



Busy Analytical Bee

NEWSLETTER September

Welcome to the September edition. In this edition, I reviewed the research around Cancer as this is a highly prevalent condition. This is also an interview edition, so I'm excited to welcome James Adcock, who is a fantastic BCBA. In addition, I discuss briefly TAGTeach (terminology section), obstacle courses (NET ideas) and the career of Todd Ward P.hD, BCBA-D. There's also a study tip, product suggestion and events for you to check out. Have a great month!

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CANCER: PREVENTION AND TREATMENT

Cancer is extremely prevalent across the world. Most prolific are lung, bowel, breast and prostate cancer, which accounted for nearly half (45%) of all cancers deaths in the UK during 2016 (Cancer Research UK). In the UK, there were on average over 350 thousand cases between 2014-2016 and statistics show that "1 in 2 people born after 1960 will be diagnosed with some form of cancer". In 2015, 38% of the cases were considered preventable. Cancers are preventable by making healthy life choices and by engaging in screening. To learn more about screening, visit the [Cancer Research UK: Understanding cancer screening page](#). Early diagnosis has been shown to support recovery. Surgery, radiotherapy and Chemotherapy are amongst the most common forms of treatment use. Treatment has become increasingly more successful over recent years and "the number of people who have survived five or more years since diagnosis has increased by over 260,000 (or 21%) in the five years to 2015", (Macmillan, 2019).

Frequent self-examination is one way people can help identify physical symptoms (i.e., lumps) which could increase their survival rate. The sooner treatment can begin, the more effective it can be, so frequent self-examination is important. Finney et al (1995) investigated two approaches to teaching Testicular Self-

examination (TSE); checklist vs. video. They found no significant difference between the groups, which



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meant all steps of the TSE were completed by all participants. They also found that both methods were socially valid, however they found that the checklist group did lead to more thorough TSEs.

Skin Cancer is a type of cancer that is on the rise, but is Cancer Research UK state that there is a "high cure rate for these cancers". Some behaviours that can make this cancer preventable, and protect the skin for harmful UV rays, is wearing long sleeved clothing, applying sunscreen lotion, wearing a hat, and remaining in a shady area. Lomboard, et al (1991) investigated increasing these behaviours in two swimming pools. They used posters, pamphlets, a raffle and peer models (lifeguards). The behaviours they observed the most increase following introduction of the intervention were staying in the shade (for both children and adults) and wearing shirts (children only). Remaining in the shade increased by on average 30.45% for children, and 11.95% for adults, across the two pools. Despite not observing changes in other behaviours, the authors state that these results are still socially significant "because staying in the shade is a far more protective behaviour than is the partial protection provided by wearing a hat, shirt, or even using SPF 15 lotion". Reed et al (2014) also investigated internet search behaviours of people residing in the UK of safer spray tans, an alternative to UV Sunbeds. The results showed that following the introduction of a ban of UV Sunbeds for minors (Under 18year olds), searches for safer alternatives increased. This shows that a ban might be effective in encouraging people to seek out a less harmful



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alternative. They do, however, state that “the unfortunate flipside of this interpretation is that natural UV Sunbathing is likely a cheaper but functionally equivalent, substitute”.

Links between psychological distress and cancer patients have been observed (Swash et al 2017). Acceptance and Commitment Therapy (ACT) is an approach to therapy that focuses on reducing psychology distress by assessing values, taking committed action, and encouraging psychology flexibility. Researchers have demonstrated that ACT can be an effective approach for people suffering with symptoms of depression (Bohlmeijer et al, 2011; Clarke et al, 2014). ACT has also been demonstrated to support people with lifelong or chronic illness or disease, including cancer (Graham et al, 2016). Another framework that works on acceptance and non-judgemental presence is meditation and mindfulness. This has also been shown to have positive outcomes for cancer patients (Carlson et al, 2007).

The field of Applied Behaviour Analysis could help promote safe behaviours and self-examination behaviours in the general population, which could help prevent cancer or improve the outcomes (early detection can improve chances of treatment efficacy). In addition, the implementation of ACT and mindfulness can help improve psychological distress, quality of life and outcomes for patients. However, further research is required in both prevention and treatment.

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Swash, B., Bramwell, R., Hulbert-Williams, N. J. (2017). Unmet psychosocial supportive care needs and psychological distress in haematological cancer survivors: the moderating role of psychological flexibility. *Journal of Contextual Behavioral Science*, **6**, 187-194.

TERMINOLOGY

TAGTeach aka Clicker Training: This procedure uses auditory feedback following a target behaviour to reinforce and teach. An important characteristic of TAG-teach programming is the WOOF criteria, tagpoints (target behaviour/s)

What you want,

Observable and measurable,

One thing at a time,

Five words.

The benefit of using Auditory feedback is that it can be immediate and not interrupt a possible sequence of behaviours. Learn more by reading the [March Edition](#).

