



ANNUAL REPORT
CANADIAN ASSOCIATION FOR PLAY THERAPY (CAPT)

2018

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

As I write my final annual President's report, it provides great opportunity to reflect upon my time as your president and on the CAPT Association. The years that I have served as your president have been filled with many triumphs and some tremendous challenges.

So, what triumphs have I seen occur? CAPT's commitment to ensuring that our association is a National Association, is truly become reflected in both our Board Representation and Training programs. We now have Board members that stretch from East to West, with several provinces being represented. The certificate programs that were piloted in Ontario last year were expanded to a number of other provinces this year, making our training more nationally accessible. CAPT's commitment to ensuring the highest of standards and ethical practice has been reflected in EVERYTHING the association does. The tireless efforts of CAPT's management team, Board of Directors, Ambassadors, Instructors, and Volunteers to ensure that EVERYTHING that CAPT does upholds these high standards while at the same time remains relevant and current has been constant. This has brought with it the opportunity for the Board and members to reflect, consider and implement a number of changes to the many important aspects of the Association. This past year has been no exception. Tough questions continued to be asked and resolutions sought all in the effort to ensure that highest of standards and ethics remained foundational in all aspects of CAPT. Other triumphs? Well, our foundational training saw "sold out" numbers and CAPT's commitment to bringing the healing power of play to our Indigenous children and families was seen through training being provided to Mental Health Workers working in Indigenous Agencies and within Indigenous Communities. Watching this Association be so actively and meaningfully involved in the Call to Action that came from Canada's Truth and Reconciliation Report and its efforts to compassionately and humbly seek to build partnerships with many of our Indigenous Communities and to learn from them has truly been incredible and speaks to the greatest of this Association's strengths.

So what challenges have I seen occur? Not unlike many other Associations, fiscal worries are consistently present. Relentless efforts have been made to secure CAPT's financial state through both cost reduction and financial growth. While we have had times in which we have experienced a profitably fiscal year, we have also seen a number of times in which the Association has experienced fiscal loss. Increased cost of doing business and the uncertainty of profit experienced through CAPT's main financial source, training opportunities, has been and remains at the core of the Association's fiscal challenges. The dedication of the Management Team and the accountability the Board has displayed in its decision making involving finances has been truly remarkable and is the reason why CAPT has been able to survive any of the financial challenges that have been presented over the course of not only this year, but in the years that I have served. Again, unlike many other Associations, the many things required in order for CAPT to not just survive but thrive supersedes the capacity of the current people actively involved in the Association. During my time as President I have had the privilege to meet and work alongside many incredible people. Their dedication to CAPT and their efforts to ensure that the Association continues to be vibrant and strong has been remarkable. Despite this, CAPT is continually challenged with the need to do more and the inability to do so, in part, due to lack of our most powerful resource, people! If there is one thing that I would like to urge the members of CAPT to consider, it is how could you possibly become involved in some way, in order to support the sustainability and growth of CAPT.

Regardless of which end of the pendulum I was addressing this year and in the course of my time as President, two things have always been glaringly present. That play has the power to heal. And that those that bring this healing to their communities work tirelessly to do so.

Thank-you for giving me the privilege serve as your President. To the Committee Members, Ambassadors, Instructors, Volunteers, and all the members who support and show such tremendous committed to CAPT, thank-you for all that you do! To the Management Team and Board of Directors to whom I have the tremendous opportunity to work alongside. Thank-you! For your patience and tolerance as we tackled the challenges together and for all your work that allowed us to experience and celebrate the many triumphs! To those remaining, returning, or starting as Board members, volunteers, ambassadors, instructors or members. Thank-you for your willingness and commitment in ensuring that CAPT continues to move forward in its mission to advance and promote the understanding and value of play therapy, its high standards of professional and ethical practice and it's advocating of the association's membership.

My continued hope for Association will remain the same as it has always been. That CAPT will be a catalyst in ensuring that play therapy grows in capacity and efficacy so that the power of play can continue to heal our communities and our Nation.

Nadine Robitaille
President
Canadian Association for Play Therapy

CAPT EXECUTIVE DIRECTORS REPORT

The 2018 year has been a very successful year for CAPT in so many ways. We kicked off the 2018 year with an excellent strategic planning session facilitated by Christina Becker of Becker and Associates from Toronto. Although we have been challenged with the implementation of some sections of the plan since then, some very good strides forward have taken place for CAPT. The President has taken the Board and Management team through the exercise of examination and review, changes have been made by our Board of Directors that help to initiate new trends and practices that support our work at the CAPT office. Without clear policies and standards in place, our work as management will not be effective.

