

NAADAC Rising: A Year in Review

By Cynthia Moreno Tuohy, NCAC II, CCDC III, SAP, Executive Director of NAADAC



NAADAC's Executive Committee and staff have worked extremely hard to make this year the year of "NAADAC Rising"! In 2013, NAADAC experienced a rebirth, revamping many systems, databases, and procedures to improve our public engagement, customer services, and professional services, better communicate NAADAC's mission, advocate on the behalf of the addiction profession, and enhance the professional development of its members. Through the vision and leadership of the NAADAC Executive Committee and Board of Directors, and the tremendous skills and capabilities of the NAADAC staff, our team has built upon last year's success to develop an even more engaged, efficient, and visible NAADAC!

The following are some highlights as categorized by NAADAC's Four Pillars:

Professional Development



- Education and training stand at the center of NAADAC's efforts to ensure professional development for members and non-members alike. Our successful webinar series continues to be world class, offering up to 70 free CEs to our members throughout the year. Highlights from 2014 include webinars on new evidence-based practices, the DSM-5, the new ASAM Placement Criteria, ethics in an online world, and business practices in the new Affordable Care Act environment. NAADAC also offered nine webinars related to its Recovery to Practice initiative, and kicked-off a new Cultural Humility webinar series. CEs are also available through our many online independent courses, a CE article published quarterly in *Advances in Addiction & Recovery*, and our many trainings and conferences around the country.
- The National Certification Commission for Addiction Professionals (NCC AP) has grown and developed new standards through certifications and endorsements. With the health care industry evolving as a result of the Affordable Care Act, it is essential to

provide evidence of competence levels across the addictions, mental health, and behavioral health fields. To evidence skills in such integration, the NCC AP developed both a Co-occurring Competency Test that can be used at the state level to ensure knowledge and skill levels in treating co-occurring disorders, and Co-Occurring Disorders Proficiency Certificate (CDPC) Program. The NCC AP's roster of specialized credentials and endorsements now includes Nicotine Dependence Specialist (NDS), Nationally Certified Adolescent Addiction Counselor (NCAAC), the Nationally Endorsed Student Assistance Professional (NESAP), National Clinical Supervision Endorsement (NCSE), and the National Peer Recovery Support Specialist (NCPRSS). NAADAC now also offers a Recovery to Practice (RTP) Certificate Program.

- NAADAC educated over 700 individuals with over 80 presentations and 94 presenters and panelists at its *Annual Conference & 40th Anniversary Celebration* in Seattle, WA in late September.
- NAADAC has worked hard to improve its support of students and new professionals through mentorship and professional development programs at the state affiliate level, and liability protection offered through Van Wagner's malpractice insurance.
- NAADAC is working to update its Code of Ethics to include tele-counseling and other new modern challenges.
- NAADAC, NCC AP, and IC & RC continue discussions on how best to work together to support the workforce and the addiction profession in this time of change and integration.
- NAADAC continues to support the National Addiction Studies Accreditation Commission (NASAC) in its efforts to create national professional standards and improve and expand accreditation of higher education addiction studies and counseling programs. NASAC is growing and gaining recognition in the higher education accreditation world.



Public Engagement

- NAADAC's new and improved website has grown tremendously, with over 100,000 views a month! NAADAC continues to improve the website's design, ease of experience, and content. Look out for a new revamped Advocacy section in early 2015!

- Our affiliates continue working hard to engage members and the public alike. NAADAC and its affiliates need greater engagement by members in their affiliates, in state and national leadership, and on state and national committees. Volunteering will not only enhance your professional experience and reputation, but will contribute to NAADAC's work and the addiction profession as a whole.
- Through NAADAC's *Advocacy in Action* Conference in March, its *Annual Conference & 40th Anniversary Celebration* in September, and numerous regional and affiliate conferences and trainings, NAADAC members and other addiction professionals have been able to network and share information and ideas across the nation.
- NAADAC's advocacy work at both federal and state levels is a key component of our public engagement initiatives. This year, NAADAC worked with the White House Office of National Drug Control Policy (ONDCP), the Substance Abuse and Mental Health Services Administration (SAMHSA), the National Institute of Drug Abuse (NIDA), the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the Human Resources and Services Administration (HRSA), the U.S. Department of Health and Human Services (HHS), The Bureau of International Narcotics and Law Enforcement Affairs (INL), and other Federal agencies to ensure that your agenda items are being addressed, especially in the area of workforce. NAADAC's efforts included providing testimony, recommendations, and/or technical support.
- NAADAC's official publication, *Advances in Addiction & Recovery*, acquired a new Managing Editor and design in 2014. We are proud that the magazine has become well known as a great treatment and recovery resource for both NAADAC members and others serving in the addiction and other helping professions, and will continue to work tirelessly to bring readers substantive and important content, as well as educate and update members on NAADAC initiatives. The Editorial Advisory Committee looks forward to continued improvements in the new year.
- NAADAC engages with the public through many communication channels, including its website and through social media. Be sure to follow NAADAC on Facebook, Twitter, YouTube, and LinkedIn.



Professional Services

- NAADAC is proud to announce that after years of advocating for the inclusion of addiction professionals in SAMHSA's Minority Fellowship Program, it has been awarded a \$3.2 million multi-year grant to administer a new NAADAC Minority Fellowship Program for Addiction Counselors (NMFP-AC). The NMFP-AC will increase the number of culturally-competent Master's level addiction counselors available

to underserved and minority populations, and transition age youth (ages 16–25) by providing tuition stipends, training, education, and professional guidance to up to 30 Master's students annually.

