

# ANNUAL REPORT

## 2020-2021



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## 2020-2025 STRATEGIC PLAN



**Advocate** for psychology's unique value



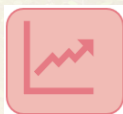
**Promote** the psychological health of all Albertans.



**Enhance** the development of psychologists across the career lifespan.



**Focus** on PAA's membership value.



**Ensure** financial sustainability

## PAA MISSION

is to advance the science-based profession of psychology and to promote the well-being and potential of all Albertans.

## PAA VISION

is that PAA & its members are recognized leaders in enhancing the psychological health of all Albertans.

## PAA STAFF

CEO



Dr. Judi L Malone

Administrative Officer



Cindy Kennedy

Finance Officer



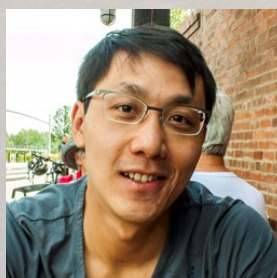
Joanna Leung

Communications Officer



Kim Bernard

Membership Officer



Simon Mak

Governance Officer



Ada Nieminen

Office Assistant



Jetta Paradis



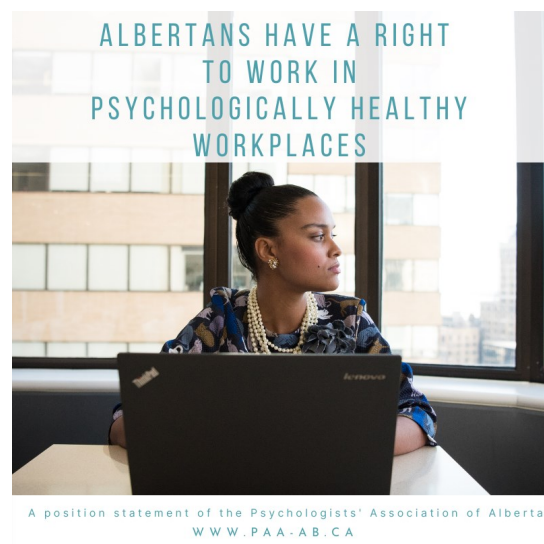
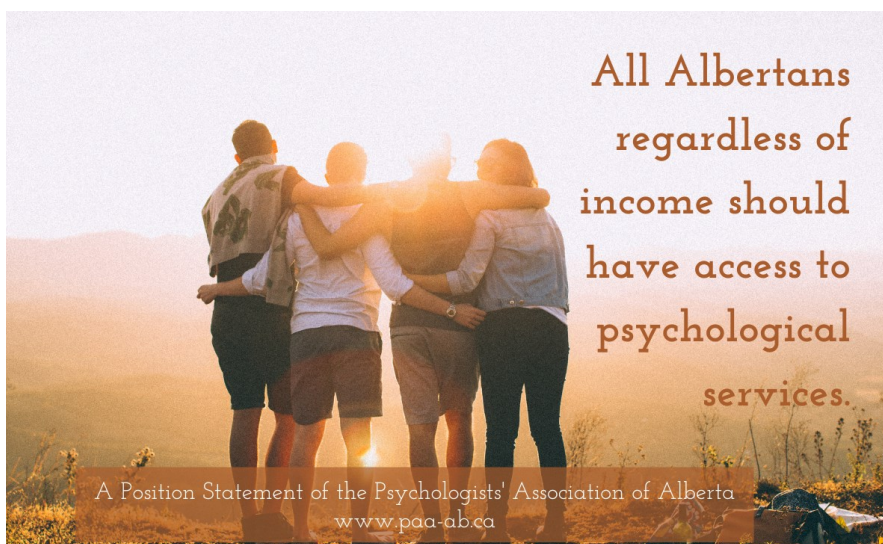
# WELCOME

## FROM CEO'S DESK

Membership and engagement in your professional association have made a difference. I have such pride and confidence in PAA and our ability to impact the psychological health and wellness of all Albertans.

This report is one of reflection on our April 2020 to April 2021 year, growing and thriving together through the pandemic and celebrating successes in our targets to advocate for psychology's unique value, promote the psychological health of all Albertans, enhance the development of psychologists across the career lifespan, focus on PAA membership value, and ensure financial sustainability.

