2015 VA Psychology Leadership Conference on “VA Psychology: Advancing High Quality Health Care & Timely Access for Veterans”

Advocating for Effective Services for Military Personnel, Veterans and Their Families

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APA’s Military & Veterans Team

APA’s MVP team works to support military personnel and Veterans, their families, and their communities, as well as the psychologists who conduct research with and provide direct services to these populations.
Advocating for VA Research

• Executive Committee of FOVA Coalition
• Annual Testimony on VA Research
• Meeting with OMB
• Meeting with VA-ORD
• Hill Briefings
• APA CEO on VA Academic Affiliations Committee
Mental and Behavioral Healthcare for Veterans

- Congressional Roundtable with HVAC on Veterans
- Constant Review and Improvement of Congressional Legislation
- Annual Congressional Testimony on VA
- GAO Study of VA Mental Healthcare Access
- ROA Panel on Mental Health Needs of Veterans
- Supporting Caregivers of Veterans
Training and Professional Issues for VA Psychologists

- Links to VACO Training and Consultation Opportunities
- Education Leadership Conference Focus on Training Psychologists to Serve Veterans
- Brain at War Conference and Visit to SF-VA
- AVAPL Annual Visit
Thank you for all that you do. APA stands with you.
Investing in our future – Internship Enhancement

• In 2013, APA committed $3,000,000 over three years to reduce the internship crisis
• Unaccredited programs were offered grants to assist them in gaining accreditation
• This resulted in an increased number of accredited internship slots as can be seen in the next slide.
Internship Match Statistics
2012 - 2015

Students Participating vs. Positions

Year
2012: 4009
2013: 4051
2014: 3974
2015: 3928

Year
2012: 3190
2013: 3376
2014: 3501
2015: 3684
Strategic plan

• APA adopted its first-ever strategic plan in 2009, establishing three overall strategic goals and seven initiatives to support those goals.
• Each initiative is associated with performance measures that are reported quarterly.
• 2015 is an evaluation year of the original 5-year plan, 2010–2014.
Historic governance changes

• Culmination of a 5-year journey.
• Council has approved historic changes how APA governs
• Moving toward goals of increasing efficiency, strategic alignment across the organization, and member engagement.
• New governance system aims to make better use of talent within Council, opening governance to
Financial strength

• APA’s long-term investment portfolio has a value of approximately $100 million.

• *Investment in APA 1.0* (OPD/Technology investment fund) returned *more* revenue to the Association than originally budgeted - meeting their projected 2015 revenue goal for return on investment (ROI) by the end of 2013;

• Investment in APA 1.0 - ROI through end of 2014 was greater than 100%.

• The Finance Committee and Board approved designating funds from the long-term investment portfolio to fund “Investment in APA 2.0.” This funding from net assets (up to 3% in any given year) will balance long-term financial stability with funding for mission-centric projects.
APA policy impact

Education

• Achieved increased funding for the Graduate Psychology Education Program, from $2.7 million to $7.9 million since 2013, with more than 200 APA member Hill visits.

• Secured introduction of Garrett Lee Smith Memorial Act reauthorization legislation, with up to $7 million for the Campus Suicide Prevention Program. That Act is being reauthorized right now and your advocacy is critical to it’s reauthorization
APA policy impact

Science

• Conducted congressional briefings to promote the application of psychological research to understand and treat substance abuse and maintain cognition in older adulthood.

• Initiated a “Stand for Science District Campaign” that involved 47 psychologist meetings in House/Senate state offices and 11 lab/facility tours.
Public Interest

• Expanded training opportunities for psychologists through the Minority Fellowship Program and a substance abuse screening/brief intervention/referral program.

• Presented congressional testimony in such areas as suicide prevention and mental health services reform and provided advocacy training to over 200 psychologists.

• Approved funding for the first Public Interest Leadership Conference.
APAPO policy impact

• Advanced further than in any previous Congress two priority APAPO bills:
  – Medicare Mental Health Access Act, to allow psychologists to provide services within the full scope of licensure in the Medicare program (58 bipartisan House cosponsors/10 Senate cosponsors).
  – Behavioral Health Information Technology Act, by gaining 81 House cosponsors and nine Senate cosponsors (ultimately, Congress did not take up broad Medicare legislation last year).

We lobbied successfully for the elimination of the SGR.
Joint APA/APAPO policy successes

• With other mental and behavioral health organizations, won passage of a demonstration program based on the Excellence in Mental Health Act in the SGR extension bill (Protecting Access to Medicare Act of 2014).

• Worked with other groups in the Mental Health Liaison Group for passage of the Caring for America’s Heroes Act as part of the 2015 defense authorization bill; this legislation removes caps on the number of days that military dependents receive mental health care under TRICARE.
APA’s amicus briefs program

Last year, APA filed amicus briefs on
1. False confessions and eyewitness misidentification,
2. The death penalty,
3. Supporting same-sex marriage and legal rights for gay parents.
Public Education

**Stress in America 2014 survey report release**

- 1,000 media stories collectively published online, in print publications, and on radio and TV
- Coverage in *USA Today, Bloomberg, Time, Huffington Post, CNN, and CBS*, among others
- News stories viewed more than 50 million times
- Estimated publicity value of media coverage—$1 million
- NPR radio and podcast spots aired between February 5 and 9
- NPR featured a digital ad on its homepage for 24 hours on February 5
- National radio media tour featuring Norman Anderson
"Psychology: Science in Action" public education campaign

- Five video profiles, featured on NPR; two more to be added this year.

Public education via the Web

- Improved Google search rankings.
- APA.org site visitors—3 million per month!
Social media

- The *USA Today* coverage of *Stress in America* report reached 1.6M Twitter users.
- Within the first 24 hours of *Stress* report release, the #stressAPA hashtag reached 320,000 Twitter users.
- APA Facebook page—nearly 300,000 followers.
- APA ranked 12th “most savvy” among national nonprofits for its use of social media by Association Trends.
Questions?