

ANNUAL REPORT CANADIAN ASSOCIATION FOR PLAY THERAPY (CAPT)

2017

Vision

- The Canadian Association for Play Therapy believes in the value of play therapy and its contribution to an individual's mental, emotional, social and psychological well-being.
- The Association believes in advancing and promoting the understanding and value of play therapy, high standards of professional and ethical practice and advocating for our membership.
- The Association maintains a strong, professional organization and promotes professional training and current research in play therapy.

Core Values

- Connections/outreach
- Growth and advocacy
- Inclusion and respect
- Education, ethics and professionalism

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PRESIDENT'S MESSAGE

I have been privileged serve you over the past year as President. Once again, CAPT saw many successes as we moved forward and negotiated changing times. It is always exciting to be a part of CAPT! CAPT's Management Team, Board Members, Ambassadors, Committee Members, Instructors, and many volunteers have worked tirelessly to ensure that CAPT remains vibrant and strong. Our strong partnerships with stakeholders that have been forged over the years across our Nation have deepened. We continue to ensure that the Association represents you well in creating opportunities to promote the understanding and value of play therapy.

Last year I reported that in 2016, like all Associations, we had our share of challenges. As promised, the fiscal challenges were addressed very early in the new year of 2017 and the Board of Directors and Management team vowed to work hard to examine CAPT's business model and make the necessary changes to ensure CAPT's financially viability over the 2017 year and beyond. The hard work paid off. After surveying the membership to ensure that the training products being offered were in line, we rolled out three-day Intensive Certificate Training to move across Canada with great success. The groundwork has been laid to continue this practice thanks to our dedicated instructors and Education Committee members. As you will see in our Financial Report for 2017, our year showed a significant gain.

At the AGM in April 2017, after surveying our membership and taking a year to review the name of the Canadian Association for Child and Play Therapy (CACPT), the membership voted unanimously to move forward with the name change of our association to the Canadian Association for Play Therapy (CAPT). This brings us in line with other national play therapy associations and depicts play therapy as an intervention for children and for their families of all ages including seniors. In broadening our scope, we open many new opportunities for play therapy in communities across our country.

Your Board of Directors, Committees and Management team continue to examine our various standards, policies and methods to be in keeping with the trends and the science related to play therapy. We are here to support you in your play therapy practice. Your feedback is always welcome and we thank you for your enthusiastic input and suggestions that have helped enormously. As we embark upon 2018, we will use all the information we have received from you over 2017 in our 5 year Strategic Planning and Visioning session.

Once again, your efforts keep CAPT strong ensures that the capacity for Play Therapy grows allowing more children and families to be touched and healed through play.

Thank you

Nadine Robitaille President Canadian Association for Child and Play Therapy

CAPT EXECUTIVE DIRECTORS REPORT

I must start by saying 2017 has been an amazing year for the Canadian Association for Play Therapy. The change of our name has added a wider scope for our services and products and the practice of play therapy.

You never really know as we close the Annual General Meeting in a given year just how the following year will go. My message always is to take calculated risks, be fiscally responsible and honour the Mission and Vision of the membership of the association.

2017 was the end of a three-year contract for the services of the management company that oversees the general operations and staff leadership of CAPT. After much conversation and serious thought, the Association Management Company under the leadership of Kip Sharpe and Elizabeth Sharpe signed a new 3 year contract to provide services. The new business model that was approved by the Board of Directors provides more transparency in how charges are being applied in the CAPT books and gives a clear picture of the annual activities that are taking place. A management calendar and some graphics will help pave the way each year to provide the services our membership and with succession planning in mind always, we realize that everyone has a responsibility to document all those important aspects of the day to day operations of the association. To learn more about the management company that serves CAPT go to: www.association.management.

The CAPT Certificate Program continues to be very effective and attendance in Edmonton (Leduc), Alberta and Toronto, ON were filled. We see continuing interest from across Canada as well as internationally. We are grateful to the CAPT Education Committee for their commitment to helping make our jobs easier by continuing to oversee CAPT program evaluations and instituting much needed changes to the curriculum.