We have demonstrated leadership through the pandemic thanks to the hard work of your innovative board members, key contributors leading with psychological science, a solid volunteer base, and record membership levels that have supported a strong and resilient voice for psychology in Alberta.



## WHO WE ARE AND WHAT WE DO

The Psychologists' Association of Alberta (PAA) is the voice of, and for, psychology in Alberta.

**PAA** is the voluntary body that:

- Advocates for psychology in Alberta.
- Informs the public & the media.
- Advocates for consumers of psychotherapy, psychological, & mental health services.

We support many initiatives that seek to enhance psychological health & wellness in our province by:

- Having an active communications strategy.
- Operating a province-wide referral service.
- Providing professional development, and networking opportunities for our members.

## FOCUS ON PAA'S MEMBERSHIP VALUE.

With 141% membership growth over our 25 years, averaging almost 5% growth annually, PAA is empowered to offer robust member benefits. At our core, we are committed to advancing your professional identity, enhancing your voice, supporting your professional development, keeping you abreast with key communications, and offering you the support that you need.

My favourite member celebration is the PAA Awards and Welcome to the Profession – although I am increasingly enthusiastic about our now-virtual poster contest. And, we continue to add affinity benefits for members, core marketing for our profession, and member services. It is exciting to see so many members securely networking, sharing resources, and fostering connections within PAA Collaborate online.

# 3418

**TOTAL MEMBERS**

Full Member	1424
Full member with Referral	220
Early Career	558
Early Career with Referral	74
Life Member	183
Life Member with Referral	16
Provisional	721
Out of Province	30
Psychological Assistant	12
Professional Affiliate	53
Student Member	446

## MEMBERSHIP BENEFITS

### Professional Identity

We connect, understand, & support psychologists, students, and affiliates.

### Professional Development

We offer discounted, accredited, & responsive CPD opportunities, & annual awards & recognition.



### Voice

We advocate for psychology & its consumers, defend scope of practice, enhance psychologists' opportunities, and inform the public & media.

### Communication

We publish Psymposium, e-newsletters, & offer discounted advertising to members; are active on social media; & provide opportunities to network, get involved, & shape the profession.

### Support

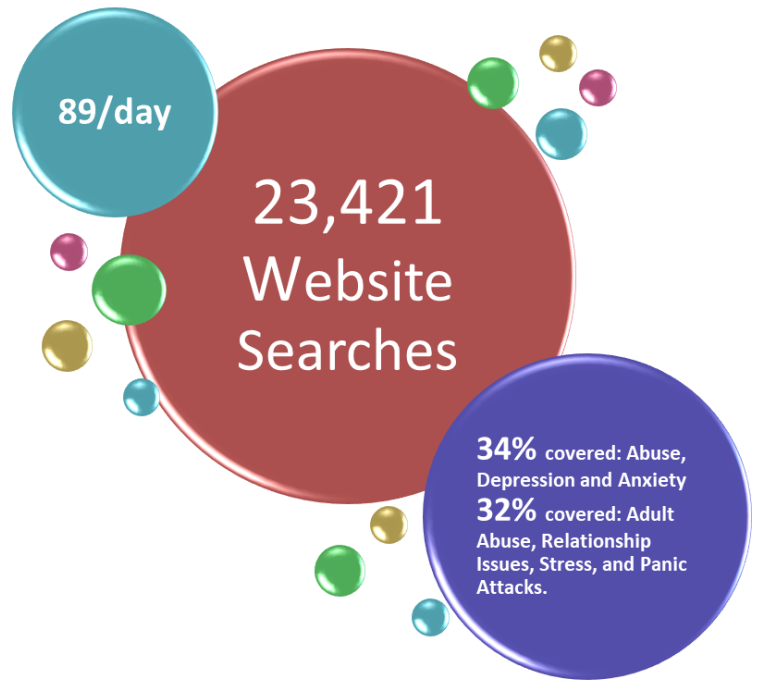
All members have discounted professional liability, home/auto, & office insurance rates, and discounted rates for goods and services. Full members also have access to practice advisors and the referral service.





