

Annual Report

2023-2024



PSYCHOLOGISTS'
ASSOCIATION *of* ALBERTA

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Welcome!

I have never been able to fully articulate what I love the most about what we are able to achieve together at the PAA. Is it building the community of psychology together? The public education we achieve and our influence on Alberta's respect for the value of psychology? Or is it that we are able to bring the science and practice of psychology to bear on issues that matter in advocacy, policies, and systems of practice? In sharing this annual report, I encourage you to reflect on why you are a member and what brings you the most pride in our profession and our professional association.



Dr. Judi Malone

PAA CEO

R. Psychologist (AB/AUS)

Land Acknowledgement

We begin by acknowledging we are on Indigenous land. We do this to strengthen the awareness of the presence, and rights, of all First Peoples. We do this to recognize the history of colonialism and its impact on the Indigenous Peoples of this land. We do this as a transformative act in response to Indigenous erasure. We do this in respect of the need for meaningful change toward reconciliation. And we do this territorial acknowledgment to specifically weave Indigenous presence into our systems and processes.

Lands in and around Alberta lands are traditional meeting and traveling routes for diverse Indigenous peoples, including the Cree, Dene, Stoney-Nakoda-Sioux, Blood, Blackfoot Confederacy Nations, the Métis Nation of Alberta, & many others whose histories, languages, & cultures continue to influence our vibrant communities & whose footsteps have marked these lands for centuries.

In recognizing the contributions and historic importance of Indigenous Peoples, we take a necessary small step towards a clear and overt commitment to embody the promises and the challenges of Truth and Reconciliation.

Who We Are And What We Do

The Psychologists' Association of Alberta

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.