The CAPT Foundation Play Therapy Training continues to be very effective and classes in Toronto, ON were filled. With increasing costs, we find it more and more difficult to find quality facilities and fill the rooms, however, we do 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.

You will also note that in 2018, CAPT continued the presentation of new intensive three to five-day Certificates based on the subjects that are selected by survey of our members. Promotion of these Certificates began in the fall of 2016 with great success and have continued since. These programs are being developed to delve further into the subjects presented in the various modalities of play therapy to provide an attractive option for members to gain continuing education credits.

CAPT is thriving and very well known across Canada for its Play Therapy training, Play Therapy certification and general information. Google consistently shows CAPT at the top of the page on topics related to Play Therapy. We are continuing to partner with other like-minded Play Therapy associations such as the Association for Play Therapy in the US, the British Play Therapy Association and the Irish Play Therapy Association. Other international Play Therapy associations are being developed throughout the world and rely on CAPT's model to become established in their countries.

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 completed a year of successes and challenges as we strive to remain financially viable and continue to provide excellence in our programming. The Board of Directors and Committees will strive to recognize the specific areas for improvement.

With respect to the statement of revenues and expenditures and changes in net assets, there was a deficiency of revenue over expenditures (net loss) of (\$6,147) which represented a decrease from our previous year's \$42,000 surplus. The loss of revenues was largely due to the completion of the Play Therapy Foundation Training in other parts of Canada that increased our revenues substantially in previous years. We also had a slight decrease in attendance at our programs in 2018 and trends of escalating programming costs. Membership revenues were up approximately \$8,000. Steps will be taken to rectify the overall deficiency in 2018 by examining fees across the board in all areas of CAPT.

With respect to the statement of financial position, the net assets remain stable at \$20,918. 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 the increases in fees and some changes in programming will help improve revenues 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.

It is interesting to note that the loss of \$6,147 could have been rectified if one more student had enrolled in our full Foundation Play Therapy Training in 2018. 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 2018-2019.

CERTIFICATION COMMITTEE

The following is a summary of the activities of the 2018-19 CAPT Certification Committee:

1. Current members:

Chair Don Chafe

Members Betty Bedard-Bidwell, Theresa Fraser, Monique Gougeon, Aspen Gowers, Krysteli Needham, Carolyn Scott, Irena Razanas,

2. CPT Application Reviews

Last year the Committee approved three new applicants for CPT and CPT-S. This year we have approved seventeen.

3. Certification Inquiries

Last year the Committee answered twenty-four correspondence on a variety of topics related to the certification process. This year we answered three hundred and nineteen.

4. Change in Certification Standards

Last year at the AGM, new certification standards for the CPT designation were approved. This year the committee has been reviewing the CPT-S standards, with a focus on changes that may occur in the Approved Provider program. We have also discussed a change in the role of the committee to include support and quality control regarding the continuing practice of supervisors.

5. Supervision Handbook

Work on the Supervision handbook continues to be paused until the update of the CPT-S standards have been completed.

6. Recommendations generated from the Committee:

- i) It is recommended that all CAPT update its CPT-S standards to better align with possible upcoming changes in the Approved Provider Program
- ii) It is recommended that CAPT re-evaluate the role of the Certification Committee, with particular emphasis on the supporting supervisor development and ensuring the continued delivery of high quality play therapy supervision.

Respectfully submitted:

Don Chafe M.Ed., CCC, CPT-S

Chair, CAPT Certification Committee

EDUCATION COMMITTEE

2018 was an exciting and busy time for your Education Committee. We welcomed a new committee member, Ann Reilly, who brings to us the perspective from the Western part of the country.

Over the past year, CAPT has continued to offer the Foundation Play Therapy Training in Toronto, Ontario. Our three-day intensive certificate programs which were piloted in Ontario last year have been offered in other provinces in 2018 and there are more locations planned for 2019. There have been too many to list but each which was held was successful. We continue to see a diverse range of professionals attend our programs from recent graduates to experienced mental health practitioners from across Canada and abroad.

The Education Committee continues to engage in ongoing evaluation of our programs and the feedback forms completed by our participants are invaluable tools that we use when making decisions. This year we decided to add Play Therapy with Adults to our summer offering and received very positive feedback from those who attended.

The Education Committee has been fortunate to work with and consult with both the Approved Provider Committee and the Certification Committee in the last year. This has enabled all committee members to plan together and discuss how possible changes will affect the membership and individuals at different stages in the play therapy journey.

Over the last year the Committee has reviewed several of CAPT's policies and practices in order to understand how they fit into the mandate of the Education Committee.