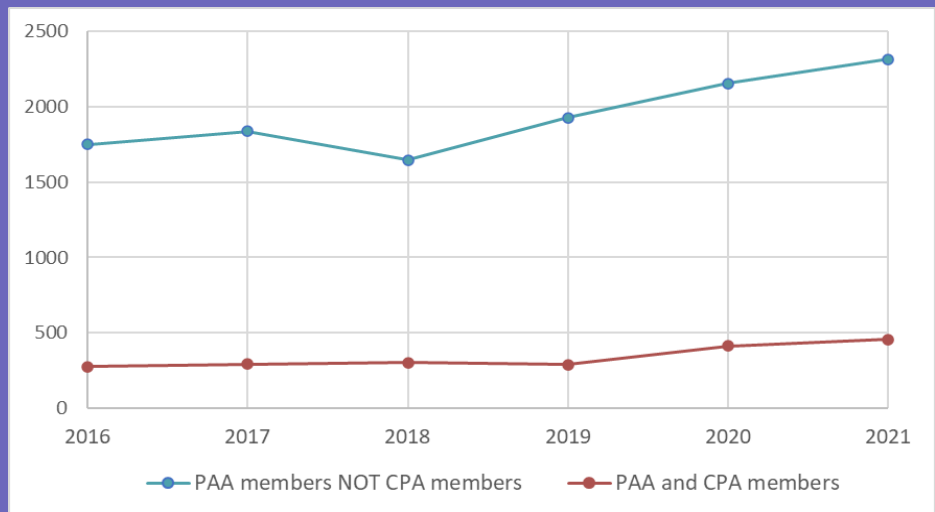
## PAA REFERRAL SERVICE

Our online referral tool keeps growing in popularity! During the website upgrades, PAA updated the referral service tool to a new format which not only makes it easier to use but is also more readily available for the public. In addition, PAA constantly looks into improving the referral service. The numbers of daily searches online grew steadily over the months and exceeded last year's total of searches by 9361. The service is frequently accessed by clients, community groups, and media. We advertise this service tool in town halls, on HUTV, via 211, our website, videos, on all PAA promotional material, social media, and at PAA continuing professional development events. We want to thank all the members who are part of the referral service and continue to contribute to this valuable resource.



### PAA, CPA and BMS

The Canadian Psychological Association (CPA) and the Council of Professional Associations of Psychology (CPAP) co-own the member-funded BMS Liability Insurance Plan ensuring that our members get the best possible rates on the most comprehensive psychology liability insurance. As co-owners (PAA is a member of CPAP) we administer this program to the benefit of our members.



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





# PROMOTE THE PSYCHOLOGICAL HEALTH OF ALL ALBERTANS

For the pandemic, flooding, and wildfires, and the mass grave discoveries, PAA activated our Disaster Response Network and caring members volunteered in large numbers showcasing psychology's commitment to our communities.

Our public education efforts were applauded by Albertans wanting trustworthy information on coping during the pandemic and psychological health and our many active media volunteers stepped up to fill this need. PAA's successful social media presence bolstered these efforts.

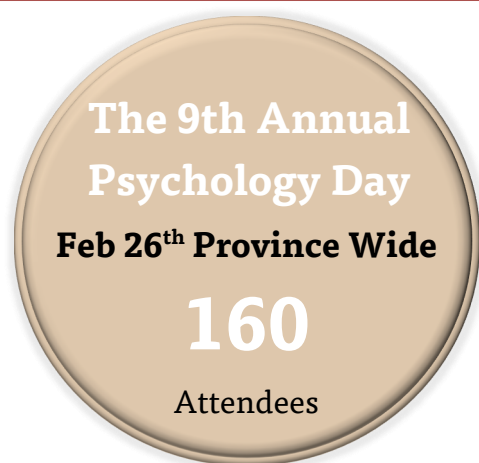
PAA's Truth and Reconciliation Taskforce, a joint venture with the College of Alberta Psychologists, made considerable headway developing a trusted resources library and core regulatory resources to ensure psychology's evolution in alignment with Truth and Reconciliation efforts in our province.

## DISASTER RESPONSE NETWORK

The Psychologists' Association of Alberta Disaster Response Network (PAA DRN) targets the psychological well-being/mental health needs of disaster victims and responders who are involved in disasters with focus on serving those who have suffered trauma as a result of a disaster.

Our Disaster Response Network members are offering pro-bono 1-3 sessions of psychological services with priority for health care providers and first responders traumatized by recent events.

