

**2010 Second APA Council of Representatives Speech
Presented by Robert “Bob” Woody, PhD, ScD, JD
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The evolution of psychology has reached a point when APA must take immediate action to assure benefits for society and APA members.

The lessening of public priority for funding mental health services, the impending national health care reforms, and the floundering economy create a sense of urgency.

Fortunately, APA has crafted an astute strategic plan that can achieve critical objectives. The strategic plan provides a priceless roadmap to success.

First, I applaud the APA administration and governance, like our Council of Representatives, for maximizing organizational effectiveness.

When it comes to finances, I too support authoritative, transparent, and persuasive communications to the total membership. I will solicit members' ideas about solutions for improved cost control and increased revenues. I live by fiscal prudence.

Second, in order to assure quality care to ALL people, psychology is needed in all aspects of our current and future health care system.

Psychological research encompasses physical factors, which means that psychology should be a mainstay in the education and training of all health care providers.

In health care, I advocate new roles for psychologists. Certainly primary care, neuropsychology, psychopharmacology, empirically-derived assessment, and interdisciplinary interventions should be prominent.

To be specific, I propose that an effort be made to imprint psychological consultation in every health-related issue; that is, the knowledge derived from psychological research and practice wisdom should inform every health care service.

Also, there must be no deference to or tolerance for quasi professionalism, such as those who would like to rest on their historical laurels or delude society with dubious credentials or pseudo competency.

Third, it is not enough to applaud the scientist-practitioner model—that has been done for over sixty years.

Now is the time for every psychologist to embrace science, coupled with the wisdom that comes from practice and experience.

As an independent practitioner and professor, I endorse humanistic contributions to behavioral science, but do not accept that psychology can achieve its ultimate professional status without a wholehearted commitment to advancing and relying on science.

The issue of diversity has been confronted, and any opposition to accepting and serving ALL people is merely an ignoble vestige of bias, prejudice, and discrimination.

On the home front, there continue to be numerous underserved populations, be it in rural or urban areas.

Psychological knowledge and interventions should better address the effects of natural disasters, trauma, chronic

illnesses, infectious diseases, disabilities, hunger, poverty, unemployment, terrorism, war, and crime.

Moreover, APA is poised to advance into education, training, and research for global health care. Multicultural influences impact U. S. public policies and laws. APA must bridge cultures.

The international psychology community must become relevant and influential through collaborative activity in research, education, and social/health service programs.

For every APA member, I will model leadership in teamwork, open-mindedness, critical analysis, strategic planning, and effective communication.

Relying on my interdisciplinary training and experience in both the “ivory tower” and the “practice world” and high energy and fortitude that do not waiver in the face of adversity, as your APA President, I will pursue and accomplish initiatives that promote science, scholarship, ethics, and quality services for modern psychology.

I will appreciate your support.