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2016 NAADAC Workforce Initiatives

Addiction Profession Workforce Profile

- Over 85,500 professionals work as addiction-focused professionals
- Between 2014 & 2024 the workforce is expected to grow by 22%
- “Growth is expected as addiction and mental health counseling services are increasingly covered by insurance policies” (Bureau of Labor Statistics, 2015)

Advancements through Advocacy

- Promoting the addiction workforce for 42 years through NAADAC’s government relations department
- Hosting and/or participating in State and National Advocacy & Public Policy Conferences over the past 32 years
- Writing authoritative position papers & an addiction-focused Situational Analysis
- Working to build awareness and education through State Affiliates on important national advocacy efforts
- Partnering with national, regional, and state prevention, treatment, and recovery associations and organizations

Creating Identity for Addiction Professionals

- *Imagine Who You Can Save* recruitment video and Packet
- 47 State Affiliates provide technical support and professional services
- NAADAC Publications for Addiction Professionals:
 - *Advances in Addiction & Recovery*, a quarterly magazine, providing useful, innovative, and timely content, including trends and best practices;
 - *Addiction & Recovery eNews*, a free bi-weekly eNewsletter, delivering trending and breaking news, innovations and research impacting addiction professionals; and
 - *Professional eUpdate*, a free weekly eNewsletter, delivering the latest news from NAADAC and partner organizations, including educational events, trainings, resources, and career opportunities.
- NAADAC Minority Fellowship Program for Addiction Counselors (NMFP-AC)
- SAMHSA-NAADAC Workforce Forums for College Students

- Social media presence through Twitter (2,731 Followers), Facebook (4,365 Likes), and LinkedIn (1,269 Group Members, 1,095 Followers)).
- Vibrant website (www.naadac.org), with over 215,000 monthly visits

Setting Standards

- Creating academic Addiction Studies educational curriculums
- Major developer of national scopes of practice & setting of a national career ladder
- Standardized training of national training providers
- National standardized Code of Ethics
- NAADAC Approved Education Provider Program

NCC AP Certifications & Endorsements

- National Certified Addictions Counselor (Levels I & II)
- Master Addictions Counselor
- Nicotine Dependence Specialist
- National Peer Recovery Support Specialist
- National Certified Adolescent Addictions Counselor
- National Endorsed Student Assistance Professional
- National Clinical Supervision Endorsement
- National Endorsed Co-Occurring Disorders Professional

NAADAC Qualifications & Certificate Programs

- DOT Substance Abuse Professional (SAP) Qualification
- Recovery to Practice (RTP) Certificate
- Conflict Resolution in Recovery Certificate

Delivering Quality Education

- Over 95,300 participants in NAADAC’s Webinar Series
- Over 44,000 CE credits issued since 2012
- Over 75 free on-demand webinars
- SAMHSA-NAADAC Workforce Webinars on Recruitment and Retention
- Innovative home study and face-to-face trainings
- Nationwide State Affiliate Training
- National Annual Conference
- International training and credentialing in over 30 countries