<b>365</b>	DAYS ACTIVE
<b>179</b>	VOLUNTEERS
<b>136</b>	INQUIRIES
<b>125</b>	REFERRALS
<b>5</b>	PRESENTATIONS



DRN webinar presentations on Psychological Health and Coping During a Pandemic were provided to Parkinson's Association of Alberta, Alberta Mortgage Broker Association, Alberta Ballet School, Family and Community Support Services Association of Alberta, and CMHA Rural Mental Health Community Leader Teams.

## PSYCHOLOGY SHAPING THE LANDSCAPE

*PAA gives you a voice at the table where it matters most to Psychology*

HEALTH GROUPS	PROVINCIAL ADVOCACY GROUPS	PSYCHOLOGY GROUPS	TARGETED RESPONSE GROUPS
<ul style="list-style-type: none"> <li>• The Alberta Health "valuing mental health" Committee</li> <li>• The Alberta Pain Network &amp; Opioid Crisis Task Force</li> <li>• AHS Addictions &amp; Mental Health Strategic Clinical Network</li> <li>• Collaboration with other Health Professions Act Associations</li> <li>• AHS Cannabis Baseline Group</li> </ul>	<ul style="list-style-type: none"> <li>• The Palix Foundation</li> <li>• CMHA Alberta</li> <li>• Reforming the Family Justice System</li> <li>• Gender Based Violence Initiative</li> <li>• Alberta Workplace Wellness Network</li> <li>• Alberta Palliative Care Competencies &amp; Education project</li> <li>• Health Coalition of Alberta and AMHAC/psychiatry</li> </ul>	<ul style="list-style-type: none"> <li>• The Canadian Psychological Association</li> <li>• The Council of Professional Associations of Psychology of Canada</li> <li>• The American Psychological Association</li> <li>• AHS Psychology Professional Practice Council</li> </ul>	<ul style="list-style-type: none"> <li>• Alberta Region Parole Board: Western Region</li> <li>• Victims of Crime and Public Safety Committee</li> <li>• Nursing Health Monitoring Project</li> <li>• CMHA Rural Mental Health Project</li> <li>• Public Action Plan Ministerial Panel on Child Intervention Recommendations</li> </ul>



# ADVOCATE FOR PSYCHOLOGY

February IS Psychology Month!



Thank you, to PAA members: Dr. Erin Buhr, Dr. Patrick Keelan, Doris Bong, Sarah Hopkins, Dr. Wence Leung, Marii-Heleen, Motsmees, Derek Pierce, Kyle Poon, Dr. Richard Spelliscy, Dr. Judi Malone, Dr. Lana Hawkins, Sandra Deeth, Dr. Kerry Mothersill, Kaylie Rodriguez, Kay Wilson, and Paul McGaffrey for advocating for Psychology in February!

## Psychology in the Media

**175**

Appearances of PAA members on various media platforms

NEWS

Interviews

**62**

RADIO

Interviews

**25**

PODCASTS

**11**

**58**

COLUMNS

OTHER

**19**

Contributors: Dr. Judi Malone, Dr. Ganz Ferrance, Dr. Denise Larsen, Dr. Linda Hancock, Dr. Brent Macdonald, Ms. Connie Leclair, Dr. Jody Carrington, Ms. Baljinder Sull, Faye Gosnell, Dr. Michael Zwiers, Dr. Angela Grace, Dr. Laura Hambley, Aimee Reimer, Nina Hornjatkevyc, Dr. Jeff Chang, and Dr. Marjorie Mayer.

## Representatives and Editors

- APA Rural Health Coordinator  
Representative for Alberta – Robert McGarva
- Symposium & Book Review Editor – Dr. Michelle Vandegriend
- Disaster Response Network Coordinator – Dr. Judy Moench
- National Committee on Psychologist Wellness of ACPRO & CPAP – Tatiana Lund
- APA Council of Representative – Dr. Lana Hawkins
- APA Division 31 Representative – Nicki Wilson
- CESPPA representative for Alberta – Dr. Judi Malone

## 2020 AWARD WINNERS

**2020 Psychologists of the Year Award**



**Dr. Jac Andrews**

**The Pettifor Lifetime Achievement Award**



**Dr. Jacqueline Linder**

**Excellence in Clinical Supervision Award**



**Dr. Nicole Kostiuk**

**Undergraduate Thesis Research Award**



**Jessie Swanek**



## COMMITTEE REPORTS

### Awards Adjudication Committee

*Dr Judi Malone (chair), Dr Emma Clime, Dr Kerry Mothersill, Dr Lynda Phillips, Dr Jessica Van Vilet, Dr Erik Wikman, Board Liaison - Nicki Wilson*

