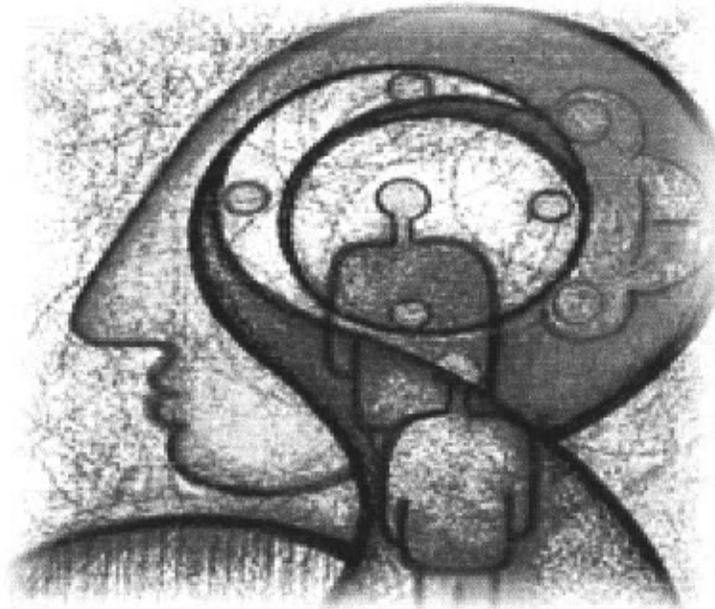


ONTABA Conference 2007



Please join us on November 15th and 16th at the Holiday Inn in Markham for our annual conference.

We are very excited to have two key note speakers:

Dr. Richard Foxx and Dr. Andy Bondy

will be presenting on these two days along with many local researchers, students, and clinicians.

Check out the Brochure Inside!

This year we will be cutting costs for student registrations by 50% and will have discounted rates for groups of 5 or more registrations from one organization.

the **ONTABA** ANALYST



Ontaba

The Ontario Association for Behaviour Analysis

An Affiliate Chapter of The Association for Behavior Analysis International

www.ONTABA.org

Caroll Drummond
Editor, Production Manager
Bridgette Gauthier,
Associate Editor, Submissions

Content

| | | |
|-------------------------------------|----------|--------------------------------------|
| ONTABA Conference 2007 Announcement | pg.1 | Shiri Bartman |
| From the President's Desk | pg. 2,3 | James C.K.Porter |
| Employment Opportunity | pg. 3 | Lawlor Therapy Support Services Inc. |
| Committee and Task Force Updates | pg. 4,5 | Various |
| PBS, ABA & OBM | pg. 5-10 | W. Larry Williams |
| Conferences/Workshops, Contacts | pg 11,12 | ONTABA Analyst |

- INSERTS:**
1. **ONTABA Election 2007 Nomination Ballot**
 2. **ONTABA Awards 2007 Nomination Ballot**
 3. **ONTABA Conference 2007 Brochure**

From the President's Desk

James C.K. Porter
ONTABA President



I would like to send my greetings to all members of ONTABA . I hope that everyone had a most enjoyable and productive summer. In this current issue of the President's Desk I would like to update members on some of my activities during the summer as well as remind members of upcoming issues.

First, with the summer coming to a close and September but days away the November conference is likewise fast approaching. On the subject of the conference, I would like encourage members to consider participation as a presenter. We have made efforts to have representation at the conference from a diversity of subjects relevant to Behaviour Analysis. For instance, at this year's conference we will have Dr. Mozzoni presenting on topics from the Acquired Brain Injury field and we are especially interested in other presenters from areas outside of Autism/Developmental Disabilities (which are already well represented) to round out the conference.

I would also like to take this opportunity to remind members that there are numerous ONTABA Board positions open for nomination this year and I encourage members who have not previously been on the ONTABA Board to consider running for a board position. One of the many activities that I have been engaged in this summer has included trying to recruit for the ONTABA board by finding potential candidates with new and fresh perspectives to infuse the board and committees. Nomination forms may be found on the ONTABA website. In addition to board positions, I encourage ONTABA members to participate on committees so that they may provide new thoughts, new directions and new perspective to such committees as the Transitional Certification Committee, Elections Committees and the various other committees that exist.

