

PAA

PSYCHOLOGISTS'

ASSOCIATION *of* ALBERTA

ANNUAL REPORT

2019-2020

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## PAA STAFF

Dr. Judi L Malone



CEO

Joanna Leung



Finance Officer

Cindy Kennedy



Administrative Officer

Kim Bernard



Communication Officer

Simon Mak



Membership Officer

Ada Nieminen



Executive Assistant

Jetta Paradis



Student Intern

## FROM CEO'S DESK

What a crucial year for psychologists to take a leadership role. Together, we have navigated a year marked by both celebration and challenge, and I could not feel more honoured to be in the role of CEO for the Psychologists' Association of Alberta.



This report is one of reflection on our 01 April 2019 to 2020 year, celebrating successes in our targets to promote strong membership, strengthen psychology's voice, influence the training of Alberta psychologists, build a strong relationship with the College of Alberta Psychologists, and ensure good governance.

Already we have already launched our 2020-2025 PAA Strategic Plan to advocate for psychology's unique value, promote the psychological health of all Albertans, enhance the development of psychologists across the career lifespan, enhance PAA's membership value, and ensure financial sustainability.

## WHO WE ARE

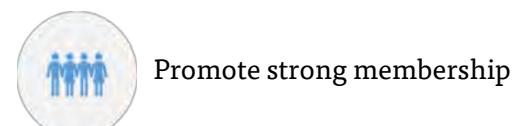
**PAA** is the voluntary body that:

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

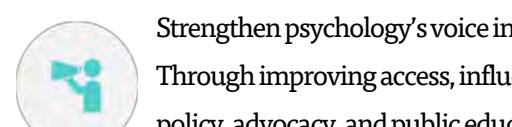
We support many initiatives that seek to enhance psychological health & wellness in our province by:

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

## STRATEGIC PLAN 2015-2020



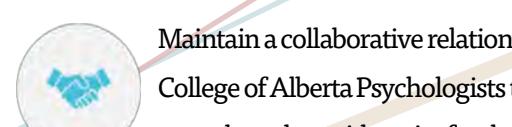
Promote strong membership.



Strengthen psychology's voice in Alberta. Through improving access, influencing social policy, advocacy, and public education.



Influence the training of Alberta psychologists to shape the future of the profession.



Maintain a collaborative relationship with the College of Alberta Psychologists to strengthen our role and provide unity for the profession.



Enhance good governance.

## VISION

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

## MISSION

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

## PROMOTE STRONG MEMBERSHIP

PAA membership is growing, and so are your member resources and benefits. Our membership witnessed nearly 10% growth this year and our social media, website, and referral service engagement has grown almost 20%. We honour these successes in both the annual Welcome to the Profession but also our PAA Awards which received a record number of nominations for 2019. PAA actively collaborates with BMS, this year negotiating additional liability coverage for "concerns" in Alberta. This year marked the launch of extended health and dental benefits for members. And we have growing numbers of participants in our popular, targeted, continuing professional development workshops that foster learning, connection, and networking.



## MEMBERSHIP BENEFITS



### Professional Identity

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



### Voice

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



### 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.



### Professional Development

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



### 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.

## MEMBERSHIP

# 2845

TOTAL MEMBERS

Full Member	<b>1273</b>
Full member with Referral	<b>175</b>
Early Career	<b>393</b>
Early Career with Referral	<b>54</b>
Life Member	<b>368</b>
Life Member with Referral	<b>18</b>
Provisional	<b>575</b>
Out of Province	<b>27</b>
Psychological Assistant	<b>10</b>
Professional Affiliate	<b>34</b>
Student Member	<b>165</b>

## REFERRAL SERVICE

Our online referral tool has only grown 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. The numbers of daily searches online grew steadily over the months and exceeded last year's total of searches by 5408. The service is frequently accessed by clients, community groups, and media. We advertise this service tool in townhalls, on HUTV, via 211, our website, videos, yellow pages, on all PAA promotional material, social media, at PAA continuing professional development events, and through "keep your cup full". We want to thank all the members who are part of the referral service and continue to contribute to this valuable resource.

## REFERRAL SERVICE QUICK STATS



BRIGHTSQUID

SANDMAN HOTEL GROUP

Alamo

TD

bms.