For our 2020 PAA Awards & Welcome to the Banquet, we pivoted to an online celebration and an online PAA Poster Contest with two excellent submissions by Jonathan Dubue and Julie Gorenko. Your PAA Awards Adjudication Committee, composed of 6 former PAA Award winners and practice exemplars, strove to enhance communications about the awards targeting the benefits of celebrating and showcasing our profession's leaders and upcoming leaders. This year they adjudicated 26 nominations for 9 PAA Awards. This committee meets twice yearly, and the mandate is to: a) review existing award nomination forms and criteria and recommend changes to the Board as required; b) review award nominations and select the recipients of the awards, and c) review and address other issues related to awards.

### Public Education & Wellness Committee

*Dr Erin Buhr (Chair), Dr Patrick Keelan, Derek Pierce, Kyle Poon, Board Liaison - Sandra Gallace*

This year, the committee completed the Psychology Flash cards, which describe psychologists' general domains and practice areas. The committee executed Psychology Month initiatives such as video biographies about what inspired them to become psychologists and why psychology is important, a general video about Psychology Month and "Fascinating Facts" about psychology. The library displays were not implemented due to the libraries being closed over covid-19 restrictions. The committee has almost completed a project called "The Cost of

Psychology," which is a 2-page information sheet about the role of Psychologists, psychotherapy effectiveness, and how to access psychological services. The information sheet is set to be completed by the last meeting of the year (June 2021), with the next step to put together the information in a video. Lastly, the committee just started developing a presentation for PAA volunteers about a prevalent psychological issue (i.e., anxiety/stress management).

### School Psychology Committee

*Dr Mitchell Colp (Co-chair), Michele Pentyliuk (Co-chair), Kailyn Jones, Dr Erica Makarenko, Ryan Matchullis, Board Liaison - Claire Petersen*

The PAA School Psychology Committee advocates for all learners in Alberta to have access to timely, meaningful, and effective supports from psychologists in their educational settings. It continues to be engaged in both advocacy and public education initiatives, and the COVID-19 pandemic has not slowed down their mission. Over the past year, the Committee provided feedback on the intermittent COVID-19 school closures and their impact on overall student wellbeing, shared the value of mentorship as a pedagogical approach in post-secondary training programs, discussed key changes to the Alberta Education curriculum, and supported the Metis Nation of Alberta in finding crucial data to support their development of programs to help students across the province.

### Social Justice Committee

*Landon Hildebrand (Chair), Joanna Card, Clayton Falk, Krista Forand, Donna Piercy, Camille Mori, Board Liaison - Dr. David St. Arnault*

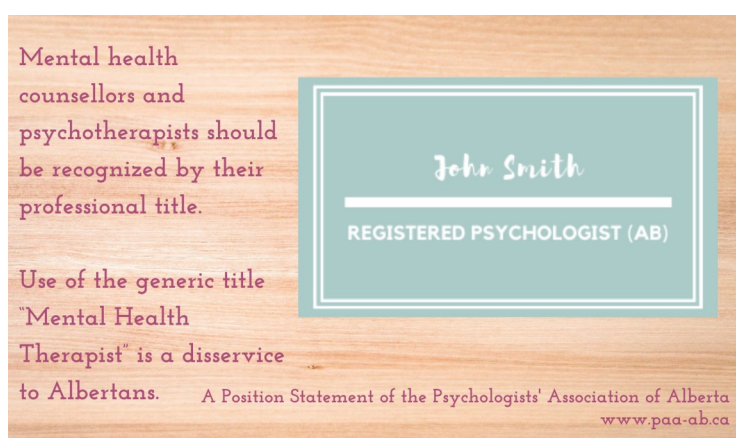
During the 2020-2021 year, the Social Justice Committee has recruited and

integrated 5 new members, reviewed mandates and achievements of other Social Justice Committees in North America, reviewed our mandate and terms of reference, and refocused on the theme of raising awareness of social justice issues amongst psychologists in Alberta. We have created 2 working groups, one who reviewed the CPA response to the Truth and Reconciliation report and have begun to work on key aspects to bring this forward to our peers in a series of Psymposium articles. The second working group has been exploring the idea of making a series of videos with the goals of 1) increasing the visibility of psychology in general and then narrowing into 2) providing more information to potential clients/patients about how to access psychology.