- NAADAC continues to provide technical support and professional services, including trainings, curriculum development, capacity-building efforts, advocacy assistance, certification testing, and more to its 47 state affiliates and numerous international affiliates and partners. Highlights include letters of support to improve state licensure bills, and advocacy efforts to support increased funding for addiction treatment and recovery services, loan forgiveness, and improved support of the addiction profession as a specialized and integral part of the mental and behavioral health continuum.
- NAADAC's two ePublications, the weekly *Professional eUpdate* and bi-weekly *Addiction & Recovery eNews*, are now sent out to a subscriber list of over 33,000 addiction professionals.
- NAADAC's Approved Education Provider Program has now grown to 385 training and education entities throughout the United States and internationally and continues to expand.
- The U.S. Department of Transportation's Substance Abuse Professional (SAP) program will likely become more important as a result of the ACA. NAADAC's SAP qualification program continues to be strong and growing.
- NAADAC's international presence continues to grow, with education, training, certification and technical assistance brought to Puerto Rico, Mexico, Indonesia, Egypt, Hong Kong, South Korea, and the six U.S. Affiliated Pacific Jurisdictions (American Samoa, the Republic of the Martial Islands, the Federated States of Micronesia, Guam, and the Commonwealth of the Northern Mariana Islands.)



Communicate the Mission

- NAADAC was honored to be chosen by SAMHSA to host the 25th Annual Recovery Month Kickoff Luncheon in early September. The event was a huge success and live-streamed on the Internet to help communicate to the public that recovery is possible and there are many pathways to recovery. The archived webcast is available to view on the NAADAC website and has been viewed over 10,000 times since the event. In addition, with the help of SAMHSA's Workforce Recovery Month grant, eight state affiliates worked closely with NAADAC to develop and implement their own educational and inspirational Recovery Month events.
- NAADAC continued its work to promote the message of recovery through its successful Recovery to Practice (RTP) initiative, webinar series, and Certificate

Program. The Recovery to Practice (RTP) Certificate Program is designed to further hasten awareness, acceptance, and adoption of recovery-based practices in the delivery of addiction-related services and builds on SAMHSA's definition and fundamental components of recovery.

- NAADAC staff and members have been interviewed and quoted across various mediums, including in print, online, on the radio, and on TV, on such important issues such the need for loan forgiveness programs, inclusion on reimbursements, employee benefits and salary issues, tuition assistance, the need for an increased and better workforce, and the need for continued specialization of the addiction profession.
- We were thrilled to nationally launch a new video, *The History of NAADAC and the Addiction Profession*, at the 25th Annual Recovery Month Luncheon. This video is available to view and use for free on NAADAC's website and on NAADAC's YouTube channel.
- NAADAC continues to be involved in national discussion and to work with MCO/PPO/BHOs and CMS on issues of funding and reimbursements to addiction professions.
- NAADAC worked with William "Bill" White, the esteemed author of 18 books and historian of the addiction profession, to publish a new book, *Addiction Counseling in the United States; Promoting Personal, Family, and Community Recovery*. Launched at September's Annual Conference and gifted to over 700 attendees, this book contains the rich history of addiction counseling, the history of

NAADAC and its vital role in and dedication to the profession, and the voices of more than 90 leading addiction professionals. We are proud and excited to offer this book for sale in NAADAC's online bookstore. Thank you Bill!

Let me close with, again, an acknowledgment of the NAADAC Executive Committee, Board of Directors, and staff, who work tirelessly and with so much ambition to serve you, our valued members, and the addiction profession as a whole. They deserve all of the "thank you's," compliments, and positive comments we receive from members and the public on a regular basis. Please take the time to thank each and every members of our wonderful team for their expertise, dedication, and competence.

Finally, thank you for the opportunity to serve you and our honored profession!

Sincerely,



Cynthia Moreno Tuohy, NCAC II, CCDC III, SAP
NAADAC Executive Director



Cynthia Moreno Tuohy, NCAC II, CCDC III, SAP, is the Executive Director of NAADAC, the Association for Addiction Professionals. She previously served as the Executive Director of Danya Institute and the Central East Addiction Technology Transfer Center and as Program Director for Volunteers of America Western Washington. In addition, she has over 20 years of experience serving as the administrator of multi-county, publicly funded alcohol/drug prevention/intervention/treatment centers with services ranging from prenatal care to the serving the elderly.

New Credentials/Endorsements Announcement

The NCC AP's newest credentials and endorsements provide national recognition of a professional's current knowledge and competence. We encourage you to continue to learn for the sake of your clients which provides assistance to employers, health care providers, educators, government entities, labor unions, other practitioners, and the public in the identification of quality counselors who have met the national competency standards.



National Certified Peer Recovery Support Specialist (NCPRSS)

The NCPRSS is a credential for those who desire to support those in obtaining and maintaining recovery.



Nationally Endorsed Clinical Supervisor (NECS)

The NECS recognizes a national standard of competencies and effective clinical supervision in the addiction treatment process.

For more information about the NCC AP and its substance use disorder counselor certification and specialty endorsement opportunities at the national and international level, visit www.naadac.org/certification.



Certified for Success

For details, including requirements for credentialing, recertification and exam schedule and fees, go to www.naadac.org/certification