Interview

James Adcock BCBA

I am very pleased to welcome a colleague who is an incredible Behaviour Analyst, and I was lucky to work with him for a few months recently, and I learned a lot! James Adcock has over 8 years experience and has worked in an ABA school and also, privately with families. Welcome James. Firstly, tell us a little bit about yourself and how you became interested in ABA?

Hey Everyone! My name is James Adcock – thanks for having me Kirsty, I've been a fan of Busy Analytical Bee since day 1!

I first heard of ABA completely by accident. I had no intention of going in to this field and hadn't even heard of it until after my master's in child and adolescent mental health services (which is pretty disappointing!). Like most students who have just finished studying I needed to get some experience for my CV and was asking around a load of schools, but nothing was happening. My auntie lived outside of a school called Treetops in Essex (a state funded ABA school) and heard they were looking for staff. In a very quick turnaround I viewed the school, and went for an interview thinking it'd be a good year experience for my CV. After only a short time as an ABA therapist I was bowled over by how effectively kids with autism could learn and have so much fun in the process – all I knew about autism is what I'd read from a text book. I soon became a huge fan of ABA and was amazed I hadn't heard of it sooner. I studied ABA via distance learning at Florida Institute of Technology working towards my BCBA and the rest was history! ABA for life.

I definitely agree, ABA for life! So, who has inspired you in your career?

Amy Lewis was a BCaBA at Treetops when I started and I learned loads from her (I still do, she's awesome), she continues to be one of my biggest inspirations to be better. Her understanding of using ABA in school settings, working with young adults, and staff training is amazing.

Lesley Love is the BCBA who started and set up the ABA

branch of Treetops when I worked there and inspires me in the way she will fight for what is right for the learner no matter who stands in her way! She's since been head of another school and now Lesley and Amy work together today and set up [Love ABA](#) and have a clinic in East Ham. These guys have and will continue to do loads for ABA in the UK – it inspires me to try and do the same.

Gina Tirri is a BCBA who works at the [Carbone Clinic](#) in America and did my supervision hours whilst I studied. The knowledge she has is staggering, and she challenged me regularly and helped me see ABA beyond this thing we do with kids and see its application throughout life – I always looked forward to supervision and became more of a radical behaviourist.

Listening to [Dr Vince Carbone](#) speak is brilliant – always gets me motivated, and [Dr Pat Friman](#) was also brilliant – I really liked what he said about marketing ABA better.

Holly Cowlam was a wonderful ABA therapist – soon to be BCBA. She was excellent with kids and even better with other professionals for staff training and getting them to see how effectively ABA can be used in mainstream settings. Unfortunately, a little over a year ago Holly passed away. This led to her wonderful husband Jack Cowlam to continue Holly's dream of getting ABA in to the mainstream by setting up The Holly Scholarship. The initial goal of The Holly Scholarship is to provide a means tested comprehensive ABA programme to a learner. If you knew/worked with/share the same goal as Holly, and then even if you don't, please take a look, share, and donate what you can at this website www.thehollyscholarship.org and Instagram account @thehollyscholarship.

Some wonderful Behaviour Analysts! You can also check out [Lesley's previous interview](#) from the September 2016 edition or [Vincent's previous interview](#) from December 2016. Thanks for sharing about the scholarship. Next I wanted to ask, what are you most

passionate about?

I really would love for everyone to know how awesome ABA is, and for the UK to take advantage of its awesomeness more. This is why I initially began writing a blog – ABA Connect – to try and disseminate. I've taken a rather long break (turns out having a baby is quite time consuming!) but am ready to start writing again. You can check it out on Facebook - <https://www.facebook.com/abaconnectblog/> . Most ABA professionals love geeking out, I am certainly one of them, but people outside of ABA probably don't. I spend long periods trying to think of every day examples of how to explain the principles of ABA to translate it to wider audiences (thinking about Dr Friman speaking about marketing ABA better). I've come up against other professionals in tribunal who are against ABA based on what they've read or have been told by others but haven't seen it for themselves. We need to show and tell more, and market what we do! Show who you can and tell who you can.

I'm also really passionate about effective staff training and using ABA principles to do so. 'Bringing out the Best in People' by Aubrey Daniels is one of my favourite books!

Do you have any advice for parents?

I think it's real tough for some parents having to battle for something they can see work for their child so well. Stay strong and battle while you can. I once asked my supervisor (from America) what it was that opened up ABA more in America and she simply replied, 'parental pressure', if enough parents keep fighting for it, eventually local authorities will have to listen. The first step is to find a board certified consultant who you have good communication with and work together to get the best team together.

You have also worked in Dubai, what's it like working there?

Hot!!! I was only there a little while and didn't really get to know the ABA climate over there. I worked with a learner in an American curriculum school, and ABA wasn't been met with any negativity at all. I was surprised about how much ABA I saw around, as well as SLT, and autism in general. I know there are a couple of ABA clinics in Dubai, including a Carbone Clinic. It was interesting to learn about using ABA in a different culture. There are often job opportunities coming up

abroad. If you are working for a family I would say it's really important to not rush in to any decisions and get to know them as much as you can before making a decision.

