

FLORIDA ASSOCIATION for BEHAVIOR ANALYSIS

NEWSLETTER

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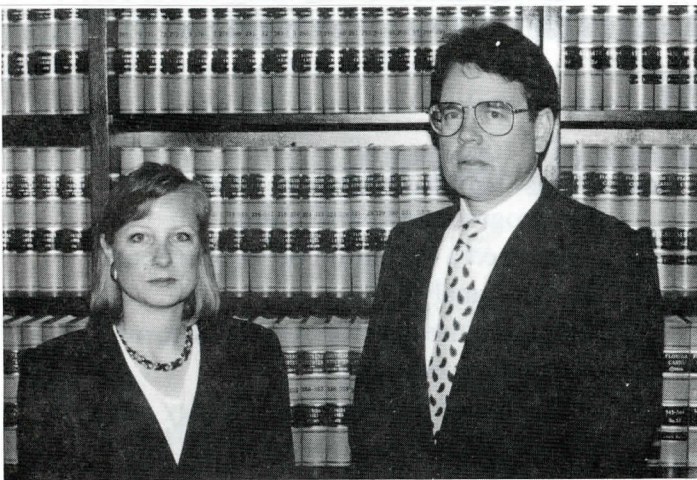
SUMMER 1993

Legislative Update: Important Exemptions Remain In Effect for Behavior Analysts

FABA's Lobbyist reports on this year's legislative activity in report to the Board

Robert D. Newell, Jr.
Newell & Stahl

Just when you thought it was safe to go back to your behavioral practice... Every Legislative Session seems to pre-sent new and surprising challenges and



FABA lobbyists Anna Cam Fentriss and Robert D. Newell

threats to those of us who want to practice behavior analysis; the past session was no exception. We were fortunate to have Bob Newell and his staff representing us and prepared to meet these challenges head-on in our defense. As you can see in the following excerpts from Bob's final report, we had a busy and successful Legislative Session.

Jerry Shook, Ph.D.

The first shot was fired early in the Legislative Session. House Bill 1489 and Senate Bill 1012 were filed at the instance of the Board of Psychological Examiners and the Board of Clinical Social Work, Marriage and Family Therapy and Mental health Counseling. These companion bills would have, amongst other things, identified "behavior analysis" and "behavior modification" as unlicensed activities. The bills also would have eliminated all existing statutory exemptions covering the practice of behavior analysis (FABA's exemptions) and all exemptions for salaried employees working in facilities licensed under Chapters 393, 394, 396, 397, 402, 409, and 514, F.S. Both bills expressly authorized psychologists and Chapter 391 regulated professionals (e.g. mental health counselors) to engage in behavior analysis and behavior modification. Although the difference between exclusion of behavior analysis from regulation and the exemption of behavior analysis from regulation may seem innocuous, we lobbied against the bills for the following reasons:

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1. The bills were not being managed by the sponsors in a way that would have ensured they could not become vehicles for unfriendly amendments detrimental to FABA positions;
2. The sponsors declined to make clear in the legislative history that their purpose was benign and that they recognized behavior analysis as a separate discipline;
3. Because express exemptions for "behavior analysis" in current law appear in both Chapters 490 and 491 and the exclusions contemplated under the companion bills would have covered only "behavior analysis" in Chapter 490 and only "behavior modification" in Chapter 491; and
4. The exemption in current law afforded more complete protection for private and publicly employed behavior analysts in Florida than the proposed bills.

As a result of FABA's lobbying and the sponsors' preoccupations with other issues, both bills were withdrawn from further consideration two weeks into the regular session.

Senate bill 1696 and House Proposed Bill 93-26 (a/k/a HB 2179) would have prohibited a person not licensed by the psychology practice act from describing or reporting any tests as "psychological" and would have required anyone exempt from the psychology practice act as a salaried employee of a governmental agency or developmental service program or facility under Chapters 393, 394, 396, or 397 to include the following disclaimer with any communication:

"Not licensed by the State of Florida, Department of Professional Regulation, to engage in the practice of psychology or school psychology."