2024 Who We Are [video](#)



Our Strategic Plan 2020-2025



Advocate for psychology's unique value



Promote the psychological health of all



Enhance the development of psychologists



Focus on PAA's membership value



Ensure financial sustainability

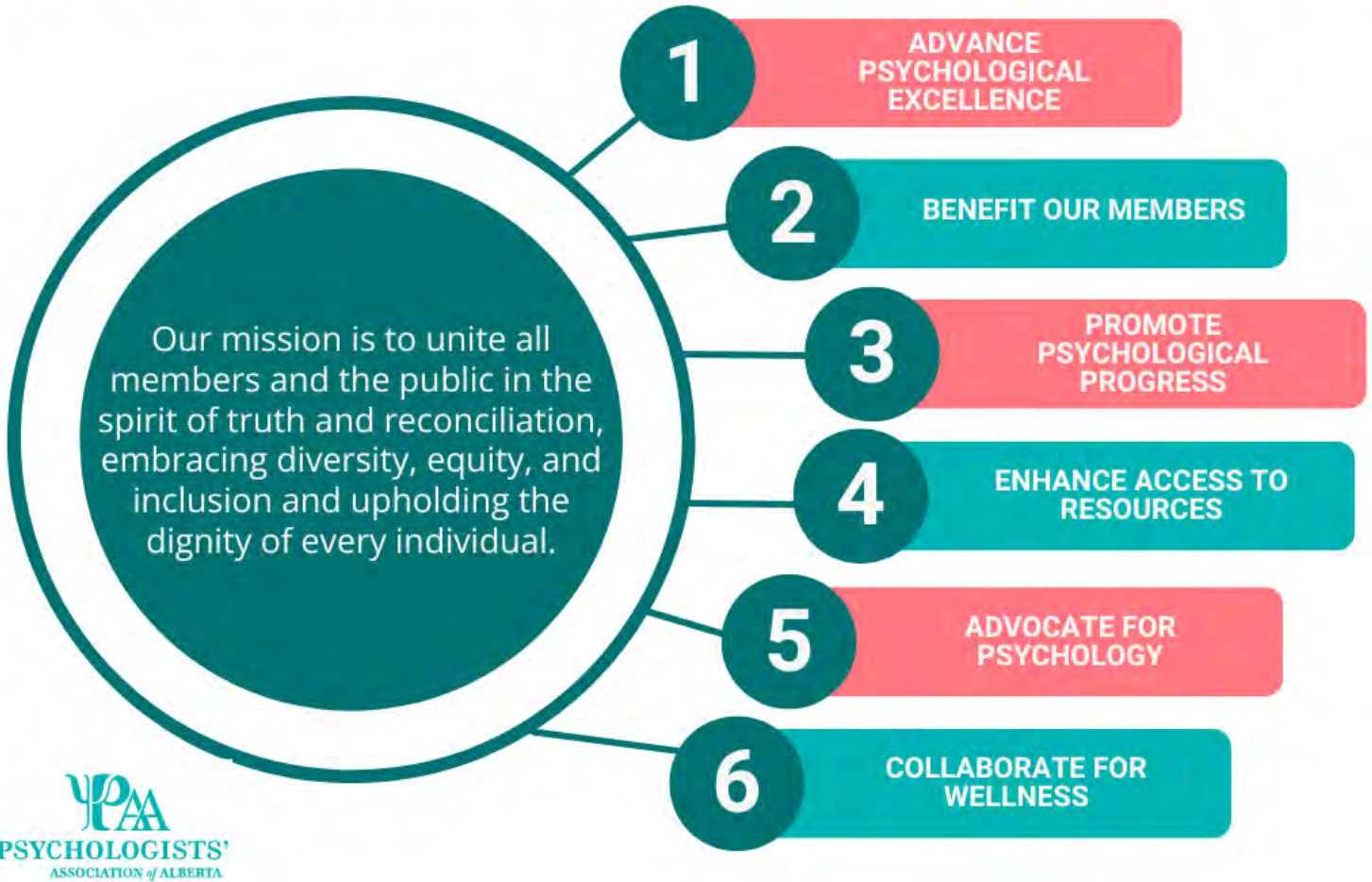
Our Mission & Vision

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

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

OUR MANDATE

Psychologists' Association of Alberta



Meet Our Staff



Director of Professional Guidance
Dr. Harpreet Gill



CEO
Dr. Judi Malone



Office Manager
Joanna Leung



Membership Officer
Annika Rorem



Professional Guidance Officer
Jiya Juneja



Communications Officer
Kim Bernard



CPD Officer
Ada Nieminen



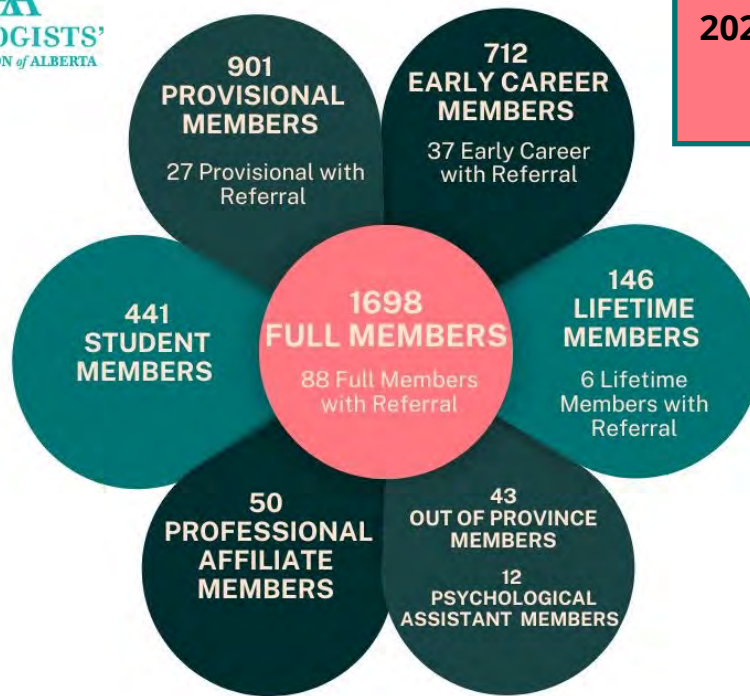
Governance Officer
Angela Sargent

Focus on PAA's Membership Value

Members support advocacy, learn, enjoy benefits, contribute, seek practice advice, and market their practices and research. Membership in your professional association means you have a role in shaping issues that matter, accessing quality CPD learning, getting group discounts, making your mark, joining your peers, seeking practice advice, and promoting private practice. This year saw the re-launch of PAA's Communities of Practice, our PAA Mentorship Program, and a new volunteer management program.



