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Overview

• The American Psychological Association’s (APA) Public Education Campaign (PEC) has informed the public about the value of psychology since its inception in 1996. The PEC has addressed school violence, resilience, mind/body health and the workplace, introducing millions of Americans to psychology. PEC initiatives currently focus on the following areas:
  • Mind/Body Health Campaign
  • Psychology: Science in Action
  • Psychologically Healthy Workplace Program and Workplace Surveys by APA’s Center for Organizational Excellence
Mind/Body Health Campaign

• Several thousand news stories were written or broadcast in 2016 about APA’s mind/body health initiatives

• General coverage included:
  – Interviews on the value of psychology
  – Interviews on behavioral health topics
  – Interviews on how to find a therapist
  – Stress and its impact on the body

• Media outlets included the *New York Times*, *USA Today*, *Time*, *US News* and others.

• Campaign information was also distributed via Facebook and Twitter, @APAHelpCenter
APA members across the U.S. who are active in the Mind/Body Health campaign helped distribute close to 100,000 factsheets and materials through community outreach activities.

Specific materials distributed in 2016:

<table>
<thead>
<tr>
<th>Title</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>For a Healthy Mind and Body Magnet</td>
<td>15,900</td>
</tr>
<tr>
<td>Homecoming: Resilience After Wartime</td>
<td>1,700</td>
</tr>
<tr>
<td>Diabetes Fact Sheet</td>
<td>6,050</td>
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<tr>
<td>Heart Disease Fact Sheet</td>
<td>5,700</td>
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<tr>
<td>Pain Management Fact Sheet</td>
<td>7,700</td>
</tr>
<tr>
<td>Sleep Disorders Fact Sheet</td>
<td>8,000</td>
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<tr>
<td>Stress Fact Sheet</td>
<td>11,950</td>
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<tr>
<td>Weight Control Fact Sheet</td>
<td>5,000</td>
</tr>
<tr>
<td>Parity Consumer Guide Fact Sheet</td>
<td>2,750</td>
</tr>
<tr>
<td>English Bookmarks</td>
<td>19,000</td>
</tr>
<tr>
<td>Spanish Bookmarks</td>
<td>6,750</td>
</tr>
<tr>
<td>Willpower Fact Sheet</td>
<td>6,500</td>
</tr>
<tr>
<td>Living Well With Dementia</td>
<td>2,950</td>
</tr>
</tbody>
</table>
Stress in America

• The Stress in America survey measures attitudes and perceptions of stress among the general public and provides insight into the causes of stress and how it impacts lives, health, relationships and work.

• The survey draws attention to the serious physical and emotional implications of stress and the inextricable link between the mind and body.

• The report attracts considerable media coverage for psychology, educating consumers about the connection between prolonged stress and health and the role of psychologists in helping people manage their stress and live well.
Stress in America: The Impact of Discrimination

• Released March 2016 with a live press webinar, Stress in America: The Impact of Discrimination showed that most American adults report having experienced discrimination, and that regardless of the cause, experiencing discrimination is associated with higher reported stress and poorer reported health.

• Press coverage included:
  – USA Today
  – Time.com
  – US News and World Report
  – HealthDay
  – Jet
Website Analytics

The information below includes website analytics for the APA Help Center, the Spanish Help Center and the Stress in America webpages.

APA Help Center:  
www.apa.org/helpcenter  
Visits: 3,943,142  
Unique visitors: 2,992,687  
74.7% of people who came to the site were new users

Top 5 countries visiting the Help Center:
1. United States 2,366,945 (60.03%)  
2. United Kingdom 221,928 (5.63%)  
3. Canada 204,481 (5.19%)  
4. India 158,945 (4.03%)  
5. Australia 135,764 (3.44%)

Centro de Apoyo:  
Spanish Help Center  
www.apa.org/centrodeapoyo  
Visits: 2,078,468  
Unique visitors: 1,777,685  
85.1% of people who came to the site were new users

How people accessed the Spanish Help Center:
Mobile: 1,005,744 (48.39%)  
Desktop: 981,332 (47.21%)  
Tablet: 91,392 (4.40%)

Stress in America:  
www.stressinamerica.org  
Visits: 165,797  
Unique visitors: 105,589  
62.6% of people who came to the site were new users

Top 3 pages viewed in 2016:
1. Stress in America Press Room  
2. Gender and Stress  
3. Stress and Sleep
Mind/Body Health Partnerships

Dialysis Patient Citizens

National Parent Teacher Association
APA continued to partner with Dialysis Patient Citizens (DPC), a nonprofit organization based in Washington, D.C., that uses advocacy and education to improve the quality of life for people on dialysis and their families. DPC has approximately 30,000 members in the U.S. DPC first turned to APA for help addressing behavioral and mental health issues in 2013.
Dialysis Patient Citizens

• Created *Living Well on Dialysis* (http://www.apa.org/helpcenter/dialysis.pdf) for dialysis patients and their families on the psychological and emotional aspects of managing kidney disease.

• Produced the Public Education Campaign webinar on well-being while living with dialysis (https://www.youtube.com/embed/Yl0MpQ1w5zk), helping consumers understand how psychology can help with issues related to managing or even preventing chronic disease.

• Published two articles in *The Kidney Citizen*, a electronic newsletter for consumers
  – Living Well on Dialysis: Motivating Yourself, Teri L. Bourdeau, PhD, ABPP, April 2016
    http://www.dpcedcenter.org/kidney-citizen (pages 17 - 18)
  – Living Well on Dialysis: Getting the News, Barry Hong, PhD, December 2016
    http://www.dpcedcenter.org/kidney-citizen (pages 16 - 17)
APA and the National PTA continued to foster a partnership that was established in 2014. This partnership enables the two organizations to pursue mutual public education interests related to health and wellness. APA provides expertise on mental and behavioral health and the National PTA provides the opportunity to reach 4 million members across 22,000 local chapters.
National Parent Teacher Association

- Published article in the PTA’s membership magazine, *Our Children*
  - Take The Stress Out of Standardized Tests, Elaine Ducharme, PhD, May 2016
    - *Our Children* magazine is distributed to 25,000 PTA state local leaders and distributed at the National PTA Legislative Conference and National PTA Convention & Expo. In 2016, the online magazine had 34,476 sessions and 51,939 page views.

- APA participated in the PTA’s annual conference which attracts more than 1,000 PTA members from across the U.S.
  - Florida Psychological Association psychologists speaking with PTA members at APA’s Mind/Body Health booth, June 2016, Orlando, Florida.
APA continued to partner with PhoneRover which delivers messages to patients on topics related to health and well-being via phone answering systems in more than 3,000 physicians’ offices.

APA staff psychologists provided the expertise on mental and behavioral health topics to develop PhoneRover messages on anxiety, work stress, heart health, depression and disaster preparedness.

In 2016, APA’s PhoneRover messages reached almost 1.2 million listeners, with an average audience of nearly 100,000 per message.

This partnership helps enhance public understanding of the important role psychologists play in health care and promoting the value of psychology within physicians’ offices.
Psychology: Science in Action

Psychology: Science in Action is a facet of APA’s public education campaign aimed at illustrating the breadth and depth of psychology and the variety of settings in which psychologists work, including research, education, clinical and organizational settings.

Psychology: Science in Action

The science and the application of psychology can be seen in every aspect of daily life. Psychological science is critical to solving many of society’s most pressing challenges.

Psychology: Science in Action aims to demonstrate how psychologists use empirical research to benefit society and improves lives. This educational campaign illustrates the breadth and depth of psychology and the variety of settings in which psychologists work.

Under the campaign umbrella, APA is providing real-life examples of psychological science in action. Resources, including videos, posters, fact sheets and stories about psychologists, showcase the impact psychology has across all aspects of our lives, from business and education to health, environment and public service.
In 2016, there were 1,662,848 page views in *Science in Action* and 1,403,820 unique page views. This is approximately half a million more views than in 2015.

Average daily page views increased from 3,000 per day in 2015 to 5,000 page views per day in 2016.