Considering these bills to be unnecessarily heavy-handed in protecting the psychologists' franchise and inconveniencing FABA members otherwise entitled to the government employee exemption, we actively opposed these bills. The Florida Council for Community Mental Health and the Florida Alcohol and Drug Abuse Association also opposed the bills. Although neither bill passed, HB 2179 (as amended) nearly passed the House in the last hours of the session.

In addition to the bills previously discussed, approximately 11 bills were filed that could have served as vehicles to carry amendments unfriendly to existing FABA exemptions. Approximately 25 other bills were filed involving "the regulation of professions," as a subject matter sufficiently broad to accommodate last minute amendments posing a threat to the interests of FABA members. These vehicles were actively monitored through the entire session to ensure that amendments problematic to FABA were not attached.

Legislation was passed which will postpone, until July 1, 1994, the transfer of the Medical Quality Assurance Boards from the Department of Professional Regulation to the Agency for Health Care Administration. This law delays the transfer to AHCA of the Board of Psychological Examiners and the board regulating marriage and family therapists, social workers, and mental health counselors. We anticipate continued opposition to the transfer by some lawmakers in the 1994 Session. The unresolved transfer issue may help delay the Boards' efforts to eliminate the behavior analysts' exemptions from the provisions of the Chapters 490 and 491 practice acts.

Progress has been made toward the implementation of the recommendations made in our July 1992 memo to FABA's Executive Committee. The FABA Legislative and Public Policy Committee has established subcommittees that have actively:

1. Assisted ABA to establish an accreditation program and curriculum.
2. Developed a definition of "professional behavior analysis."
3. Monitored the development of licensure programs in other states.
4. Continued to develop a regulatory matrix for behavior analysis at HRS.
5. Attended Chapter 490 and 491 Board meetings and monitored Chapter 490 and 491 professional publications.
6. Initiate friendly communications with supportive organizations.
7. Begin a relationship-building program with legislators locally.

It has been a pleasure and privilege to represent FABA during the 1993 Legislative Session.



SPECIAL ACTIVITIES PLANNED FOR THE 13th ANNUAL FABBA CONVENTION

The theme for this year's awards ceremony and banquet is:

A Tropical Fantasy

Plan now and bring your best (or worst) tropical attire and join the fun,
including a contest for the:

Tacky Tourist
Island Maiden
Jamaican Jewel
Island Warrior
and
Best Overall Costume



This year's conference is September 22-24, 1993 at the Westin Hotel at Cypress Creek in Fort Lauderdale. The **Southernmost Chapter** also wishes to invite you to their **Hospitality Suite** on Wednesday, September 22 at 6:00 p.m. They promise lots of interesting activities (most of which had to be edited) and interesting drinks, including: Learned Helplessness Punch, Ratio-Strain Shooters, Maladaptive Margaritas, Long Island Iced IRT, Avoidance on the Rocks, and Pavlov's Grog. This will be one party you won't want to miss!

Performance Management: Thirteen Fundamental Principles

Fashioned after Deming's fourteen points, the following principles are helpful in planning effective interventions in the workplace

*Jon S. Bailey Ph.D.
Department of Psychology
Florida State University*

Performance Management (PM) is the application of basic principles of behavior to performance improvement in business, industry and government. PM is based on a firm applied research foundation and 25 years of successful application in a wide range of business settings. Performance Management is summarized in these Thirteen Fundamental Principles.