In addition to reminding members about nominations for board positions, I would also like to draw attention to the opportunities for nominations for what will be the first presentation of annual awards for excellence in teaching/education in ABA, practice of ABA and research in ABA. Again, nomination forms and further information may be found on the ONTABA website.

On the ONTABA website under the "What's New" tab, members will find a new label. There now exists what I hope will be a regular contribution; "Consumer's Corner." This represents a culmination of efforts made to make ONTABA more inclusive and move in new, additional directions. The goal is to welcome and encourage membership in ONTABA from those who are the consumers of Behaviour Analysis in Ontario. The partnership between those who practice ABA and those who receive or utilize those services is a natural one that is embedded in the very definition of Behaviour Analysis. As Baer, Wolf and Risley (1968, 1987) have pointed out, the "applied" part of ABA means "investigating socially significant behaviours with immediate importance to the subject(s)" and the effectiveness of ABA means producing "practical results for the participant/client" (Cooper, Heron & Heward, 2007, p.23). These and the increase in attention to social validity all point to the valued relationship between consumers/clients and those delivering the ABA services.

At the same time I have made efforts to have ONTABA be more political than has been previous practice. In keeping with my comments in the last President's Desk regarding the government announcement supporting the use of ABA in classroom settings, I have made numerous efforts to contact the Honourable Kathleen Wynne, Minister of Education to establish discussions about the training and supervision of staff providing ABA in

ONTABA

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 (undergrad)
 Julie Koudys
 (graduate)

Continued on pg. 3

The President's Desk..(Cont. from pg. 2)

classrooms and issues germane to certification of practitioners of ABA. I have been contacted by families, politically organized groups (i.e. Alliance for families with Autism), union representatives and school employees all expressing concern about the lack of proper and adequate training and qualifications of those to be practicing this ABA in classrooms. While all these groups turn to ONTABA, the Honourable Kathleen Wynne, Minister of Education continues to ignore our communications. On a more positive note, I consider it highly unlikely that the Honourable Minister will be re-elected.

The Honourable Mary Anne Chambers, Minister of Children and Youth Services (MCYS) has historically been sensitive to the issues of ONTABA regarding certification of practitioners of ABA. The Minister clearly sees the value in certification and regulation from the consumer's perspective and continues to work with Ontaba in a cooperative spirit.

On the issue of certification I would remind members that a certification process does already currently exist and would encourage members to actively explore what opportunities exist for them. ONTABA continues its efforts to establish a certification process and certifying body for members while BACB® already currently offers certification that is internationally recognized for those who meet eligibility criteria. In addition, the negotiated Alternate Pathways presents further opportunities for an internationally recognized and established certification for those who may not meet the standard pathway criteria but do meet the Alternate Pathways criteria.

We will continue to keep ONTABA members updated through the Newsletter and website on an ongoing basis.

Warm regards,
James C. K. Porter, Ph.D., C. Psych.
ONTABA President

EMPLOYMENT OPPORTUNITY

Behavioural Therapist Position

Lawlor Therapy Support Services Inc. provides services to youth, young adults and adults living with an acquired brain injury in the community.

This part time position requires experience in functional and applied behavioral analysis, behavioral and cognitive treatment planning and implementation, and program monitoring. Excellent written and oral communication skills and computer competence are required. Excellent interpersonal skills are also required, as you will be working within an interdisciplinary team approach to treatment.

Excellent benefits and compensation.

Applicants must be willing to drive throughout our vast service area, which includes Barrie, the G.T.A, Hamilton, and Kitchener.

For consideration, respond indicating your interest and attach current Curriculum Vitae. Contact Information:

Angie Cunningham
Fax: 905-451-5960
Email: angie@lawlortherapy.com

ONTABA Committee Updates

Conference Committee:

Chair/ Liaison: Shiri Bartman

The 2007 ONTABA Conference will be held November 15th and 16th! It will be located at the Holiday Inn in Markham, Ont. See Flyer insert!

Satellite Conferences

Chair / Liaison: James Hughes

Elections Committee:

Co-Chairs: Shiri Bartman and Marta Roncon

See the *Elections 2007 Nomination Ballot INSERT*.

Membership Committee:

Chair: Amy Barker

Liaison: Lisa Dimarco

Membership Breakdown as of August 29, 2007

Total Members = 329

Renewing Members = 209

New Members = 88

Returning Members = 32

Full Members = 230

Student Members = 43

Sustaining Members = 40

Affiliate Members = 15

Member Emeritus = 1

Please contact Amy Barker if there is a change in your contact information (i.e., mailing address, email address).