Annika Rorem
Membership Officer



2023 - 2024 MEMBERSHIP
4004 Members!

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

Member Benefits

Support
All members have discounted professional liability, home/auto, & office insurance rates, and discounted rates for goods and services. Full and provisional members can access the Professional Guidance program and our referral service.

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

Communication
We publish *Psymposium*, regular email news, & offer discounted advertising to members. Our public education includes active social media. We support opportunities for you to network, get involved, & shape the profession.

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

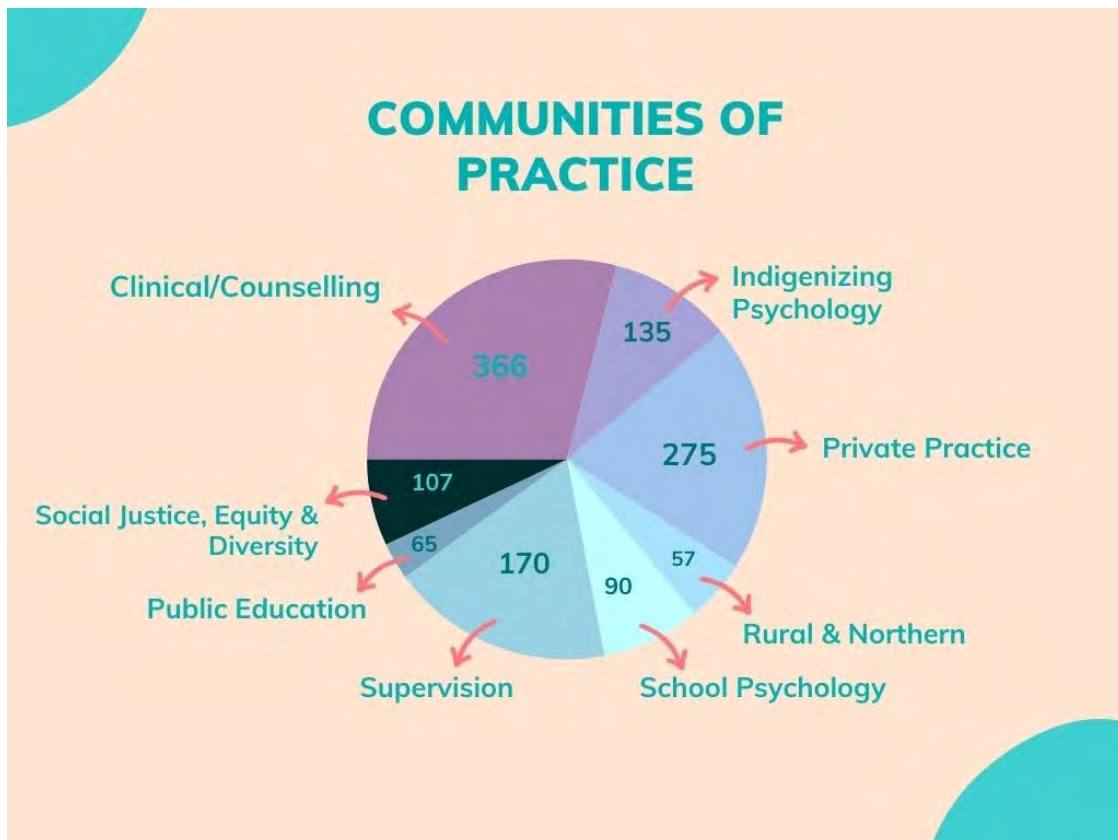
BMS

The Council of Professional Associations of Psychology (CPAP) and the Canadian Psychological Association (CPA) manage 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 benefit our members.

