Staying Informed of the Profession: A Message from NAADAC Leadership

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NAADAC Leadership

Robert Richards
NAADAC President

Cynthia Moreno Tuohy
NAADAC Executive Director
NAADAC is Here to Serve You

- NAADAC, the Association for Addiction Professionals, represents the professional interests of more than 75,000 addiction counselors, educators and other addiction-focused health care professionals in the United States, Canada and abroad.

- NAADAC’s members are addiction counselors, educators and other addiction-focused health care professionals, who specialize in addiction prevention, treatment, recovery support and education.

What We Do

The Four Pillars: essential roles and reasons for NAADAC to exist

- Professional Development
- Public Engagement
- Professional Services
- Communicate the Mission
Professional Development

- Education and training stand at the center of our efforts to ensure that both current professionals and those that are new to the field are always prepared to adopt the newest evidence based practices in their work.

- Mentorship is essential to the continued growth of our workforce.

- Professional standards are foundational in our development of a professional career path for addiction professionals. No other organization can represent what the needs are for standards of professional practice better than NAADAC can.

Professional Development

- Like all professions, NAADAC has defined a code of ethics for the field. We will continue to protect the profession and the public by holding our members to this high set of professional standards.

- Our commitment to continue to grow the profession will be bolstered by an increased outreach to students and new professionals.

- In furthering the above activities the Association will work toward improving salary and benefits for our members and for the profession at large.
Our Association has to be the voice of the profession.

- There is no other profession that can authoritatively speak for us.
- Our responsibility to be advocates and educators and policy partners requires that we be effective communicators about who we are, what we know and what we do.
- We have to ensure that our voice is recognized - because it is well informed and hears from you.
- This is a role that can only be accomplished if all members actively support the Association through affiliates, committees, networking, advocacy and partnerships.

Public Engagement will engage both internal & external components:

- **Internal**
  - Members getting involved in the Association through affiliates, committees, leadership and/or the speakers bureau
  - Networking
- **External**
  - Advocacy
  - Educating the other professionals and the public
  - Relationships with government and agencies
NAADAC provides quality services to its affiliates and its members.

- Professional's satisfaction with the national association is generally tied to their experience with the local affiliate.
- Resources for state affiliates will be increasingly important as we work to grow our professional association – these resources continue to grow.

NAADAC training and education products
- Alliances and strategic partnerships
- Resources for state affiliates
- The NAADAC education provider program
- Technical assistance and sharing expertise with other professions
  - mental health, marriage and family therapists, social workers, recovery support and others
- Providing resources through the NAADAC Education and Research Foundation
- NAADAC Speakers Bureau
Communicate the Mission

- Adopted in 1998, NAADAC’s Mission Statement, says that our job is "to lead, unify and empower addiction focused professionals to achieve excellence through education, advocacy, knowledge, standards of practice, ethics, professional development and research."

- In order to do that effectively we need to communicate this mission broadly: to members, to partners and to other stakeholders.

NAADAC’s Four Pillars

By focusing on the core principles of NAADAC and ensuring that we focus on those attributes, we will best serve our members and the profession as a whole.
Overview of Pillar #1: Professional Development

“Education and training stand at the center of our efforts to ensure that both current professionals and those that are new to the field are always prepared to adopt the newest evidence based practices in their work.”

NAADAC National Conference - Seattle, WA - September 27 thru October 1, 2014
Pillar #1: Professional Development

"Education and training stand at the center of our efforts to ensure that both current professionals and those that are new to the field are always prepared to adopt the newest evidence based practices in their work."