Recruitment Committee

Chair/ Liaison: Lisa Israel

The recruitment committee continues its efforts to recruit new members from various professional fields. The opportunities for education in Applied Behaviour Analysis continue to grow in Ontario. We look forward to the start of the 2007 academic year, where we will concentrate efforts in recruiting those academics that are pursuing education in the field of Applied Behaviour Analysis.

Transitional Certification Committee

Chair: Andrew McNamara

Liaison: Peter Wyngaarden

Newsletter Committee:

Editor: Caroll Drummond

Liaison: James Hughes

Special thanks to Larry Williams (Member Emeritus) for his contribution to this ANALYST!

Survey Results

The survey of membership concerning comments and suggestions for improving the "Ontaba Analyst" has been completed. The response rate was very good and the feedback was excellent. A thorough analysis of the feedback and an implementation plan of changes will be provided in the next issue of the newsletter. Your suggestions are appreciated.

Webpage Task Force

Chair/ Liaison: Carobeth Zorzos

Webmaster: Paul Idle

We continue to add updated content to the webpage, so please check often! The committee is looking at the possibility of online voting for the upcoming election and we'll be sending out information via email in the next couple of months regarding this process.

Please feel free to email us at contact@ontaba.org for any questions or comments.

Public Policy Task Force

Chair/ Liaison: James Porter and Peter Wyngaarden

The Public Policy committee of ONTABA strives to identify issues of policy development related to ABA and to assist the board with policy research and position development, as well as to communicate with Policy Makers on behalf of ONTABA as requested by the ONTABA Board. We are continuing to work on developing a list of experts in several areas relating ABA who would be willing to periodically comment on policy issues we are researching. If you have any interest in assisting us with issues pertaining to Public Policy, please contact us.

Awards and Recognition Task Force

Chair/ Liaison: James Porter

See the *Awards 2007 Nomination Ballot INSERT* in this issue!

Check out our Website at www.ONTABA.org

PBS, ABA & OBM

W. Larry Williams Ph.D., B.C.B.A.

Those active in behavior analysis (BA) over the past few years cannot help but have noticed the presence of an approach or movement in the provision of behavioral services referred to as "Positive Behavior Supports" (PBS). The number of proponents of this approach have increased as have the number of publications and professional presentations with the recent phenomenon of "counter" articles and presentation from members of traditional or mainstream behavior analysis. Our purpose here is to attempt a summary and analysis of the issues with the intent of promoting actions toward the betterment of services.

What is PBS?

PBS can be said to have started in the 1980s during the last cycle of the "intrusives" controversy within behavior analysis. Its proponents have promoted it as "non-aversive" behavior support, (Horner et al. 1990), and described it as "applied science" using educational methods that redesign an individual's living environment, Increase quality of life, & Minimize problem behavior (Carr et al., 2002). The movement was bolstered through disability and rehabilitation research grants (1987-1992) to a consortium of universities, and the establishment of the Center on Positive Behavioral Interventions and Supports through the Office of special Education Programs. A huge political gain was the inclusion of positive behavioral interventions language in the 1997 IDEA revision. The Journal of Positive Behavioral Interventions was founded that year and the Association for Positive Behavior Support has since been established with national level annual meetings since 2003.

Anderson & Freeman K. (2000) described PBS as operating from a person-centered value base that recognizes the individuality of each person and seeks to produce meaningful outcomes via comprehensive assessment and multifaceted interventions. Carr & Sidener (2002), further described PBS as operating upon eight major features of person-centered planning, functional assessment, positive Intervention strategies, multifaceted interventions, a focus on the environment, meaningful outcomes, a focus on ecological validity, and systems-level interventions.

Continued on pg. 6

ONTABA Treasury Update August 2007

I am pleased to update the membership that we are progressing with our efforts to establish e-commerce capabilities to allow for on-line registration for the ONTABA conference via the ONTABA website. We have finalized our search for a provider and are in the process of sorting out details to get a link up and running on our website. With any luck, we will be set up with limited functionality by the end of August and fully operational by mid September!

Other activities that have been initiated include, a review of ONTABA's financial records for 2006-2007 and alternative options for our financial holdings. An update on both of these areas will be included in our annual general meeting in the fall.