New users constituted 66% of visitors to Science in Action and most visitors arrived via Google.
The Psychologically Healthy Workplace Awards (PHWA), managed by APA’s Center for Organizational Excellence, recognize employers for their efforts to promote employee well-being and organizational performance, having both local and national level components. **Six top organizations were recognized as APA Psychologically Healthy Workplace Award winners.**

These organizations demonstrate how the psychologically healthy workplace model supports a healthy, high-performing work environment. Winning companies were

- Certified Angus Beef (Ohio)
- Chillicothe and Ross County Public Library (Ohio)
- Grants Plus (Ohio)
- Moore Communications Group (Florida)
- Passport Health Plan (Kentucky)
- San Jorge Children’s Hospital (Puerto Rico).
Psychologically Healthy Workplace Program

Spanning North America, APA’s PHWA showcase the very best from among the local winners recognized by State, Provincial and Territorial Psychological Associations (SPTAs). Since the inception of the awards, SPTAs have recognized more than 650 organizations across North America. Local winners are nominated for the APA-level award. The 2016 local winners included:

**Alberta**
- Concordia University of Edmonton
- Red Deer Primary Care Network

**Georgia**
- American Global Logistics
- Arista Consulting Group
- Bennett International Group
- InfoMart

**Hawaii**
- American Savings Bank

**Illinois**
- Federal Detention Center, Honolulu
- Four Seasons Hualalai
- Hawaii Gas

**Maine**
- Community Health Options
- Community Housing Options
- Spurwink

**Pennsylvania**
- AREUFIT Health Services

**Puerto Rico**
- Cooperativa Naguabeña
- Empacadora Hill Brothers
- HealthSouth Rehabilitation Hospital

**South Carolina**
- Life Resources
- LifeCare Psychology Group
- Master Power Transmission, Inc
To identify emerging issues and trends in the U.S. workforce, APA’s Center for Organizational Excellence conducted two national surveys in 2016: *Work and Well-Being*, which showed the importance senior leadership support plays in workplace wellness initiatives; and *Politics in the Workplace*, which looked the effect of political talk in the workplace during the presidential campaign.

These surveys, combined with other outreach efforts, helped increase public awareness of the benefits psychology brings to the setting where adults spend a majority of their waking hours -- the workplace.

These two surveys garnered media and public attention to the value of psychology in the workplace, but also provided additional content and data for articles, webinars and presentations released throughout the year by the center.

Data from the Work and Well-Being survey and employee surveys from PHWA award winners help illustrate the value of using psychology to improve employee well-being and the organization.
Through combined outreach via press release, radio interviews, TV broadcasts and print articles, the Politics in the Workplace survey reached a potential audience of 116 million people, garnering a minimum $469,000 in advertising value.

For the Work and Well-Being survey, more than 200 media outlets and web sites published the press release or ran a story about the survey to a potential audience of almost 88 million people.

David W Ballard, PsyD, MBA, head of the Center for Organizational Excellence, discusses the results of the politics survey on Facebook Live.
The “I Love My Job” mini-campaign ran throughout the month of February. Playing off the seasonal talk of romance — love and Valentine’s Day — the campaign encourages people to think and talk about the positive aspects of work and how they contribute to well-being and functioning.

People from around the country submitted stories, photos or videos about their jobs. Select submissions were highlighted and featured on social media pages, the blog and newsletter, creating a two-way conversation about positive work practices and experiences.
Disaster Resource Network
The American Psychological Association’s (APA) Disaster Resource Network (DRN) continued its work to help individuals and communities prepare, respond and recover from disasters.

It was a busy year for the DRN as members responded to the water crisis in Flint, Michigan, the Gulf Coast Flooding, Hurricane Matthew, the Pulse Nightclub shooting in Orlando, Florida and several other disasters.

The year 2016 marked the 25th anniversary of APA’s Disaster Resource Network. DRN volunteers participated in a celebration during the APA convention in Denver. The DRN program also held a skills-building program at convention covering models for disaster mental health interventions as well as a disaster mental health training at the Denver Red Cross chapter.

The Pillars of Involvement: Leadership, Training, Research & Theory, and Response are the fundamental principles that exemplifies the work that represents the Disaster Resource Network. Each pillar denotes different aspects of involvement that a volunteer may take part in.
Leadership

• Massachusetts held a DRN steering committee meeting to work on issues related to DRN training and education for the Massachusetts Psychological Association. Co-coordinator Dr. Nancy Santoro, PsyD, attended the Disaster Behavioral Health Committee meeting, a group comprised of agencies throughout the commonwealth who are involved in comprehensive disaster planning as well as the Disaster Behavioral Health Committee meeting in September. Discussions involved Massachusetts partner agencies and updating the MassSupport Network plan. DRN members also participated at the Boston Marathon, stationed near the starting line in the runner’s village, and in the two medical tents at the finish line to provide support to both runners and medical staff volunteers.

• The North Carolina DRN held its annual meeting for Disaster Response Coordinators of managed care organizations (MCOs). MCOs offer mental health services to Medicaid clients and are responsible for offering mental health services to all state citizens affected by disaster. This meeting brings together leaders in disaster response from the state government, the Red Cross, the DRN and the MCOs to collaborate and coordinate efforts.

• The Minnesota Red Cross Chapter continued to hold monthly meetings to review the different educational opportunities offered and to view presentations.

• The California Psychological Association (CPA) held its annual DRN meeting at San Francisco Airport on May 29. The meeting was attended by 14 CPA DRN local coordinators from around the state. A didactic continuing education presentation on the mental health response to the Flint Water Crisis was provided by Nancy Kirsh, Training Director of the Genesee County Health Services, via webinar. The meeting also included a presentation by Monty Clause, a DRN member from San Luis Obispo, on implications of ARC reengineering on local disaster mental health response which led to a lively discussion and the group elected to continue discussion and problem-solving dialogue on ways to refine and improve local disaster mental health response at the county level in California.
Leadership

• New Hampshire DRN Coordinator, Donna M. Hastings, PsyD is active on the Advisory Board of the New Hampshire Disaster Behavioral Health Team. At the annual conference, Ned Polan and Brinkley, his dog, presented on their work with HOPE Animal Assisted Crisis Response. The NH Disaster Assignment Support from Home (DASH) project continues to support Red Cross volunteers. A mental health informational table was set up at the Red Cross Northern New England Disaster Institute (NNEDI) where a “Make your hydration counter” display was set up where one can learn to keep track of one’s water consumption.

Research & Theory

• At California’s State of California Annual Emergency Preparedness Conference, DRN Coordinator, Chip Schreiber, PhD did a plenary presentation with San Bernardino County’s Director of Public Health who was present during the terrorist attack in the county and also a parent from Sandy Hook School Shooting.
Training

• Georgia DRN committee member, Dr. Betsy Gard, attended a National Transportation Safety Board (NTSB) Training Session on Airport Disasters and was a featured speaker at the ATL Airport Disaster Response & Family Assistance Seminar. Dr. Gard also attended a planning meeting for potential hazardous spills and a Pandemic Training Session on May 20th.

• Maine’s DRN Coordinator Dr. Fred White, PhD taught a Red Cross Care and Condolence Team class. In addition, Maine hosted multi-agency drills: Active Shooter Exercise and Portland Jetport Aviation Disaster Exercise. DRN member, Dr. Lisa Livshin, EdD, coordinated efforts to work at the Boston Marathon and members attended the Boston Athletic Association 2016 Boston Marathon Medical Symposium to review logistics, treatment of runners and planning in the event of a disaster.

• New Jersey held an Institute for Training covering Disaster Mental Health course, a two day program to train the volunteers in the other sections of Red Cross work. In addition, a Fundamentals of Sheltering course was taught to mental health providers who volunteer in shelters in times of disaster. This is a special course taught in New Jersey to provide cross training of ARC-DMH and the DRCC (Disaster Response Crisis Counselors).

• Texas completed a series of trainings across the state for High Consequence Infectious Disease. Contributions focused on the behavioral health response as well as ethical decision making in an environment of multiple ethical constructs. Developed through the Texas Psychological Association (TPA) Disaster Response Network (DRN) participation in the state’s Disaster Behavioral Health consortium, four of the five presenters are also on the TPA/DRN committee.
Training

• The New York State Psychological Association Annual Convention held a Red Cross DMHF workshop, a panel entitled, "Perspectives on Trauma Treatment and Interventions in the Immediate Aftermath of and in a Case of Complex Trauma," and panel presentations entitled "Emotional First Aid: Lessons Learned from 9-11" and "Treating the Whole Person with Complex Trauma". In addition, DRN Coordinator, Sharon Brennan, PhD, participated in a mock airplane crash drill at LaGuardia Airport.

• Utah Disaster Mental Health Coalition and Utah Psychological Association along with the Utah State Health Department and Utah Division of Mental Health and Substance Abuse held a state-wide training on Helping Children After Disasters.

• Colorado DRN Co-Coordinators, Dan Mosley, EdD and Heidi Ardern, PhD, gave a DMHF training at the Mile High Chapter during APA’s Convention in Denver, CO.

• British Columbia held an extensive two-day earthquake exercise with DRN volunteers.
Response

- Fires
  - Several state DRN teams including Colorado, California, Massachusetts and Minnesota responded to wildfires and local fires that displaced residents and burned resources. Maryland DRN Coordinator, Barbara Wood, PhD, participated in a Red Cross effort to educate members within a community that experienced an apartment building fire by a natural gas explosion about the types of symptoms that can occur in adults and children in the aftermath of such an event and distributed literature directing residents to sources of counseling and financial assistance. After a hotel fire displaced 60 individuals, the New Mexico DRN responded and assisted with shelter set up to offer mental health services. British Columbia’s Ministry’s Disaster Psychosocial Services deployed to Fort McMurray, Alberta after Canada’s largest wildfire attacked the area.