1. Performance in the workplace is learned. Complex work performance is acquired through experience with reinforcers that strengthen behavior, and punishment and extinction which weaken it.
2. Pinpointing specific behaviors is essential to effectively change employee performance. Measurement of these specific behaviors must be reliable and valid. Measurement must occur often and throughout the behavior change program.
3. Learning history is that sum of experiences that employees bring with them from previous employment. They may have learned some bad habits or inappropriate methods of dealing with problems and people.
4. Clear cues, signals or prompts that a specific behavior is required must be built into the work environment. This includes all level of antecedent from job aids to mission statements, from company goals to check lists.
5. Supervisor presence greatly affects employee performance. Since employee behavior is adaptive, the more visible supervisors are the greater will be employee optimal performance.
6. Performance-based training is a must, simple proforma training is not adequate. Employees must be trained to a high standard and must clearly demonstrate they can actually perform the required tasks and generalize them to the work environment.
7. Current contingencies of reinforcement play a major role in employee performance. If employees are reinforced for quality, they will produce quality, if they are ignored when they make suggestions for improvement, they will offer fewer ideas.
8. Feedback on performance is critical to maintain performance. Feedback can come from an examination of the product, from customers or from supervisors. The higher quality the feedback the more effective it is. Quality feedback is immediate, frequent, consistent, cumulative and often visual.
9. Behavior drift should be expected. Employees who learn to perform a task in a specific fashion will, over time, gradually deviate from this standard because of the inherent response cost of the task. Management must build in constant feedback and motivation systems to counteract this behavior drift and overcome the response cost.
10. Compensation method is crucial. If employees are paid for quantity they will produce quantity and ignore quality. Wages based on hours worked rather than quality is contrary to logic or reason. Pay for performance should be examined as an alternative to traditional compensation systems.
11. Behavior change does not occur in a vacuum. Improvement might result from simply reducing off-task behavior, i.e. replacement, or by increasing task efficiency. Behavior change could also displace desirable performance and caution must be exercised so as not to have an overall negative effect.
12. Performance change impacts the organizational system. Improving performance in one part of an organization can directly effect other sectors. Plan to evaluate these "ripple" effects and make necessary adjustments and compensations.
13. Behavior change is difficult. Getting people to change their existing behavior patterns can be somewhat threatening and resistance is common.



CHAPTER NEWS

Updates from the Southernmost Chapter and Capitol-Area Chapter of FABA

News from the Southernmost Chapter
by Cheryl S. Baltzley, Ph.D.

Greetings from the Southernmost chapter officers and members! In addition to our regular monthly business meetings, we've had some great presentations! In January, Jack Gerwitz, Ph.D., from the FIU Psychology Department presented, "Human Development and Behavior Analysis." The March meeting spotlighted Dr. Jack Scott, from FAU, presenting 'Data Managed Precision Instruction.' In April, Alan Berman, a graduate student from FIU, presented some of his research utilizing DRI to decrease inappropriate behaviors with animals. Our June meeting will highlight Martha Pelaez-Nogueras, Ph.D., from the University of Miami presenting on, "An Overview of Behavior Analysis in Infancy."

In addition to all of our meetings, we've accomplished quite a bit. Our second newsletter, the Southernmost Recorder+ (S-R+), was published and distributed in April. Bill Sarchet is the editor/publisher, and Larry Koch came up with the ingenious name. In April, we participated in the South Florida State Hospital Flea Market, and managed to raise an additional \$200 that will be put toward the hospitality suite for the upcoming FABA conference in September. We also hosted a happy hour for the nine members of the Sate BPRC Members, during their recent visit to Broward County.

Preparations for the September conference in Ft. Lauderdale are in full swing, and upon arrival, members should expect to be transported into a tropical paradise! We'll save most of the details for later, but you can be sure that the members of the Southernmost Chapter are hard at work to provide you with a memorable experience!

News from the Capitol-Area Chapter

by Connie Taylor, Ph.D.
CA-FABA Vice-President

The Capitol Area Chapter of the Florida Association for Behavior Analysis has featured some exciting speakers recently. On March 8, **Jerry Miller** from

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Supportive Professionals' Information Network

A report from FABA's new subcommittee

by Cheryl S. Baltzley, Ph.D.