### Technology in Practice Committee

*Dr Michael Stolte (Chair), Dr Trevor, Josephson, Andrew Luceno, Eileen Noel, Board Liaison - Dr. Jacqui Linder.*

With the unexpected declaration of a pandemic in March 2020, the TIP Committee focused its efforts on telepsychology, particularly as most psychologists were required to transition to virtual services. After internally reviewing many different telepsychology platforms, as well as reviewing common security concerns identified in the 2019 / 2020 TiP Task Force report, the PAA membership was consulted via a comprehensive survey for input on technology security awareness, confidence/ease of use, and top-rated platforms. At nearly a 10% response rate, high interest in this topic was demonstrated. Results were compiled into a report, released early 2021, with recommendations that are available on the PAA website. Dissemination of this information is still underway.





# DEVELOPMENT OF PSYCHOLOGISTS ACROSS THE CAREER

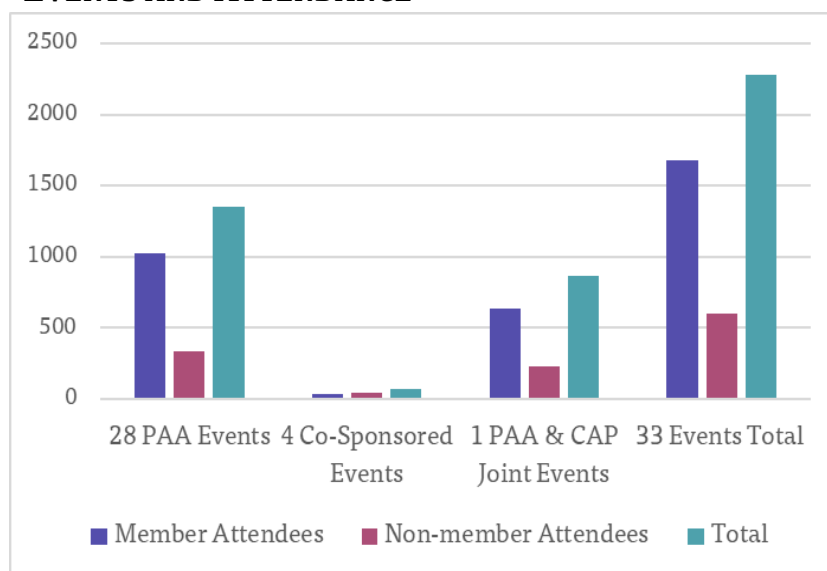
We have expanded our targeted member supports in consideration of all members' evolving needs. PAA has dedicated board seats for a student, provisionally registered, and early career members, ensuring that focus in our strategic lens. Guidance also came from active committees and taskforces including our Technology in Professional Practice committee.

Our core offerings continue to include trustworthy continuing professional development that is accredited and expanded to include webinars and short “anytime” primers and continues to showcase Alberta expertise and talent for these learning opportunities and in our popular newsletter, Psymposium.

Member use of PAA’s award-winning Practice Advisor Program grew exponentially and we added both new Practice Advisors and targeted affinity partners to enhance our member benefits and meet your psychology practice needs.

