

# NAADAC 2016: The Year in Review

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

NAADAC continues to grow, build upon its successes, and work toward the vision set by its Board of Directors. NAADAC's annual efforts are concentrated in four major areas: professional development, public engagement, professional services, and communication of NAADAC's mission. These *Four Pillars* support NAADAC's membership and constituents and those credentialed by the National Certification Commission for Addiction Professionals (NCC AP). Together, we form a premier global organization serving the needs of the addiction focused professional and other helping professionals. Together, we do make a difference!

I am excited to share the following highlights from our busy year:



## 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 on-demand webinar series continues to be world class, offering up to 90 free CE credits (worth over \$1,350) to our members throughout the year. Highlights from 2016 include webinars on neurobiology, co-occurring disorders, mindfulness, peer recovery, spirituality, workforce, trauma, adolescent development, treatments for older adults, and so many more. In 2016, we celebrated educating our 100,000th webinar participant! CE credits are also available through our many online independent courses, NAADAC's magazine *Advances in Addiction & Recovery*, and our many trainings and conferences around the country.

NAADAC's official publication, *Advances in Addiction & Recovery*, continues to be a great treatment and recovery resource for both NAADAC members and others serving in the addiction profession. Over the past year, we have partnered with experts in the field to bring you articles from the Substance Abuse and Mental Health Services Administration (SAMHSA), the National Institute on Drug Abuse (NIDA), National Council for Behavioral Health, Smart Approaches to Marijuana (SAM), Justice for Vets, the National Addiction Studies Accreditation Commission (NASAC), the International Coalition for Addiction Studies (INCASE), and other national partners and trainers to bring readers substantive and important content, as well as to educate and update members on NAADAC initiatives.

The National Certification Commission for Addiction Professionals (NCC AP) initiated a grandparenting process for the NCAC Levels I and II and MAC national certifications. Almost 6,000 applications came in for review during the six-month application period, and we are working hard to process the last of the pending applications.

The NCC AP also welcomed Virginia and Montana and will soon welcome Maryland as the latest states to use the NCC AP standardized licensing/credentialing tests and criteria at the state level. NCC AP's credentials remain the only national addiction-specific credentials, meaning that the same criteria is used for each level of credential and therefore, the credentials are mobile and transferable. NAADAC is working to nationalize the NCC AP credentials to promote the identity of our profession, the standardization of credentialing, and the potential for increased ease and ability of our professionals to be reimbursed.

NAADAC educated over 700 individuals with over 64 presentations and 78 presenters and panelists at its Annual Conference in Minneapolis, MN in October 2016. After several years in the making, the new NAADAC Code of Ethics was released in October and is now available on the NAADAC website. We are proud to say that it is more comprehensive and clearer than ever before. The new Code of Ethics covers new treatment approaches such as telehealth and telesupervision, client welfare in expanded circumstances, and other nuances specific to our profession. We look forward to educating our members and constituents about the new Code and the requirements to serve ethically throughout the coming months!

All three modules of our popular *Basics of Addiction Counseling: Desk Reference and Study Guide* are undergoing important revisions. The revised publications will be coming out in phases throughout 2017, with *Module II: Addiction Counseling and Theories* to be released in the new year. *Module I: Pharmacology of Psychoactive Substance Use, Abuse, and Dependence* and *Module III: Ethical and Professional Issues in Addiction Counseling* will be coming next spring and summer, respectively. NAADAC will continue to update many of its other products to stay current, including the *Clinical Supervision Guide* and the *Co-Occurring Disorders Manual*. Look for these by the end of 2017.

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 engages with the public through its many communication channels, including the NAADAC website, its weekly and bi-weekly e-newsletters, *Professional eUpdate* and *Addiction & Recovery eNews*, e-blasts about programs or advocacy issues to an email list of 48,000+ addiction professionals, a strong social media presence through Twitter, Facebook, LinkedIn, and YouTube, our 47 state affiliates, and our important network of federal, regional, and state organizational partnerships. NAADAC's advocacy work at both federal and state levels is a key component of our public engagement initiatives. At the state level, we worked to build a stronger identity for our professionals by protecting and enhancing certification and licensing laws to specify that addiction counseling must be performed by those trained specifically and with addiction knowledge, skills and competencies, and supporting 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.

- We also worked to build and enhance the addiction workforce and bring stronger attention to the needs of the profession. NAADAC partnered with the SAMHSA and its Single State Authorities to develop and produce four workforce forums at colleges and universities across the country to build awareness and promote the many benefits of working in our profession, and two webinars on workforce recruitment and retention.

- At the federal level, NAADAC continues to work with the White House Office of National Drug Control Policy (ONDCP), SAMHSA, NIDA, National Institute on Alcohol Abuse & Alcoholism (NIAAA), the Department of Health & Human Services, the Human Resources & Services Administration (HRSA), the Bureau of International Narcotics and Law Enforcement (INL), and other agencies to ensure that your agenda items are being addressed, especially in the workforce arena. NAADAC also participates in many national and Washington, D.C. stakeholder groups, including the Addiction Leadership Group.