In 2017, CAPT began the presentation of new intensive three to five-day Certificates based on the subjects that appear in our Play Therapy Certificate Program. Promotion of these Certificates began in the fall of 2016 with great success. We plan to continue to offer these across the country over the next few years.

Some interesting statistics that we track through the CAPT office:

- Receive, research and answer approx. 25,000 emails per year.
- Answer approx. 2,000 telephone calls per year.
- An average of 1,300 website page views per week or over 70,000 page views per year from across the world.
- Deliver 35 individual workshops per year
- Process approx. 300 applications per year through our offices including Programs, Certification, Reviews etc.
- There are 1182 CAPT followers on Facebook.
- Approximately 1,100 receive CAPT's e-newsletter each month.

We look forward to another exciting year of Play Therapy for CAPT!

Respectfully Submitted:

Elizabeth A. Sharpe, CAE Executive Director Canadian Association for Play Therapy (CAPT)

FINANCE REPORT

The Canadian Association for Play Therapy (CAPT) completed a year of success as we remained financially viable and continue to provide excellence in our programming. The Board of Directors continues to monitor the finances for CAPT monthly. With respect to the statement of revenues and expenditures and changes in net assets, there was a deficiency of revenue over expenditures (net gain) of \$42,594 which represented an increase of approximately \$54,528. The increase of revenues was largely due to the addition of the 3-Day Certificates which were introduced for 2017 and attendance at our Play Therapy Certificate Program. Increasing Membership fees helped in levelling out our finances and will allow CAPT to set aside some reserves over the next couple of years. With respect to the statement of financial position, the net assets increased to \$17,065. Complete financial statements are available for your review at the Annual General Meeting or will be sent out to you at your request.

The Board of Directors and its Committees and Management are confident that our finances are tracking to budget and we will continue to focus on maintaining a healthy balance through the various products and services offered. As well, and in keeping with good fiscal responsibility, expenses will be thoroughly examined with a mind always to receiving the best product for the dollar.

Thank you to everyone who stepped up to help CAPT with this successful financial outcome and especially to those instructors and Committee members who work tirelessly to produce excellent programs for our members. We encourage you to help in this effort to publicize the CAPT programs in your regions. It is your association and we want you to feel empowered to encourage others to get involved.

Respectfully Submitted by: Elizabeth A. Sharpe CAE

And

Helena Kogas, Treasurer, CAPT

On behalf of the CAPT Board of Directors 2017.

CERTIFICATION COMMITTEE

The following is a summary of the activities of the 2018 CAPT Certification Committee:

- 1. Transitions: This year has seen several changes in Committee membership. After Nicole Perryman resigned from the position, Laura Mills kindly carried on the tasks necessary to keep the program flowing. Laura was also kind enough to provide guidance and training to the incoming Chair. At this time the new Chair is orienting himself to the position and will be searching for new Committee Members at the AGM and through other means.
- 2. CPT Application Reviews: The Committee reviewed applications for CPT designation and approved 3 new certifications.
- 3. Certification Inquiries: The Committee answered twenty-four inquiries on a variety of topics related to the certification process.
- 4. Change in Certification Standards: The Committee reviewed the current certification standards considering changes occurring in other play therapy organizations. A proposal was made to the Board containing specific recommendations for change. Discussion pertaining to this change is ongoing.
- 5. Supervision Handbook: Work has started on a new Supervision Handbook. This work is currently on pause as the Board considers possible changes in certification standards.
- 6. Recommendations generated from the Committee: i) It is recommended that CAPT change its certification standards to bring them in line with changes made in other play therapy organizations ii) It is recommended that CAPT complete the Supervision Handbook as soon as practical.

Respectfully submitted: Don Chafe M.Ed., CCC, CPT-S Chair, CAPT Certification Committee

EDUCATION COMMITTEE

The education committee has continued to meet throughout the 2017 year to focus on the development and expansion of our three to five-day Certificate Training as well as to ensure the on-going high quality of our Certification Program.