Your Education Committee is dedicated to exploring how play therapy training can be successfully offered throughout the country making quality education in play therapy accessible to more members. Over the last year we have received several suggestions from members outlining how shorter segments of foundation level training could be offered in their area. The Education Committee and CAPT continues to dialogue about these possibilities.

We continue to look for new instructors for our programs who can increase the diversity of CAPT's program offerings while maintaining the focus on Play Therapy. If you are interested in becoming an instructor, please consider submitting a CV and instructor proposal to become a CAPT instructor. The Education Committee is committed to continuing to develop more certificate offerings and providing these training opportunities at different locations across the county over the next few years.

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

MEMBERSHIP COMMITTEE

In the absence of a Membership Committee Chair this year, this role has been managed by The Association Management Company responsible for staff leadership and operations for CAPT.

Over the past few years, with a shift in membership focus, the Board of Directors continues to expand the reach of CAPT's Committees to be more inclusive and diverse. We have a very diverse population in our membership, with extraordinary experience, perspectives and skills. Our membership comes from all provinces and territories across Canada:

British Columbia	31
Alberta	53
Saskatchewan	10
Manitoba	38
Ontario	154
Quebec	7
New Brunswick	2
Nova Scotia	6
Newfoundland & Labrador	7
NWT	1
Yukon	2
PEI	4
Outside of Canada	11

Over the next few years, we strive to grow our membership and populate a Membership Committee with those members who can bring a unique perspective to attracting members. Those who can use their extraordinary talents on Committees and our Board in order to help CAPT grow and prosper.

If you or anyone you know is interested in being on the CAPT Membership Committee, please contact any Director on the Board of CAPT or call me at the CAPT office: 519 827 1506.

Respectfully submitted
Elizabeth A. Sharpe CAE
Executive Director

PUBLICATIONS COMMITTEE

Playground Magazine

- CAPT has been publishing Playground for many years (since 2007) and prior to that it was called Playground Newsletter. Playground is published minimally once per year (and most often twice per year) and includes articles which support, enlighten and encourage the use of Child Psychotherapy techniques in Canada and Internationally. Upon its inception, Playground was deemed to assist in the growth of Play Therapy across Canada and to assist in connecting the good work of our Canadian Association members with each other.
- Lorie Walton has been the lead Editor since joining the board in 2004. Kip Sharpe has been a tremendous support to the achievements of this magazine. This magazine's success is dependent on written submissions from its members and those in the Play Therapy community who would like to contribute to the readership. The Publication committee is often asked for help in reaching out to members and others for bringing in new article submissions.
- CAPT is proud to acknowledge that Playground continues to be an effective resource for its members and continues to support the growth of our Association and the world of Play therapy.
- Playground published two editions in 2018 which was distributed to over 1000 people and agencies across Canada.
- The cost of each Publication is carried by dedicated CAPT revenues as well as by advertising for our Playground Magazine and our E-Newsletter.
- Our publisher Eva Reslovsky in Calgary has supported the design and publishing of Playground since 2007 along with our printing company, Ampersand in Guelph Ontario.

Play On News

CAPT's e-newsletter, Play On News, is created and distributed by the CAPT headquarters management team monthly, and sometimes more often, when special announcements are required. This publication is designed to keep our members apprised of the day to day activities within CAPT, special events and to advertise training opportunities across the country. The advertising opportunities in Play On News has generated significant revenues to support a portion of the publishing costs of our Playground Magazine.

CAPT Website

In 2018, the Marketing, Communications and Public Relations Committee of CAPT raised some good points about the need for an upgrade in CAPT's website. They embarked upon the development of a plan to present to CAPT's Board of Directors on the possibilities and requirements for this new endeavor. We hope that with funds available and volunteer capacity to work with our suppliers, CAPT's website will see a facelift over the next year or two. In the meantime, we do our best to share the updated information and policies that you require to do your job.

Facebook

CAPT has 1461 Followers on Facebook. Promotion of our events and trainings on Facebook has been very effective. In 2018 we introduced LinkedIn and Twitter to our social media promotions. More details can be found in the Marketing, Communications and Public Relations report.

Activities

- The solicitation of advertisements is always an ongoing project. We tend to be able to solicit more advertisements for the Play On News than for Playground magazine. Therefore, the funding for this magazine comes from the ads purchased for Play On News e-newsletter and Playground magazine.

Requests and Recommendations

- The support of the Board of Directors as well as from the membership continues to be solicited in providing contacts for advertising in our publications. We also encourage the submission of articles to Lorie Walton, Playground Editor. If you read an exciting article that is worth sharing with our members, please pass that info on the Lorie Walton and she will connect with the author to see if we can obtain permission to reprint.