  - On December 2nd a fire broke out in a Oakland warehouse while a concert was being held. Dr. Rut Gubkin from Alameda County and Dr. Loren Krane from the San Francisco Psychological Association served as the DRN leads, leading the response efforts. California’s DRN Chair and Coordinator, Dr. Schreiber coordinated with both the Alameda and San Francisco Psychological Associations to further assist with providing response efforts for victims. Additionally, psychologists from the California Psychological Association (CPA) and Alameda County have responded to and provided services for the victims. Dr. Schreiber coordinated with the California Disaster Mental Health Coalition and Dr. Rick Allen, former CPA DRN chair, to recruit other Coalition professional types to provide a list of their volunteers throughout the whole state, as a number of those impacted resided in Southern California. Drs. Allen and Schreiber worked with the California Disaster Mental Health Coalition, to develop a plan to use the state’s Disaster Health Care Volunteers database, to build a pool of trained and licensed providers who can respond to events in California when activated by their counties or the state as a whole. Several members of the San Francisco Red Cross DMH team took shifts at the disaster site, the FAC and at the Oakland Red Cross office.
Response

• Flint, Michigan
  – Flint, Michigan was challenged by severe lead contamination and there was a large need for response. A number of local and national public organizations and agencies and private individuals mobilized to provide medical and psychosocial resources for the Flint community. Michigan Psychological Association’s current and past presidents met with Flint, MI mental health professionals to discuss coordination of services. Regional Red Cross chapters were on site and relied on Disaster Mental Health workers to support teams in the field. Michigan’s DRN Coordinator, Susan Silk, PhD and the Public Education Campaign Network researched and drafted a HelpCenter tip sheet for Flint, MI residents which was posted to the HelpCenter website and distributed at water distribution sites. The tip sheet offered information on how to take care of one’s psychological health. At California Psychological Association’s DRN annual meeting, a presentation entitled “Dealing with a National Disaster: The Behavioral Health Response to the Flint Water Crisis” was given about the Flint water crisis.
Response

• Flooding

  – Several state DMH responders deployed on flood relief operations and provided virtual DMH support in Louisiana, Mississippi, West Virginia, California, Texas and Florida. In response to the recording breaking flooding in Texas, the Red Cross responded and The Mental Health and Mental Retardation Authority of Harris County assessed behavioral needs and a long-term recovery plan. Colorado DRN Coordinator, Dan Mosely, EdD, served as the DMH lead in house for the Texas flooding response DR 876-16 for part of June.

  – Utah’s DRN and Red Cross responded to flooding that displaced 70 individuals when an apartment building was damaged. Shelters were set up for those in need. A motorist was rescued after being stranded in deep water on a flooded road. Utah’s DRN assessed the needs of the affected individuals and offered psychological first aid, information, and referrals.

  – The Gulf Coast was impacted by severe flooding that affected several states. Several DRN members from Colorado, Louisiana, Mississippi and New Hampshire responded to the severe flooding. Members deployed on the ground and provided virtual support in the flooded regions. New Hampshire DRN members worked with the Red Cross to do direct recruitment and deployment of volunteers to respond in Louisiana. Oklahoma DRN member, Gail Poyner, PhD assisted in a shelter in Hammond, LA. The shelter housed about 200 displaced people, ages four to eighty-five. Georgia DRN member, Dr. Betsy Gard served as part of the National Red Cross Virtual Deployment Team for the floods in Louisiana and provided “Just-in-Time” Training to those who deployed.
Response

• Flooding
  – In early October, Hurricane Matthew dumped several inches of rain over central and eastern North Carolina, creating persistent flooding that drove thousands of people from their homes and disrupted infrastructure in much of the East. Jane Finch, MSW, a member of the NC Disaster Response Network and Task Force organized the initial Red Cross DMH response. DRN Coordinator Andy Short and other DRN members served along with many from out of state. In all, 85 DMH professionals worked in eastern NC. 109 shelters opened over the course of 5 weeks beginning with the storm. DMH worked with survivors in about 60 of these shelters and also worked in 8 of 13 kitchens. In addition, DMH responders provided: casualty support on Integrated Care Condolence teams (ICCTs); support for clients at community distribution sites; outreach to establish services for residents who were hesitant to seek help, such as undocumented residents; help to resolve barriers in transition plans for individuals; and consultation for stressed Red Cross staff. The inclusion of Kate McPherson, Disaster Response Coordinator for the NC Division of Mental Health, on the Disaster Response Task Force facilitated coordination between Red Cross and local service providers.
2016 DRN Coordinators

Alaska
Jason Hsieh, PhD

Alberta
Judy Moench, PhD, R. Psych

Arizona
Stephanie Vitanza, PhD

Arkansas
R. Kevin Rowell, PhD

British Columbia
Jeanne M. LeBlanc, PhD, ABPP, R. Psych.

California
Merritt D. (Chip) Schreiber, PhD

Colorado
Daniel J. Mosley, EdD
Heidi L. Ardern, PhD

Connecticut
Barbara S. Bunk, PhD

Delaware
Dr. Lisa Burroughs

District of Columbia
Jade Wood

Florida
David Romano, PhD

Georgia
Andrea Burgio-Murphy, PhD

Hawaii
Carol P. M. Tyler, PsyD

Idaho
Virginia Page Haviland, PhD

Illinois
Michael E. Illovsky, PhD

Indiana
Pamela A. Reed, PsyD, HSPP

Iowa
Earl Kilgore, PsyD

Kentucky
Virginia Frazier, PsyD

Louisiana
Darlyne G. Nermeth, PhD

Maine
Fred White, PhD

Maryland
Barbara L. Wood, PhD

Massachusetts
Janice Kaufman, PhD
Nancy Ann Santoro, PsyD

Michigan
Susan D. Silk, PhD

Minnesota
Rebecca Hage Thomley, PsyD

Mississippi
Ame B. Patel, PhD

Missouri
Lisa R. Goldman, PsyD, MS

Nebraska
Rosemary Esseks, PhD

New Hampshire
Donna M. Hastings, PsyD

New Jersey
Raymond F. Hanbury, PhD, ABPP

New Mexico
Robert M. Tanner, PhD

New York
Sharon Brennan, PhD

North Carolina
Andrew Short, PhD

North Dakota
Robert (Bob) Baer, PhD

Nova Scotia
Dean Perry, R. Psych

Ohio
Marjorie Kukor, PhD

Oklahoma
John R. Tassery, PhD

Ontario
Lori Gray, PhD, C. Psych.

Pennsylvania
Adam C. Sedlock Jr., MS

Rhode Island
Henry R. Lesieur, PhD, PsyD

South Carolina
James N. Ruffing, PsyD

South Dakota
Teresa L. Hastings, PhD

Tennessee
Betty Rich, PhD

Texas
Rebecca J. Hamlin, PhD
Judith N. Andrews, PhD

Utah
Angie Panos, PhD

Vermont
Craig W. Knapp, PhD

Virginia
Jeffrey S. Katz, PhD

West Virginia
Roy H. Tunick, EdD
An integral component of APA’s public education campaign is a grassroots network of psychologists spanning across the U.S., Canada and the U.S. territories.

The Public Education Campaign (PEC) Network is comprised of psychologists who volunteer their time to educate the public about the role of psychology in healthcare and daily life. These psychologists deliver campaign messages about resilience, stress, lifestyle and behavior, and disease prevention and management at the grassroots level through various community outreach activities and media interviews.

The face-to-face connections between psychologists and members of their communities increases awareness about practicing psychologists and the many ways psychologists help people develop skills and implement strategies for a healthier life.

Following slides highlight PEC activities carried out across the U.S. and Canada in 2016.
• Media:
  – Dr. Despina Stravinos, Associate Professor in the UAB Department of Psychology and Director of the UAB Translational Research for Injury Prevention (TRIP) Laboratory was featured in several national news stories discussing the dangers of distracted driving and her research utilizing the first-of-its-kind SUV driving simulator developed by Honda Manufacturing of Alabama and funded by the Alabama Department of Transportation.
  – Dr. Josh Klapow was featured on WVTM 13, Birmingham’s local NBC affiliate station, to help caregivers talk to their children about mass shootings following the Orlando tragedy in June 2016.
  – Dr. Steve Bell, Clinical Psychologist at Bair, Peacock, McDonald, McMullen, & Bell, wrote an editorial article which was printed in the Trussville Tribune in June 2016. He highlighted a member of the community diagnosed with Autism and his success with opening his own business.
  – Dr. Heather Austin participated in APA interview “Location, location, location: What it is like to be a licensed clinical psychologist in different parts of the United States http://psychlearningcurve.org/distribution-of-licensed-psychologists/

• Community Outreach/Advocacy:
  – Dr. Dale Wisely, Director of Student Services at Mountain Brook Schools, successfully advocated with the Mountain Brook City Council for a no cell phone zone around schools by motorists during morning arrival and afternoon dismissal times.