As the chairperson of the Supportive Professionals' Information Network, I would like to share with you some of our activities over the past few months. This subcommittee of the Legislative and Public Policy Committee was formed to stay abreast of the developments within other professional disciplines in order to be aware of how such developments may effect behavior analysts.

Our first responsibility is to find out the "when and where" of potential meetings to attend. Although that may sound simple, to date, this has been the most challenging aspect of chairing this subcommittee! Once the dates and locations of such meetings have been determined, I begin calling colleagues in the area to help coordinate a group of interested individuals who can attend the meetings. We usually try to arrange a group so that the meeting can be divided among each, requiring less time per person.

Important meetings that we have attended to date include the October 1992 joint meeting of the Board of Psychological Examiners (BPE) and the Board of Clinical Social Work, Marriage and Family Therapy, and Mental Health Counseling (BCS, MFT, MHC). Since this meeting was held in Tallahassee, Brian Jacobson was kind enough to organize a group of attenders. In April, 1993, Cydney Yerushalmi graciously organized a group to attend a BPE meeting in Orlando. Also that month, Terry Nyberg did an excellent job of assembling a group at the BCS, MFT, MHC meeting in Tampa.

Behavior Analysts in Florida are striving to define, describe and differentiate their practice in order to educate the public about behavior analysis. History has clearly demonstrated that maintaining a committee to be aware of other professions that serve similar populations is crucial. I appreciate the willingness of so many individuals to provide their valuable time in assisting this committee fulfill its responsibilities!



Students Solving Performance Problems in the Workplace

Tony Barlow and John Austin
Florida State University

The first annual Society for Performance Management Conference, "Solving Performance Problems in the Workplace," was held on April 9 at Florida State University. The conference was a one day event intended to highlight the progress and accomplishments of undergraduates involved in FSU's Performance Management training program.

The keynote speaker was Dr. Aubrey Daniels, of Aubrey Daniels and Associates. Dr. Daniels spoke about why business means behavior. "Psychology takes a back seat in business," according to Dr. Daniels, "because psychology continues to study the mind rather than behavior." Until the discipline of psychology begins to focus more on employee behavior, it will never

"Psychology takes a back seat in business because psychology continues to study the mind rather than behavior."

Aubrey Daniels, Ph.D.

be a driving force in the workplace or society as a whole. In addition, Dr. Daniels described some ways in which managers punish employees when a job is well done, such as giving more work to the most productive, and creating jobs that are dull and repetitive.

The second portion of the conference was dedicated to student presentations. Prudence Hagen and Nicole Batchelor presented their successes at increasing suggestive selling at a cineplex. A package consisting of training, visual prompts, and public posting produced increases in suggestive selling behavior of 47% and 32% in two respective shifts, and an average per capita sales increase of 14%.

Tony Barlow presented his project on increasing on-task behavior of employees at a comic-book store. Through the use of a task analysis and public posting, there were more than 70% increases of the target behavior, and all employees reached 100% on-task. Jeffrey York changed the way law-firm runners are supervised. An ABAC design was implemented to assess the effects of feedback, then feedback and praise on runner perfor-

mance. The average percentage of daily duties completed by runners increased by 22%.

Annette Davis improved the quality of care provided to patients in a dental office. Four behaviors were pinpointed to designate concern and empathy from dental assistants. The four behaviors increased by an average of 70% after self-monitoring, training, and praise were applied. Jennifer Baker focused on customers at a local supermarket. When supermarket service associates prompted customers to "buckle up," safety belt use increased by 15%.

The conference closed with a panel discussion by Jon Bailey (FSU), Aubrey Daniels, and Richard Fleming (Auburn University). Panelists each commented on the papers presented and provided some general thoughts regarding Performance Management.

The conference was a great success. Thanks to all who were involved; especially the Society for Performance Management, those who came from Auburn and Gainesville, Jon Bailey, and Aubrey Daniels.

