



## **National Survey of Canadians Attitudes towards Psychology**

The first national survey of Canadians' attitudes towards the practice of psychology is about to be launched by the CPA Practice Directorate. The purpose is to gain a clearer understanding of people's knowledge of and confidence in psychological service while also looking at barriers to access. Over one thousand Canadians will be asked about thirty questions during the month of May. The results should be available in June.

Each province and territory has the opportunity of paying a modest fee to increase the size of their provincial sample to give them more solid provincial data.

The Practice Directorate is contracting the survey through Delta Media, a communications and government relations firm in Ottawa. Delta has completed a survey of key informants in politics (provincial and federal), associations of health professionals and the media. The national survey is intended in part to complete this data gathering and to provide the opportunity to compare the results of both surveys. This will be useful data with which to better target advocacy initiatives.

Psychology and primary care is one of the priorities areas for the Directorate. The survey will provide important information to help hone our activities in this area.

The Directorate is working with Delta Media to develop a common advocacy platform for use by all the associations across the country so the profession is speaking with a common language or lexicon and asking for similar things from each of their governments. Working together strengthens us all. Advances in one jurisdiction can leverage advances in another. Eventually the advances can become common practice.

Dr. Connie Kushnir is the Ontario Psychological Associations representative, please feel free to contact her at [connie.kushnir@rogers.com](mailto:connie.kushnir@rogers.com) with any ideas or concerns.

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