To do this, we have drawn heavily on the feedback of students, members and instructors. We continue to gather feedback from students at each Certificate Training and Play Therapy Certificate Program session. This feedback is read by our committee and the information gathered guides changes to the structure of existing programs as well as the addition of new programs. Considering our recent name change and the changing needs within the field of play therapy, we are very excited to be introducing a "Play Therapy with Adults" course, which will now be a one-day session within our Play Therapy Certificate Program. At this point, it replaces drama therapy, which may return in the future as a separate Certificate Training.

For the Certificate Training, we have added and expanded the trainings. Our goal is to pilot them in Ontario to gather feedback and gauge interest. Based on this as well as instructor availability, these trainings are brought to other locations throughout the country, ensuring to focus on both the east and west regions of Canada. We have had very encouraging interest but continue to encourage membership to help get the word out about the trainings that are offered. In 2017, we have been planning for the 2018 training year, which included "Working With Foster and Adoptive Children in Play Therapy", "Treating Anxiety Using Play Therapy", "Bereavement, Grief and Loss", "Responding to Trauma Using Play Therapy" and "Art Counseling". The "Bereavement, Grief and Loss" training is being offered in Saskatchewan, PEI, Newfoundland and Alberta. "Working With Foster and Adoptive Children in Play Therapy" was canceled due to low numbers. The Supervisor Training course will again be offered.

We continue to consider on-line instruction. It is difficult with the hands-on aspect of play therapy and the necessity to learn by doing to offer high quality instruction with the convenience of on-line. As well, the operation of CAPT relies heavily on volunteers. Operating and maintain an effective on-line instruction program takes expertise and time. We do not have a volunteer with this level of time and expertise. It remains a topic of on-going consideration.

A valuable on-line meeting of the CAPT instructors was also discussed and planned. The meeting occurred in 2018 and will be then discussed in next year's report.

Respectfully submitted by Stephanie Anderson, Betty Bedard Bidwell, Margot Sippel and Donna Starling CAPT Education Committee

MEMBERSHIP COMMITTEE

The following is a summary of the activities of the 2017 CAPT Membership Committee:

- 1. Request for role clarification / direction The Membership Committee has not been active this year. The Chair has requested of the Board some guidance and direction for the Committee as we currently lack a clear role description.
- 2. Summary of discussions with individual CAPT members The Chair has had numerous inquiries as to the benefits of CAPT membership in an environment where members also belong to other certifying and regulating bodies. It appears that some members do not have a clear understanding the CPT or CPT-S designation advertise a high level of specialist training. It also appears that some members do not understand that the role of a regulating body is to protect the public and the role of a professional association is to advance the profession.
- 3. Current membership numbers: General Members 45 Student Members 118 PTI 72 CPT 56 CPT-A 8 CPT-S 41 Retired 3 TOTAL 343
- 4. Recommendations generated from conversations with members: i) It is recommended that the Board of CAPT develop a clear mandate / job description for the Membership Committee and Chair. ii) It is recommended that CAPT accept supervision hours as continuing education hours for CPT and CPT-S members. iii) It is recommended that CAPT include on its website and in its literature a statement of what it means for the member to have the CPT or CPT-S designation. A clear explanation that displaying the CPT or CPT-S designation tells your clients that, beyond holding a basic, government mandated license, you as a professional have taken the time to undergo advanced training, supervision, and certification in the field of play therapy. This qualification indicates an advanced level of training beyond the required provincial licensing.