• PEC Updates:
  – Re-initiated state newsletter, which contains an offering of 1 CEU for scientifically based articles written by members and an emphasis on updates on our members (e.g. promotions, grant funding, news articles where they are featured)
Alaska

• PEC Updates and Future Directions:
  – Following a period of dormancy, PEC activities in Alaska were rejuvenated with the initiation of a new committee chair and several new volunteers.
  – Preparations were made to represent the APA and Alaska Psychological Association (AK-PA) at three health fairs throughout the state in the Spring of 2017.
Media

- Eight interviews were generated by the Psychologists’ Association of Alberta (PAA) office on topics including the Fort McMurray wildfires, our Disaster Response Network, anxiety, and youth resilience and stress. Another 109 independent psychologist media activities were reported to us by our members, including special presentations, regular panelists, individual interviews, and stories aired on television, radio, and in print.

- Social media highlights (monthly averages): 4,143 unique visitors to our website (www.psychologistsassociation.ab.ca); Facebook reached 9,667 people with 800 engaged and 1,222 Likes; Reached 1,912 through Twitter @PAAAlberta, with 172 engaged and 162 Followers; new start to LinkedIn

Events:

- Psychology Month included 11 PAA displays staffed by psychologists, 8 formal presentations, and a targeted member initiative specific to the Psychology Services Fund. Social media posts increased to 4 or 5 per week. Posts focused mostly on content intended for the public (using hashtags #PsychologyMonth or #PsychMonth)
Alberta

• Presentations:
  – Alberta psychologists provided presentations in 11 different venues, reaching high school students, Syrian refugees, guidance counsellors, staff of various organizations and members of the general public:
    ▪ Dr. Jennifer Jette spoke with a groups of students across 30 psychology classes at Lester B. Pearson High School
    ▪ Ms. Cinder Smith spoke with Outrun the Stigma – Mental Health Expo and walk/run event hosted by the University of Calgary
    ▪ Dr. Al-Noor Mawani took part in the Syrian Refugee YYC Welcoming and Employment Fair
    ▪ Staff presentation at Corpus Christi Elementary School, Health Fair, Calgary
    ▪ Crescent point energy corp. in Calgary -presentation made on Resiliency and the Workplace (Rosemarie Nardella)
    ▪ Victoria School of Arts 4th Annual Mental Health Agency & Resource Fair (Mr. Colin Auschrat), Edmonton
    ▪ Calgary Catholic School District Mental Health Awareness Week for Staff (Mr. Hein Swanepoel)
Arkansas

• Media:
  – PEC Coordinator, Kristin Addison-Brown, PhD, was interviewed by local TV station (KAIT) for the following stories:
    ▪ Psychologist offers tips on keeping resolutions (12/30/16)
    ▪ Avoiding road rage during holiday season key, officials say (12/19/16)
    ▪ Election season causing stress for some (10/24/16)
    ▪ Local mother reacts to new anti-bullying law (9/13/16)
    ▪ Talking to children following tragedy (6/30/16)
  – Dr. Addison-Brown was also interviewed by Kaiser Health News on post-election stress, with articles appearing online at CNN and CaliforniaHealthline.

• PEC Updates:
  – Public education articles on psychology and related topics were published to the Arkansas Psychological Association blog: www.arpapsych.com and social media on a weekly basis.
Colorado

- **Media:**
  - In 2016, Colorado PEC Coordinator, Dr. Stephanie Smith contributed to several local and national articles related to election stress. She was also aired nationwide in an interview focused on news fatigue.
  - Dr. Smith was quoted in an article in Backpacker Magazine, titled: How to Become a Morning Person, and wrote about conditions that mimic depression, for PsychCentral.com.
  - Dr. Helen L. Coons was interviewed on depression and pregnancy, by the New York Post, Self.com, and Parents Magazine. Dr. Coons completed thirteen presentations to community audiences on a variety of topics, including important conversations about cancer and wellbeing.

- **PEC Updates:**
  - In August, Dr. Smith transitioned off of the PEC Coordinator position and Dr. Dawn Jewell started in this role.
Delaware

- **Media:**
  - Each month, Kayta Gadjos, PhD published 2 expert advice columns, Mind Matters, in Chadds Ford Live (Chaddsfordlive.com), an online publication.
  - Doug Tynan, PhD, published an expert advice column in the 2/14 Health section of the Philadelphia Inquirer: Adolescents should be screened for depression.
  - Steve Eichel, PhD was interviewed by WHYY for an online article: Love Addiction.
  - Colleen McGinnis, PsyD was quoted in an article which appeared in the Middletown Transcript, Killing Ourselves: Three Times More Suicides than Murders (June 9, 2016). Dr. McGinnis also authored an article for the same publication, Summertime and the Living is Easy, Right? (July, 29, 2016).
• **Presentations:**
  – Melissa Winters, PsyD, provided a presentation at Wilmington University: Stress management and biofeedback.
  – Danika Perry, PsyD presented to Medical Society of Delaware on the topic of: Depression screening and referral to treatment.
  – Joseph Zingaro, PhD and Sam Romirowsky, PhD presented to the DE Family Law Forum (an audience of judges and attorneys) on Visitation Resistance.

• **Events:**
  – Malina Spirito, PsyD provided education about treatment for perinatal mood and anxiety disorders at multiple community events that served over 250 people.
  – Malina Spirito, PsyD and colleagues provided education and awareness building about perinatal mood and anxiety disorders through the DE Climb Out of the Darkness event.
  – Laura Epstein, PsyD, provided a workshop for teachers and staff at Richard A. Shields Elementary regarding the topic of ADHD in children and adolescents.

• **Trainings:**
  – Laura Cooney-Koss, PsyD provided multiple trainings for parents and educators on the topics of prevention and safety regarding sexual abuse in children.
• **Events:**

  – The GPA Public Education Committee planned for the upcoming Mind/Body Health Fair at the Capitol to be held February 15, 2017. This event will serve two purposes: 1) to better educate the public about behavioral health topics, and 2) to advocate for our profession with the state legislators. Efforts were placed on identifying give-away items, psycho-educational materials, and soliciting student and psychologist volunteers. Additionally, the PEC collaborated with the Legal & Legislative Committee to create informational packets for the state legislators and their staff.

  – The GPA Speakers Bureau which is managed and overseen by the Public Education Committee continues to receive requests from organizations and businesses needing highly-trained psychologists to deliver presentations on a variety of topics. All Speakers Bureau participants have gone through a 9-hour training to help them deliver ethical, multiculturally-sensitive programs in an effective manner. The Speakers Bureau marketing continued with the solicitation and addition of psychologist face shots and expertise profiles.

  – GPA member psychologist, Dr. Shital Gaitonde, participated in the Sai Health Fair. The event was focused on providing health information to the general public and was done in coordination with the Georgia Indian Nurses Association. Behavioral health information was provided to approximately 70 fair participants.

  – Dr. Eleanor McMahon presented to elementary school children about the profession of Psychology.

  – Dr. Nancy Weisman conducted an 8-week class on Insight/Mindfulness Meditation for older adults to promote resilience.
• Media:
  – GPA members continue to be active with responding to media requests for interviews. Interviews were conducted in response to the APA Stress in America study focused on election-related stress, including Reuters News and Televisa (Mexico) by Dr. Angela Londoño-McConnell.
  – Other media interviews included:
    ▪ Dr. Kip Matthews – Why Do We Buy Bread and Milk Before a Snowstorm – January 6, 2016
    ▪ Dr. Angela Londoño-McConnell – CNN en Español -- APA's press release on Women Appear To Be More Accepting of Their Bodies/Weight – August 9, 2016
    ▪ Dr. Angela Londoño-McConnell – CNN en Español -- The Psychological effects when women are forced to marry their assailant – December 15, 2016
• PEC Updates:
  – Members of the Public Education Committee continued to work to forge strategic partnerships in the community as well as to identify established health fairs with which we can participate with lower costs and overhead.
  – Georgia Public Education Committee has identified a new chair to assume the leadership role beginning July 2017. Dr. Howard Drutman will replace Dr. Kip Matthews as the new chair. During this period, mentoring and collaboration will occur to effect a smooth transition.
Hawaii

• **Media:**
  – On May 10th, June Ching, PhD was interviewed for Well-Being Hawaii on why being in nature relaxes the body and replenishes the mind, body and soul. She was also interviewed on July 22 regarding post-partum depression and the importance of early detection and intervention. The articles had hundreds of views.
  – Post-election stress was the interview topic for Martin Johnson, PsyD, a guest panelist on Hawaii Public Radio on November 14.

