Recovering from a Public PR & Ethical Disaster: Lessons That You Won’t Get In An Ethics Class

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What is the purpose of giving this presentation?

- To share how the leadership of CalABA successfully steered the association through a PR crisis
- To discuss common characteristics of effective leaders based on OBM literature
- To examine Ethical Decision Making models that can be used to guide our actions when faced with an unforeseen ethical issue
- To define Cultural Humility and why it’s important to talk about in Behavior Analysis
- To discuss how Behavior Analysis can create culture change using our own science and leadership to improve our field and our own wellbeing
- A Call to Action for our field to DO BETTER

What this talk ISN’T about

- Trash talking
- Shaming and Blaming
What is culture?

THE SOCIAL ENVIRONMENT IS WHAT IS CALLED CULTURE.

THE EXTENT TO WHICH A GROUP OF INDIVIDUALS ENGAGE IN OVERT AND VERBAL BEHAVIOR REFLECTING SHARED BEHAVIORAL LEARNING HISTORIES, SERVING TO DIFFERENTIATE THE GROUP FROM OTHER GROUPS, AND PREDICTING HOW INDIVIDUALS WITHIN THE GROUP ACT IN SPECIFIC SETTING CONDITIONS

-B.F. SKINNER
CalABAA Core Values

Ethical Behavior

*CalABA holds itself to a high, unwavering standard of ethical behavior.*

Knowledgeable Membership

*CalABA continuously creates opportunities to help its membership become more knowledgeable.*

Collaborative Leadership

*CalABA understands the power of collaborative leadership and fosters an environment where everyone’s voice is heard.*

Inclusiveness and Diversity

*CalABA supports and celebrates our diverse membership.*

As members of the behavior-analytic community, we are committed to these core values in our interactions with each other and our diverse community of stakeholders.
7.0 Behavior Analysts’ Ethical Responsibility to Colleagues.

Behavior analysts work with colleagues within the profession of behavior analysis and from other professions and must be aware of these ethical obligations in all situations. (See also, 10.0 Behavior Analysts’ Ethical Responsibility to the BACB)

7.01 Promoting an Ethical Culture.

Behavior analysts promote an ethical culture in their work environments and make others aware of this Code.
Contextual Variables

Top Latino states in 2014, by population and share

<table>
<thead>
<tr>
<th>State</th>
<th>Millions</th>
<th>% of population that is Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>15.0</td>
<td>48</td>
</tr>
<tr>
<td>Texas</td>
<td>10.4</td>
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<tr>
<td>Georgia</td>
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</table>

Note: Charts show the top 10 states for the number of Latinos and the share of the population that is Latino.

Source: Pew Research Center tabulations of the 2014 American Community Survey (IPUMS)
“U.S. Latino Population Growth and Dispersion Has Slowed Since Onset of the Great Recession”

PEW RESEARCH CENTER
California: ICE Raids

Updated: January 2018

Given recent threats of large scale ICE raids, the ACLU of Northern California wants to make sure you know your rights and have access to rapid response hotlines set up in the Northern California region. (see below). For more information, see Know Your Rights: ICE Confronts You.

Know your rights if ICE confronts you

Independent of your citizenship status, you have constitutional rights:

- **Do NOT open your door.** ICE can’t come into your home unless they have a signed search warrant or you let them in. If officers are at your door, ask them to pass the warrant under the door before you open it. An arrest warrant (or an administrative warrant of removal) is not enough to come inside your home. If ICE officers want to enter your home, they must have a valid judicial search warrant that says the officers have a right to enter or search that particular address or areas specified. If the agents don’t speak your language, ask for an interpreter.

- **Check out the warrant.** Look at the top and at the signature line to see if it was issued by a court and signed
Contextual Variables

#MeToo: Harvey Weinstein case moves thousands to tell their own stories of abuse
Women break their silence
I had no idea what was coming when I kicked off the 2018 CalABA Conference...
How did the word spread SO fast?

CalABA Conference App

EVERYONE COULD COMMUNICATE WITH EACH OTHER IN REAL TIME
First Response

1. STOP what was happening.
2. COLLECT DATA on what occurred.
3. LISTEN to feedback from attendees.
4. TAKE ACTION to manage the crisis, mitigate damage and create a pathway forward.

BEHAVE IN A WAY THAT IS CONSISTENT WITH OUR VALUES
Panel on Intersection of Transgender & Autism

I chaired this panel immediately following the Keynote Address on Saturday....

