

Name

Charu Gupta

Committee Name

Continuing Education and Professional Development

Date

September 9, 2020

Committee Composition and Mandate

To have at least 1-2 PD events for the year 2019 - 2020 which would be eligible for CEC.

Activities

1. The first book study took place on November 17, 2019 at Dakota Community Centre based on the book titled - "When the Body Says No: The Cost of Hidden Stress" by Gabor Maté.
 - a. Eight members participated and the event was a success.
 - b. Ideas for future book study were to look at other book titles and/or Research Based Articles.

2. The second book study for "Becoming" by Michel Obama is scheduled for November 22, 2020 from 2 - 4 pm. A 'Save the Date' memo was sent out to all CCPA/MB Chapter members and a formal invite will be sent out by first week of October. Looking at the COVID-19 situation, this even will be done through Zoom, but more information will follow later.

Future Priorities:

1. Book Study for "Rewire: Change your Brain to Break Bad Habits" by Richard O'Connor around October-November 2020 pending COVID-19 restrictions.
2. To have a Professional Development session for MB Chapter members on Reconciliation and Indigenous Initiatives in 2020 - 2021.
3. To have a Professional Development session on a group of Research Based Articles in 2020 - 2021 and to apply for approval from CCPA National Office.
4.

Background:

The Canadian Counselling and Psychotherapy Association (CCPA) has undertaken activities for more than 10 years to attain increased recognition of CCPA Canadian Certified Counsellors (CCC) as approved providers in third party insurance plans. In 2006, the CCPA undertook a directed initiative to this end, however third-party insurance companies routinely remarked that professional regulation was critical to recognition of CCC professionals in third party insurance plans. Twelve years later, with self-regulation in place in 5 provinces, widespread recognition, acceptance and approval of the CCC designation for service provision has still not been attained from most third-party insurance providers.

The CCPA National Office continues to advocate for recognition, acceptance and approval of CCC designated providers by third party insurance providers with insurances, large national employers, and with government plans. Additionally, the CCPA National Office provides individual member and chapter support for claims coverage with limited success. Consistently, CCPA members across the country identify access to third-party billing as their number one association priority. This priority was reaffirmed in a recent survey of CCPA members, resulting in a decision by the CCPA National board to allocate resources for a national project and two provincial pilot projects to achieve increased recognition of CCC designated counsellors and psychotherapists as approved providers under private and public sector health insurance plans. The Manitoba Chapter of the CCPA was selected as one provincial pilot site.

Project Overview

This project consists of developing and implementing outreach activities to advocate for the recognition of CCC designated counsellors in third-party billing (benefit and insurance) plans. Through engagement of key stakeholders, including government, employers, insurance agencies and brokerages, unions and other professional advocacy bodies, awareness of the core competencies, educational development and regulating practices of CCPA CCC designated counsellors can be raised. Through this, an enhanced understanding of the benefits of recognition of CCPA CCC designated counsellors in third party billing plans can occur, such as increased accessibility for clients, decreased wait times, early return to work, better overall social, mental and economic productivity, and so on. Increased engagement of CCPA Manitoba chapter members in advocacy activities is critical to support this awareness raising, creating awareness and demand by the public and key stakeholders in recognizing CCPA CCC designated counsellors as “approved” providers under third-party plans.

Project Team

Over 2019/20, CCPA Manitoba members Bernadine Wallis, Brie DeMone, Dave Owczar, Eunice Lavell, Leah Ross, Sam Chrol, Paula Newman and Tim Crawford participated in Third Party Billing project team efforts and activities.

Project Activities Completed, 2018/19, 2019/20 and planned for 2020/2021

	September – October 2018: Project Team Formation: 5-member core team
	November 21/2018: Meeting 1: Team Orientation to project plan, schedule, etc
	December 19/2018: Meeting 2: Stakeholder review; team determined to do deeper stakeholder analysis to maximize efforts within available capacity; finalized planning for in person workshop
	January 19/2019: In Person Workshop: CCPA Deputy CEO K. Hollihan & consultants J. Holden & E. Gale hosted ½ day workshop with project team to review stakeholder outreach approach, outreach tool development identification
	February 20/2019: Team meeting; complete stakeholder review, finalize outreach tool requirements; confirm other outreach approaches as discussed Jan 19/2019; update project charter to reflect new milestone dates and targets
	March 23/2019: Team meeting; develop implementation plan for various outreach and advocacy activities
	April 17 / 2019: Team meeting; initiate implementation plan
	May 13/2019: Presentation at CCPA Conference Round table (prepared by project team, provided by K. Dedi)
	May 25/2019: Team meeting; review progress. Conducted review of Virgo report to gather MB stats for use in outreach materials. Engaged National in outreach op-ed. Provide national with info to establish an MB statistics focused infographic. Developed proposed plans for public and colleague outreach.
	June 19 /2019: Team meeting; review progress. Developing survey for circulation to MB chapter members and MB/NU CCPA members. Working with national on op-ed. Developing engagement email / letter – anticipate sending early July. Developing plans for colleague outreach. Received MB Chapter member contact lists.
	July 17/ 2019: Team meeting; completed and circulated survey. Emails from MB Chapter president and MB NU Director sent to members. Engaged National on two op-eds and infographic.
	August 28 /2019: email reminder of survey early August, Team meeting; reviewed survey results, awarded book via random draw to two respondents, reviewed infographic

