

COUNCIL OF PROVINCIAL ASSOCIATIONS OF PSYCHOLOGISTS
and
CANADIAN PSYCHOLOGICAL ASSOCIATION
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Press Release
For Immediate Delivery



FEBRUARY IS PSYCHOLOGY MONTH:

**CANADIAN PSYCHOLOGISTS PROMOTE PUBLIC EDUCATION AND
AWARENESS CAMPAIGN ABOUT PSYCHOLOGY**

“Psychology is for Everyone”

OTTAWA, FEBRUARY 1, 2007 – The **Council of Provincial Associations of Psychologists (CPAP)** and the **Canadian Psychological Association (CPA)** today launched the annual Psychology Month campaign. This February marks the third year that the two Associations have joined together in working toward the goal of this campaign – to raise Canadians’ awareness of the role psychology plays in their lives and in their communities.

Psychology Month has become a recognized opportunity for psychologists and Canadians to meet to discuss psychology and for Canadians to have their questions about psychology answered. “Ultimately we hope to increase awareness of the positive contribution psychology makes in our daily lives” stated Dr. Olga Heath of the Association of Newfoundland Psychologists and National Chair of the Psychology Month initiative.

The message for Psychology Month is basic: “Psychology is for Everyone.” “It is a time to talk about anything related to psychology, including health, mental health, schools, the work place, criminal justice programs, research. It’s that simple” stated Dr. John Service, Executive Director of the Canadian Psychological Association, “and it’s thanks to the volunteer efforts of the psychological community across the country that Canadians have a greater awareness than ever before of the role psychology plays in their lives and in their communities.”

During Psychology Month, psychology associations, private practitioners, psychology students, scientists and psychologists who work in public institutions will be opening their doors to the public in an effort to share what it is that the psychology community offers Canadians. Some examples include:

- The Association of **Newfoundland** Psychologists will promote their province’s theme, “Psychology Educates” through a number of public information sessions as well as by speaking on the radio about psychological issues.

- The Association of Psychologists of **Nova Scotia** will hold its annual Psychologically Healthy Workplace Awards during Psychology Month, as well as silent auction and reception to mark the campaign.
- A variety of activities have been planned by the Psychologists' Association of **Alberta** including a major public lecture co-sponsored by CTV. The mayor of Edmonton has declared February to be Psychology Month in the city.
- **Manitoba** Psychological Society has a number of public talks planned throughout the month, as well as an interview on 'Breakfast Television'. They will also be presenting their first Healthy Workplace Award on February 23.
- The Psychologists' Association of **Prince Edward Island** is teaming up with local schools, libraries, and associations to demonstrate the diverse roles psychology plays in their community. The Association will be hosting over 10 public presentations and discussions across the province.
- The **Ontario** Psychological Association will be highlighting Psychology Month during its annual convention, February 22 & 23, and has been actively promoting the campaign across the province. Many practitioners, representing a myriad of facilities and disciplines, have responded to their call and will be participating in the campaign.
- In addition to a full calendar of events, the Psychological Society of **Saskatchewan** has arranged for the province to proclaim February as Psychology Month. The mayors from nine individual cities in Saskatchewan have also made similar proclamations.
- In addition to a number of public talks, in French and English, organized by the College of Psychologists of **New Brunswick**, the Regional Health Authority Four in Edmundston will tackle a different psychology-related topic every week and offer presentations and materials to its staff.

We urge all Canadians to participate in Psychology Month by taking part in activities organized in their communities. To find out more about Psychology Month and the activities planned across Canada, visit www.cpa.ca/psychologymonth.

The Council of Provincial Associations of Psychologists is made up of provincial and territorial psychology associations and the Canadian Psychological Association is the national voice of psychology across Canada and internationally.

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