GoodLife  
CORPORATE WELLNESS

LEXUS  
OF EDMONTON WEST

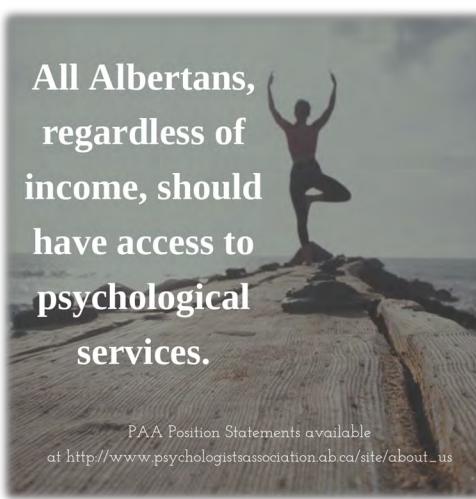
greenspace

LOGIN  
CANADA

redarrow safely home

## 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. As claims go down, and profits increase, a member-funded deductible program means that profits will come back specifically to risk-management activities for the association.



PAA Position Statements available  
at [http://www.psychologistsassociation.ab.ca/site/about\\_us](http://www.psychologistsassociation.ab.ca/site/about_us)

	PAA Members Not CPA Members	Members of Both PAA & CPA
2016	1750	276
2017	1836	293
2018	1647	303
2019	1929	290
2020	2154	413

## STRENGTHEN PSYCHOLOGY'S VOICE

To ensure that psychology is at the table, we stay involved where it matters. This year PAA held leadership roles with the Alberta Alliance for Mental Health, the Council of Professional Associations in Psychology, the Canadian Psychological Association, the Alberta Pain Strategy (particularly the chronic pain models of care committee), the AHS Clinical Strategic Network for Addiction and Mental Health, and the Canadian Mental Health Association (Alberta) research and rural mental health projects. We have stayed active in autism, health professions, and provincial nonprofit coalitions and attend key provincial meetings regularly.

Following the provincial election, PAA increased our focus on Alberta government advocacy with a grassroots campaign, direct communications with ministries & MLAs, and meetings with Children's Services, Treasury Board & Finance, & Community & Social Services. We continue to play an active role in policy and legislative reform and are often invited to consultations and reviews.

## The 8th Annual Psychology Days

**Feb 21st ,Calgary**

**210**

Attendees

**Feb 28th ,Edmonton**

**210**

Attendees

Often, we call on you, our members with expertise and experience, to attend meetings with us, inform our policy briefs, and represent psychology in practice where and how it matters most. That includes your active engagement in public education (through PAA's volunteer pool and your own networks), podcast development, and increasingly essential media engagement.

We have seen steady increases in the popularity of our social media and growing leadership from many of our members with their own influential platforms. And we have expanded our communications plan to include an active YouTube channel with a custom URL <https://www.youtube.com/c/psychologistsassociationofalberta> and development of key infographics for the association and our members. Finalizing the rebuild and modernization of our website is key to this plan.

## 2020 Psychology Month

PAA increased its social media outputs in February in recognition of Psychology Month.

Edmonton area Public Libraries displayed information on mental health and psychology.

Indigenous initiatives: beading and conversations with Indigenous elders about mental health in their community.

Organized fundraiser for The Alex Centre in Calgary accompanied with various de-stressing activities.

February 17th marked the Cochrane Early Childhood Expo.

Special thanks to: The Psychology Association of St. Mary's, Dr. Erin Buhr and Dr. Patrick Keelan, PAA Public Education and Wellness Committee, and Ms. Jayla Schmidt and all others who make this month a success every year!

### Representatives and editors

APA Rural Health Coordinator  
Representative for Alberta - Robert McGarva

Psymposium & Book Review  
Editor - Dr. Michelle Vandegriend

Disaster Response Network Coordinator - Dr. Judy Moench

## PSYCHOLOGY SHAPING THE LANDSCAPE

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

### HEALTH GROUPS

The Alberta Health "valuing mental health" Committee  
The Alberta Pain Network & Opioid Crisis Task Force  
AHS Addictions & Mental Health Strategic Clinical Network  
ASH Cannabis Baseline Group  
Collaboration with other Health Professions Act Associations

The Palix Foundation

The Autism Alberta provincial review

CMHA Alberta

Reforming the Family Justice System

Alberta Workplace Wellness Network

Alberta Palliative Care Competencies & Education project

### PROVINCIAL ADVOCACY GROUPS

The Canadian Psychological Association  
The Council of Professional Association of Psychology of Canada  
The American Psychological Association  
ASH Psychology Professional Practice Council