**NAADAC National Conference - Seattle, WA - September 27 thru October 1, 2014**

- Sept 26, 2014 – Pre-conference - 6 hour trainings by David Mee Lee on ASAM Criteria, Darryl Inaba on Uppers Downers All Arounder, and Jim Clarkson on ACA and 3rd Party Payer Relationships
- Sept 27 – Oct 1, 2014 - Conference – Lorie Dwinell, C.C. Nuckles and others to present
- Partners: CDPWS, N.W. Gambling Association, INCASE/WACASE, NALGAP, ASAM, NATTC, NIATx, SAMHSA, and others
- [http://naadac.org/conferences](http://naadac.org/conferences)

Pillar #1: Professional Development

**Webinar Series**

- 24 Live Webinars Scheduled for 2014
- Over 75 Free CEUs for NAADAC Members
- Over 40 Webinars On Demand for Free Viewing
  - CE credits are archived and still available
  - [www.naadac.org/webinars](http://www.naadac.org/webinars)
- **Training at the state affiliate level**
  - [www.naadac.org/affiliates](http://www.naadac.org/affiliates)
- **Calendar of Events**
  - [www.naadac.org/calendar-of-events](http://www.naadac.org/calendar-of-events)
Pillar #1: Professional Development

International Training and Technical Assistance

- Iceland
- Kenya
- China
- American Samoa
- Hong Kong
- Cyprus
- Egypt
- Hong Kong
- Pacific Jurisdiction
- El Salvador
- Germany
- South Korea
- Republic of Marshall Islands
- Micronesia
- Over 40 countries

“Mentorship is essential to the continued growth of our workforce.”

- Workforce Development including a national mentorship program is one of the initiatives NAADAC continues to develop at the state level

- Recovery to Practice (RTP) Initiative
  - Situational Analysis of the Workforce
  - Curriculum Outline
  - Webinars – 9 specific to this issue
  - www.naadac.org/recovery

- Working with recovery support systems to clarify roles and responsibilities in the continuum of client services
  - Community recovery coach centers
  - Peer recovery support services
  - Recovery Support Specialist Certification – Summer 2014
Pillar #1: Professional Development

“Professional standards are foundational in our development of a professional career path for addiction professionals.”

- Nationally standardized Scope of Practice for the addiction profession
  www.addictioncareers.org/addictioncareers/resources/documents/PEP11-SCOPES.pdf

- Model for national licensure for the addiction profession
  www.naadac.org/images/naadacmodellicensurebill_final.pdf

- Nationally standardized curriculum in higher education in addiction studies
  www.naadac.org/default.aspx?p=110609&naid=15577

- Created NASAC with INCASE – Addiction Studies Accreditation Commission
  www.nasacaccreditation.com

- Nationally recognized certifications through NCC AP
  www.naadac.org/certification

Pillar #1: Professional Development

“National Certification Commission for Addiction Professionals (NCC AP)”

- Recent name change

- Certifications:
  - National Certified Addiction Counselor, Level I (NCAC I)
  - National Certified Addiction Counselor, Level II (NCAC II)
  - Master Addiction Counselor (MAC)
  - Nicotine Dependence Specialist (NDS)
  - Nationally Certified Adolescent Addiction Counselor

- Qualifications and Endorsements:
  - Substance Abuse Professional (SAP) Qualification for the Dept. of Transportation
  - Nationally Endorsed Student Assistance Professional (NESAP)
  - Nationally Endorsed Clinical Supervision for Substance Abuse Disorder Professionals (NECSSADP)
  - Co-Occurring Competency Testing
Pillar #1: Professional Development

“National Certification Commission for Addiction Professionals (NCC AP)”

- Certificate Programs
  - Conflict Resolution in Recovery Certificate Program
  - Spiritual Caregiving to Help Addicted Persons and Families Certificate Program
  - Co-Occurring Disorders Proficiency Certificate Program

- New products in the pipeline
  - Peer Recovery Certification – coming in 2014

A survey by Pam Greenberg with SAMHSA and the Association for Behavioral Health and Wellness (ABHW) found that NAADAC’s MAC or a SUD licensed counselor recognized at the highest level of independent state licensure, are the most recognized credentials by third party payors.
Pillar #1: Professional Development

“Like all professions, the Association for Addictions Professionals has defined a code of ethics for the field. We will continue to protect the profession and the public by holding our members to this high set of professional standards.”