Year	PAA Members who are not CPA Members	PAA and CPA Members
2016	1750	276
2017	1836	293
2018	1647	303
2019	1929	290
2020	2154	413
2021	2316	455
2022	1979	486
2023	2697	699
2024	3350	654

Communities of Practice

PAA's Communities of Practice on Collaborate are a place for members to connect, ask questions and share in a secure online platform. Each Community of Practice is geared towards a specific area of practice and include Clinical/Counselling, Indigenizing Psychology, Private Practice, Public Education & Workplace Wellness, Rural & Northern Psychology, School Psychology, Social Justice, Equity & Diversity, and Supervision.



Our 2023 Award Winners



Psychologist of the Year Award
Dr. Emily Wang



John G. Paterson Award
Gina Wong



Excellence in Teaching Psychology Award
Dr. Sandra Dixon



Excellence in Clinical Supervision Award
Dr. Terilyn Pott



The Juanita Chambers Excellence in Community Service Award
Sunil Phool Kumar



Masters' Thesis Research Award
Jessie Swanek

PAA Taskforce Reports

Awards Committee

Dr. Judi Malone (chair), Dr. Emma Climie, Dr. Kerry Mothersill, Dr. Jessica -Van Vliet, Dr. Eric Wikman, Ceinwen Cumming, Sally MacLean, and Dr. Sandra Dixon.

The 2023 Gala, The Ripple Effect, was a sophisticated celebration that brought together over 200 guests, award recipients, newly registered psychologists, and PAA volunteers for an unforgettable evening in Edmonton, Alberta.

The PAA Awards Adjudication Committee received 15 nominations for the PAA Awards, and 6 PAA members received awards.

This dedicated committee meets twice yearly to review existing award nomination criteria, review award nominations, select the recipients of the awards, and review and address other issues related to awards.

Technology in Practice Committee

Task force members: Dr. Michael Stolte (Chair), Dr. Trevor Josephson, Andrew Luceno, Dr. Jose Domene, Eileen Noel, and Dr. Allison McNeil

The Task Force continues to focus on its mandate by the PAA, meeting approximately every 6 weeks to discuss and make recommendations on how to use technology in effective, efficient, and ethical ways within the practice of psychology. Highlights from the past year include two key activities:

- 1) reviewing, summarizing and publishing the telepsychology survey to the membership as a follow-up to the 2019 survey, and
- 2) contributing synthesis results in the form of a published manuscript in Canadian Psychology entitled "A Canadian Psychologist's Primer to Telehealth Practice".

Notably, this was joint project with Dr. Jonathan Perle, a telehealth expert from the USA, Dr. Michael Stolte, current chair of the Task Force, Dr. Troy Janzen, with past roles in psychology regulation, and Dr. Amanda Lints-Martindale, a psychologist and academic from Manitoba. Numerous articles were also written and published in *Psymposium*, reflecting on the intersection of technology and psychological practice, with additional contributions by Dr. Jose Domene, a task force member and academic with the University of Calgary.