### TARGETED RESPONSE GROUPS

Canadian Red Cross specific to the 2016 Wood Buffalo Wildfire recovery  
Public Action Plan Ministerial Panel on Child Intervention Recommendations  
Concordia University of Edmonton's PsyD Advisory Committee  
University Blue Quills Indigenous Psychology Undergraduates

## Psychology in Media

**155** Appearances of PAA members on various media platforms

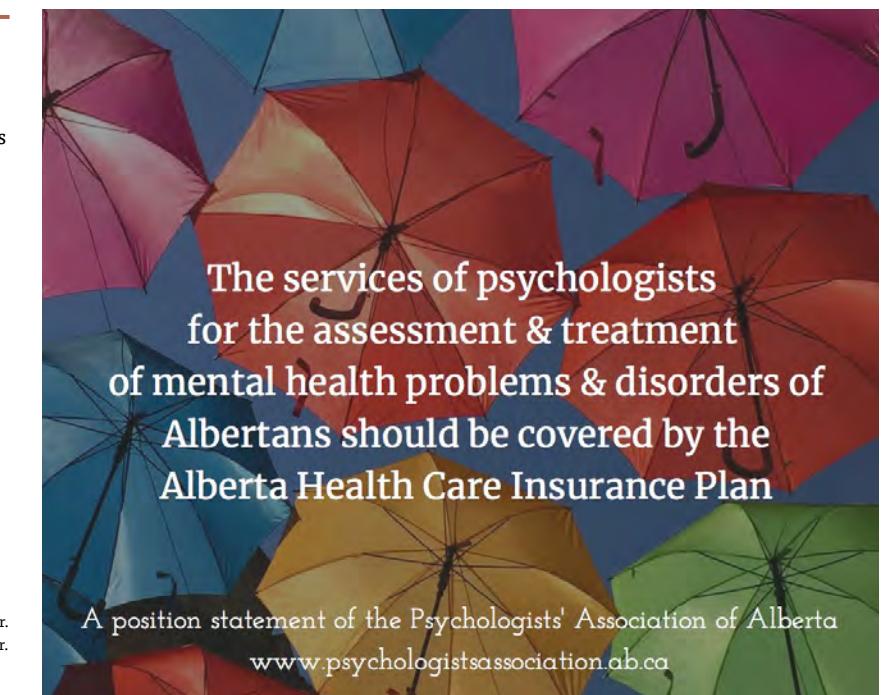
**98** NEWS Interviews

**19** RADIO Interviews

**28** PODCASTS

**10** OTHER

Contributors: Dr. Judi Malone, Dr. Ganz Ferrance, Dr. Denise Larsen, Dr. Larry Fong, Dr. Linda Hancock, Dr. Brent Macdonald, Ms. Connie Leclair, Dr. Jody Carrington, Dr. Caroline Buzanko, Ms. Baljinder Sull, Dr. Linda Hancock,





## PAA Pandemic Preparedness Overview & Timeline

### Advocate for psychology's unique value

- Active media engagement
- Targeted communications on psychological health & pandemics
- Develop advocacy resource web pages
- Relaunch a grassroots advocacy plan to involve members

### Promote the psychological health of all Albertans

- Launched the Disaster Response Network
- Priority for health care providers & first responders
- Active media engagement
- Targeted communications on psychological health & pandemics