- NAADAC Code of Ethics  
  www.naadac.org/code-of-ethics

- Independent Study Course on Ethics available for purchase and CE credit  
  www.naadac.impakadvance.com/members_online/members/viewitem.asp?item=ETH&catalog=PREP&pn=1&af=NAAD

- 4 webinars on Ethics – on demand and available for CE credit  
  www.naadac.org/webinars

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Pillar #1: Professional Development

“Our commitment to continue to grow the profession will be bolstered by an increased outreach to students and new professionals.”

- National Student Assistance Association (NSAA) officially merged with NAADAC

- Creation of student organizations in colleges and universities

- Workforce development website created by ATTCs and NAADAC  
  www.addictioncareers.org

- Recruitment PowerPoint presentation available

- Professional and student malpractice insurance and agency liability/ malpractice insurance as low as $37/yr  
  (insure-addictioncounselor.com)

- Reduced NAADAC membership rates  
  (www.naadac.org/join)

- Support a variety of workforce development activities
Pillar #1: Professional Development

“In furthering the above activities the Association will work toward improving salary and benefits for our members and for the profession at large.”

- NAADAC gives testimony and recommendations to SAMHSA, HRSA, ONDCP and legislators on Capitol Hill

- Discussions with HRSA and SAMHSA about loan forgiveness programs for addiction counselors. Qualified professionals can receive up to $170,000 loan repayments under the National Health Service Corps (NHSC) Loan Repayment Program. (http://nhsc.hrsa.gov/loanrepayment/)

- Scholarships for higher education available through HRSA National health Service Corps (http://nhsc.hrsa.gov/)

Overview of Pillar #2: Public Engagement

naadac.org
“Public Engagement will engage both internal and external components:
Internal: Members getting involved in the Association through affiliates, committees, leadership and/or the Speakers Bureau program”

- 58 affiliates across the globe
- Provide ongoing support and training at the local and state/district level
- Provide technical assistance, conference planning and affiliate development
- Serve on state/district and national committees
- Professional Awards announced at Annual Conference

Internal: Networking

- Abt
- AHP
- American Society of Addiction Medicine (ASAM)
- Danya International
- Dartmouth University
- DSG
- Employee Assistance Professionals Association
- Entertainment Industries Council
- Faces and Voices of Recovery
- Hazelden
- International Coalition for Addiction Studies Education (INCASE)
- JBS International
- Legal Action Center
- NALGAP, the Association for Lesbian, Gay, Bisexual, Transgender Addiction Professionals
- National Association of Addiction Treatment Providers (NAATP)
- National Association of Children of Alcoholics
- National Association of Recovery Residences
- National Association of State Alcohol and Drug Abuse Directors (NASADAD)
- National Center for Responsible Gaming
- National Council on Behavioral Health
- NORC at the University of Chicago
- Orion Health Technologies
- Recovery Month Partner Group
- State Associations of Addiction Services (SAAS)
- Treatment Communities of America
- Via Positive
- Westat
- WestBridge
Pillar #2: Public Engagement

“Public Engagement will engage both internal and external components:
External: Advocacy”

- NAADAC is in constant communication with members of Congress, federal agencies and other prevention, treatment and recovery support organizations
- The Association helps your voice to be heard effectively on Capitol Hill
- Advocacy in Action Conference - 28 years of Advocacy for the Profession
- Meets with MCO’s to promote the use of addiction professionals in managed care panels
- Advocacy at the state level – promote certification and licensure
- Sign onto legislation that promotes the addiction profession
- Public Policy Committee
  - Subcommittee on Veterans Health Care

Pillar #2: Public Engagement

“Public Engagement will engage both internal and external components:
External: Educating the Public”
Pillar #2: Public Engagement

“Public Engagement will engage both internal and external components:
External: Educating the Public”