• **Meetings:**
  – Darryl Salvador, PsyD and June Ching, PhD organized a meeting on July 9th for Hawaii Psychological Association members interested in joining the Public Education Campaign. Drs. Salvador and Ching continue to work on strategy to foster further PEC involvement and look for opportunities to educate the public in Hawaii.
  – At the Hawaii Psychological Association Annual Convention held on October 21-22, June Ching, PhD and Darryl Salvador, PsyD distributed PEC resources and informational flyers to 100 attendees.

• **Events:**
  – Darryl Salvador, PsyD and Chelsea Sousa, MS participated at the Pacific Region Medical Command’s 2016 Annual Behavioral Health Summit meeting on September 8-9 located at Tripler Army Medical Center. Attendees were educated about psychology’s role in addressing physical and medical health conditions.
  – Chelsea Sousa, MS presented, “Stress and the Impact on the Body with Yoga Interactive” at the 2016 Hawaii Joint Women’s Leadership Symposium on October 18th.
Idaho

• **Events:**
  – Depression Screening Day: Idaho Psychological Association (IPA) members and student members worked at three locations across the state providing free screenings in primary care and mental health clinics (screened 35+ individuals)

• **Training/Development:**
  – Contributed to *Society for Health Psychology* training module: Chronic Disease Management in Primary Care

• **Presentations:**
  – Cystic Fibrosis Day: An event for parents, professionals and educators- Psychological Impact of CF on Children and Families
  – Young Adult Diabetes Group (50 patients and their spouses) - Understanding Diabulimia and How Diabetes Impacts Relationships
  – Idaho Association of Nutrition and Dietetics - Psychosocial factors and Chronic Disease Management

• **Advocacy:**
  – IPA successfully passed prescription privileges in Idaho - the 5th state in the nation to allow this practice for psychologists
Ilinois

Media:

- PEC Coordinator Nancy Molitor, PhD did several interviews for different media outlets:
  - March: Quoted in a Glamour Magazine story “Your To-Do List May be Stressing You Out: Here’s How to Stop That”
  - July: Quoted by The Chicago Sun Times on the results of the Stress in America Survey which illustrated the increasing levels of teenage stress.
  - August: Interviewed by the Huffington Post for a story entitled “5 Things “Childfree” People Want you to Know”
  - October: Interviewed by Reuters for the story “These Therapists Just Exposed what the Election is Doing to our Brains”
  - November: Interviewed by USA Today for a story about election stress “A 12 Step Plan for What to Do if Your Candidate Loses on Election Day”
  - November: Featured on Chicago based WGN-TV for a segment on “Coping with Post Election Stress”
Indiana

• **PEC Updates:**
  – Indiana PEC worked diligently in 2016 to set up public education opportunities throughout the state.
  – Letters were sent to local YMCA branches.
  – Contact was made with local support groups, including the Leukemia Foundation, the Lupus Foundation, and the Alzheimer’s Association.
  – Media trainings were held for our members to help hone their public speaking and interview skills.
  – An additional press release was sent out in October for National Depression Screening Day.

• **Media:**
  – In April, one of our member psychologists gave an interview on eating disorders in children and adolescents.
  – In November, several interview requests were generated by the 2016 Stress in America results regarding election stress.
• **Presentations:**
  – Dr. Don Damsteegt spoke to the Beta Sigma Phi Sorority's state meeting on mind/body issues and mindfulness. Dr. Damsteegt also wrote an article for a local church bulletin about holiday stress.
  – PEC Coordinator Amanda Johnson, PhD presented on mental health and what psychologists do to a Sherrif’s Department in Jasper County, Iowa for approximately 15 deputies.

• **Events:**
  – Patricia Hernandez, PsyD and Amanda Johnson, PhD coordinated a series of three public education workshops at the Marshalltown YMCA from September 2016 through November 2016 on mind/body issues for cancer survivors.
  – Amanda Johnson, PhD and several other psychologists from the Iowa Psychological Association participated in Legislative Day at the Iowa Legislature in February 2016.

• **PEC Updates:**
  – The Iowa PEC committee welcomed a new college student member, Samantha Ege, and a new full member Dr. Kelly Champion.
  – The Iowa PEC committee continues efforts to publish posts on the PEC blog, PSYowa.
Presentations:
- In January Melissa Hopper, PsyD presented to approximately 30 Derby, KS high school staff regarding depression and anxiety using APA’s Mind/Body materials.
- In February Jeremy Stevenson, PsyD spoke to 15 members of an undergraduate psychology course on key aspects of Health Psychology, highlighting the mind/body connection.
- In May, Jeremy Stevenson PsyD, presented to approximately 30 people on coping with chronic disease at the Kansas City Chapter of the Vasculitis Foundation.
- On two occasions, Melissa Hopper PsyD, presented to 20 women leaving domestic violence situations. She spoke on managing stress and maintaining change and used information from the Mind/Body health campaign and YMCA materials on change.

Media:
- Jeremy Stevenson, PsyD was interviewed by Richard Baker of Perspectives, a syndicated show on Kansas Public Radio. The topic was the technology portion of the recent Stress in America survey.
Kentucky

• Events:
  – In February, the PEC committee hosted a mind/body health informational booth at the Kentucky Psychological Association Legislative Breakfast. Over 50 people attended, including legislators and their staff.
  – In the fall, PEC committee members sponsored two depression screening booths, including one targeting the general public in Louisville and one for college students in Georgetown. In total, over 125 individuals were screened for depression and received materials on depression, anxiety, and stress management.
  – Over 200 people attended a suicide prevention and awareness themed women’s volleyball game at Georgetown College where information and materials on depression, anxiety, suicide, and stress management were provided.

• Media:
  – On June 3rd, the Lexington Herald-Leader published an op-ed written by PEC committee members concerning the effectiveness of psychotherapy which received a tremendous response in the community.
• **Media:**
  - Elise Magnuson, PsyD., PEC Coordinator David Prescott, PhD, and John O’Brien, PhD were interviewed, on behalf the Maine Psychological Association (MePA), on TV and in print on such topics as, Dealing with Stress, Stress and Election Results, Eating Disorders, and the Maine Mental Health Budget.

• **Awards:**
  - On November 18, 2016, MePA honored Community Health Options, Community Housing of Maine, and Spurwink as the recipients of its third annual Psychological Healthy Workplace Awards.
Manitoba

• Presentations:
  – Jason Ediger, PhD spoke to a group of college students at Red River College on 2/2/2016 on student anxiety/test anxiety. Approximately 60 students attended.
  – Rehman Abdulrehman, PhD spoke to a group of college students at Red River College on 2/4/2016 on student anxiety/test taking anxiety. Approximately 60 students attended.
  – Maxine Holmqvst, PhD spoke to employees at a Community Mental Health Association of Manitoba on 2/17/2016 about recognizing and preventing burn-out. Approximately 25 staff members attended.
  – Kristin Reynolds, PhD spoke to a group of elderly at Age and Opportunity on 2/26/2016 via teleconference to promote managing stress and promoting well-being in later life. Approximately 40 attended the teleconference.
  – Colleen Murphy, PhD spoke to a group of consumers and family members at Schizophrenia Society of Manitoba on 2/17/2016 about introducing CBT strategies to those with psychosis. Approximately 25 attended the presentation.
Events:

- Leigh Ann Jones, MADS/ABA and Leslie Thorne, PHD spoke at St. Amant, a healthcare organization focused on supporting individuals with developmental disabilities and their families, on 2/24/2016 about a social skills training program for fitting-in. Approximately three attended.

- Jim Clark, PhD spoke at the University of Winnipeg on 2/8/2016 about Psychology and Religion. Approximately 18 university students attended.

- Sheri Skwarchuk, PhD spoke at the University of Winnipeg on 2/26/2016 about factors affecting children’s success in mathematics. Approximately 27 university students attended.

- Rehman Abdulrehman, PhD and Jo Ann Unger, PHD spoke at Vincent Massey Collegiate on 2/19/2016 on striving to thrive. Approximately 1000 high school students attended.

- Jo Ann Unger, PhD and Jennifer Volk, PHD spoke at Access West in Winnipeg on 2/29/2016 about the role of psychologists and how to find one. There was one person in attendance.

- Christopher Villing, BA, Jennifer Thorsteinsson, MA, and Leslie Throne, PhD spoke at St. Amant, a healthcare organization focused on supporting individuals with developmental disabilities and their families, on 2/18/2016 and 2/24/2016 about how using daily schedules can be beneficial. Approximately 4 attended.
Maryland

• **Presentations:**
  – Angela Priester, PhD gave a talk on The Importance of Communication to a parent group sponsored by Children in Need of Supervision, and spoke at Career Day at Richard Montgomery High School.
  – In September, Mary Alvord, PhD spoke with two assemblies, each with 1100 students plus faculty, a Wootton High School on Enhancing Resilience, Wellness and Coping with Stress.