Here's hoping you are all having a great summer!

Sincerely,
Darryl Nurse
Treasurer, ONTABA

Why might BA have issues with PBS?

The article by Carr & Sidener questioned the validity of the PBS approach and cited descriptions of PBS from its proponents that indicated that PBS was a new form or an evolved form of BA. They cited Bambara (2002) as describing PBS supporters as "reformed behaviorists". And Carr (1997) in describing the purported differences between PBS and BA as a) BA being overly concerned with internal validity, the use of atypical intervention agents and settings with brief observations to the detriment of ecological validity; b) BA being microanalytic in its promotion of the reduction of problem behavior as the final meaningful outcome, and c) its focus on the individual as opposed to the social network (system). In contrast to these views Sugai et al. (1999) are described as writing that PBS "is not a new intervention package, nor a new theory of behavior, but an application of a behaviorally based systems approach"(p.6). And Horner (2000) as holding that PBS is "not a new approach", but is rather "the application of behavior analysis to the social problems created by such behaviors as self injury" (p.97). In general Carr & Sidener (2002) conclude that perhaps PBS is really not doing anything that BA does not do, and that PBS is essentially just proper application of BA.

Most recently Johnston, Foxx, Jacobson, Green & Mulick (2006) have provided a much stronger and more technical critique of PBS from a BA perspective. They question the role of values as being primary in clinical decision making; a focus on antecedent control of behavior and whether that practice is conceptually systematic or perhaps just easier to market to service providers as it is not technical. They note that this approach is compatible with the 1992 American Association on Mental Retardation "Deprofessionalization of DD services" with the then controversial "systems of support" model that essentially promoted the ignorance of etiology. These authors further point out that currently there are major problems for PBS in the use of subjective versus positivistic measures for the evaluation of PBS outcomes, the problems with non empirical measures of outcomes, and the fact that the few meta analyses of published PBS interventions indicate a very weak efficiency if any (Marquis et al. 2000).

Johnston et al. (2006) further alert us to the dilemma that would exist at a service delivery systems level regarding who would be considered competent to offer PBS services given their obvious BA foundation and the recent certification activity within BA. That is only Board Certified Behavior Analysts would be able to provide PBS. Or PBS would constitute the approach of choice with no standards of practice. Alternatively, what would become of BA services if many states and provinces adopt PBS services as opposed to BA services? Alarmingly, they note the fact that such influence is being promoted at less formal levels within the profession through essentially local workshop promotions against BA and in the face of BCBA standards.

How is this situation different from other movements against BA past and present? Johnston et al. (2006) argue that Gentle Teaching, Facilitated Communication and Sensory Integration all claimed success through other mechanisms and were shown to be ineffective. PBS is employing BA methods under new terms (e.g., Competing Pathways as opposed to Differential Reinforcement of Alternative behavior) and with some success. The application of BA in organizational settings (OBM) uses some different terms but its practitioners stand firmly behind BA theory and methods. Is PBS actually doing something different? To answer this we need to first establish what has BA been doing?

Some possible criticisms of current BA practices

If one measures the focus of Applied Behavior Analysis and its assessment and treatment of socially important behavior (Bear, Wolfe & Risley, 1968,1987) by the contents of the Journal of Applied Behavior Analysis a perplexing picture emerges. Notwithstanding the major accomplishments of the last

20 or so years in clinical BA, In general there is ample evidence that what constitutes the field and its activities are : highly controlled "bridge studies", conducted by highly trained academic clinicians, in semi laboratory or hospital settings, with a specific developmentally disabled population, with no participation by mediators, little accounting for generalization, little or no measure of social validity, and even in many cases a complete absence of "baseline" measures of problem behavior or "follow -up". This , in the face of our repeated history of reminding ourselves of the importance of ecological validity (Willems, 1974; Holland, 1978), social validity (Wolfe 1978), Generalization (Stokes & Baer, 1977 and meaningful social intervention (Fawcett, 1991). For a published accounting with actual Journal contents for these issues in BA and Behavior Therapy see O'Donahue & Fryling (2007).

How much of PBS does ABA really do?