Respectfully Submitted by

**Lorie Walton, RP, CPT-S,
Chair, Publications Committee**

RESEARCH COMMITTEE

The CAPT Research Committee considers recommendations for funding those research proposals which will likely:

1. make a scholarly contribution to the discipline in which the research is conducted;
2. contribute to the professional development of the CAPT member conducting the investigation;
3. be suitable for submission for publication, exhibition, or performance in the discipline in which the research is conducted; and/or
4. assist CAPT in conducting the research to apply for funding from sources outside the Association.

Attempts were made to disseminate the Research Award which now has accumulated to \$1,500.

Inquiries have been made and a suitable recipient will be chosen in 2019. An announcement will be made when this takes place.

In 2018, Theresa Fraser received the Research Award for her work with Play Therapy for Older Adults. She provides an update below and at the following link you can read a local news report on Theresa's work:

<https://www.ngnews.ca/news/local/among-friends-exploring-the-benefits-of-play-305400/>

Respectfully submitted

**Dr. Nancy Riedel-Bowers CPT-S
CAPT Research Committee Chair**

Theresa Fraser Research Report - April 24, 2019

I am still working on my quantitative Phd research using Sandtray with older adults.


I moved to Nova Scotia and thought I would have an easier time finding participants. I was interviewed on the local radio, met with an older adult community advocate, and met with local religious leaders.

That has not been the case. I engaged elders in an Indigenous Community for a few sessions as a result of a community crisis event but they were not open to engaging in the formal research. I just had an interview with a reporter- who will advertise for participants in local papers and online. Copy of interview attached. I must submit my dissertation in September 2019. Barriers to participation are:

- Labelling yourself as socially isolated
- Completing pre and post assessments (UCLA Loneliness Scale, Older Adult Playfulness Scale)
- Being open to PLAY. Older adults have said that playing with toys is not a recent experience.

It has been a challenging process but my results may end up being more qualitative than quantitative.

Respectfully,



Theresa Fraser CYC-P, CPT-S, RP, MA, RCT

APPROVED PROVIDER COMMITTEE

The Approved Provider Program was created and implemented for CAPT in 2010. The program was instituted to provide instructors in the practice of Play Therapy with some guidelines to follow on the use of play therapy tools and techniques. The guidelines outlined quality standards based on best practices for those interested in presenting training that would provide CAPT members with foundation play therapy credits toward Certification as a Play Therapist with CAPT and continuing education credits.

Recently the Approved Provider Committee decided to do a thorough review of the program. The activities have been put on hold and some Approved Provider applicants were able to sign on for one year only on the existing guidelines. The Committee will present their updated program plans and guidelines over the months to come.

**Submitted by,
Elizabeth A. Sharpe CAE
Executive Director**

MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS REPORT

The marketing and public communications committee takes the role of advertising and promoting play therapy and training in play therapy.

The committee has developed posters for upcoming CAPT trainings. The poster for each workshop was then marketed on LinkedIn and Facebook. The posters were also uploaded to the CAPT Twitter page as well. The marketing of each training is on-going.

The committee engages in social media posts about upcoming trainings, articles, therapeutic tools and promoting our magazine. The committee also seeks advertisements for the Playground Magazine. The goal is to build a large network of followers who then share advertisements and recruit prospective followers/members.

An advertising budget was created for LinkedIn and Twitter. However, Twitter does not seem like a sustainable platform to advertise on at this point of time.

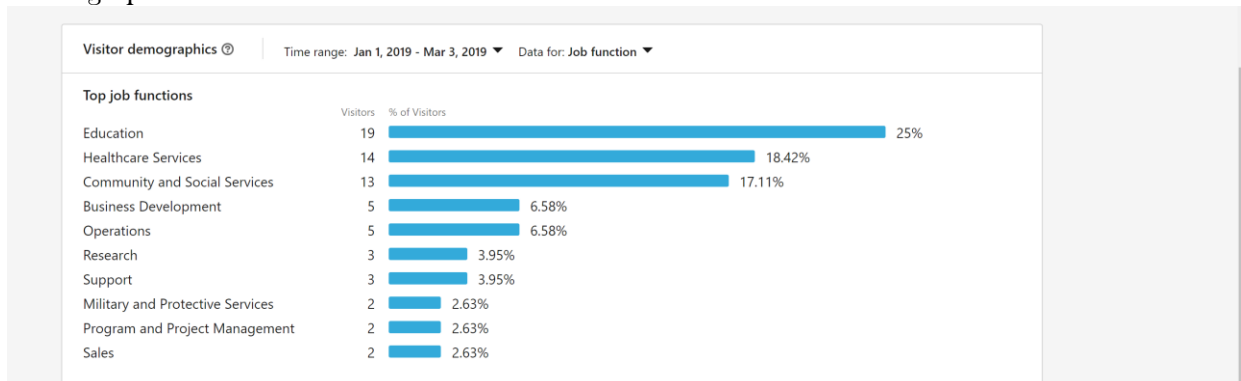
The advertising budget for each campaign was set by the Board and the performance and budget are periodically reviewed for maximum performance. The advertising budgets can be revised and other advertising sources can be explored. For example, if a certain city or province receives registrations from more social workers the provincial association or professional newsletters can be targeted for advertisements. At the same time if some professionals are over-represented in some demographic areas it is helpful to recruit other professionals that are under-represented. It is possible that advertisements are not reaching other professionals or other obstacles/challenges exist that prevent them from registering in workshops. See table below for budgets and advertising performance:

The marketing on LinkedIn targets the following occupational titles:

Psychologist (subtypes like Clinical, School, Child, Intern, etc.), Social Worker (incl. subtypes like adoptions, clinical, school, etc.), Mental Health (incl. subtypes like counselor, specialist, therapist, worker, etc.), Counselor (incl. subtypes like school, mental health, etc.), Psychotherapist, Child and Family Therapist, Family Therapist, Teacher (incl. subtypes like elementary, primary, middle school, etc.), Psychiatry

As a result of marketing campaigns the number of visitors viewing the LinkedIn CAPT page has increased (see below):

Demographics of Visitors:



View: Demographics ▾ Display: Job function ▾ Time range: 1/1/2019 - 4/14/2019 ▾

Demographics metrics are approximate to protect member privacy. [Learn More](#)

Name ↕	Impressions ↕	Clicks ↕	Average CTR ↕
Education	7,584 (41.58%)	114 (40%)	1.5%
Community and Social Services	6,134 (33.63%)	101 (35.44%)	1.65%
Healthcare Services	4,331 (23.74%)	106 (37.19%)	2.45%
Business Development	1,487 (8.15%)	24 (8.42%)	1.61%
Operations	1,061 (5.82%)	15 (5.26%)	1.41%
Sales	888 (4.87%)	6 (2.11%)	0.68%
Human Resources	766 (4.2%)	6 (2.11%)	0.78%
Support	676 (3.71%)	9 (3.16%)	1.33%
Administrative	617 (3.38%)	8 (2.81%)	1.3%
Media and Communication	578 (3.17%)	8 (2.81%)	1.38%
Research	550 (3.02%)	7 (2.46%)	1.27%

The information on the demographics of visitors seems to suggest that the targeted marketing to job titles is effective. The education demographic may benefit from training that is more specific to them. Future marketing and workshop objectives may benefit in targeting professionals in the education sector.

Print materials are often requested on the topic of play therapy especially for the purposes of promotion. A play therapy brochure for the CAPT was created. The play therapy brochure has been completed and requires feedback from board members before it is moved to a completed task. Once any necessary revisions are made this task can be marked as complete.

The committee is constantly trying to monitor its effectiveness and apply creative solutions to build the promotion of play therapy and training. The committee strives to have marketing campaigns and budgets reviewed in comparison to workshop registrations. The committee believes in allocating marketing funds in a manner that demonstrates results especially where training registration is concerned. Ongoing recommendations to track the source of registrants for workshops are made. One avenue of exploration is create a code that can be entered on the CAPT website. For example, if someone looks at a workshop poster on Facebook a code on the poster for early bird pricing may be FB10. This would allow a percentage to be taken off the total price of the training. If it is a LinkedIn poster the code may be LI10. If the poster is being circulated through email or advertised in a newspaper it may be CAPT10. The codes entered may provide insights into the most effective social media platforms. Another way to use a code would be to offer the first ___ # of registrants to receive play therapy resource packages. Items for this package could include play therapy brochures, playground magazines, copies of the PDF on play therapy (written by Kathy Eugster), pens, play therapy interventions/resources, stickers (emoji, hearts, dots), re-usable bag, etc.

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

NEWLY CAPT CERTIFIED MEMBERS 2018

Congratulations to those members of CAPT that have become newly Certified in 2018:

Stephanie Anderson - CPT-S

Karen Eade CPT

Tetyana Yakovchuk CPT

Fiona Roth CPT

Elizabeth Christie CPT

Lauren Bellhouse CPT

Rachel Dundas CPT

Stephanie Robson CPT

Ryan McLeod CPT

Stephanie Bozzer CPT

Kyla Vieweger CPT

Chelsea Griffin CPT

Jodie Hiebert CPT

CAPT BOARD OF DIRECTORS

2017-18

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