



News & Views

November 2021 Issue



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Public Promotional Campaign

We're thrilled to announce that a "teaser" video was launched earlier this month as part of our ongoing public promotional campaign. We've been working for the last several years on a promotional campaign to help educate the general public on the work social workers do. Until recently, the campaign has been running through digital media only, primarily through social media like Facebook and the Google Display Network. You may have seen an ad on websites that run Google ads, like Weather Network!

The first two of six videos (3 videos in English and 3 in French) were released in November as a "teaser" for the upcoming full launch of the video campaign. You can find the teaser video on our website by clicking [here](#) and it is currently rolling out on digital media, as well as Connected TV.



The above photo is a promotional photo from the campaign. This storyline highlights a family who is struggling until a social worker helps, and then their life is changed for the better.

Keep an eye on your television screens in the early new year because our full launch, including the final four videos, will include television runs on cable!

NBASW Member Satisfaction Survey

Every year, the NBASW conducts its [membership survey](#) as an effort to find out how you, as a member, feel about the work your Association does, and, specifically, what suggestions you have for how we could better serve you. Based on the responses to previous surveys, we've implemented a variety of new initiatives, including rolling out the public promotional campaign to educate the public about the profession, publishing new standards and guidelines, providing a hybrid AGM model to allow members to attend in-person and virtually, and much more.

As we've done in previous years, all those who respond to the survey by midnight on December 8th will be entered to WIN a reimbursement of their 2021-2022 membership dues. [To complete the survey, click here.](#)

NEW Continuing Education Discount Code

The NBASW is pleased to announce a new partnership with [ACHIEVE Centre for Leadership](#) and the [Crisis and Trauma Resource Institute \(CTRI\)](#)! Through this partnership, members can use a discount code to get 15% off any public workshop (live virtual trainings through Zoom or in-person workshops when they resume in 2022), or for OnDemand workshops, which are recordings that can be used at your own pace. You can see some upcoming workshops available through ACHIEVE and CTRI beginning on page 11 of this newsletter.

To get the 15% discount, please use the code **NBASW15** at checkout.

Upcoming Awards, Bursary and Scholarship Deadlines

The following are the upcoming awards, bursary and scholarship deadlines:

- **[CASW Distinguished Service Award](#) - December 31st, 2021:** The CASW Distinguished Service Award is given yearly by the Canadian Association of Social Workers (CASW) during Social Work Month, to an individual or group of individuals selected from their membership by each provincial association. This award is given in recognition of outstanding contributions to the field of social welfare and to the profession of social work in Canada.
- **[CASW & NBASW Grant](#) - December 31st, 2021:** The Canadian Association of Social Workers (CASW), in partnership with the NBASW, are pleased to offer a grant, valued at \$3000, to assist in the delivery of continuing education to New Brunswick social workers. The grant may be accessed by a single member or a group of members wishing to host a continuing education opportunity for New Brunswick social workers. Funding for this grant is made possible by BMS, the broker for the CASW liability insurance program.

- [Co-Operators Bursary for Student Members \(UdeM\) - January 31st, 2022](#): The Cooperators home and auto insurance, in partnership with the NBASW, are pleased to offer three student bursaries, valued at \$500 each, awarded on an annual basis. Student members of the NBASW who are studying in the following Schools of Social Work are eligible to apply for a bursary: Mi'kmaq/Maliseet Bachelor of Social Work program, Université de Moncton School of Social Work, and St. Thomas University Post Degree Program

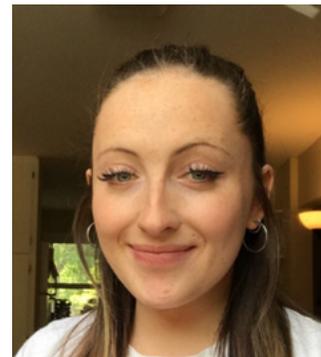
NBASW Call for Proposals: Professional Development

Do you have expertise in the areas of Vicarious (secondary) Trauma, implementing trauma-informed social work practice, grief and loss, intimate partner violence (IPV) and its impact on children and adults, or addictions and mental health? If you said yes, we invite you to submit a proposal to present a 1-hour long webinar under the NBASW Professional Development Fund.

