Calling all Psychologists...

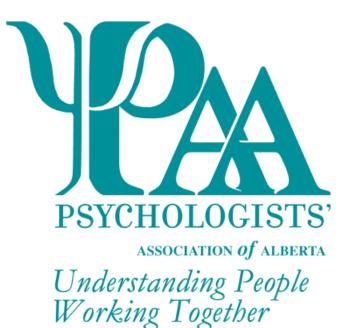
- Why?
- Unleashing Potential
- Positioning
- Effectiveness
- Let's get Political
- KEY Messages
- Partners in Advocacy
- Understanding people, working together

Why?

>>> Why Advocate?

Dr Judi L Malone, R. Psych, PAA CEO 6

THE Advocacy Body



Mission

Advance the sciencebased profession of psychology & to promote the well-being & potential of all Albertans

Core Relationships





AAMIMH

Alberta Alliance on Mental Illness & Mental Health





Palix Foundation



Alberta

family

lnesš

initiative

Provincial

Addiction &

Mental Health

Advisory

Council

We have an EO Toolkit!

Access & Value

Alberta Psychology Information Toolkit for Elected Officials Psychologists Association of Alberta June 2019

Psychology & Psychotherapy in Alberta

Working Together

As a lifelong Albertan, I commend you on your recent election and commitment to leadership in bettering our province. We need you to champion Alberta's remarkable potential.

As a clinical psychologist and CEO of the Psychologists' Association of Alberta (PAA) I want to thank you for taking the time to learn more about how psychology is improving the health and wellness of Albertans and how psychology will be an asset to you in your role as an elected official.

We wanted to take this opportunity to share some highlights about our profession in relation to your goals as an elected leader but also to

share psychological tips on how to deal with distressed constituents. Together, we serve all Albertans.

Dr Judi L Malone Chief Executive Officer, PAA Registered Psychologist (AB/AUS) Certified Association Executive Overcome obstacles <u>https://www.youtube.com/watch?v=VAqfMW5zCss</u>

PAA acknowledges that Alberta is located on Treaty territory traditional lands – a traditional gathering place for diverse indigenous peoples whose histories, languages, & cultures continue to influence our vibrant community. PAA is dedicated to ensuring the spirit of all Treaty's is honoured and respected.



PAA is the voice of, & for, psychology in Alberta. Our mission is to advance the science-based profession of psychology & to promote the well-being & potential of all Albertans

- The Value of Psychology
- Access is Key
- Psychology Helps
- Dealing with Distressed Constituents
- About Us



Unleashing Potential Advocacy Influencing people to create change – educating & mobilizing

Only with good information can good decisions be made



Psychology's Influence

- Grassroots lobbying is essential
- Advocacy has Purpose
- Your Participation is Critical
- The Time Is Always Now



Effectiveness



Dr Judi L Malone, R. Psych, PAA CEO 13

Assess Define the Situation

Plan

Goals & Objectives, Target Audiences, & Key Messages

Act

Develop & Implement Advocacy Plan

Engage the Media



Let's get Political Impacting Larger Systems

Dr Judi L Malone, R. Psych, PAA CEO 15

Getting Involved

- Know who you are Communicating with
- Identify & Locate Your MLA
- Understand roles



How do you want to convey your message?

Write a Letter

- Address correctly
- Be direct
- Be accurate
- Be informative
- Be courteous
- Be constructive
- Personalize your message
- Be political
- Be discriminating
- Be inquiring
- Be available
- Be appreciative
- Follow-up Your Letter

Call

- Idea Clarity
- Concise facts & arguments
- Exact action
- Persistent but courteous

Meet



- Schedule the Meeting
- Research the issue
- Supply fact sheets
- Establish ties
- Don't delay

MLA Visits

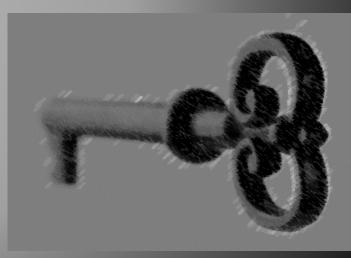
- Staff scheduler
- Public relations office or press office
- Publicize
- Liaise
- Communicate
- Thank

Build Relationships

- Honor a MLA
- Invited speakers
- Recognize them
- Approach them



Key Messages



We have an EO Toolkit!

Access & Value

Alberta Psychology Information Toolkit for Elected Officials Psychologists Association of Alberta June 2019

Psychology & Psychotherapy in Alberta

Working Together

As a lifelong Albertan, I commend you on your recent election and commitment to leadership in bettering our province. We need you to champion Alberta's remarkable potential.

As a clinical psychologist and CEO of the Psychologists' Association of Alberta (PAA) I want to thank you for taking the time to learn more about how psychology is improving the health and wellness of Albertans and how psychology will be an asset to you in your role as an elected official.

We wanted to take this opportunity to share some highlights about our profession in relation to your goals as an elected leader but also to

share psychological tips on how to deal with distressed constituents. Together, we serve all Albertans.