### Enhance the development of psychologists across career lifespan

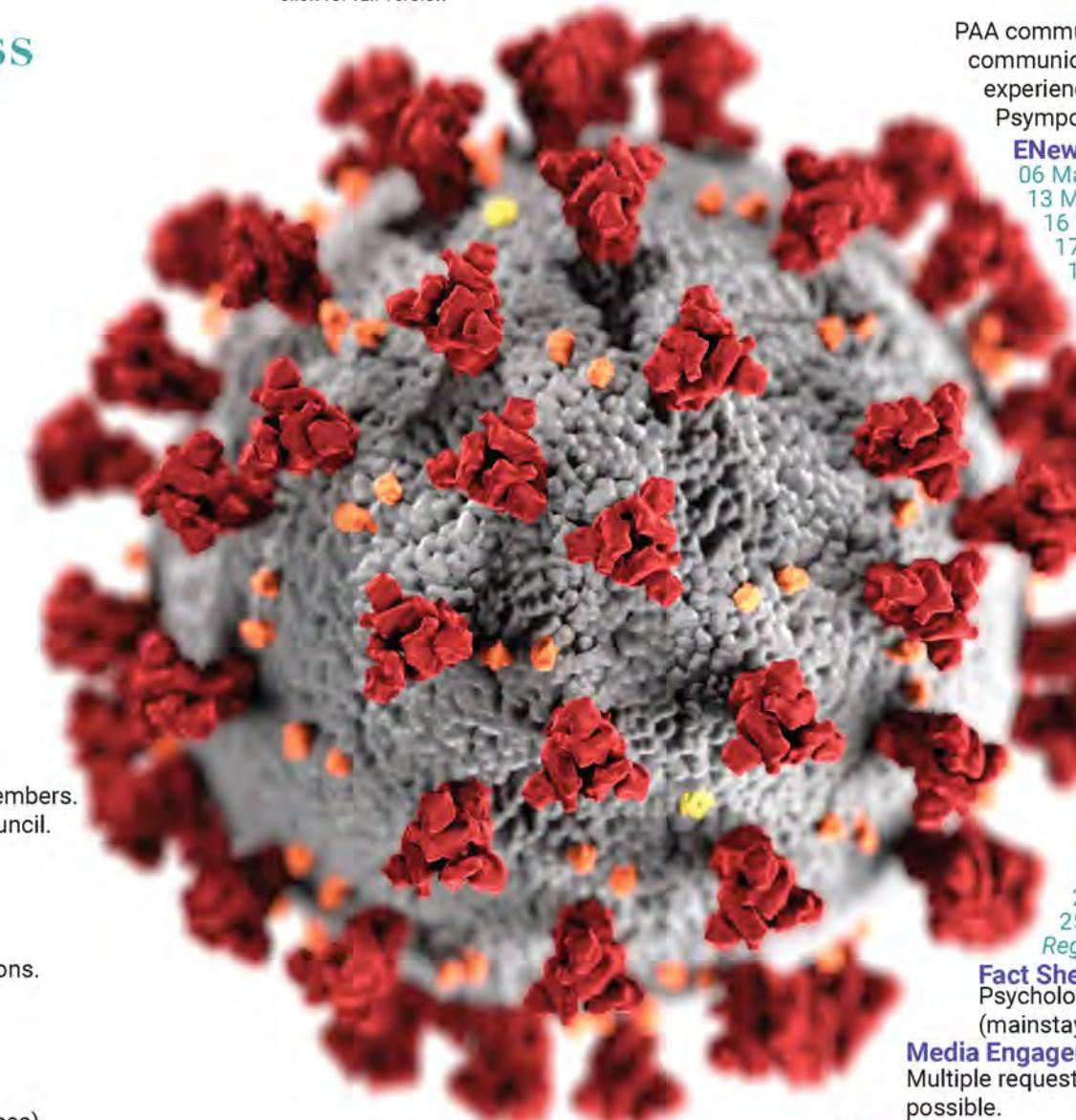
- Targeted resources shared with Chelsea & Heather for students & provisionally registered members, respectively.
- DRN 101 – free webinar for volunteers & allies
- Traumatology 101 – free webinar for members
- Rescheduling workshops or moving them to webinars at future dates.

### Focus on PAA's membership value

- Advocacy with BMS and facilitating communications over coverage for members.
- Co-hosted the BMS webinar on coverage together with Gowlings Legal Council.
- Targeted supports for transition to telepsychology
- Planning member panels for practice during pandemic
- Planning a townhall.
- Focus – being the reliable source of information for members.
- Regular communications with CAP and collaboration on key communications.
- Pandemic resource centre of our website.
- Regular ENews & social media updates

### Ensure financial sustainability

- Monitoring funds specific to pandemic response (increased for virtual offices).
- Reduced travel expenses.
- Monitoring all related government programs and services.
- In negotiations with health trusts and the Canadian Red Cross for access funding



PAA communicates to members primarily through ENews with considerable communication via email, phone calls, and through social media. Note that PAA is experiencing record open rates for ENews and record read rates for social media and Psymposium.