Respectfully submitted:

Don Chafe M.Ed., CCC, CPT-S Former Membership Chair CAPT

PUBLICATIONS & COMMUNICATIONS COMMITTEE

Playground Magazine

Lorie Walton and Kip Sharpe continue to be the editors of Playground Magazine. Playground is received by its members with pride and enjoyment and is minimally produced once to twice per year. Two publications were produced this year. The 2017 Spring Edition focused on how our members are working with Indigenous Communities across Canada and have been for many decades. This edition helped to provide our readers with an understanding of CAPT's initiatives regarding learning from and sharing with our Indigenous members, as well as continuing to provide culturally appropriate training for mental health workers in all communities and to honour the history of our country. The Fall / Winter edition of 2017 reviewed the important topic of Ethics and Best Practice.

We feel it is important to use our Publications to not only support our membership, but to use these tools to reach out to Canadian professionals who work with children and families and to the communities at large. Thus, the publications are often brought to national and international workshops and training sites and distributed amongst colleagues far and wide.

E-Newsletters

E-news is sent out by Kip and Elizabeth on a regular basis. This is specifically for CAPT members and shares information on educational opportunities, advertisements for play therapy tools, jobs, events and services. The income obtained through E-News advertisements help to support and fund the larger costs of Playground Magazine.

As always, we welcome submissions for each of these publications. Please send your submissions to Lorie Walton at familyfirstlw@bellnet.ca

Website

The CAPT website continues to be updated. We continue to have significant visits to CAPT's website from all over the world to approximately 1,300 visits per week. We consistently remain at the top of the Google search for play therapy.

Facebook

With 1180 Followers on Facebook, CAPT is able to reach out to many thousands of therapists and those interested in play therapy throughout the world. Sharing interesting and timely messages and information from other like-minded organizations is an amazing opportunity to connect. We would love your input to these discussions!

Respectfully Submitted by

Lorie Walton, RP, CPT-S, Chair, Publications & Communications Committee

RESEARCH COMMITTEE

CAPT Research Committee Report- 2017

The Research Award on Play Therapy with Seniors was given out to CAPT member Theresa Fraser in 2017 and a report on activities by the recipient will be presented at the Annual General Meeting in May 2018.

The Research Award of 2018 has now been advertised and we look forward to receiving applications for this award and offering \$500.00 to a play therapy researcher this year. The International Journal of Play Therapy continues to be available for CAPT members and individual articles may be electronically accessed through N. Riedel Bowers (WLU-Faculty of Social Work= nriedel@wlu.ca).

A research publication by Dr. Olena Darewych (Registered Art Therapist) and Dr. Nancy Riedel Bowers was published in a British art therapy journal in 2017.

A goal of the Research Committee will be to provide the Research Award and encourage writings in Playground and peer-reviewed journals. Our membership in CAPT will be asked to notify CAPT of any writings that they have published in the research aspect of play therapy or play-based therapies.

Sincerely,

Nancy Riedel Bowers PhD, RSW, CPT-S

CAPT Research Committee Chair

Research Award Update for CAPT

April 24, 2018

CAPT was very kind over a year ago to provide me with a scholarship to support my PHD research. I am currently completing my Phd with the University of South Wales in the school of psychology in Play Therapy. I am the first student however, to complete research with older adults and Sandtray.

In preparation for the active research part of my degree I felt that I needed to "dig deep" to gain understanding about the life events that might show up in the sandtray of an older adult who may be reviewing their life's work and life's joys and challenges.

I therefore, spent much time studying various faith traditions and consequently became ordained as an Ecumenical Minister. I also completed a certification in Death, Dying and Mourning and became a Death Doula which of course has also enhanced my Play Therapy practice given many people that visit the playroom have experienced grief and loss in it's many forms.

I also have engaged in Birth Doula studies including Child Birth Education and post partum Doula work with Doula Training Canada. Birth and Death and "everything in between" life events mark our lifetimes. Often at the end of life we become reflective on these occasions and phases of our life as well as how these intersect with each other and our loved ones. Our understanding of attachment and mental wellness of mother are linked to these early parent/child experiences.

Social isolation in older adults is of concern in many countries.