Hayley Peck, Elizabeth Peace, Deborah Holtzclaw, MA, BCBA, Jose Rios, Alexandra Meadows, Amanda Specht, Penelope Schenkkan, Khadijah Al-Faraj, Anjalee Greenwood, Graham Tavenick

Kelly Ward In response to the abomination of this morning’s keynote speech and all of these people sliding with a misogynistic bigot, here’s a refresher: Kelly Ward Also, #timesup I am nobody’s “little bitch.”
Why did we choose to hold an open forum to talk about what happened?
All of our actions were reported live on social media...
CalABA used Social Media to Push Out Transparent Messaging
SR+ from our community

Sara Litvak shared California Association for Behavior Analysis's post.
41 mins
So proud of how quickly the CalABA leadership responded to this situation. The CalABA board is truly a class act. Mistakes happen, but how you handle them speaks volumes.

California Association for Behavior Analysis
3 hrs
To our community - We want to apologize to everyone who attended this morning's Keynote. CalABA is so proud of our dive... Continue Reading

Sarah Trautman-Eslinger

Lisa Stoddard posted a photo — with Jennifer Hutchison Harris and 2 others.
Yesterday at 9:22 PM · Instagram
Yo. #CalABA2018
What CalABa did in order to address what happened and help prevent it from happening in the future:

1. Submitted a letter to the keynote speaker’s employer that outlined what happened.
2. Submitted a letter to ABAI that outlined what happened.
3. Created a document that all invited speakers at subsequent conferences or events are required to sign that outline our values and behavioral expectations.
4. Provided clear dates for follow-up communication to membership.
5. Provided contact information, talked with anyone who wanted to express an opinion.
6. Created a diversity and inclusion SIG.
Ethical Decision-Making Models

Good Old Jon Bailey

Eight Step Template and Checklist
University of Colorado Health & Science Center

Some Proposed Model Processes for Clinical Ethics Decision Making, Rhodes & Alfandre
A Functional Assessment for Ethical Decision-Making Using the Descriptive Model for Ethical Decision-Making
Created by Dr. David Cox, PhD, BCBA-D
Leadership is the process of influencing others.

1. View leadership as a verbal response class defined not only by phonetic form but also by its functional relationships.

2. Leaders emerge when their behavioral repertoires coincide with the structure and features of the environment in which leadership is required.
Common Characteristics of Leaders

1. Ethical Values:
   - Effective leaders behave with integrity and thus are trusted by their followers
   - Effective leaders ensure they have a value proposition that helps to create a positive culture, helps create long term sustainability of the organization and functions primarily on positive reinforcement

2. Execution Skills:
   - Effective leaders make things happen

3. Communication Skills:
   - Effective leaders are clear and concise
   - Effective leaders listen

4. Confront Adversity
   - Effective leaders solve complex problems

Culture Building Skills
   - Cultures are more influenced by the leader than any other single factor
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Culture Change Starts with **YOU**

It is all of our responsibilities to be allies to each other. We control the contingencies of reinforcement and punishment that change behavior, which in turn shapes our culture.
What is Cultural Humility?

Cultural humility is the “ability to maintain an interpersonal stance that is other-oriented (or open to the other) in relation to aspects of cultural identity that are most important to the [person].” Cultural humility is different from other culturally-based training ideas because it focuses on self-humility rather than achieving a state of knowledge or awareness. Cultural humility was formed in the physical healthcare field and adapted for therapists and social workers to increase the quality of their interactions with clients and community members.
Standards for Cultural Competence in Behavior Analysis,
Fong & Tanaka

Socially responsible Behavior Analysts have an ethical responsibility to be culturally competent which requires standards

A Framework for Intentional Culture Change,
Biglan & Embry

We have the tools to increase humanity’s well being.

Culture Always Matters,
Brodhead

Pushes the conversation about cultural competency forward by engaging in meaningful, professional discourse regarding deficits in the current BACB Professional & Ethical Compliance Code
Get Woke…or just wake-up

Attend Webinars

Listen to other people’s perspectives and experiences

Attend events that help you expand your skills in the areas of Ethics and Cultural Competency/Humility
NOW is the time for meaningful, respectful discourse that is based in Behavior Analytic Principles.

FOCUS ON THE BEHAVIOR NOT THE BEHAVIOR
So how did the 2019 CalABA conference go????
In the infamous words of Beyonce – UPGRADE YOURSELF!
In the less infamous words of Sarah Trautman – Upgrade your Behavior, Upgrade your Ethics and Upgrade your Cultural Humility…. DO BETTER!