Professional Guidance

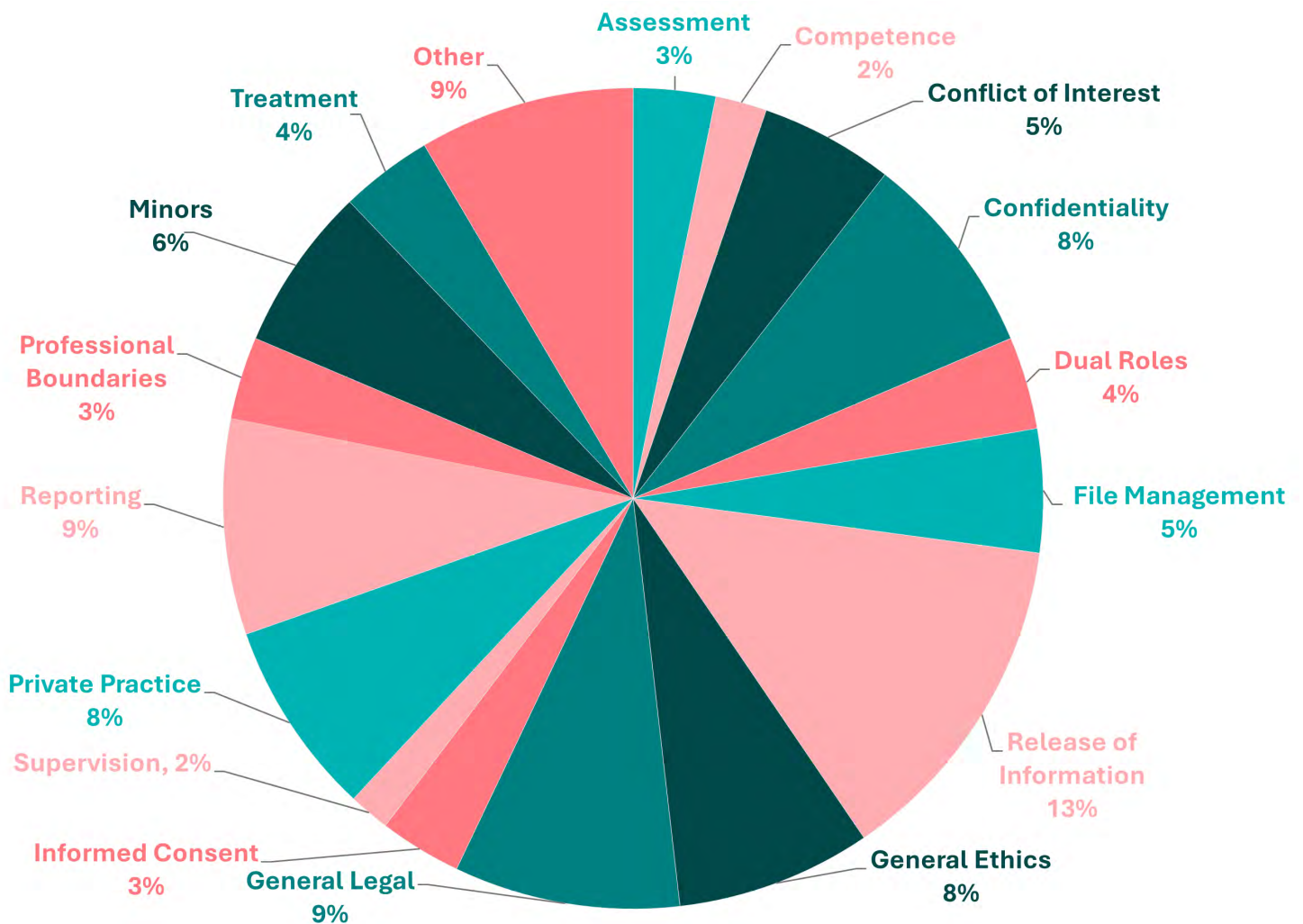


Dr. Harpreet Gill

*Director of
Professional Guidance*

Professional Guidance Program

PAA's Professional Guidance Program provides guidance to registered psychologists and registered provisional facing ethical dilemmas as well as encourage ethical decision-making and practices. Psychologists facing an ethical dilemma or clinical concern have access to a library of resources and are offered the opportunity to discuss their concerns with the Professional Guidance Director or a Practice Advisor. The mission of this program is to enhance professional practice, circumvent problems, and educate psychologists on ethical standards and practices and how to apply them.



Ethics Resources

An online library was created with tip sheets on ethics-related topics, an Ethical Dilemma worksheet, and a repository with ethics-related resources for members to access via the Professional Guidance webpage.

Webinars:

Currently, there are two recorded **1.0 C.E. credit webinars** for purchase.

- **Ethical Decision Making**
- **Informed Consent**

Consultations

PAA responded to 247 requests in 2023-24. This includes the guidance provided by our experienced Practice Advisors and our Professional Guidance Director, Dr. Harpreet Gill.

Starting April 1st, 2023, the Professional Guidance Program offers **1.0 Continuing Education Credit** for paid consultations with the Professional Guidance Director.

Our top request topics for 2023-24 were, in order, Release of Information, General Legal, Reporting and Other. Requests in the 'Other' category include complex family issues, jurisdiction, and supervision.

Thank you to our volunteer Practice Advisors for their significant contribution to the PAA!

