



44 Canal Center Plaza, Suite 301, Alexandria, VA 22314
Ph: 703.741.7686 • 800.548.0497 Fax: 703.741.7698

2019 NAADAC Workforce Initiatives

Addiction Profession Workforce Profile

- Over 100,000 professionals work as addiction-focused professionals
- Between 2016 & 2026 the workforce is expected to grow by 23% (Bureau of Labor Statistics, 2018)
- “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 45 years through NAADAC’s government relations department
- Hosting and/or participating in State and National Advocacy & Public Policy Conferences over the past 35 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
- Advocating nationally for the best interests of addiction professionals, clients, communities, and the addiction profession.

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 Programs for Addiction Counselors (NMFP-AC).

- SAMHSA-NAADAC Workforce Forums for College and High School Students
- Social media presence through Twitter (3,800 Followers, over 45,000 monthly impressions), Facebook (7,640 Followers, over 200,000 monthly impressions), and LinkedIn (10,800 Followers, over 56,000 monthly impressions).
- Vibrant website (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
- National Peer Recovery Support Specialist
- Nicotine Dependence Specialist
- National Certified Adolescent Addictions Counselor
- National Clinical Supervision Endorsement

NAADAC Qualifications & Certificate Programs

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

Delivering Quality Education

- Over 200,000 participants in NAADAC’s Webinar Series
- Over 90,000 CE hours issued since 2012
- Over 200 hours of free on-demand webinars with CE approval
- SAMHSA-NAADAC Workforce Webinars on recruitment and retention
- Innovative home study and face-to-face trainings
- Nationwide Regional and State Affiliate Training
- National Annual Conference
- International training and credentialing in over 40 countries