- NAADAC has signed onto many advocacy letters, supported various bills, and given testimony and recommendations to SAMHSA, ONDCP, members of the Congressional Committees on Veterans Affairs and the Congressional Addiction, Treatment, and Recovery Caucus, as well as various state legislators this past year.

- NAADAC partnered with National Council for Behavioral Health and 13 other national advocacy organizations for National Council's Hill Day in June. Together, we created consensus fact sheets on Comprehensive Mental Health and Addiction Reform, the Comprehensive Addiction & Recovery Act (CARA), Substance Use and Mental Health Appropriations, Mental Health First Aid, and the Mental Health Access Improvement Act.

- NAADAC created a campaign for a general public audience to promote addiction professionals as specialists with the correct training, skills, and experience to provide the support needed to find and maintain recovery. We filmed two short public service announcements (PSAs) and placed a print ad in USA Today's *Heroin Addiction Campaign* insert, reaching over 750,000 readers across the country. We look forward to building this campaign and reaching more people in 2017.

- Two *Road to Recovery* series episodes were filmed this past year that featured experts, along with myself, on issues of family and addiction and the other on criminal justice and addiction. These were televised nationally on several stations.

- Through NAADAC's Annual Conference in October, 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.

## Professional Services



- NAADAC previously announced 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). Now in our third year, we are excited to announce an expansion to the program after having been awarded a Supplemental Grant for persons specializing in addiction/substance use disorders through a track with a major in another discipline such as social work, general counseling and nursing. 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.

**ACHIEVEMENT**

- NAADAC continues to provide technical support and professional services to its 47 state affiliates and numerous international affiliates and partners, including conferences at the state and regional levels, training sessions, curriculum development, capacity-building efforts, advocacy assistance, certification testing, and more. Our international affiliates continue to grow and build recognition in their counties, and NAADAC and NCC AP continue to be contacted by countries seeking technical support.

- NAADAC partners with other organizations to provide technical assistance, training and other support. We are working with many different organizations to assist them in grant management and other delivery of services they perform.

- In partnership with the American Professional Agency, Inc., NAADAC now offers members discounted malpractice insurance covering not only addiction counselors, but also clinical supervisors, students, and Peer Recovery Support Specialists! We also offer discounted coverage for agency malpractice, boards and officers, and general liability!

- NAADAC's Approved Education Provider Program includes over 350 training and education entities throughout the United States and internationally and continues to expand. Review of the Approved Provider Education Program is underway to add at least one more category and to simplify the application process.

- The U.S. Department of Transportation's Substance Abuse Professional (SAP) program has become more important as a result of the Affordable Care Act. NAADAC expects that as a result of CARA becoming law and the new 21st Century Cures Act, which includes \$1 billion to combat addiction and multiple bipartisan reforms, the SAP program will become more recognized and used as a gatekeeper for employers. NAADAC's SAP course is now available online, making it more accessible

for individuals to prepare for and take the test to become qualified to apply for the DOT's program.

- NAADAC's international presence continues to grow, with education, training, certification and technical assistance brought to China, Egypt, Hong Kong, Indonesia, Mexico, Puerto Rico, South Korea, the six U.S. Affiliated Pacific Jurisdictions (American Samoa, the Republic of the Marshall Islands, the Federated States of Micronesia, Guam, and the Commonwealth of the Northern Mariana Islands), and the Colombo Plan's International Center for Credentialing and Education of Addiction Professionals, which serves 43 countries in Asia and in the Pacific.

## Communicate the Mission



- 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 promote 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. This program is now accepted toward the required amount of training hours for the NCC AP's National Peer Recovery Support Credential.

- NAADAC staff and leadership 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, and the state of the opioid epidemic.

- NAADAC continues to be involved in national discussion and to work with Managed Care Organizations (MCOs), Preferred Provider Organizations (PPOs), Behavioral Health Organizations (BHOs), and the Centers for Medicare & Medicaid Services (CMS) on issues of funding and reimbursements to addiction professions.

In closing, I would again like to acknowledge the NAADAC Executive Committee, Board of Directors, and staff, who work tirelessly and with so much ambition to serve you, our valued members, our constituents, and the addiction profession as a whole. They deserve all of the gratitude, compliments, and positive comments we receive from members and the public on a regular basis. Please take the time to thank each and every member of our wonderful team for his or her expertise, dedication, and competence.

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

Sincerely,

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



Cynthia Moreno Tuohy, NCAC II, CDC III, SAP, is the Executive Director of NAADAC, the Association for Addiction Professionals, and has worked as an addiction professional for over 35 years. She has been a trainer in Domestic Violence/Anger Management and Conflict Resolution for over 25 years as well as an international, national and state trainer in a variety of topics. Moreno Tuohy is also a curriculum writer in addiction screening and evaluation, counseling methods, conflict resolution, co-occurring disorders and medicated assisted treatment and recovery, and has written articles published in national and other trade magazines. She holds a Bachelor's Degree in Social Work and is certified both nationally and in Washington State.

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