#### ENews:

- 06 Mar - Concerned about the Coronavirus? Important resources inside!
- 13 Mar - COVID-19 Epidemiology Overview
- 16 Mar - Psychologist Self-Care
- 17 Mar - Telepsychology Resources for Members
- 18 Mar - Disaster Response & Telepsychology
- 19 Mar - COVID-19: INSURANCE COVERAGE POSITION STATEMENT
- 20 Mar - PAA Launches DRN for COVID-19 Pandemic
- 23 Mar - Telepsychology: Which Providers to Trust
- 24 Mar - "Journeying Together"
- 25 Mar - "Voting & Building Psychological Health"
- 26 Mar - "Member Webinar - BMS Insurance & Gowlings Legal COVID-19 specific Questions"
- 27 Mar - Begin Weekly Progress Notes
- 30 Mar - Pandemic Practice Webinar
- 31 Mar - Advocacy - Psychologists' Voices Matter
- 01 Apr - Psychological Practice in the Face of Pandemic: How Alberta Psychologists are Adapting
- 03 Apr - Progress Note
- 08 Apr - PAA COVID-19 Survey
- 09 Apr - Progress Note
- 15 Apr - Virtual Townhall Tomorrow
- 17 Apr - Progress Note
- 22 Apr - Progress Note
- 24 Apr - Progress Note
- 29 Apr - Current and Ongoing Advocacy Efforts for Psychologists & Albertans
- 01 May - Progress Note
- 06 May - PAA COVID-19 Updated Survey & Townhall notice
- 08 May - Progress Note
- 11 May - Message Regarding the BMS Liability Insurance Program
- 15 May - Progress Note
- 22 May - Progress Note
- 25 May - Members Making a Difference & Getting involved

Regular updates to continue

#### Fact Sheet

Psychological health during pandemics and psychological coping during pandemics (mainstay of media engagement and public education initiatives).

#### Media Engagement

Multiple requests direct to members and via the PAA offices being accommodated to the extent possible.

#### Infographics

AHS requested permission to use our infographics which were also shared liberally with allies

#### Public Service Announcements

Videos in relation to fact sheets and infographics for YouTube, social media use, etc

<sup>1</sup> <https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection.html>

<sup>2</sup> <https://www.alberta.ca/stats/covid-19-alberta-statistics.htm>

## 2019 AWARD WINNERS



### Psychologist of the year

Presented to  
**Tamara Austin**

Awarded to a PAA member in recognition of excellent work in the field of psychology.



### Pettifor Lifetime Achievement Award

Presented to  
**Dr. Stephen Carter**

Celebrates a PAA member for outstanding career achievements in, or contributions to, the field of psychology.



### Excellence in Clinical Supervision Award

Rewarded to  
**Dr. Steve Knish**

Presented to a registered psychologist whose performance in supervising is deemed exemplary.



### Excellence in Teach- ing Psychology Award

Rewarded to  
**Dr. Mark Holden**

In recognition of outstanding teaching of psychology in an Alberta post-secondary institution.



### John G. Paterson Media Award

Presented to  
**Avra Davidoff**

Presented to an individual for their contribution to portraying psychological knowledge to the public through the media.



### John G Paterson Media Award

Honourable Mention

**Dr. Annie Steinhauer**



### Doctoral Dissertation Research Award

Presented to  
**Dr. Rachel King**

Celebrates doctoral level student's impressive dissertation research that has been completed and defended during the past year.

### Masters' Thesis Re- search Award

Presented to  
**Tasmia Hai**

Recognizes a masters' level student's exemplary research thesis that has been completed and defended during the past two years.

## COMMITTEE REPORTS 2019-2020

### Awards Adjudicating

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

### Public Education & Wellness

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

This year, the committee worked on increasing membership, and saw it grow from three to seven members. Welcome to the Profession Banquet. This February, with displays set up in libraries across Edmonton and surrounding area. The committee took on the task of developing information cards that describe psychologists' contributions to psychology. This different domain as well as the committee meets twice yearly, and the different areas they practice (i.e., intervention, assessment). The Psychology Flash Cards are almost complete.

### School Psychology

Dr Mitchell Colp (Co-chair), Michele Pentyliuk (Co-chair), Kaitlyn 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. Committee continues to be engaged in both advocacy and public education initiatives.

### Truth & Reconciliation Taskforce

Meagan Farquharson, Dr Karlee Fellner, Dr Judi Malone, Dr Deena Martin, Loretta McConnell, Janice Minoose, Dr Richard Spelliscy, Wilma Spearchief

Leaders in Alberta's psychology community are committed to enacting the Truth & Reconciliation Commission's recommendations. This joint taskforce of the Psychologists' Association of Alberta and the College of Alberta Psychologists met 3 times this year.