Although BA promotes behavior change through the least intrusive ,most effective methods, it probably differs with PBS proponents regarding the "most effective" condition of the position. Whereas PBS supporters would appear to be satisfied to only employ methods that are least intrusive regardless of effectiveness for behavior change. The position appears to be one that holds that behavior change can or will be achieved over a longer time period through more creative attempts by clinicians using other means of changing behavior. A problem however remains with the continued demonstration for example of the necessity for extinction of escape maintained target behaviors to be invoked in order for acquisition of alternative responses, as well as the necessity of punishment contingencies to be added to all possible positive methods reduce certain long standing maladaptive behaviors, and the demonstration that persons will choose treatment involving punishment for themselves over treatment without punishment that produces less effective outcomes. All of these examples however will have counter demonstrations and one can argue for either position. It must be acknowledged however, that in general all behavioral practitioners, proponents of BA and PBS are using punishment very rarely as compared to 25 years ago.

Setting event changes in the regular BA literature have largely been with respect to controlled studies investigating preference assessments, and the general BA literature does not typically describe multifaceted services or "wrap around services". This also holds for the lack of BA literature describing broadly significant changes such as social inclusion, gainful employment, return to education, healthy lifestyles, etc. Indeed where a true systems level change has been demonstrated is in the PBS school wide applications. BA practitioners would do well to start an analysis as to how we might expand our efforts and the size of our expected outcomes. Indeed our earliest BA leaders admonished us that "But clearly, behaviorists ... know that credit or blame rests with the system." (Holland, 1978, p.170); and Baer, Wolf, and Risley (1987, p. 325) concluded that "effectiveness for the future will probably be built primarily on system-wide interventions

Toward this direction, Kennedy (2002) has provided some criteria for socially valid interventions.

1. Is Behavior Change Demonstrated in Typical Settings?
2. Does the Intervention Promote Movement into the Least Restrictive Environment?
3. Is the Intervention Conducted by Families and/or School and Community Personnel?
4. Is the Person's Entire Day / week Impacted by the Intervention?
5. Is the intervention Maintained Over Time?
6. Is the Intervention Enabling **and** Skill Building?
7. Is the Recipient of the Intervention Happier?
8. Do Secondary Consumers Value the Intervention?
9. Will Taxpayers **View** the Intervention as Worthy of Public Funding?

Continued on pg. 8

What can ABA learn from PBS?

Johnston, Foxx, Jacobson, Green & Mulick (2006) noted several features about the PBS movement that they attribute to its success. These include a politically involved leadership, a pursuit of federal funding, a focus on dissemination, a service model adapted to market interests, an operational model adapted to agency limitations, a reduced technical vocabulary, and an organizational focus on service delivery. They argue that BA could develop many of these practices but that BA should not: compromise our technology, nor give up our ABA standards in training (BCBA). BA should encompass all aspects of intervention and maintain all possible behavior change tools.

What can BA learn from marketing?

Marketing is different from advertising in that marketing includes advertising but is not limited to it. Marketing is : Consideration of a market prior to planning, design, engineering, and manufacturing of a product or service. This is done by acquiring information on current sales, disseminating that information to all organizational levels, and respond to perceived needs or problems. When we "advertise" , we produce a product and then try to convince a "target market" that they need it. The condition of Marketing Myopia is the phenomenon of being product oriented as opposed to customer oriented. When we are customer oriented, we Get into the customer's world and provide them with the products and services they want. When we are product oriented, we focus on the exemplar of a product that is current (e.g., Pepsi) instead of the need that is being attended to (e.g., thirst - so we could also produce Lipton®, Gatorade®, etc.)

Clearly we need to invest more in the socially relevant needs of our society and use BA to fill those needs as opposed to waiting for society to "embrace" behavior analysis.

Space does not allow a full description of the conduction of a marketing analysis but some aspects are particularly interesting for Behavior Analysis (Bailey, 1991). Consider consumer "perception", that is How do people "perceive" behavior analysis? Cumbersome? Aversive? Complicated? Look at some possible "Relational Frames" (Hayes, Barnes-Holmes & Roche 2001) for: BA versus PBS (BA: Behavior- bad, good, misbehavior, Control; Analysis-control, experiment, mathematical Laboratory) (PBS: positive? Helpful? Nice? Pleasant?; Support,- caring, helpful. Compassionate, etc.).