- Recovery Month activities across the nation
- Special inserts into the New York Times and LA Times
- Hallmark video on “Addiction and the Family”
- Vision Media news segment aired in airports across the country
- Self magazine
- US News and World Report
- Alcoholism and Drug Abuse Weekly
- Fox News
- The Fix magazine
- Pacific Northwest ATTC Newsletter
- Field questions and make comments regarding addiction treatment and referral
- National Radio Shows – Voice of America
- Many others

Pillar #2: Public Engagement

“Public Engagement will engage both internal and external components:
External: Educating the Public”

"Imagine Who You Could Save" Video

- Purpose = to promote opportunities in addiction careers, while dispelling preconceived notions and/or stereotypes typically associated with the addiction/substance use disorders.
- NAADAC produced this video in collaboration with the National Addiction Technology Transfer Center (ATTC), Northeast and Central East ATTCs and Fishtank Creative.
- www.naadac.org/whatisanaddictionprofessional
Pillar #2: Public Engagement

“Public Engagement will engage both internal and external components:
External: Relationships with government and agencies”

- Substance Abuse and Mental Health Services Administration (SAMHSA)
- National Institute on Drug Abuse (NIDA)
- National Institute on Alcohol Abuse & Alcoholism (NIAAA)
- Office of National Drug Control Policy (ONDCP)
- Health Resources and Services Administration (HRSA)
- Veterans Affairs
- Department of Defense (TRICARE)
- Department of Labor
- Congress
- Congressional Caucuses and Committees
  - Addiction, Treatment, and Recovery Caucus
  - Congressional Caucus on Prescription Drug Abuse

Overview of Pillar #3: Professional Services
Pillar #3: Professional Services

“NAADAC Products”

- NAADAC Education – [www.naadac.org/education](http://www.naadac.org/education)
- Independent Study Courses - [www.naadac.org/homestudy-courses](http://www.naadac.org/homestudy-courses)
- Magazine Articles – [www.naadac.org/magazines](http://www.naadac.org/magazines)
- NAADAC Bookstore - [www.naadac.impakadvance.com/members_online/members/createorder.asp](http://www.naadac.impakadvance.com/members_online/members/createorder.asp)
Pillar #3: Professional Services

“Alliances and Strategic Partnerships”

✦ Focus on Integrated Recovery - Hazelden, Dartmouth Psychiatric Research Center, University, WestBridge Community Services, National Association of Addiction Treatment Providers (NAATP), National Council for Community Behavioral Healthcare – (www.integratedrecoverynow.org)

✦ Panel convened to develop a national Scope of Practice for co-occurring disorders

✦ Screening, Brief Intervention and Referral to Treatment (SBIRT) – collaboration with Employee Assistance Professionals Association (EAPA), Center for Social Work, American Society of Addiction Medicine (ASAM), American Academy of Addiction Psychiatry (AAAP), Employee Assistance Society of North America (EASNA) and NORC at the University of Chicago
  • SBIRT Education – http://bigsbirteducation.webs.com/
  • Hospital SBIRT Education - http://hospitalsbirt.webs.com/

✦ Addiction Leadership Group

✦ Organizational Members and NAADAC Premier Members

Pillar #3: Professional Services

“Resources for State Affiliates”

Recognition
✦ Provides a professional identity and association which helps preserve and honor the unique talents of addiction professionals
✦ Nationally recognized Code of Ethics
✦ Voting privileges on the NAADAC Board of Directors, ensuring a voice for your state in shaping the direction of the national/international association
✦ Provides Board of Director liability coverage to protect affiliate and board members

Representation at the state and national level
✦ Advocacy for addiction professionals to enhance the treatment of addiction related disorders and to bolster the causes of addiction professionals
✦ Consistently fosters relationships and advocates about issues confronting the Addiction Professional
✦ Plays a proactive role at Congressional hearings and federal agency sponsored programs
✦ State Block Grant Funding & SAMHSA Re-Authorization & workforce development
Pillar #3: Professional Services