	material and provided content for use by national's contractor
	September 25 / 2019: Team meeting; reviewed progress; reviewed infographic draft provided by national, made revisions and additions to infographic, undertook planning of prep of letters for use by MB members, prepped email and survey results to be shared with national/board/ and chapter members
	November 16/2019: reviewed infographic in detail, provided final feedback to national, reviewed and revised letters
	December 2/2019: finalized infographic, finalized letters for national review and mb chapter board approval
	January/2020: infographic and letters approved by national & MB chapter board
	February/2020: infographic and letters posted on CCPA MB chapter webpage with FAQs
Planned:	Fall/2020: Mail out to CCPA members with infographic, insurance and employer letters Development of social media post/video for CCPA members to use / share Transition of Third Party Billing Director position to New Director!

Deferred in 2019/20 due to COVID-19

- 2020 national conference roundtable presentation deferred to 2021
- Mail out to members deferred to fall 2020
- Social media video deferred to 2020/2021

Key outcomes to date:

- Team members have common understanding of goals, approach, outreach approaches
- Team members have developed skills to initiate outreach activities
- Team members have identified stakeholders of most benefit and significance for focal outreach.
- Stakeholder outreach tools created

Legend

Complete	Planned for 2020/2021 year
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FACT MB Report for CCPA Manitoba Chapter AGM September 13, 2020

1. Executive Elections of Chair, Vice Chair, Secretary and Treasurer: Appointments by acclamation:
 - i. Chair 1 year term – Don Russell (September 2021)

- ii. Vice Chair 2 year term – Mintie Grienke (September 2022)
 - iii. Treasurer 1 year term – Tim Frymire (September 2021)
 - iv. Secretary 2 year term – Melody Newcomb (September 2022)
2. FACT-MB AGM will be September 18, 2020 at 7:00 pm.
3. Online Petition to support regulation garnered 2268 signatures.
4. MLA Letter-writing campaign regarding MB contract given to Morneau Shepell: Don received 23 cc's, and so we exceeded this number of letters. Don had spoken to the Press and Communications contact for the Leader of the Opposition, who already had been aware of the situation and the letters, and had offered meetings with other critics in the Opposition.
5. FACT-MB is 'Seeking letters of non-objection from heads of Colleges and Associations' from the following-
 - College of Registered Psych Nurses Manitoba (CRPNM)*
 - College of Social Work*
 - College of Physicians and Surgeons*
 - College of Occupational Therapy Manitoba (COTM)*
 - Manitoba Society of Occupational Therapy (MSOT)*
 - Psychological Association of Manitoba.*
6. Decision to invite Associations to donate a one-time grant for regulation expenses: Barb Mc Callum said she was applying to CCPA's legislative support fund for \$2500, which she said was supported by the Manitoba Chapter President and Regional Director.
7. Financial Status: Bank balance remains at \$3000.11. Projected budget for 2021-22 fiscal year and projecting for the next two years is being worked on. It will be a projection and much will depend on the results of submitting the application. If it is a favorable outcome, then we will focus on planning for the College. If it is not favorable, then energy and funds will go into advocacy.
8. Discussion on Levels of registration, educational requirements, and entry to practice. "The committee needs to discuss the levels of registration, the corresponding educational requirements, and the costs. The question also about supervised practice: during training and following training before certification: what constitutes entry-to-practice?" Barb M clarified some issues in Alberta and Quebec's systems. The consensus was to propose three categories of membership: Registered Counselling Therapist, Registered Counselling Therapist – Qualifying, and retired/inactive. The method of entry into the College needs also to be articulated. Barb has suggested three streams: Expedited, Grandparented, and Regular.
9. Reviewing/Editing is being done on the current application on Google.docs by all FACT-MB members over the summer months. Goal is to have it ready to present in 5 or 6 months. It is not a final draft and can continue to be refined or added to, even after submission.

Respectfully submitted,

Mintie Grienke