**Accomplishments:** Review of the Alberta context (professional - and systemic practices of colonization and oppression), Created a strategic plan, Consulted with CAP in relation to their related practice Standard and drafted related educational resources. Consulted with Treaty 7 Elders.

**Future:** Ongoing consultations with treaty regions/groups (such as the MNA). Focus on tailoring plans in relation to the guidance and consultation to impact change in our province specific to realizing truth and reconciliation considerations relevant to our profession.

### Technology in Practice

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

Telepsychology has become popular due to the pandemic and more psychologists are integrating technologies into their practice. The taskforce, composed an 18-page report on current trends and practices to assist psychologists on integrating technology in ethical and effective ways. The report is available on the PAA website. Based on this report, a formal TPP Committee was commissioned by the PAA Board in February, 2020, to continue on with the original work, updating data security recommendations, and recommending professional practice activities. Though just getting started, a chair has been appointed and an additional 7 committee members have volunteered their time to assist.

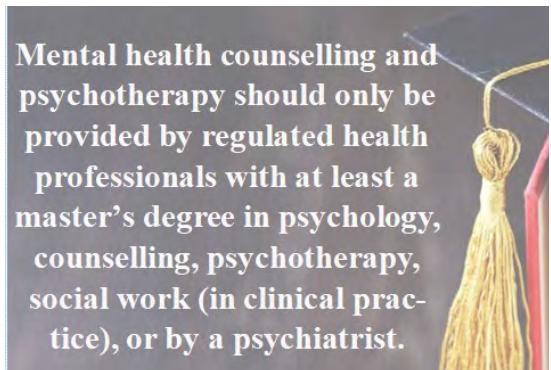
### Social Justice

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

The Social Justice Committee has continues to seek understanding of the barriers to accessing psychology in Alberta. It is the committee's hope that with a more complete understanding of these barriers, the field of psychology in Alberta can begin to address and remove barriers to services. This culminated last year in a more specific and complete definition of psychologists for Alberta and continues this year as we finalize a fact sheet exploring the barriers and optioning solutions to removing barriers to services. The committee has welcomed new members over the last year and continues to recruit in order to complete its current tasks and begin exploring new social justice issues in Alberta.

## INFLUENCE THE TRAINING OF ALBERTA PSYCHOLOGISTS

Our profession continues to evolve over our career lifespans and PAA targets support for students, provisionally registered members, early career psychologists, mid-career psychologists and our life members. We engage actively with universities, have a solid range of continuing professional development activities, support our popular practice advisor program for members, and actively pursue supervision issues. That process includes active collaboration with psychology groups within the province, nationally, and internationally. Our active task forces this year included Technology in Practice and Psychology's Role for Truth and Reconciliation.



**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.**

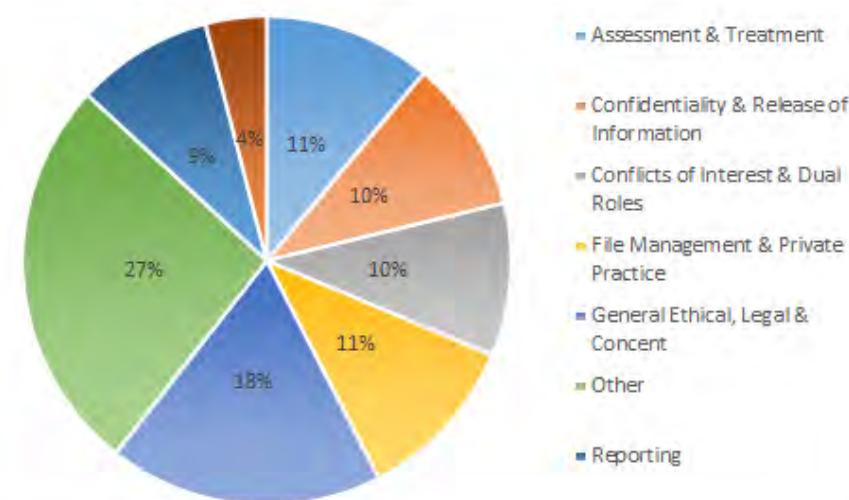
### CPD events 2019-2020

Number of Events	Member Attendees	Non-Member Attendees
PAA	13	
Group Co-Sponsor	4	
Totals:	234	13
	247	

### Practice advisor program

The PAA Practice Advisor Program provides full and life members of the Psychologists' Association of Alberta (PAA) with free, confidential advice regarding professional practice and/or ethical issues. Practice Advisors are volunteering their time and expertise in order to lend a hand to a colleague in a difficult situation.