Psychology Unboxed Podcast

Launched in November 2023 and available on the website Course Portal

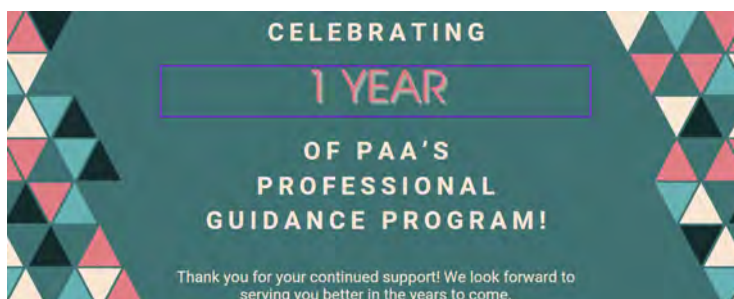


Episode #1:
Ethical Considerations for Psychologists working with children and parents of high conflict and divorce

Episode #2:
Remote Therapy: Risks, Benefits, and Ethical Considerations

Episode #3:
Balancing quality care and compliance standards: What psychologists should know when working with insurance/third party

Viewers will receive 1 C.E. Credit for each episode





Jiya Juneja

Professional Guidance

Officer

An Overview

The PAA Professional Ethics Round Tables are a peer-support program intended to enhance ethical professional practice and decision-making. We held nine sessions in 2023-2024; topics included -

- **Duty to Report**
- **Best Practices to Support Ethical Decision-Making**
- **Ethical Decision-Making**
- **Psychology Practice in Ethnically Diverse Settings**
- **Ethical Dilemmas in Private Practice**
- **Rural Practice**
- **Multiple Relationships**
- **Applying Professional Judgement**
- **Transference/Countertransference**
- **Self Care for Psychologists**



Referral Service

The Psychologists' Association of Alberta (PAA) has always strived to connect individuals seeking psychological assistance with the most qualified professionals. We understand the challenges clients and psychologists face when it comes to finding the perfect match. With this in mind, we announced the launch of our new and improved referral service that promises to optimize how psychologists and clients connect. We thank all referral service members for their ongoing participation in this valuable resource.

Psychological Services Fund

In 2023-24, CMHA disbursed funds to Alberta psychologists for services provided to **twelve** Albertans.



Psymposium

Psymposium is our official newsletter, designed to foster communication between psychologists and support the goals of the Association and the profession of psychology. Thanks to our Editor-In-Chief Dr. Michelle Vandegriend, our columnists Dr. Jeff Chang, Dr. Harpreet Gill, Dr. Naheed Jawed, Dr. Gina Ko, Gwen Randall-Young, Dr. Michael Stolte, and Dr. Michael Zwiers, and all contributors!



Kim Bernard

Communications Officer

PSYMPIOSIUM 2023-24



OF ISSUES PUBLISHED

5



OF TIMES READ ONLINE

4,796



AVERAGE READ TIME

5 mins



AVERAGE CLICK RATE

12.1%

Advocate for Psychology's Unique Value

Advocacy targeted the value of psychology in many areas including chronic pain, addiction, primary health care systems, family violence, healthy workplaces, federal mental health transfers, medically assisted dying, referrals to physicians, and access. Advocacy highlights include meetings with the Alberta Minister of Mental Health & Addiction and federal Shadow Critic for Mental Health, Addictions, and Suicide Prevention, and hosting our first Psychology Month Open House with extensive engagement.



Ada Nieminen

CPD Officer

Enhance the Development of Psychologists Across the Career Lifespan



In the past year, the PAA Continuing Professional Development (CPD) Program grew in both the number of events hosted and the number of attendees. This year PAA welcomed 1307 individuals at our events. PAA hosted 11 in-person workshops and 14 live webinars. Our online learning library grew to 24 courses! PAA acted as a co-sponsor for 4 other event organizers.

PAA's CPD events are CE-Credit Approved by CPA, and follow their standards of continuing education for psychologists in Canada.

We want to thank everyone who participated in any of PAA's CPD events, and all facilitators for their hard work and willingness to share their expertise.