## CONTINUING PROFESSIONAL DEVELOPMENT

### EVENTS AND ATTENDANCE

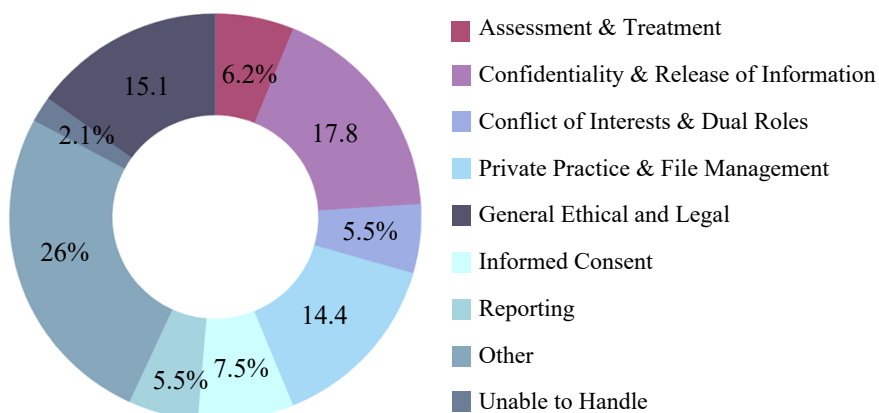


The past fiscal year PAA provide online webinars and events. The online delivery of CPD events was widely popular and PAA observed a large growth in the attendance of webinars. Online platforms have the advantage of reaching a larger population and having the ability to accommodate more attendees than in-person workshops. The most popular webinar was “Traumatology” by Dr. Judi Malone and Dr. Judy Moench. The most popular primer was “Trauma & PTSD in First Responder Populations” by Dr. Meghan McElheran. The Psychologists’ Association of Alberta (PAA) is approved by the Canadian Psychological Association (CPA) to offer Continuing Education (CE) for psychologists.

### PRACTICE ADVISOR PROGRAM

PAA’s award winning Practice Advisor Program provides our Full and Life members with free, confidential advice regarding professional practice and/or ethical issues. These experienced experts voluntarily provided information and guidance to a colleague in a difficult situation by responding to a total of 125 questions and issues this year. Typical rates were between 10 and 14 requests a month.

The largest category: ‘Other,’ includes topics such as supervisors, technology, and complex family issues. The second largest category was ‘Confidentiality and Release of Information,’ and the third was ‘General Ethical and Legal,’ including questions surrounding dealing with lawyers, subpoenas, and help with complaints.



**Thank you to our Practice Advisors for their significant contribution to the PAA.**



## PRESIDENT'S NOTE

**Dear PAA Members,**

This past year has served as a critical reminder of the important issues humanity has been facing including the global pandemic and racial discrimination. These challenges can help remind of us of the strength that we have as a collective force to bring about greater change for people around the world.

These issues have highlighted specific opportunities for psychologists to come together, unite, provide leadership, and advance knowledge. This has led to the advocacy for access to mental health supports for all individuals. More specifically the PAA has created the Disaster Response Network, Technology in Practice Committee, Racism in Alberta Psychology Taskforce, and the PAA-CAP Joint Force on Truth and Reconciliation to collaboratively provide education and effect change. As evidenced the PAA has been responsive to these critical issues among many others.

As the PAA is commemorating its 25<sup>th</sup> anniversary we can continue to provide a common purpose and unite the psychologists of Alberta. With our strong response to the issues and challenges that we have faced this past year, psychologists will continue to have the opportunity to develop standards and best practice for the profession, continue to be the voice for the profession of psychology, to advocate for the wellbeing of Albertans, and to develop outcome informed practices and research.

This is the time for psychologists of the profession to rise, advocate and make change so that this next year and the years to come the profession of psychology can be seen as the responsive, change making, leading profession that it is.

Your President,

**Nicki M. Wilson**



## BOARD OF DIRECTORS 2020-2021



Nicki Wilson  
President



Claire Petersen  
Vice-President



Tamara Stuart  
Treasurer



Heather Gower  
Board Custodian



Dr. Sandra Dixon  
Early Career Member



Dr. Sally MacLean  
Member-at-large



Dr. Jacqui Linder  
Member-at-large



Tamara Austin  
Member-at-large

### Incoming Directors May 2021



April Salciano  
Provisional Member



Vanessa Siso  
Student Member

### Leaving Directors May 2021



Chelsea Hobbs  
Student Member



Dr. David St. Arnault  
Treasurer

# ENSURE FINANCIAL SUSTAINABILITY

Despite impressive gains in membership, our ongoing financial stability is increasingly thanks to diversification. Growing revenue sources include collective benefits from the BMS Liability Insurance program, affinity programs, grants, marketing, and investments. And security comes from ensuring solid human resources, exploring beneficial program opportunities, and trusted financial stewardship.

## TREASURER'S NOTE

I am pleased to report to the PAA membership on the financial status of the association for the 2020-2021 fiscal year. The audited financial statements indicate that PAA is in a healthy financial position, as we finished the year with a surplus of funds. Increased membership and workshop revenue, and a reduction of expenses were the main contributing factors that resulted in the surplus. Workshops were delivered virtually due to the COVID-19 pandemic, which resulted in a reduction of expenses and increased attendance. In addition, the majority of CEO and Board meetings were held online, which also resulted in a significant reduction in travel and board expenses. Over the next few months the Board will continue discussions on how to best invest surplus funds to benefit all members.