BA could benefit from a marketing "SWOT" analysis (ie. What are our strengths, weaknesses, opportunities, and threats as an organizational entity trying to survive in an environmental marketplace. PBS is a real phenomenon that may well be the result of Marketing myopia on the part of BA. We have a history of behaving in ways that reinforce academic and scholarly contingencies (control = publication = success) as opposed to societal marketing contingencies(problem=behavioral analysis=behavioral solution=success). We have had success at systems level analyses in OBM. Perhaps it is time for us to focus our attention on larger targets. Indeed with the changing landscape in the DD area "post de-institutionalization and community involvement" and the clear lack of "controls" in the new "community living arrangements" it will be political and clinical systems level analyses and interventions that will be required (customer needs) in order to create the conditions for the detailed technology that makes up much of our clinical literature (our product). With all its problems for BA, and the need to correct the situation, on some level, PBS has beaten us to the punch.

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**Check out our Website at
www.ONTABA.org**

**For jobs or posting one, look under Employment!
See "What's new" and check out what people have to
say in the Consumers' Corner!**

**Check out the Journal lists and links or
Member list!**

ONTABA Analyst Submissions

Your newsletter is only as good as your contributions.

The *ONTABA Analyst* is a forum for us to stay connected in many ways. All members are encouraged to submit articles on topics related to behaviour analysis; theoretical, practical or topical issues, perspectives from different regions of the province, jobs or schools, research accounts, news, announcements, your biography, reviews, student practicum, etc.

Article submissions:

We reserve the right to edit without changing the intent of an article, request further editing by the author, publish articles relative to the content of the current Analyst, publish them at a later date with due respect to the timeliness of a given article, or refuse an article. You will be informed of acceptance, rewrite or refusal of an article. Announcements will be published at the discretion of the editor. *ONTABA* will not be held responsible for the views and opinions of *ONTABA Analyst* contributors.

Advertising in the *ONTABA Analyst* is available for a fee payable to *ONTABA* (\$100.00 1/4 pg., \$200.00 1/2 pg., \$300.00 full pg.). Job ads will be posted on the *ONTABA* website for up to 30 days for free with an *ONTABA Analyst Ad* for 1 month. Website ads only are \$50.00 for the first month and \$30.00 thereafter (subject to change).

Submissions for the next ONTABA ANALYST, Issue 13.3 must arrive to Carol Drummond at carolld@sympatico.ca or caroll.drummond@surreyplace.on.ca by October 15 for the Nov 1 mail out.

Upcoming Conferences/Workshops

September 19-22, 2007- "Think Function"-The 27th annual Florida ABA Conference featuring Brian Iwata's 25th anniversary of his work in FA. Go to www.fabaworld.org to register.

September 24-27, 2007- Responding to Child and Youth Victims of Sexual Exploitation on the Internet (multi-disciplinary professional conference). Blue Mountain Resort, Collingwood, Ont. Register on line at www.tcac.on.ca by Aug 24th for discounts. Subsidies available for non-profit agencies.

October 5-6, 2007- Midwestern ABA 2007 Country Inn and Suites-Milwaukee West, Wisconsin. For more information go to www.uwec.edu/maba/convention.html

October 24-26, 2007-National Association for the Dually Diagnosed (NADD) 24th Annual Conference & Exhibit Show, Physical & Mental Wellness: Promising Practices - Intellectual Disability/Mental Health (ID/MH), Renaissance Atlanta Hotel Downtown, Atlanta, GA. See www.thenadd.org

October 25th and 26th, 2007- Acquired Brain Injury Provincial Conference, Holiday Inn, Kitchener, Ont. Register online at www.obia.on.ca

November 15th and 16th, and additional Workshop Day, November 17th, 2007- 2007 ONTABA Conference, Holiday Inn, Markham, Ontario. For more information e-mail sbartman@shiningthrough.ca OR see Brochure INSIDE this issue.

November 17, 2007- 2nd Annual Manitoba Association for Behaviour Analysis Conference, University of Manitoba- To register on line go to- www.maba.ca

February 8-10, 2008 -Issues and Recent Advancements in the Behavioral Treatment of Autism: Practical Strategies for Changing Behavior at Home and School.Hyatt Regency Atlanta. For more info go to: www.abainternational.org/autconf/index.asp



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ONTABA currently has members from professions such as
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ONTABA's Vision: *Fostering a culture of excellence, integrity, and expertise for the advancement and promotion of the science of behaviour analysis.*

ONTABA's Mission: *To demonstrate leadership, knowledge, and innovation in education, training, and research for the ethical and effective application of behaviour analysis.*

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