### A Big heartfelt THANK YOU to all Practice Advisors



Busier months were July, September, October and January. This year there were no questions regarding professional boundaries or competence. "Other" category was the largest. Some topics in that category circled around supervisors, telehealth and technology in practice, COVID related

## MAINTAINING COLLABORATIVE RELATIONSHIP WITH CAP

Our now annual joint psychology conference is an excellent example of how this collaborative relationship benefits all psychologists beyond our joint communication, advocacy, and townhall initiatives. Special thanks to Dr Richard Spelliscy and the CAP team for investing in this alliance.

### 2019-2020 PAA & CAP Town Halls

PAA and CAP Join four times a year to host town halls in different communities in Alberta.

April	Fort MacMurray	18 Attendees
November	Grande Prairie	23 Attendees
February	Red Deer	6 Attendees
February	Calgary	8 Attendees

## Leadership in Psychology & Psychologists as Leaders

### PAA & CAP Joint Conference 2019



6 Exhibition Booths



170

PAA Attendees



10

Keynote,  
Breakout, &  
Enlightening  
Presentations

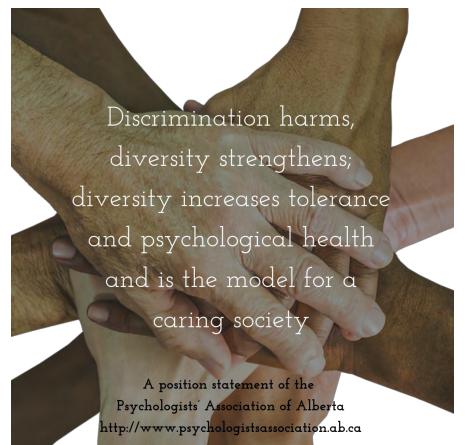


### 7 Poster Presentations



## ENHANCE GOOD GOVERNANCE

PAA key contributors are those members who lead as committee chairs and on our PAA Board of Directors. They benefit our association and profession and engage in ongoing leadership training and support. This year your leadership group clarified our PAA values and changed our bylaws (affiliate membership status) to better align with our public position statements. Demonstrating governance excellence, our leaders prioritized upgrading our website and referral service, and ensuring that PAA facilities are fully accessible.



## Board of Directors 2019-2020



Nicki Wilson  
President



Claire Petersen  
Vice-President



Dr. David St. Arnault  
Treasurer



Chelsea Hobbs  
Student Member  
Heather Gower  
Provisional Member  
Board Custodian



Dr. Sally MacLean  
Member-at-large



Tamara Stuart  
Member-at-large



Dr. Sandra Dixon  
Member-at-large



Tamara Austin  
Member-at-large



Dr. Jacqui Linder  
Member-at-large

### Incoming – May 2020



Sandra Gallace  
Member-at-large

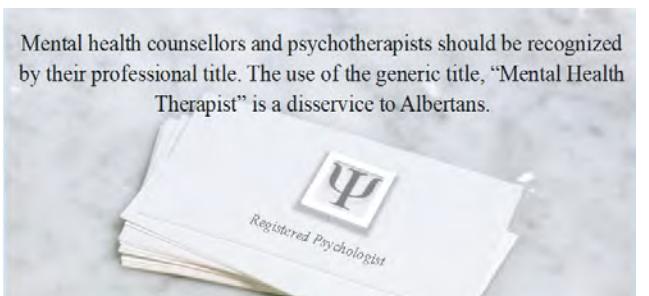


Amrita Bhar  
Vice-President



Lisa McIsaac  
Member-at-large

### Leaving – May 2020



## FROM THE PRESIDENT

I am once again honored and privileged to assume the role of President of the PAA for the second year in a row – for 2020-2021.

In this endeavor I am joined by my colleagues Claire Peterson, Vice President, Dr. David St. Arnault, Treasurer, as well as several new members on the Board of Directors. I would like to welcome Tamara Austin, Sandra Dixon and Jacqui Linder as Director's At Large. I would also like to thank our out-going board members Amrita Bhar, Sandra Gallace, and Lisa McIsaac for their support, dedication, and commitment to the PAA.