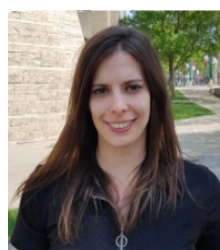
Despite the challenges faced over the last year with the pandemic, PAA successfully achieved our goal of minimizing financial impacts on the association and maintained a healthy reserve of liquid assets. I am confident that PAA will continue to remain in a stable financial position over the next fiscal year, as the PAA staff and the Board are dedicated to ensuring the financial stability of the association for the benefit of our members. The Board will continue discussions on how to best invest surplus funds to benefit all members.

In accordance with our bylaws, BDO Canada LPP served as the auditor. The full financial statements are available by request. For more information contact the PAA office.

Thank you to all PAA Staff, board members and key contributors for your ongoing work and dedication.

Your Treasurer,

**Tamara Stuart**



### Statement of Financial Position

Assets	
\$1,541,788	Cash
\$ 39,392	A/R & Prepaid
\$ 0.00	Asset held for sale
<u>\$ 82,275</u>	Capital Assets
\$1,663,455	
Liabilities & Net Assets	
\$ 690,590	Current
<u>\$ 972,865</u>	Commitments
\$1,663,455	

### Statement of Operations

\$ 910,848	Revenue
(\$ 795,135)	Expenditures
<u>(\$ 17,271)</u>	Other expenses
\$ 98,442	Excess of Revenue Over Expenditures

### Statement of Net Assets

\$ 874,423	Balance, beginning of year
<u>\$ 98,442</u>	Excess of revenue over expenditures
\$ 972,865	Balance, end of year

## PSYCHOLOGICAL SERVICES FUND

The Psychological Services Fund and the Amina Beecroft Endowment Fund were established in 2005 with the purpose of subsidizing psychological services for Albertan who could not otherwise afford such services. The Psychological Services Fund is a partnership between PAA, the Edmonton Community Foundation, the Calgary Foundation, and the Canadian Mental Health Association (CMHA) Alberta Division.

This year, twelve applications were approved for individual counselling. Services were provided in Medicine Hat, Calgary, Red Deer, Drayton Valley, Edmonton, Lac La Biche and Spruce Grove.



CMHA disbursed \$12,362 to Alberta psychologists for services provided. Funds are expected to be \$16,317 starting in October 2021.



## ADMINISTRATION

This year has meant both change and growth including:

- Team PAA welcoming a new PAA Membership Officer, Simon Mak, and celebrating Cindy Kennedy's 20-year PAA anniversary
- Developing a robust psychology student engagement platform with regular student volunteers, internships, and summer student positions.
- Continually updating our virtual/in-office pandemic plan
- And, celebrating yet another clean financial audit

## SPECIAL PROJECTS

### PAA and CAP Joint Alberta Psychology Annual Meetings and Professional Development Day

- The Event had over 900 Registrants
- Keynote speaker Dr. Arthur Evans, APA CEO
- Four Panelists

### PAA and CAP Town Halls

- Seven Alberta Communities  
270 attendees
- Two Province Wide available on YouTube  
3,800 views

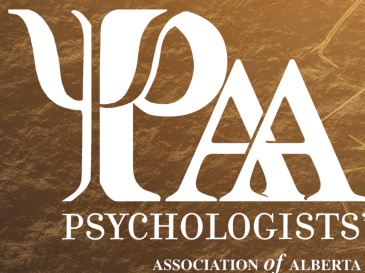
### PAA Monthly Members Connects

- From May 2020-May 2021  
153 attendees

## CLOSING WORDS

This year, we embraced a visionary new strategic plan that balances advancing our profession with our social commitment to the psychological health of all Albertans. We live our core values of access/inclusion, leadership, collaboration, and psychological health.

Your PAA staff team, colleagues who serve as key contributors to leadership and in volunteerism, and your peers who chose membership in their professional association all prove that, collectively, we can make a significant difference. Thank you for your own passion for making the world a better place – even small acts can have large impacts.



Psychologists' Association of Alberta

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*Thank You - All Members!*