Dr Judi L Malone Chief Executive Officer, PAA Registered Psychologist (AB/AUS) Certified Association Executive Overcome obstacles <u>https://www.youtube.com/watch?v=VAqfMW5zCss</u>

PAA acknowledges that Alberta is located on Treaty territory traditional lands – a traditional gathering place for diverse indigenous peoples whose histories, languages, & cultures continue to influence our vibrant community. PAA is dedicated to ensuring the spirit of all Treaty's is honoured and respected.



PAA is the voice of, & for, psychology in Alberta. Our mission is to advance the science-based profession of psychology & to promote the well-being & potential of all Albertans

- The Value of Psychology
- Access is Key
- Psychology Helps
- Dealing with Distressed Constituents
- About Us

All Albertans, regardless of income, should have access to psychological services.

PAA Position Statements available at http://www.psychologistsassociation.ab.ca/site/about_us The services of psychologists for the assessment & treatment of mental health problems & disorders of Albertans should be covered by the Alberta Health Care Insurance Plan

A position statement of the Psychologists' Association of Alberta www.psychologistsassociation.ab.ca Mental and behavioral health publicly funded services must reach parity with funding for physical health publicly funded services based on the burden of disease.

A position statement of the Psychologists' Association of Alberta http://www.psychologistsassociation.ab.ca

Albertans have a right to work in psychologically healthy workplaces PAA Position Statements available

at http://www.psychologistsassociation.ab.ca/site/about_us

Dr Judi L Malone, R. Psych, PAA CEO

Mental health counselling and psychotherapy should only be provided by regulated health professionals with at least a master's degree in psychology, counselling, psychotherapy, social work (in clinical practice), or by a psychiatrist.

A position statement of the Psychologists' Association of Alberta www.psychologistsassociation.ab.ca

All Alberta students should have timely access to meaningful and effective School Psychology services A position statement of the Psychologists' Association of Alberta

http://www.psychologistsassociation.ab.ca

Mental health counsellors and psychotherapists should be recognized by their professional title. The use of the generic title, "Mental Health Therapist" is a disservice to Albertans.

Registered Psychologist

A position statement of the Psychologists' Association of Alberta

www.psychologistsassociation.ab.ca

Discrimination harms, diversity strengthens; diversity increases tolerance and psychological health and is the model for a

caring society

A position statement of the Psychologists' Association of Alberta http://www.psychologistsassociation.ab.ca

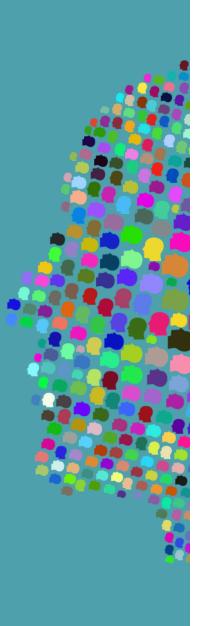
Psychology's Unique Value

Psychologists are regulated health professionals who provide services including psychotherapy, assessment, diagnosis, consultation, and research of psychological health and problems.

Psychologists provide value given their focused education and training in cognition, emotions and behaviour, and how to affect behavioural changes -- that makes psychologists unique.

Psychologists are trained in evidence-based practices and follow a code of ethics that promotes respect for dignity and fair treatment of all Albertans. Alberta's psychologists have advanced university degrees (Masters or Doctoral) and undergo extensive supervised training and examinations.

Psychologists study the biological, cognitive, emotional, social, cultural, and environmental determinants of behaviour and through such extensive research and practice, psychologists help people cope more effectively in daily life.



ACCOUNTABLE

- EXPERTS
- ACCESSIBLE

TRUSTED

• UNIQUELY TRAINED

Partners in Advocacy

>>> What you can Do

Reach Out

- MLA or Health Minister
- Psychological association
- Colleagues & professionals
- Join PAA



Advocacy Matters >> Only with good information can good decisions be made

About YOU!

- 3 lines that best describe you
- An area of expertise that you enjoy in psychology
- If you could change ONE systemic issue...
- What can YOU do?

Dr Judi L Malone, R. Psych, PAA CEO

ARE YOU STRESSED?

Thank You

PSYCHOLOGISTS' ASSOCIATION OF ALBERTA

UNDERSTANDING PEOPLE, WORKING TOGETHER FOR HEALTH, MIND, AND BODY Talk to Psychologists

What Do Psychologists Do?

- personal growth
- manital and relationship issues
- parenting and family concerns
- separation and divorce
- depression
- stress
- anxiety
- pain management
- health and wellness
- traumatic experiences
- habit disorders
- substance abuse
- problem granbling
- workplace stress
- problem granbling
- workplace stress
- performance enhancement
- career planning and life transitions
- learning and attention difficulties
- learning and attention di

http://www.psychologistsassociation.al judim@paa-ab.ca Brittany@paa-ab.ca

PSYCHOLOGISTS'

Are You Stressed?

Are you having difficulty with memory or concentration?

Are you feeling a lack of energy, having trouble sleeping, getting headaches?

Are you feeling irritable, angry or out of control?

Are you using negative copt strategies, like smoking, overeating, drinking or gambling?

What to Do Now!

Take our stress test. Identify how you deal with stress. Make stress reduction a priority. Get support and feedback from a psychologist.

