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# 2017 NAADAC Workforce Initiatives

## Addiction Profession Workforce Profile

- Over 95,000 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 43 years through NAADAC’s government relations department
- Hosting and/or participating in State and National Advocacy & Public Policy Conferences over the past 33 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
- Building a global workforce with International Affiliates throughout the world
- 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 (2,992 Followers), Facebook (4,801 Likes), and LinkedIn (1,350 Group Members, 1,253 Followers).
- Vibrant website ([www.naadac.org](http://www.naadac.org)), with over 222,000 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 110,000 participants in NAADAC’s Webinar Series
- Over 51,000 CE hours issued since 2012
- Over 90 free on-demand webinars with CE approval
- 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