



Black Applied Behavior Analysts

# BABA CONFERENCE

**JUNE 18-20, 2022**  
**DETROIT, MI**

"The Dissemination Project: Bringing Awareness and Acceptance to the Field of ABA in an Unconventional Way "

## **Abstract**

Applied Behavior Analysis, is a discipline that has grown at exponential rates in the past decade.

However, we are still considered a minority discipline in comparison to other sciences and being an expert in Behavior Analysis is not enough to change how others view our field. Our field became formalized in 1968, but the way most ABA professionals have to go into great detail about our day to day task, you would think we made up this "ABA stuff" 5 years ago along with Tik Tok (which is more popular than ABA) This presentation will explain the importance of the dissemination of ABA, highlight unique and unconventional ways (e.g., Youtube and social media) to share our science to underrepresented and diverse populations of consumers and clinicians, and how this all ties into our ethical guidelines to disseminate the science of Applied Behavior Analysis.



Dominique Shorter

## **Learning Objectives**

1. Effective approaches to treatment efficacy and dissemination
2. Understanding learning history and cultural contingencies to further increase acceptance.
3. Addressing racial disparities across intersectionalities to increase the onset on treatment