For more information regarding the Society for Performance Management, please contact John Austin at (904) 644-7240, or Jon Bailey at (904) 644-6443.

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Chiles Communications gave an interesting presentation on how Behavior Analysis can expand its influence and effect policy change in higher education. This was an especially pertinent presentation relevant to our goal of licensure.

On April 8, 1993, **Dr. Aubrey Daniels** spoke about some of his recent work in Performance Management. It was a stimulating presentation on the application of behavior analysis in business and industry.

Finally, **Bob Roberts**, Ph.D. gave a talk titled, "The Venturi Effect and Other Auto-Behavioral Phenomena." This was an interesting look at the possibilities for behavior analysts in Delinquency and Family Services.

If you have any questions, about the Capitol Area Chapter of the Florida Association for Behavior Analysis, call (904) 668-2262.

Prevention Works Better Than Paddling

Tallahassee, Fl. - Researchers at Florida State University have shown that addressing why elementary school children misbehave beats an old-fashioned paddling anytime.

For her doctoral dissertation, Connie Taylor assessed why some children had high rates of bad behavior, then implemented personalized methods to curb the poor conduct. She worked individually with seven students from a group of about 50 who had been paddled more than others in their classes.

Among those seven, the result was an 80 percent drop in disruptive behaviors. The number of times those students were paddled also fell from 29 to one.

"The elusive thing about corporal punishment is that it seems to have an immediate effect on some kids," said Taylor, who did her study under the direction of FSU Psychology Professor Jon Bailey. "Our data show that the child who was paddled might behave for a day or two, but then revert to the same poor behavior. On other kids, corporal punishment never did seem to work."

In her study, Taylor first had to find the underlying cause of the bad conduct. She did so by asking questions such as whether it occurred at a particular time of day or when a certain subject was taught, whether it accompanied other specific behaviors and whether there was a time it always or never happened. In addition, she collected direct observation data to assess frequencies of specific behaviors.

She found that one child kept rocking and falling over in his desk. She got him a bigger desk. Another child would trip or throw things to get attention. She rewarded for proper behavior by letting him earn more playtime for himself and the class when he acted as he should.

"There's too much emphasis on inappropriate behavior," Taylor said. "A lot of kids get attention when they mess up but not when they do what they are supposed to do. We need to get around to looking at why these kids are causing problems in the first place."

Paddling, Bailey says does just the opposite.

"Corporal punishment - and alternatives like writing essays, staying after school or picking up trash - are punitive," he says. "They punish the child. But the problem is really caused when kids don't get enough

attention or have an inappropriate curriculum."

Taylor and Bailey acknowledge that teachers do not have enough time and training to determine the root of each child's problems and to develop an individual method to address each child's maladaptive behavior. They suggest changing the roles of school psychologists.

"School psychologists usually use tests to make recommendations, but they must learn to do more diagnostic work," said Taylor. They should observe students in classroom settings and determine the variables that are maintaining the inappropriate behavior. That's a resource that should be available to teachers."

Steve Humphries, FSU Media Relations

Membership Application Form Florida Association for Behavior Analysis

Complete this form in full and mail with the appropriate dues to the address below.

Name _____

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Phone () _____ Date _____

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Degree Institution _____

Professional interests:

1. _____

2. _____

3. _____

Check one:

_____ Student Member - \$15 (Must be currently enrolled in a degree program.)

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_____ PhD/EdD Member - \$50

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All members agree to abide by the FABAA code of ethics. Be sure to review this document.

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Florida State University

Tallahassee, Florida 32306

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Readers are invited to submit articles and information of general interest to FABA members. Preference is given to submissions on disk, formatted for Macintosh in Macwrite II with an attached hard copy. Other submissions should be typed, double-spaced and not exceed two pages. Press release style writing is preferred. The Editor reserves the right to edit copy to conform with newsletter style and with space limitations.

Submission/Publication Dates

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