2023-24 CPD Attendees

Online Learning Library

Free for Members 303

1 hour Primers 135

Asynchronous Courses 125

Asynchronous Webinars 110

Live Events

Webinars 367

Workshops 267

PAA Position Statements



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



www.paa-ab.ca


Mental health counsellors and psychotherapists should be recognized by their professional title.



Use of the generic title "Mental Health Therapist" is a disservice to Albertans.

A Position Statement of the Psychologists' Association of Alberta
www.paa-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
www.paa-ab.ca

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.paa-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
www.paa-ab.ca

A Position Statement of the Psychologists' Association of Alberta
www.paa-ab.ca

Discrimination harms, diversity strengthens, diversity increases tolerance and psychological health and is the model for a caring society.



Albertans have a right to work in psychologically healthy workplaces.



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

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.paa-ab.ca

Promote the Psychological Health of all Albertans

PAA, & our members, are committed to maximizing our impact through strategic relationships with other psychology groups in addition to maintaining a strong relationship with the College of Alberta Psychologists. That includes:

American Psychological Association

- Dr. Lana Hawkins was elected to the APA Council of Representatives
- Dr. Judi Malone as the CESPPA representative for Alberta
- Mira Singh as our division 31 Representative

Canadian Council of Professional Associations of Psychology

Dr Judi Malone serves as the liaison to CPA & to ACPRO (the regulators)

Canadian Psychological Association

- Dr. Mitch Colp serves on the CPA board representing the practice
- Dr. Judi Malone serves on the Professional Affairs Committee for the CPA

Association of Canadian Psychology Regulatory Organizations

Dr. Judi Malone serves as the liaison of the provinces to ACPRO

Alberta Health Services

Dr. Judi Malone participates in the:

- AHS Professional Practice Council for Psychology
- AHS Opioid Use in Pain Management Working Group
- AHS Addiction and Mental Health SCN Core Committee Members
- AHS Addiction & Mental Health Strategic Clinical Network
- Alberta Mental Health Research Hub – Addictions & Mental Health



President's Note

As I reflect on this past year, I am honoured to have served as the president of PAA. It has been an experience that is rich with connections, conversations, and collaboration. I've met wonderful people and grown as a psychologist through the opportunities that PAA has provided.

This has been a year of growth for us at PAA, with record membership numbers and increased engagement across the career span. Through strong advocacy work, psychologists have been invited to sit at the tables where decisions that impact the wellbeing of Albertans are being made. It is crucial that we continue to show up and be seen as recognized leaders in enhancing the psychological health of our communities.

As my second term has now come to an end, I'm excited for what is to come. With Mira Singh as your president, Dr. Quintina Bearchief-Adolpho as your president-elect, and Chris Pawluk continuing in the role as treasurer, you are in good hands. This year they are joined by returning board members at large, Tamara Austin and Dr. Sandra Dixon, as well as student representative, Katherine Archibald. We are also fortunate to have added five new board members, who bring a wealth of experience and new energy to the board. Welcome to Rashmani Chakrabarty, Carmen Bellows, Stacey Steele, Dr. Allison McNeil, and Lisa Kaldenbach.

I would also like to take the opportunity to extend heartfelt thanks to our outgoing board members. This year, we fondly say farewell to Nicki Wilson, April Salciano, and Samantha Gruber. We wish each of you all the best and thank you for your service, leadership, and commitment to the advancement of our profession.

Finally, it is with sincere gratitude that I wish to thank and recognize each of you, as our members, for your hard work, dedication and contributions to psychology. I am thankful and grateful for the experiences I've had and look forward to seeing where PAA takes us in the future. Together, we are all PAA.

