



The following are suggestions for activities during the month of February. These activities can also be held all year long to promote the discipline of psychology and the well-being of the community.

Public Lecture/Seminar

Organize a lunchtime or evening lecture on a psychology topic of interest to the general public, or an issue/topic specifically geared to a particular group. When determining the topic, speakers, and audience, consider that the goal of Psychology Month is to introduce people to the important role of psychology in our communities. The lecture or seminar, therefore, should provide practical information that relates directly to everyday lives. Combining practical information with ample time for questions, answers, and discussion will enhance the lecture or seminar.

Panel Discussion/Workshop/Debate

This is an opportunity to invite a variety of experts to present their opinions on a psychology-related issue of interest to your community or organization, for example, psychology's role in the national health-care system. By hosting a discussion, debate or workshop, you will not only provide useful information to the audience, but will also encourage greater understanding of (or possible solutions to) the issue being addressed. Another suggestion is to show a short film or have a provocative speaker present prior to the event to kick off the panel discussion/debate/workshop.

Information Session/Open House

Open up your office, laboratory or department to the public, distribute information about psychology and related issues and have staff on-hand to answer questions. You can prepare your own materials or use the resources available through the BCPA office.

Poster Display/Information Booth

In the lobby of your institute, display the Psychology Month poster available through the office of the BCPA and online at www.psychologists.bc.ca as well as other information related to psychology available for distribution. You may also consider inviting other relevant groups/individuals to participate in this event to broaden the scope and appeal.



Newspaper/Newsletter Article

Write an article or letter to the editor about Psychology Month, the issues it is raising and what readers can do to find out more about these issues. You can also choose write on a topical issue, such as positive parenting, learning disabilities, psychology's role in the health-care system, psychology and the workplace etc., and tie it in with the goals of Psychology Month.

To see some sample letters to the editor, visit:

www.cpa.ca/psychologymonth/Materials.htm

Raise Visibility with Policymakers

Schedule a meeting with your local or provincial political policy-maker/politician to discuss how the science and practice of psychology plays a crucial role in, for example, maintaining and improving the health of British Columbians, in diverting adolescents from the criminal justice system, in addressing learning and behavioural problems in schools, improving productivity and innovation through psychologically healthy workplaces, in understanding immigration and diversity, in exploring the potential of the brain, etc. Discuss with politicians how Psychology Month seeks to raise awareness of the diverse roles psychology plays in British Columbia communities and to build support for improved access to psychological services, improved funding for universities, and increased support for Canadian-based research.

For advice on how to communicate with politicians and decision-makers:

www.cpa.ca/psychologymonth/Lobbying.htm

Letter-writing Campaign

If you are unable to speak to, or visit with, your local or provincial political representative, consider writing a letter that introduces the goals of Psychology Month and some of the important issues. Outline the scope of this initiative and suggest ways in which they can promote psychology. Encourage colleagues to do the same. Consider requesting a meeting with or inviting a politician to speak at an event you are organizing.

For sample letters to politicians: www.cpa.ca/psychologymonth/Materials.htm



Briefing Session

Consider making a presentation to relevant associations/groups during Psychology Month to discuss the goal of Psychology Month and how it is relevant to their group.

Display the Psychology Month Poster

Displaying the Psychology Month poster is a simple way to help introduce the concept of Psychology Month and raise the visibility of psychology. The poster can be displayed in academic or judicial institutions, health care facilities, private offices and clinics, libraries, businesses, schools, etc. Contact the BCPA office for printed copies of the poster. It is also available online at: www.cpa.ca/psychologymonth/Materials.htm