• **Events:**
  – Maryland Psychological Association and the PEC held a Y Healthy Kids Day event at two locations in Maryland. Thirteen psychologists and several MPA staff including the ED, volunteered at the events. We had games (bean toss at each location), prizes and lots of educational materials available to several hundred children and their families.
  – Julie Bindeman, PsyD participated in a panel discussion at Walt Whitman High School on Suicide and Teens. A group of 50 adults and teens attended.

• **Media:**
  – Mary Alvord, PhD interviewed with *Better Homes and Gardens* magazine on Stress (February issue in print), produced a podcast and short relaxation recordings for USA Today, and interviewed with USA Today, Philadelphia Inquirer, ABCnews.com, NPR Education, Courier Journal, Spokesman Review, Yahoo.com, Des Moines Register, Student Health 101, Psychiatry Advisor.com on topics ranging from stress and election stress to and resilience.
  – Gloria Vanderhorst, PhD writes and reviews blogs on behalf of the PEC committee, for the MPA website. MPA members contribute to the blogs.
• **Events:**
  – On May 14, 2016, Nicole Caraballo, MS, Charmain Jackman, PhD, and Emily Mohr, PhD participated in the NAMI Walk in Boston, MA to raise awareness and money for NAMI. They raised just over $100 for the organization.

• **Presentations:**
  – On October 29th, Charmain Jackman, PhD, and Luana Bessa, PhD presented “Working with the Media: Addressing Issues of Bias and Ethics” at the Massachusetts Psychological Association’s annual conference. This breakout session was the Public Education Committee’s contribution to the conference. It was very well received by the 20 individuals who attended the breakout session.

• **PEC Updates:**
  – Over the course of 2016, the MA Public Education Committee has worked on creating a 2-pronged speakers’ bureau to provide general speakers for public groups and vetted experts for media requests. The project was presented to the MPA board and granted approval. We hope to complete the project in 2017.
  – The Public Education Committee drafted all of the public-facing content for the Massachusetts Psychological Association’s website. It was finalized and added to the website in April, 2016.
Mississippi

• **Future Directions:**
  – Rod Wilson, PhD started role as PEC Coordinator for the Mississippi Psychological Association. Primary goals for next year include:
    ▪ Establish relationships with the 10 largest newspapers around the state of Mississippi with the goals of building partnerships in communicating health/wellness information to its readership.
    ▪ Establish and maintain a healthy and practical presence on social media, including updating/establishing Facebook, Twitter, and traditional paper/newsletter formats.
    ▪ Establish a topic-based list of “Experts” for use when contacted by news agency's, community groups, schools, and local/state government.

• **Events:**
  – The MPA President, Executive Director, PEC, and broader membership took part in an annual “Day At the Capital” in January, 2017. Along with breakfast and coffee, literature on what psychologists are doing in the state of Mississippi, and, what the MPA is specifically doing, was provided to various state representatives.
Montana

• **PEC Update:**
  – Worked on developing relationship with local NBC affiliate and started meeting with one of the producers in March 2016.

• **Media:**
  – Interviews - June 17th, 2016, July 29th, August 19, Sept. 9th, Sept. 23, all with KULR 8 NBC news affiliates on topics that ranged from anxiety definitions, depressive symptoms, maturity.
Nebraska

• Events:
  – Health Fair
    ▪ PEC coordinator, Dr. Diane Marti, organized a mental health booth on May 25th, 2016 for Southeast Community College in Lincoln, Nebraska. The booth was manned with volunteer graduate students who answered questions, distributed brochures and fact sheets on resilience, the mind/body connection, relationship/marriage, stress, depression, and diabetes management.
  – Nebraska Psychological Association (NPA) Fall Conference
    ▪ An overview of the PEC goals and purpose was provided to attendees of the fall business conference on October 21, 2016. PEC hand-outs were provided to members as well as information on how to access Mind/Body Health materials.
  – Meet and Greet
    ▪ Reception on November 11, 2016 was held for early career psychologists, in particular, and NPA members to learn about Nebraska SPTA activities and to provide information on the PEC committee. Recruitment of 3 interested ECP members to serve on the PEC committee.
  – R X P Campaign
    ▪ On-going education campaign conducted by Dr. Dan Ullman and NPA R X P committee members to educate the public on the advantages of psychologist prescription privileges and its impact on access to public mental health care.
• **Events:**
  – Deena Abbe, PhD spoke at various SEPTA (Special Education Parent Teacher Association) meetings around Long Island, NY. In addition, in Suffolk County, where she has been lending her services and expertise to local legislators to speak to their constituents on relevant topics, such as self care in the current political climate.

• **Presentations:**
  – Gloria Rothenberg, PhD gave a presentation of the APA Warning Signs of Youth Violence program to a group of high school teachers on 3/15/16 (Staff Development training for teachers of the Plainview-Old Bethpage Central School District.)

• **Media**
  – Howard Gurr, PhD was quoted in an article addressing Virtual Reality Therapy in R/GA Future Vision Magazine (https://www.rga.com/futurevision/magazine/the-next-wave-of-reality/in-practice-mixed-reality). In addition, his work with Virtual Reality was mentioned in a local dentist's newsletter - with a circulation of 18,000 households and companies: http://drsgurr.com/wp-content/uploads/2016/04/Smile-Potential-Newsletter.pdf. Dr. Gurr was also quoted in an online Reader's Digest article entitled: "Are You an Insensitive Person? 10 Mental Shifts You Can Make to Be More Sensitive" (http://www.rd.com/advice/relationships/insensitive-people/1/#.WBLBe2qo4M0.facebook) and he also did four podcasts on Virtual Reality Therapy on his website, “The Shrink Is In”: http://drgurr.podomatic.com.
  – Stefan Zicht, PsyD was interviewed by Fox Business News on “How You Unconsciously Select a Presidential Candidate” in April 2016.
PEC Coordinator Simon Rego, PsyD appeared in numerous media outlets, including:

- NY Times (https://well.blogs.nytimes.com/2016/05/09/worried-youre-not-alone/)
- MD Magazine (http://www.mdmag.com/medical-news/barbie-puts-on-weight-is-that-a-problem)
- Elle (http://www.elle.com/life-love/news/a33731/how-i-stopped-beating-myself-up-for-being-an-introvert/)
- Med Page Today (http://www.medpagetoday.com/psychiatry/generalpsychiatry/57765)
- Health.com (http://www.health.com/anxiety/sunday-night-blues),
- Reader’s Digest (http://www.rd.com/health/conditions/depression-facts/)
- Refinery 29 (http://www.refinery29.com/what-is-a-panic-attack-symptoms#slide_)
- Inquisitr (http://www.inquisitr.com/3459023/money-worries-are-impacting-americans-physical-and-mental-health-five-steps-to-wellness-and-sanity/)
Nova Scotia

• Events:
  – Mental Health Week
    ▪ PEC coordinator, Dr. JO Durup PhD, organized a mental health booth on May 3-5<sup>th</sup> for the Royal Canadian Mounted Police (RCMP) at their headquarters in Halifax, NS. Along with psychologist, Margaret Grant, MSc, they manned the booth, answered questions, distributed brochures and fact sheets on resilience, mind/body connection, relationship/marriage, stress, depression, anxiety, and teen violence.
  – Psychology Month (February): The focus this year was a series of articles in the paper on “How Psychology Helps in the Community”
    ▪ Welcoming Syrians Refugees to Nova Scotia: Providing Psychological Assistance by Lesley Hartman (MA), Harpreet Aulakh (MA), Jason Chatman (PhD), Registered Psychologists, and Carmen Moncayo, Immigrant Services Association of Nova Scotia (ISANS).
    ▪ When Once Isn’t Enough – Help with OCD by Daniel Chorney, PhD, R. Psych.
    ▪ Understanding School Refusal Behaviours by Daniel Chorney, PhD, R. Psych.
    ▪ APNS Activities in the Community by Victor Day, PhD, APNS Past President.
Nova Scotia

• Media:
  – World Suicide Prevention Day: PEC coordinator, Dr. JO Durup PhD provided two interviews on the topic:
    ▪ Radio Interview: Live interview (on Sept. 9th, 2016) with Sheldon Macleod (Host) of News 95.7 on the topic of suicide.
    ▪ Television Interview: Sit down interview (on Sept. 10th, 2016) with Bruce Frisko (Host) of CTV on the topic of suicide, its prevalence, and warning signs.
  – Retirement
    ▪ Television Interview with Kelland Sundahl of CTV news conducted with PEC Coordinator on the topic of psychological factors in Retirement. Retirement piece was aired on November 25th, 2016.
  – Holiday Stress
    ▪ Radio Interview: Bob Murphy of CBC Mainstreet show conducted a full length interview with the PEC Coordinator on the topic of Holiday Stress. The piece was aired on December 21st, 2016.
  – Magazine Interviews
    ▪ Dr Marc Blumberg (PhD) was interviewed for an article on teaching young children (6 to 9-years old) “adult” social skills for Today’s Parent magazine (March 31)
    ▪ Harpreet Aulakh (MA) was interviewed for a feature on Adult ADHD for the Reader’s Digest, October issue.
Oklahoma

• Media:
  – PEC Coordinator Dr. Jennifer Sweeton published five articles on Psychology Today in 2016, all of which were written for the general public. These articles have received over 230,000 views.