“Resources for State Affiliates”

Knowledge, guidance and professional development

- Monthly Regional Vice President calls with regional Presidents
- Event marketing for conferences/workshops
- Leadership conferences to guide through volunteer responsibilities
- “How To” booklets, including Political Action Committees, Advocacy, Incorporations, Membership Campaigns, Media Kit and Leadership Manual
- Communication tools, such as Newsletter templates
- Website development & hosting
- Direct billing to members and prospective members
- Provide legislative advocacy at the national level and assist at state levels
- Provide NAADAC support materials for meetings and events
- Work together with board and officers to further their goals
- Assist with leadership and management training and development
- Assist with strategic planning when requested
- Provide technical support when requested
- Provide Professional Director & Officers Insurance for the Board
- Assist with support for National Recovery Month events

Pillar #3: Professional Services

“NAADAC Approved Education Provider Program”

NAADAC-Approved Education Providers offer training and education for those who are seeking to become certified/licensed and those who want to maintain their certification/license at the state or national level.

- Program growth
- Recognized throughout the United States
- www.naadac.org/providers
Pillar #3: Professional Services

“Technical assistance and sharing expertise with other professions (including mental health, marriage and family therapists, social workers or other group seeking assistance)”

- **Training** - face-to-face seminars, webinars, annual conference and magazine

- **NAADAC** is a member of a number of national advocacy coalitions [www.naadac.org/advocacy](http://www.naadac.org/advocacy)
  - Addiction Leadership Group (ALG)
  - Coalition for Whole Health (CWH)
  - Friends of the National Institute on Drug Abuse (NIDA)
  - Friends of the National Institute on Alcohol and Alcohol Abuse (NIAAA)
  - Friends of Substance Abuse Mental Health Administration (SAMHSA)
  - Mental Health Liaison Group (MHLG)

- **Broadening our Technical Assistance (TA) and sharing expertise through collaborations and partnerships**

- **Inclusionary language** - “Addiction and other helping professionals...” “Addiction and co-occurring professionals”

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Pillar #3: Professional Services

“Providing resources through the NAADAC Education and Research Foundation”

- **Applying for grants** regarding training, product development, technical assistance, professional development and research

- **Specialized contracts**
  - SAMHSA
  - Abt
  - AHP
  - DSG
  - JBS International
  - Westat
  - NORC at the University of Chicago
  - Magna Systems
Overview of Pillar #4: Communicate the Mission

In some ways, this is a restatement of some components of the other three pillars; but, it deserves its own place.

Adopted in 1998, NAADAC's Mission Statement, says that our job is "to lead, unify and empower addiction focused professionals to achieve excellence through education, advocacy, knowledge, standards of practice, ethics, professional development and research."

In order to do that effectively we need to communicate this mission broadly: to members, to partners and to other stakeholders.
New NAADAC Website

Looking to the Future: What’s in Our Pipeline?
Looking to the Future

- NAADAC Institute: College and Continuing Ed (CE's)
- Certificate programs – Intensive Training to learn skill and evidenced based training – 30 to 40 hours
- Recovery Month Workforce Grants – 10 States will be selected with special events and state wide partnerships
- International professional development trips
  - 2014 – South America (Brazil proposed)
- Ensuring that both the Affordable Care Act (ACA) and Wellstone-Pete Domenici Mental Health Parity and Addiction Equity (Parity) Act are fairly and effectively implemented, and that addiction professionals and services are fully included

Importance of Your Continued Support

- With all that we intend to do, new efforts and continuing efforts, we recognize that effective financial and administrative management are essential to NAADAC's foundation.
- We view dues as an investment in the association as well as your profession.
- As stewards of these resources, we are committed to using this money prudently on initiatives that benefit our members, our association and the profession as a whole.
Thank you for participating!

Please contact us with any questions!