In Canada in 2011- a study was released using volunteers who witnessed created art projects with isolated seniors in their rural homes.

http://www.haliburtoncooperative.on.ca/literature/sites/default/files/CR-669_Visible_Voices_Project_Report__2011__Nov_18.pdf

This topic has become highly prioritized most recently in January of 2018 in Great Britain where they have identified a Minister of Lonelinesshttps://www.newyorker.com/culture/cultural-comment/britain-minister-of-loneliness-brexit-jo-cox).

My research involves the use of Sandtray with Older adults who identify as feeling lonely and socially isolated to help them determine factors/ people and experiences that can help them to decrease feelings of isolation.

I am completing this Play Therapy research in collaboration with the Elder Research Centre in Oakville. Initially, the centre supported the idea of Sandtray Groups with seniors who identify as being socially isolated. I attempted to initiate groups in community senior centres; senior's residences, faith communities and long term care centres in Mississauga, Oakville and Brampton.

In June of 2017, I travelled to England and engaged therapists from around the world in using miniatures and sandtray to reflect on their personal and professional lives. In October 2017, I presented a workshop on Death in the sandtray at the Expressive Arts Conference in New York City.

It became clear however, after attempting to establish groups over a two - year span that using this modality with older adults (who identify as being lonely or socially isolated) was going to be challenging. Individuals do not necessarily want to identify publically as being socially isolated and the reasons that contribute to their social isolation are not gone just because they are invited to engage in a group process involving expressive arts/ play therapy.

The Elder Research Centre also found that other research programs that they were facilitating (for the same population) were struggling with attracting and maintaining participants within a group forum.

Consequently, I gained permission both Elder Research Centre and the University of South Wales to open up the delivery of my research to 1:1 sessions with seniors as long as these are being facilitated in public venues for the safety of the participants.

Most recently, my family is moving to Nova Scotia and I have connected with Elder Resources in Pictou County. Surprisingly, there is an interest in this province for me to facilitate sandtray groups with my focused population. It is therefore my hope that I will be able to facilitate these groups beginning in July of 2018.

I am eager to do this and publish my results as I believe that the sandtray is a powerful healing tool that is for "everyone who wishes to play(De Domenico, 1991)" whatever their age.

Thanks so very much for supporting this work that I also hope will prove that Play Therapy and the powers of Play benefit us across our lifespan.

Theresa Fraser CCW, CYC-P, MA., CPT-S,

Trauma and Loss Specialist, Registered Psychotherapist, Registered Counselors Nova Scotia Community College.

APPROVED PROVIDER COMMITTEE

I would like to outline the following activities that the Approved Provider Committee engaged in over the past year.

- 1. Approved five Approved Providers renewals.
- 2. Approved one new Approved Provider.
- 3. Assisted Approved Providers with requirements for advertising, certificates and student exams.
- 4. Adopted the APT Approved Provider program's recent revisions regarding the requirement for the words "play therapy" to be in the title of trainings and prominently displayed throughout the training program content description and throughout the learning objectives.
- 5. Revised the CAPT Approved Provider Guidelines and Application to add a requirement for Approved Providers to indicate whether their trainings are contact or non-contact trainings.
- 6. Revised the Approved Provider Letter of Acceptance to clarify some of the new revisions in the Approved Provider Guidelines
- 7. Developed a document identifying the benefits to trainers for being an Approved Provider, and for students taking training from an Approved Provider. This highlighted specifically the financial benefit to students who would not have to pay an extra fee per credit hour to have their trainings approved if they were taken from non-Approved Providers.
- 8. Discussion with one Approved Provider on being a sponsor to an on-line play therapy training event, thus enabling participants to obtain CAPT continuing education credits.
- 9. Denied Approved Provider status for an organization holding a conference on expressive arts because the training was not play therapy specific.
- 10. Met with the Certification Committee, Elizabeth and Nadine to revise the Certification Standards.
- 11. Communicated with Elizabeth and Nadine around comparison of Approved Provider trainings with Certificate Program or Education committee workshops/trainings with regards to fulfilling requirements towards certification, specifically the number of hours provided in each of the three categories (theories/approaches, techniques, special populations) outlined in the Certification Standards. Currently Approved Provider and the Certificate Program/Education committee trainings cannot be compared directly which can be very confusing.
- 12. Discussion was initiated on contact vs. non-contact play therapy training hours. Last year we did approve that 25% of foundation play therapy training hours could be taken as non-contact hours. This discussion was continued with Elizabeth and Nadine on our definitions of contact and non-contact trainings. We identified a variety of methods of delivery for non-contact training, ranging from reading materials, completing assignments, viewing videos, webinars, discussion forums, live interactive web classroom, etc. We decided that a live interactive web classroom would be classified as contact training, since it is similar to face-to-face live trainings. We also discussed the difference between didactic training (lecture format) and experiential training (supervised practice of a skill just learned). These are two distinct methods of training, with experiential training being a highly valued and necessary part of our play therapy trainings.

MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS REPORT

The initial committee report written on November 12th, 2017 referenced a marketing questionnaire that was created to gather information from current Level III trainees in Edmonton/Leduc 2017. The questionnaire gathered information on how the trainee found out about CAPT, the trainee's profession, what the trainee would like to see as topics in the Playground Magazine, various topics that trainees would be interested in exploring in future training and what trainees think would make training more accessible. These results were forwarded to the Education Committee on January 20th, 2018.

Reviewing the CAPT's marketing history (social media, marketing material, relationships with previous organizations, etc.). Targeting specific individuals, associations and organizations in provinces that are hosting play therapy workshops (child therapists/counsellors/social workers/ psychologists/ teachers, etc).

Designed marketing materials to promote upcoming play therapy workshops throughout Canada. Posters in JPEG and PDF were made for social media advertising on Facebook and LinkedIn.

A profile was created for the CAPT on LinkedIn and numerous marketing campaigns were created to draw in prospective trainees. See (Appendix B & C). The collective impressions (the number of times people saw our advertisements) was 6,942 times. The social engagement (likes, comments, shares and follow clicks) were 16 which is lower than what would be ideal. The LinkedIn profile has not generated a high number of followers given the selective campaign advertisements promoted.

In the process of designing marketing material for prospective and current members (Brochures, Postcards, etc.). These materials are on the topic of what play therapy is and benefits of membership. The current trend in marketing is to provide exposure but to keep the information concise. The marketing material should direct individuals to our website for more information. The more clicks on a website the better our search engine optimization (SEO). These materials can then be distributed to members or certified play therapists to promote play therapy in their larger communities as well as training events.

Exploring ways to market CAPT by joining mental health marketing campaigns. These are often designed to raise awareness of a topic in the public like Suicide Awareness week. By re-posting trending hash tags for these special days or weeks throughout the year we raise awareness but also benefit from free marketing. When individuals search the hash tag CAPT will automatically coincide with searches.

There is some research being conducted on affordable ways to create videos on play therapy. Video advertising is new and advantageous in marketing efforts given that our competitors have not utilized this type of marketing. This would mean the creation of short video clips 0.30 seconds- 2.00 minutes on play therapy and special topics. Videos are an easy way to gather attention and exposure.

The committee chair has reached out to numerous volunteers to form a larger committee. Many volunteers are eager to help in the sharing of advertising through personal or professional networks however, they do not possess skills or experience in design, creating marketing material or advertising. The first official committee meeting is scheduled to take place on Friday, May 25th, 2018.

Submitted by Jocelyn Nand, Chair, Marketing, Communications and Public Relations Committee

NEWLY CAPT CERTIFIED MEMBERS 2017

Congratulations to those members of CAPT that have become newly Certified in 2017:

Kara Abraham, Winnipeg, MB CPT

Sara Tarrant, Winnipeg, MB CPT

Irena Razanas, Ayr, ON CPT-S

Donna Starling, Fergus, ON CPT-S

CAPT BOARD OF DIRECTORS

2017-18

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