• Presentations:

  PEC Coordinator Dr. Jennifer Sweeton presented the following presentations:
  – “The Role of Trauma in Addiction” to approximately 40 people at the Oklahoma Department of Mental Health and Substance Abuse (ODMHSAS) in Oklahoma City on 2/11/2016.
  – “Stress and the Case for Downsizing” to approximately 10 people at a coffee shop in Oklahoma City on 2/21/2016.
  – Presented on psychological health at the Oklahoma City Minimalism Group at Pizza Gusto in Oklahoma City on 3/20/2016.
  – “The link between the stress response, cortisol, and a stressful home environment” at Natural Grocers In Oklahoma City on 9/24/2016.
Ontario

• Events:
  – April 13th: Sylvain Roy, PhD and Jan Storrie, PhD held the event Psychologists in Ontario: Their contributions to Mental Health to recognize the clinical, education and research contributions of Ontario’s psychologists. The event was held at Queen’s Park, Ontario to Government staff and Members of Provincial Parliament.
  – December 14th: Event- An Evening with Minister Chris Ballard featuring Dr. Sylvain Roy with Members of the Ontario Liberal Party, Ontario Psychological Association, and constituents of the Newmarket-Aurora Riding. Information on homelessness was distributed.

• Presentations:
  – Jan. 28th John Smith, PhD presentation Psychological Assessment and Treatment of Chronic Pain to a group of community mental healthcare workers, RNs, dieticians, and program managers at Thompson Mental Health Center Thompson, OH. The talk to a psychologist brochure and the chronic pain fact sheet were distributed at the presentation.
Ontario

- Media:
  - Feb. 1st John Smith, PhD was interviewed by CNN on stress
  - Aug. 3rd PEC Coordinator Richard Amaral, PhD did a radio interview by Alex Pearson on AM900 on PTSD in First Responders.
  - November 1st Katy Kamkar, PhD was interviewed on tv by Steve Paikin on TVO- The Agenda with Steve Paikin on PTSD (http://tvo.org/video/programs/the-agenda-with-steve-paikin/understanding-ptsd)
  - Dec. 1st Diana Velikonja, PhD was interviewed by Patricia Tomasi at the Huffington Post on how “Ontario’s Psychologists Can Help Reduce Wait Lists for Children” (http://www.huffingtonpost.ca/patricia-tomasi/ontario-child-psychologist-wait-lists_b_13333896.html?ncid=engmodushpmg00000004)
  - April 29th Kate Hays, PhD was interviewed by Matt Galloway on CBC Metro Morning Radio Show on Psychology and Athletes
  - May 28th PEC Coordinator Richard Amaral, PhD was interviewed by Antonella Artuso from the Toronto Sun on “If marijuana is legal in Canada will everybody just get stoned?” (http://www.torontosun.com/2016/05/28/if-marijuana-is-legal-in-canada-will-everybody-just-get-stoned)
Oregon

• PEC Updates:
  – Student members Margherita Z. Gaulte and Carl Gauthier had our brochure on mental health resources in the Portland area translated into Spanish to help this underserved population in Oregon.
  – Carl Gauthier has fostered a community partnership with the YWCA, and Tony Farrenkopf, PhD, has done so with the Hollywood Senior Center.

• Media:
  – Tony Farrenkopf, PhD, was interviewed on KXL FM Radio 101 in April regarding trauma reactions from car/pedestrian accidents; in October by KATU News regarding removing asylum-based Halloween attractions and “mental illness costumes” to help destigmatize mental illness; in November by KATU News about election anxiety; in December by KXL FM Radio 101 about the King City Christmas shooting and common forensic/psychological factors; and also in December by KATU News TV regarding New Year's resolutions.
  – Sandy Ramirez, PhD, was interviewed in April on KXL FM Radio 101 on a report on suicide rates and particularly about the increase in suicide in women and young teenage women; and in September by the NPR Seattle affiliate about ecopsychology.
  – PEC Coordinator Cyndi Connolly, PhD, was interviewed in January by Dope Magazine, about working with a psychologist to address one's negative feelings about medical and recreational marijuana use and effective communication strategies to talk about use to family and friends.
  – Social Media: our Facebook page reached more than 200 “likes,” and our Twitter account has more than 160 followers.
Oregon

• Presentations:
  – Carl Gauthier presented in November at the YWCA on self-care. Received positive feedback and they have requested another 3-hour presentation.
  – Sandy Ramirez, PhD, co-presented at SAGE (Seniors Advocating for Generational Equity) in September on “Being a Naturalist in the Life of a Child.”

• Events:
  – The committee had a table at Pacific University Health Fair in April, the NAMI Walk in May, and Sundae in the Park in August, reaching hundreds of community members.
Pennsylvania

• **Events:**
  – The PPA PEC set up a booth during the PPA2016 annual convention to recruit new members and educate attendees.
  – Three public education workshops were held during the annual convention about cyberbullying, divorce, and sexual victimization.

• **Presentations:**
  – PPA President Dr. David Rogers gave a presentation at Hershey Medical Center on “Coping with Cancer.”
  – PPA Board Member Dr. Brad Norford presented on “Delivering Bad News to Patients with Cancer” to 125 physicians at Temple University Medical School in Dec. 2016.
Pennsylvania

• **Media:**
  
  - Pennsylvania psychologists were quoted in dozens of media interviews in 2016.
  
  
  - Our members appeared on all forms of media including online, print, television, and radio.
  
  - Many interviews were also given to local publications including the Philadelphia Inquirer, Reading Eagle, 6 ABC (Philadelphia), KDKA (Pittsburgh), WNEP (Scranton/Wilkes-Barre) and many more.
  
  - Popular psychological topics were: 2016 election anxiety, divorce, starting school later, talking to children about tragedy, Halloween anxiety and more.
Rhode Island

• PEC Updates:
  – The past year has been a reorganizing year for the PEC in RI, with efforts focusing on developing a more robust committee and plans for expanding the scope to also include broader communications efforts in collaboration with the broader RI Psychological Association.
  – A Speakers Bureau was created with the goal of helping to connect the larger community with psychologists who can speak to various psychological topics. An initial 12 psychologists joined the Speakers Bureau, and efforts in 2017 will aim to expand the number of psychologists participating in addition to increasing advertising efforts to the community.

• Presentations:
  – In May, Ben Johnson PhD presented on helping students and families cope with stress and anxiety in elementary school to a group of about 40 adults at Meadowbrook Farms Elementary School in East Greenwich, RI.
  – In May, Ben Johnson PhD also presented on helping students and families cope with stress and anxiety in middle school to a group of about 40 adults at Cole Middle School in East Greenwich, RI.
• Presentations:
  – 5/19/16 Mind/Body Health Presentation: “Broken Lives Addiction and Fetal Alcohol Spectrum Disorder” Speakers: Kari Scovel, PhD, Mark Garry, MD, Psychiatrist, Frank La Mere (Activist for the rights of Native Americans), Barbara Blum, Deb Evensen, FASD Educator. There was 75 attendees. The presentation was at the Lakota Hope Center, Whiteclay. The presentation about FASD spectrum disorder: history/increase prevalence, prevalence in South Dakota, FASD and the Brain, Structures affected. Issues of diagnostic schemes, Institute of medicine diagnostic were reviewed. Participants were educators, teachers, administrators, health care, mental health care professionals, clergy and legislators.
  – 12/20/16 Discussion/ Handout: PEC Kari Scovel, PhD: “How to combat the Christmas Blues.” PTA Corral Drive Elementary School.