Although the pandemic has created uncertainty and challenges it has also elevated the importance of mental health. This is our opportunity, as leaders in the community to continue to advocate and bring forth the very important issue of access for psychological services and support for all Albertans. Please consider reaching out to your local Member of Legislature Assembly and highlighting these critical issues of access on media.

Please join us for the Psychology Annual Meetings and Joint Professional Development Event co-hosted by PAA and the College of Alberta Psychologists on October 2, 2020 via ZOOM and You Tube. Even though we cannot be together in person we do look forward to seeing you all virtually.

Respectfully,

**Nicki M. Wilson**  
R.Psych.  
PAA President



## FROM THE TREASURER

I am pleased to report to the PAA membership on the financial status of the association for the 2019-2020 fiscal year. The attached audited financial statements indicate that the PAA finished the fiscal year with a substantial deficit; however, two thirds of this deficit was the result of one-time losses associated with the sale of the office condominium and furniture. The remainder to the deficit was incurred through an unanticipated shortfall of the operating budget which was largely due to COVID-19 related impacts and website development delays. Despite the reported deficit, the PAA has maintained a healthy asset reserve and will benefit from the sale of its office condominium. As treasurer, I am committed to ensuring the PAA can remain resilient during these uncertain times and remain viable in the long term. The PAA staff and board members will continue to work diligently on the investment of membership dues toward public awareness/education, supporting its members, and strong advocacy for the profession of psychology.

In accordance with our bylaws, BDO Canada LPP served as the auditor. The full financial statements can be accessed by request.

Thank you to all PAA staff, board members, & key contributors for your ongoing work in managing the budget & financial resources.

**David St. Arnault, Ph.D**  
Registered Psychologist (AB)  
Treasurer



### Statement of Financial Position

Assets	
\$1 071 003	Cash
\$ 54 265	A/R & Prepaid
\$ 548 769	Asset held for sale
<u>\$ 51 040</u>	Capital Assets
\$1 725 077	

### Liabilities & Net Assets

\$850 654	Current
\$ 0.00	Long-Term Debt
<u>\$874 423</u>	Commitments
\$1 725 077	

### Statement of Operations

\$806 301	Revenue
\$836 177	Expenditures
<u>(\$67 042)</u>	Other expenses
<u>(\$96 918)</u>	Deficiency of Revenue Over Expenditures

### Statement of Net Assets

\$971 341	Balance, beginning of year
<u>(\$ 96 918)</u>	Deficiency of revenue over expenditures
<u>\$ 0.00</u>	Funding of long-term debt
\$874 423	Balance, end of year

## SPECIAL PROJECTS

As health leaders in Alberta, PAA is actively engaged in advocacy initiatives. In the past year, these special projects have included:

- Launching our Disaster Response Network in relation to the pandemic
- Informing the development of Alberta's Pain Management Strategy
- Delivering Alberta Labour funded psychologically healthy workplaces presentations
- Managing Canadian Red Cross funded psychological trauma assessment & treatment specific to the 2016 Wood Buffalo Wildfire provincial disaster
- And facilitating both formal and grass-roots advocacy efforts following the provincial election

### Psychological Services Fund

The Psychological Services Fund and the Amina Beecroft Endowment Fund were established in 2005 with the primary purpose of subsidizing psychological services for Albertans 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, seven applications were approved for individual counselling and three were approved from psychological assessment. Services were provided in Edmonton, St. Albert, Sherwood Park, Calgary, Airdrie and Red Deer. The services were valued at \$10,404.91 Funds are expected to be \$12,362.56 starting in October 2020.



Donate NOW

<https://psychologistsassociation.ab.ca/about-paa/resources/psychological-services-fund/>

### IN CLOSING

This year, we have shifted our yearly goals from succession planning, accessibility, and communications to leadership, communications, and minimizing financial impacts of the pandemic. We have demonstrated leadership through the pandemic for members but also in our public education, support, and advocacy for access.

Please do join me in thanking our stellar group of volunteers, volunteer leaders, and staff. Our commitment is one of continued growth and development to benefit our profession and all Albertans.

Together we (all members) are the PAA!



Dr Judi L Malone  
PAA CEO  
R. Psychologist (AB/AUS)  
October 2020

### 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