

Advocating for Psychology

Psychologists' Association of Alberta

PAA's Advocacy Work

- PAA spends over 1000 hours a year advocating for the unique value of psychology.
- Much of our advocacy work relates to the provincial government, with a strong focus before and after a provincial election.
- Ongoing engagement focuses on the unique value of psychology and building relationships with key stakeholder groups.

Why Psychologists' Voices are Needed

- [Psychologists](#) help make Alberta a psychologically healthy place to live and work.
- Psychologists are uniquely trained in a vast amount of areas: program development, consultation, supervision, behavioural (non-pharmacological) pain management, telehealth, cross-jurisdiction expertise, etc.
- Psychologists have natural networks and spheres of influence for advocacy, with great potential to develop core relationships with key professionals.

How You Can Help

- Build relationships that promote your profession.
- Provide tools to elected officials to support the psychological health and wellness of Albertans.
- Plan ahead:
 - Assess the situation. Prepare a [fact sheet](#) and do your research.
 - Plan for the target audience and objectives of your meeting.
 - Contact PAA for [public education materials](#).
- Get involved:
 - Act to implement your plan in person or online.
 - Schedule a meeting.
 - Write a direct, informative letter.
 - Make a phone call to provide facts and a clear call to action.

More information:

<https://psychologistsassociation.ab.ca/advocacy/>