

**NOTICE OF INTENT TO ADOPT PROPOSED NEW CHAPTER AND RULE FOR
THE
GEORGIA BEHAVIOR ANALYST LICENSING BOARD
BOARD RULE CHAPTER 75-8 SCOPE OF PRACTICE,
BOARD RULE 75-8-.01 RESERVED AND BOARD RULE 75-8-.02 ADVERTISING
AND NOTICE OF PUBLIC HEARING**

RULE CHAPTER:

75-8 Scope of Practice

RULES:

75-8-.01 Reserved

75-8-.02 Advertising

TO ALL INTERESTED PARTIES:

Notice is hereby given that pursuant to the authority set forth below, the Georgia Behavior Analyst Licensing Board (hereinafter “Board”) proposes new Board Rule Chapter 75-8 Scope of Practice containing proposed Board Rules 75-8-.01 Reserved and 75-8-.02 Advertising (hereinafter “proposed rule(s)”).

This notice, an exact copy of the proposed rule(s), and a synopsis of the proposed rule(s) are being sent to all persons who have requested, in writing, to be included on a notification list. This notice, an exact copy of the proposed rule(s), and a synopsis of the proposed rule(s) may also be reviewed during normal business hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, except official State holidays, at the Office of the Secretary of State, Professional Licensing Boards Division, 3920 Arkwright Road, Suite 195, Macon, Georgia 31210. The documents will also be available for review on the Board’s website at <https://sos.ga.gov/georgia-behavior-analyst-licensing-board>. Copies may also be requested by contacting the Board office at (404) 424-9966.

The public will have an opportunity to comment upon and provide input into the proposed rule(s) at a public hearing to be held at **9:15 a.m., on Thursday, December 18, 2025**, via teleconference using WEBEX. Please see the Board’s website for information on how to join the meeting via teleconference.

Interested parties affected by the proposed rule(s) may submit written comments to the Board no later than the close of business on **Thursday, December 11, 2025**. Written comments must be legible, signed, contain contact information from the maker (address, telephone number, email address), and addressed to Todd Zandrowicz, Division Director, Secretary of State, Professional Licensing Boards Division, Georgia Behavior Analyst Licensing Board, 3920 Arkwright Road, Suite 195, Macon, Georgia 31210. Written comments may also be submitted by email to PLB-Healthcare1@sos.ga.gov.

During the public hearing, anyone may present data, make a statement, comment, or offer a viewpoint or argument, whether orally or in writing. Lengthy statements or statements of a considerable technical or economic nature, as well as previously recorded messages, must be submitted for the official record. Oral statements will be limited to five (5) minutes per person.

The Board voted to post this Notice of Intent at its meeting on January 23, 2025. The Board also voted that the formulation and adoption of these proposed rule(s) does not impose an excessive regulatory cost on any licensee, and any cost to comply with the proposed rule(s) cannot be reduced by a less expensive alternative that fully accomplishes the objectives of O.C.G.A. §§ 43-7A-2, 43-7A-4 and 43-7A-6.

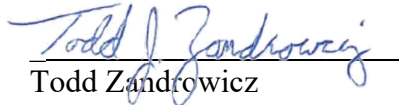
Additionally, the Board voted that it was neither legal nor feasible in meeting the objectives of O.C.G.A. §§ 43-7A-2, 43-7A-4 and 43-7A-6 to adopt or implement differing actions for businesses as listed in O.C.G.A. § 50-13-4(a)(3)(A), (B), (C) and (D). The formulation and adoption of these proposed rule(s) will impact every licensee in the same manner and each licensee is independently licensed in the practice of Applied Behavior Analysis.

According to the Department of Law of the State of Georgia, the Georgia Behavior Analyst Licensing Board has the authority to adopt the proposed rule(s) pursuant to authority contained in O.C.G.A. §§ 43-7A-2, 43-7A-4 and 43-7A-6.

For further information, contact the Board office at (404)-424-9966.

This notice is given in compliance with O.C.G.A. § 50-13-4.

This the 12th day of November, 2025.



Todd Zandrowicz
Division Director

Posted: Nov 12, 2025

Professional Licensing Boards Division

**SYNOPSIS OF PROPOSED NEW CHAPTER AND RULES FOR THE GEORGIA
BEHAVIOR ANALYST LICENSING BOARD, BOARD RULE CHAPTER 75-8 SCOPE
OF PRACTICE, BOARD RULE 75-8-.01 RESERVED AND BOARD RULE 75-8-.02
ADVERTISING**

Purpose: Establish who may advertise as a licensed Behavior Analyst or licensed Assistant Behavior Analyst in the State of Georgia and establish a violation for misrepresenting oneself as a licensed Behavior Analyst or licensed Assistant Behavior Analyst in advertising in the State of Georgia.

Rule Chapter 75-8 Scope of Practice

Rule 75-8.01 Reserved

Rule 75-8-.02 Advertising

- (1) It shall be considered a violation of the Applied Behavior Analysis Practice Act to:
 - (a) publicly misrepresent oneself to be a licensed Behavior Analyst or licensed Assistant Behavior Analyst in any form of advertisement unless the individual has an active, valid license issued by the Board to practice Applied Behavior Analysis in Georgia (43-7A-6).
- (2) Only duly licensed Behavior Analysts or Assistant Behavior Analysts practicing in accordance with the Board rules and Georgia law may practice Applied Behavior Analysis in Georgia or use in connection with their own name or that of their business or employer, the terms Behavior Analyst, Assistant Behavior Analyst, or the letters LBA or LaBA. or any other representation either direct or indirect, indicating to the general public that Applied Behavior Analysis is provided or available. Such activities are prohibited unless the provider is an actively licensed Behavior Analyst (LBA) or Licensed Assistant Behavior Analyst (LaBA) by the Georgia Board of Behavior Analysts.

Statutory Authority: O.C.G.A. §§ 43-7A-2, 43-7A-4 and 43-7A-6.

**RULES
OF THE
GEORGIA BEHAVIOR ANALYST LICENSING BOARD
CHAPTER 75-8
SCOPE OF PRACTICE
TABLE OF CONTENTS**

75-8-.01 Reserved

75-8-.02 Advertising

Rule 75-8-.01 Reserved

Rule 75-8-.02 Advertising

- (1) It shall be considered a violation of the Applied Behavior Analysis Practice Act to:
 - (a) publicly misrepresent oneself to be a licensed Behavior Analyst or licensed Assistant Behavior Analyst in any form of advertisement unless the individual has an active, valid license issued by the Board to practice Applied Behavior Analysis in Georgia (43-7A-6).
- (2) Only duly licensed Behavior Analysts or Assistant Behavior Analysts practicing in accordance with the Board rules and Georgia law may practice Applied Behavior Analysis in Georgia or use in connection with their own name or that of their business or employer, the terms Behavior Analyst, Assistant Behavior Analyst, or the letters LBA or LaBA. or any other representation either direct or indirect, indicating to the general public that Applied Behavior Analysis is provided or available. Such activities are prohibited unless the provider is an actively licensed Behavior Analyst (LBA) or Licensed Assistant Behavior Analyst (LaBA) by the Georgia Board of Behavior Analysts.

Statutory Authority: O.C.G.A. §§ 43-7A-2, 43-7A-4 and 43-7A-6.