Gratefully,



Claire Petersen

PAA President (2018-2024)

Board of Directors



Mira Singh
President 2024



Claire Petersen
Past President 2018-2024



Dr. Quintina Bearchief-Adolpho
President-Elect 2024



Chris Pawluk
Audit Committee Chair



Tamara Austin
Member at Large



Dr. Sandra Dixon
Member at Large



Carmen Bellows
Member at Large



Stacey Steele
Member at Large



Dr. Allison McNeil
Member at Large



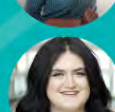
Lisa Kaldenbach
Member at Large



Rashmani Chakrabarty
Custodian



Nicki Wilson
Past Custodian 2017-2024



Katherine Archibald
Student Representative 2022-2024



Samantha Gruber
Provisional Representative 2022-2024



April Salciano
Member at Large 2021-2024



Chris Pawluk

PAA Audit Committee Chair

Audit Committee Chair’s Report

I am pleased to report to the PAA membership a summary of the financial status of the association for the 2023–2024 fiscal year. PAA’s audited financial statements for the fiscal year April 1, 2023, to March 31, 2024, ended with a small operating deficit as the board directed the allocation of additional funds to projects that support members. The association’s net assets remained stable. Notably, PAA continued to show increased revenue from membership growth and workshops. There were no major changes to the budget or financial status of the PAA. The board did authorize the spending of additional association funds as needed to ensure we are well-placed to respond to changes related to the regulation of counselling therapists. We want to ensure that members are advocated for and supported throughout this regulatory change, and have allocated funds to ensure this.

PAA’s strong financial status provides a solid foundation upon which we can improve services to members, including the continuation of professional guidance services, improved referral services, and additional professional learning. As chair of the audit committee, ensuring funds are wisely spent to provide benefits to members in the short, medium, and long term remains a high financial priority. One change made to the PAA to ensure this, is the dissolution of the treasurer position and replacement with an audit committee. This change was made at the recommendation of the auditors, and is in line with current government regulations to reduce opportunity for fraud in line with regulatory changes for nonprofit associations.

In accordance with our bylaws, Mahon + Associates Chartered Professional Accountants served as the auditor. On the Board’s behalf, I take this opportunity to thank them for their outstanding service. I’d also like to express my thanks to all PAA staff, board members, and key contributors for their prudent and responsible approach to managing our budget and financial resources. Financial statements can be accessed by request. For more information, contact the PAA office.

Your Chair of the Audit Committee,

Chris Pawluk, MEd. Registered Psychologist (AB)

Ensure Financial Sustainability

Summary Statement of Financial Position	
March 31, 2024	
ASSETS	
CURRENT	
Cash	\$ 1,646,282.00
Prepaid expenses	\$ 33,401.00
	\$ 1,679,683.00
CAPITAL ASSETS	
SECURITY DEPOSIT	\$ 102,491.00
	\$ 7,214.00
Total Assets	\$ 1,789,388.00
LIABILITIES AND NET ASSETS	
CURRENT	
Accounts payable and accrued liabilities	\$ 29,168.00
Goods and services tax payable	\$ 5,433.00
Wages payable	\$ 7,786.00
Membership and other member fees	\$ 806,208.00
Total Liability	\$ 848,595.00
NET ASSETS	
Unrestricted	\$ 818,302.00
Internally restricted	\$ 20,000.00
Invested in capital assets	\$ 102,491.00
Total Net Assets	\$ 940,793.00
Total Liability & Net Assets	\$ 1,789,388.00
Summary Statement of Operations	
Revenues	\$ 1,112,201.00
Expenses	\$ (1,153,501.00)
Other Expenses	\$ (26,218.00)
DEFICIENCY OF REVENUES OVER EXPENSES	\$ (67,518.00)
Summary Statement of Changes in Net Assets	
Net Assets - Beginning of year	\$ 1,008,311.00
(Deficiency) of revenues over expenses	\$ (67,518.00)
NET ASSETS - END OF YEAR	\$ 940,793.00

PSYCHOLOGISTS' ASSOCIATION of ALBERTA

*Understanding People
Working Together*

In Closing

Being a member of your professional association means more than just continuing education, career prospects, mentoring and networking opportunities, access to resources, professional development, and tangible influences in advocacy. It is our opportunity to collectively impact our profession, our province, and our shared values for the future. Thank you for your role and being a member of the PAA!



Dr. Judi Malone

PAA CEO

R. Psychologist(AB/AUS)