

CONGRESS 2015

CPA Acupuncture Division AGM Secretary Report - 2015

The executive held 6 teleconference meetings and 1 face to face meeting in Edmonton since the last AGM in 2014. The purpose of the meetings was to address and plan for education, communication and CPA related initiatives for 2014/2015. As well, the group met to strategically plan and formulate action plans for the upcoming 1-3 years. This was done using member survey feedback. Below are highlights of these meetings and status of prior initiatives.

Educational Initiatives: -The Acupuncture Division is sponsored a course in September 2014 by Dr. Jason Hao ("Chinese scalp acupuncture for disorders of the central nervous system"). A special discount was offered to Acupuncture Division Members. 86 attended the course and 16 used the discount.

- A list of Educational facilities offering Acupuncture education for physiotherapists has been formulated and will appear in the next Newsletter. It was hoped to be posted on our website but difficulties with the system has delayed this. It is hoped that when a new website is launched, we will have a full section of available courses in Canada and there will be advertising opportunities available.

- Future initiatives include hosting and/or sponsoring courses for our members (presently corresponding with potential practitioners for course formulation), and discussion of collaboration of courses with other divisions.

Education Teleconferences: The division has been securing professionals to provide educational teleconferences for the membership in the upcoming years. We anticipate offering some of these free to the membership.

Congress Educational Initiatives: Barb Shay presented on Migraine Prophylaxis in the Interdivisional symposium. Future Congress proposals include eye-openers and panel discussions which will be submitted review.

Educational Bursary: A formal application process is being developed for two \$500 bursaries *for new grads* to support ongoing acupuncture related learning in new physiotherapy graduates. Members will be notified when this application process is completed.

Communication Initiatives: The Acupuncture Division website will be launched in a new, independent format with links to the CPA site. This is being done to allow for more user-friendly features including "Find-a-Physio who does Acupuncture" section, education/course information, advertising, blog, News in Acupuncture Community, Links with organizations and much more. We are currently in the process of creating contests using social media (Facebook, Twitter etc) with donations being made by various organizations to be used as prizes. The aim of this initiative is to generate more social media members and to have those members generating further discussion regarding acupuncture.

Newsletter: There were 4 newsletters released since the 2014 AGM. Issues were delivered electronically to members and had information related to Congress talks, member questions, strategic planning, literature reviews, and education information. A joint Newsletter was anticipated with the Private Practice Division but has been delayed – we will attempt to have this in the upcoming year. Newsletters are archived for review on the member's only section of the website.

Student Membership and Retention: A new student representative from B.C., Justin Baerg, joined the Division. He is a welcome addition to the group and has many great ideas to help be the voice of students. Production of a short educational video for students in all Canadian Physiotherapy schools (and use in other areas as well) is being developed. This will help to increase student awareness and knowledge of acupuncture (and potentially increase membership accrual and retention).

Finances: Financial update to be provided by treasurer.

Succession Planning: New executive members have joined the division and include Juny Wu as Secretary, Elena Mustafa taking over the DKMC/Education role and Justin Baerg as the Student Rep. Shawn vanBakel was the student rep last year and is stepping into the interim Chair position. Diana Hatzoglou will be the Newsletter editor, Len Kiroplis will be the Communications Rep, Darlene Losier and Heather MacKay will maintain their roles as treasurer and Chair respectively. Taffina Marley and Michael Hofstatter have completed their terms and are not continuing in an executive role.

Ongoing discussion on successful succession planning has occurred with the exec. Roles of executive division have been outlined; descriptors and time commitments have been prepared to assist with equal task assignment and to ease transition into roles. Subcommittees will be formed with volunteers to assist with task completion (and have been requested from the members). Drop Box has been updated and has formed a central organizational tool for information within the executive to share.

Acupuncture Division Research Grant: A \$5000 PFC bursary to support Acupuncture related research continues to be funded for successful applicants. There were no applicants in 2014.

Respectfully submitted, Taffina Marley