• Media:
PAC Coordinator Kari Scovel, PhD did the following interviews:
  – 1/25/16 TV Interview: interviewed by Priscilla Borrego about National Complement Day on KOTA NEWS Program (Television). How giving complements to friends, colleagues, coworkers and family increases a positive home and work environment. People are more willing to help and have a better attitude. Challenged others to give 5 complements per day.
  – 5/19/16 TV Interview: interviewed on KEVN TV: “Addiction and FASD/ Prevention Seminar” which involves Local and National Speakers on FASD.
South Dakota

• Media:
PEC Coordinator Kari Scovel, PhD did the following interviews:
- 9/8/16 TV Interview: interviewed by Kayla Courvell on KOTA News: “Pets as companions becoming more common.” Pets as companions assisting others with anxiety, ptsd and depression.
- 9/14/16 TV Interview: interviewed by Kayla Courvell on KOTA News: “How to stop Bullying.” How to be proactive and set appropriate boundaries with others who bully. How to get help from authorities/trusted adults to assist victims.
- 9/21/16 TV Interview: Kari Scovel, PhD interviewed as part of Opioid Awareness Week by Taylar Perez. “Chasing the Dragon” movie was shown and discussed. The life of an opioid addict and how this impacts family/ friends. Dr. Scovel was part of a panel which included: Scott Sternhagen, PHD, Mark Vargo, States Attorney, Katherine Rich, Federal Attorney, Ron Deist Head of the South Dakota DEA.
- 10/19/16 TV Interview on “Election Stress.” Interviewed by Kayla Couvell KOTA News. Discussion of the APA survey on this years presidential election as a source of significant stress for more than ½ of Americans.
- 1/13/16 interviewed on the morning KOTA news program: “The psychology of superstition of Friday the 13th.” Why not to be superstitious/ how to calm down regarding myths and beliefs not based on reason. How anxiety or difficulties such as ocd may be bothering others who are superstitious and what can be done to help.
- 4/7/16 TV Interview: interviewed by Kayla Courvell on KOTA News “Child Abuse Awareness.” Why Trauma does not have to last a lifetime. Information about child abuse, reporting, how to help and going to a trusted adult. What others in the community can do to help support someone who has been abused. Seeking help/ assistance from a psychologist if someone has been traumatized.
- 12/20/16 TV Interview: PEC committee member Scott Sternhagen, PhD: “How to combat the Christmas Blues.” He was interviewed by KOTA news.
PEC Updates:

- Identified local health fairs for the upcoming year, and started a list of contacts. This is an area for further development over the 2017 year.

- Met with the editor of the Tennessee Psychological Association (TPA) Newsletter to discuss the contribution of articles related to PEC activities within the state over the next year. Interest in the Stress in American survey was generated by providing handouts during the annual TPA convention, and plans were made to write an article when the full survey was released.

- Began to develop a list of interested students and ECPs within the organization (or known to members) who expressed interest in helping with future events.

- The PEC committee continues to be a committee of one, but ongoing networking within the organization is helping to identify volunteers for future activities.
Texas

• Media:
  – Psychology received a lot of media coverage in Texas in 2016 in anticipation of the 2017 legislative session, which dealt with Sunset Review of the Texas State Board of Examiners of Psychologists. Some select examples:
    ▪ Drs. Cynthia de las Fuentes and Greg Simonsen were interviewed for a Texas Tribune article on changes proposed to the state definition of “psychologist.”
    ▪ Dr. Carol Grothues was interviewed for an NBC news story about the legislation regarding the definition of “psychologist” in Texas, which aired in numerous markets across the state including Austin, Lubbock, and Abilene.
    ▪ Dr. Cheryl Hall was interviewed by the Lubbock Avalanche-Journal regarding the bill filed to give prescription privileges to licensed Texas psychologists with appropriate psychopharmacology training.
  – Jeff Temple, PhD was featured in online articles by Time and The Today Show on managing election stress. Additionally, a study he published in Pediatrics received heavy media coverage (e.g., CNN, The Science Times). Dr. Temple also published a couple podcasts about teen sexting on The Social Network Station and The New Family.
  – Elena Mikalsen, PhD published two blog posts (here and here) for The Children’s Hospital of San Antonio.
  – Sydney Kroll, PsyD was interviewed by the Nacogdoches Daily Sentinel in July for an article regarding veterans with PTSD and fireworks. She also was quoted in an article by the same outlet in November on the topic of spanking, coinciding with a talk she gave on the same topic that month at a local symposium.
Texas

• Events:
  – On April 12, 2016, Texas Psychological Association staffed a booth at the Youth Career Fest in Austin. Dr. Kay Allensworth and Dr. Elizabeth Middleton talked to over 100 students who were interested in psychology careers. See photos on right.

• Presentations:
  – Dr. Kay Allensworth presented a disaster psychology course to the following high schools:
    ▪ Westlake High School (Austin, TX): 23 students on 4/21/16 and 40 students on 10/2/16
    ▪ Westwood High School (Austin, TX): 67 students on 11/14/16 and 23 students on 11/15/16
Utah

• Presentations:
  – April 4, 2016: Handouts provided at American Association of University of Women (AAUW) Meeting: Anxiety, Depression
  – June 29, 2016: AAUW, Esmart camp presentation on interviewing (for career)--handed out APA materials on Depression, Anxiety, Magnets (85), Eating Disorders (Promoting "Talking to a Psychologist").
  – July 8, 2016: Mindfulness: Calming the Chattering Monkeys, Active Aging at Dixie Medical Center 65-75 attendees. Handouts on Anxiety, Sleep Issues, Depression.
Virginia

• PEC Updates:

  Community Engagement:
  – Vienna Arts Society
    ▪ Preliminary meetings to begin planning a local community art project to raise awareness of mental health issues
    ▪ Hoping to duplicate in other areas around VA
  – DC American Foundation for Suicide Prevention Out of the Darkness Walk (October 22)
    ▪ Booth and team with APA handouts and Logo Stress Balls/Pen lights

  Legislative Engagement:
  – Created Handout for Legislators at our Psychologists on the Hill Day, January 12
    ▪ List of Mental Health Observances for 2017
    ▪ Offered psychologists as experts happy to provide information/collaboration
Media:

- January, 2016 - KUOW a public radio station in Seattle approached PEC Coordinator, Dr. Nancy Goldov, to locate a psychologist to speak on the topic of cognitive barriers to environmental action.
- Feb. 18, 2016 - Dr. Laura Brown was interviewed on the radio station KUOW, on the topic of cognitive barriers to environmental action and discussed how fear stops us from acting on climate change and how we should deal with the trauma of climate change.
- Oct. 28, 2016 - Seattle Times reporter Christine Clarridge was looking for a psychologist to speak about working through the 5 stages of grief after the election in November.
- Dec. 13, 2016 - Seattle Times reporter Christine Clarridge contacted PEC coordinator, to interview for a story about people who spend the holidays alone by choice.
- Dec. 20, 2016 - Seattle Times reporter Christine Clarridge contacted PEC coordinator, to interview for a story using advice from experts on how to succeed in some common New Year’s resolutions. The story ran 1/2/17
# 2016 PEC Coordinators

<table>
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<tr>
<th>State</th>
<th>Coordinator Name</th>
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<tr>
<td>Alabama</td>
<td>Heather M. Austin, PhD</td>
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<td>Alaska</td>
<td>Chris Reynolds, PsyD</td>
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<td>Alberta</td>
<td>Brent Macdonald, PhD</td>
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<td>Arizona</td>
<td>Sandra L. Klar, LLB, PsyD</td>
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<td>Arkansas</td>
<td>Kristin J. Addison-Brown, PhD</td>
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<td>British Columbia</td>
<td>Patrick Myers, PhD</td>
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<td>California</td>
<td>Michael Ritz, PhD</td>
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<td>Colorado</td>
<td>Dawn Jewell, PsyD</td>
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<td>Connecticut</td>
<td>Elaine Ducharme, PhD, ABPP</td>
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<td>Delaware</td>
<td>Malina Spirito, Psy</td>
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<td>District of Columbia</td>
<td>Stephen V. Bowles, PhD</td>
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<td>Florida</td>
<td>Laura A. Cohen, PhD</td>
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<td>Georgia</td>
<td>Angela M. Londoño-McConnell, J. Kip Matthews, PhD</td>
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<td>Hawaii</td>
<td>June W. J. Ching, PhD, ABPP, Darryl S. Salvador, PsyD</td>
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<td>Idaho</td>
<td>Amy S. Walters, PhD</td>
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<td>Illinois</td>
<td>Nancy S. Molitor, PhD</td>
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<td>Indiana</td>
<td>Dana Lasek, PhD</td>
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<td>Iowa</td>
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<td>Jeremy S. Stevenson, PsyD</td>
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<td>Kentucky</td>
<td>Jennifer L. Price, PhD</td>
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<td>Louisiana</td>
<td>Lucinda L. DeGrange, PhD</td>
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<td>North Carolina</td>
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<td>Nova Scotia</td>
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<td>Ontario</td>
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<td>Kari A. Scovel, PhD</td>
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<td>Wyoming</td>
<td>Eric E. Silk, PhD</td>
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Thank you to all of the psychologists who served as PEC and DRN Coordinators in 2016.
