



2019 SURVEY RESULTS

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Thank you to everyone who completed the 2019 AltaABA survey!

AltaABA recently completed a voluntary survey of its members in order to gain greater insight into the composition of its membership. In addition, the survey served to identify the specific issues of importance to its members given the Alberta context, as well as provided information to assist the AltaABA Board to prioritize future efforts to promote ABA in our province.

Highlights from the survey have been reported here in order to share the information with AltaABA's stakeholders.

Please feel free to reach out to info@altaaba.ca with any questions or visit www.altaaba.ca if you would like to become a member.

Best,

The AltaABA Board

AltaABA's mission:

Alberta Association for Behaviour Analysis (AltaABA)'s mission is to promote the science of applied behaviour analysis (ABA) in Alberta, including theory, research and practice, while fostering a culture of excellence, integrity, and expertise. AltaABA will focus on advocacy and the dissemination of information regarding evidence based practice across the province of Alberta and will provide a forum for professionals to share and develop ideas pertaining to behaviour analytic practice.

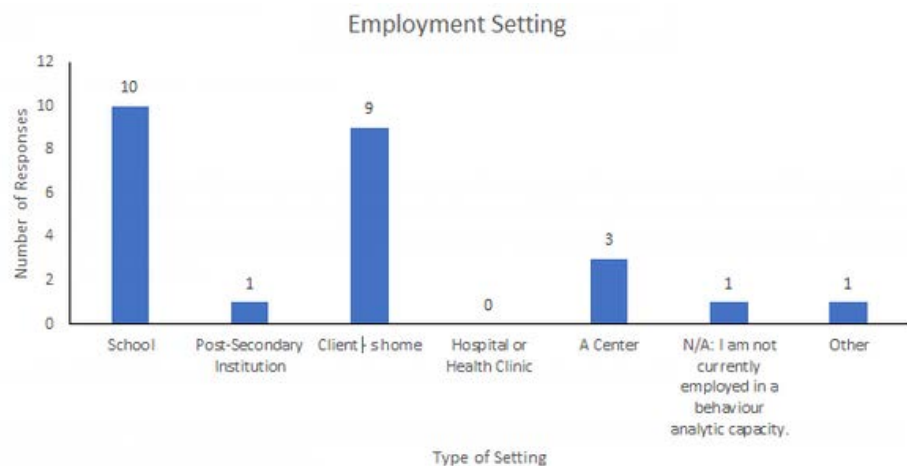
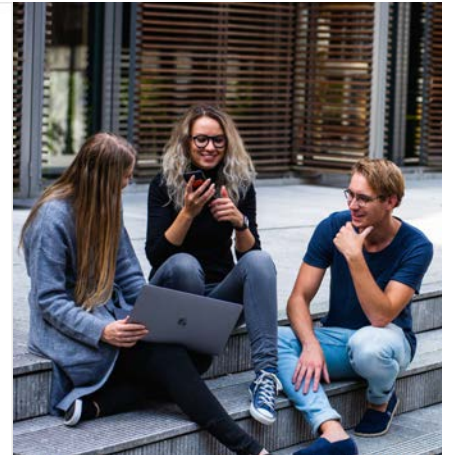
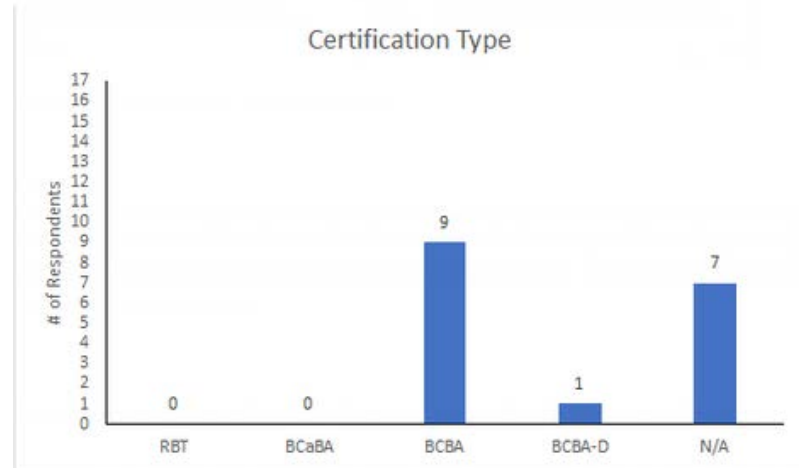
Specifically, the organization shall:

- 1. Serve as a scientific and professional reference and networking group for its members.*
- 2. Disseminate information to promote its mission to a wider audience.*
- 3. Organize an annual business meeting to provide a forum for discussion of the affairs of the chapter.*

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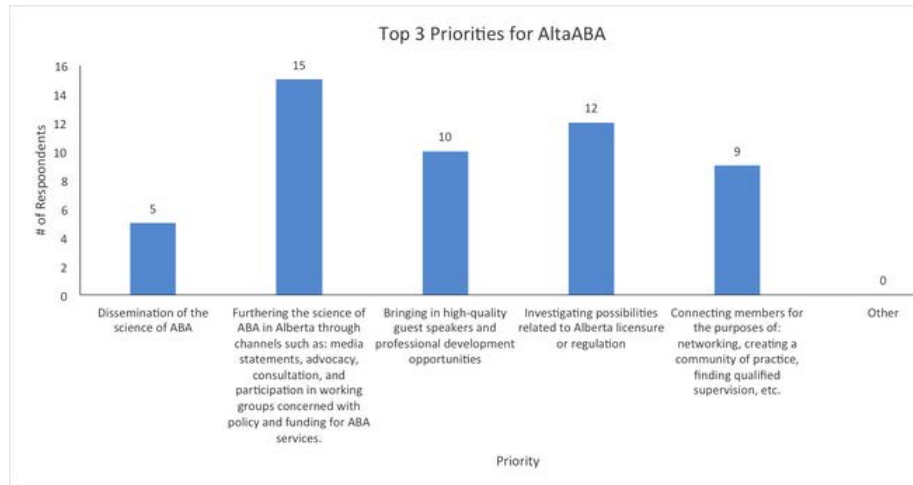
AltaABA's Members

The 17 survey respondents reported on their certification type, area(s) of practice, and employment setting.

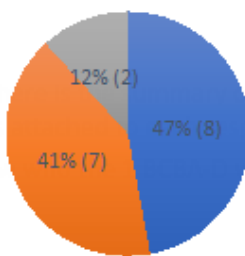


AltaABA's Members' Priorities

The survey respondents reported on their top 3 priorities for AltaABA and their top priority that they hope to gain from their membership.



Ranked as First Priority



- High-quality guest speakers and professional development
- Networking opportunities to connect with others interested in or actively engaged in the field of ABA in Alberta
- Access to research journals
- Opportunities to participate in AltaABA committees or serve on the board



AltaABA's Members' Feedback

The survey respondents reported on their perceived barriers to the progression of ABA in Alberta and the type of content that they would like to see on AltaABA's media platforms.

PERCEIVED BARRIERS

- Systemic bias against ABA
- Lack of funding for BCBA designation & funding system places limits on ethical ABA practice
- Not registered health professionals
- Negative public perception & myths/misinformation about ABA
- Lack of systematic approach towards recognizing ABA
- The history of ABA in Alberta
- Limited knowledge about ABA & BCBA's
- Misinformation from non-behavioural service providers
- History of people thinking they have received ABA services in the past, but it was not from a BCBA



REQUESTED SOCIAL MEDIA CONTENT

- Announce exam results & congratulate new BCBA's
 - Research or literature debunking the myths
 - Dissemination of ABA
 - What is happening in Alberta with respect to ABA & BCBA's
 - Accurate information about what ABA is
 - Journal articles
 - CEU opportunities
 - Relevant news
 - Feel good editorials on the benefits of ABA
 - Relevant community events/townhall/committee notices
 - More interactive content
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2019 SURVEY RESULTS MOVING FORWARD

The AltaABA board would once again like to thank the members who took the time to participate in our 2019 survey. Based on the data summarized and graphically displayed above, we saw some clear themes. The Board would like to say that "we hear you loud and clear!" We have already started to provide additional content through our social media accounts and have set dates for our next networking events in both Edmonton and Calgary. In addition, we have already started engaging in strategic planning, setting up sub-committees, and working through some action plans that will move us forward on many of our member priorities. We will provide you with important updates throughout the year and give an annual update at our next general meeting in May 2020!

Please feel free to reach out to info@altaaba.ca with any comments or questions or visit www.altaaba.ca if you would like to become a member.

Kind regards,

The AltaABA Board