What are your hopes for ABA in the future?

I would love to see less battles for ABA professionals to have a seat at the table, if things are truly eclectic we should have input also. It would be great to see it as a licenced profession in the UK. For ABA to be seen more positively in the UK. For more state funded ABA services across the UK. That's easy enough right?

Thanks to James for completing this interview for us. It has been honour to hear about your career so far. If you want to learn more about James, or his blog/services, check out his [website](#).

EVENTS

PBS Festival will be held on the 20th September in Winchester. Speakers include Roy Deveau, Andy McDonnell, Julie Eshleman, Jonathan Beebee and more! Find out more on the [website](#)!

On the 27th-29th September there is an online event hosted by Blossom ABA. This will be presented by Steve Ward BCBA. The timings would be 1:30-9:30pm (BST) on some days. The cost for early bird is £50-£225, depending on the ticket and/or days you want to attend. Find out more by visiting the [Eventbrite Page](#).

Contextual Consulting offer a variety of online webinars and workshops on their [website](#). '[Enhancing your ACT practice with Relational Frame Theory \(RFT\) - a Master class](#)', will be hosted on the 10th and 11th of October in London presented by Yvonne Barnes-Holmes. There is also, '[ACT for Young People—the Thriving Adolescent](#)' will be on the 14th and 15th of November in London, presented by Dr Louise Hayes.

The UK-SBA is hosting Dr Susan Schneider on the 17th October in London. Dr Susan Schneider authored 'The Science of Consequences: How they Affect Genes, Change the Brain and Impact our World'. Registration will open soon, so [check the website](#) for more information!

NATURAL ENVIRONMENT TEACHING (NET) IDEA

As the last days of summer are upon us, we can take our learning outside (or inside if it's safe and appropriate) and set up an obstacle course! This can involve a variety of movements and obstacles depending on the resources available, which could include steps, a tunnel, hoops or beanbags. If you have chalk you could draw a hop scotch, or some numbers/shapes to jump or hop across or over. Setting up the obstacle will allow you to be creative as you include 3 or 4 different movements to really support your learners specific goals. There are a variety of actions you could include, for instance, if including hoops you could swing these on your hips, jump from one hoop to another, stand in the hoop and pull it up over your head, etc.. This activity can be repeated many times with different obstacles to keep it fresh and exciting. If you client enjoys physical play then they may make requests during the set up, for instance for the tunnel or the hoops, or to write certain numbers or draw shapes with chalk (mand: 1-6M). If they are motivated to race together they might mand with "ready steady go" or "run" (mand: 7M). Alternatively, you could take it in turns and give your learner instructions, i.e., "hop", "run", "climb" and then they could take a turn to tell you what actions to do in the obstacle course (mand: 7M, 8M & 14M). These could be expanded by making the instructions more detailed, e.g., "jump on the number 4", "Hop to the blue hoop", "arms up and touch your toes" or "jump on the hoops and then go through the tunnel" (LR: 4M, 8M, 9M, 12M, 14M). An obstacle could include a quantity element, i.e., "jump 4 times", "touch your toes 10 times" (maths: 15a). For early learners, you may want to demonstrate a variety of actions to support generalisation of imitation skills (MI: 1-6M, 8M, 10M).

Preceding skills reference to the VB-MAPP Assessment tool:

Sundberg, M. L. (2008) Verbal Behavior Milestones Assessment and Placement Program: The VB-MAPP. Concord, CA: AVB Press.

LR: Listener Responding. MI: Motor Imitation



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PRODUCTS

Recently, Steven Hayes released his new book on Acceptance and Commitment Therapy (ACT); [A Liberated Mind](#). Steven Hayes is the originator of ACT and has been working on these books for many years. Thank you to Steven for all the hard work you do, you are helping so many people! I highly recommend you add this to your current book collection!

STUDY TIPS

Check out [Black Cat Behaviour Analysis](#) as there are now CEU courses available! There are currently 3 courses offering 1.5 Type 2 CEUs and are great. Samantha is a great BCBA who is extremely knowledgeable!

PEOPLE WHO INSPIRE US

Todd Ward, PhD, BCBA is a Behaviour Analyst and entrepreneur. He is the founder of [Behavioural Science in the 21 Century \(BSci21\)](#), which is one of the largest outlet for Behaviour Scientific media content online. He received his PhD in Behaviour Analysis from the University of Nevada, Reno. He then worked as a Behaviour Analyst in various applied settings and also worked at the University of North Texas as the Director of the Behavior Analysis Online programme. He has held Editorial roles for the *Journal of Organisation Behavior Management*, and *Behavior and Social Issues*. Also, Todd supported the development of Busy Analytical Bee (November 2015-February 2016), which was a great opportunity for the newsletter! To learn more about Todd you can view the [September 2018 Interview Edition](#) or his [Association of Behavior Analysis International Page](#).

Next month we're looking at *Joint Attention*, so be sure to subscribe so you receive the next exciting edition.

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