The NBASW Professional Development Fund is awarded annually to NBASW members who present a webinar training opportunity for provincial social worker(s) in their area of knowledge, expertise and/or practice. To be eligible to receive the Fund, social workers must apply to present a webinar by completing a [Webinar Information Form](#). Applications will be evaluated on a first come first serve basis. If the webinar application has been approved and the applicant has met all webinar requirements, including webinar presentation, they will receive the Fund in the form of registration dues reimbursement. The Fund is equivalent to the amount of NBASW registration dues paid by that member for the current fiscal year. The NBASW Professional Development Fund provides a knowledge sharing mechanism and enhanced educational opportunities for NBASW members.

Bursary Winner

The NBASW is pleased to announce the winner of the Co-Operators Bursary for Student Members (STU) is Lucy Miller. Congratulations Lucy!



Extension: STU MSW Application

Due to the uncertainty around COVID-19 and the CUPE strike, St. Thomas University is extending their application deadline for their MSW program to March 31, 2022. For more details on the program, please [click here](#).

Social Work with Older Adults

The following article by NBASW Executive Director, Miguel LeBlanc, RSW was published in the Collaborative for Healthy Aging and Care Newsletter. Miguel also presented on the topic for the Association francophone des aînés du Nouveau-Brunswick.

The NBASW represents over 2 100 social workers in New Brunswick. Its role is to promote excellence in social work practice and to protect the public. Social workers work in various sectors

with many different groups of people. No matter what sector they work in, social workers commit to

- advocating for the well-being of each individual and
- protecting the most vulnerable members of our society, including seniors in our province.

Scope of Practice

The social work profession involves working in the field and is based on theories in the disciplines of social

work, social sciences, and humanities.

The objective is to enhance health and social well-being by basing practices on the theoretical framework of social determinants of health in service delivery, assistance in navigating the system, and advocating for equal access to services.

Social workers concentrate on the person in their environment and take into account the fact that there are many factors affecting a person's health and well-being:

- economic stability;
- community and cultural links;
- relationships with the person's environment;
- access to quality services in their official languages.

It is important to have a good understanding of these different factors, because they have an influence on the health and well-being of the individual. A social worker working with a person will try to gain a good understanding of all the factors that have an influence on that person, in order to understand and solve the problems they are facing.

The social worker urges people and communities to meet the challenges

in their lives and to overcome traumatic events, bring about change, and develop resilience.

The social worker also works with other professional specialists, other communities, and other organizations to provide services, improve living conditions for individuals, and create opportunities for people to flourish, get back on their feet, and experience personal growth.

Here in New Brunswick, social workers work with seniors in various settings, including mental health and addiction treatment programs, private practice, hospitals, the Extra-Mural Program, adult protection, and long-term care.

Instead of going into detail about what social workers do in each of these settings, I am going to talk about some changes that need to be made to the Act in order to protect older adults.

Adult Protection

Section 34 of the Family Services Act provides definitions for a "neglected adult" and an "abused adult". The category includes disabled and elderly people.

When there is reason to believe that an adult is a victim of neglect or abuse, a social worker in adult protection

with the Department of Social Development conducts an investigation.

If the investigation concludes that the person is a neglected or abused adult, a social worker will take the necessary steps to ensure the safety of the person, which may involve providing social services to the person.

If the investigation concludes that the neglected or abused adult is not mentally competent, the social worker may apply for an order or put the person under protective care.

In New Brunswick, there is no legal definition of the concept of “financial abuse”. The provincial Family Services Act needs to be amended to include a definition of financial abuse and give the Minister of Social Development the power to investigate financial abuse matters.

Since social workers must obey the New Brunswick Family Services Act, they cannot currently investigate suspected cases of financial abuse.

Instead of doing so, they refer their suspicions to the police or the RCMP so that an investigation can be conducted under the Criminal Code of Canada.

We know that financial abuse is a com-

plicated problem that does not occur in isolation. To be able to shed light on instances of financial abuse, conduct an investigation, and confirm that it is taking place requires specialized knowledge and skills.

As an association, we will continue to advocate for the inclusion of financial abuse in an amended Act or a new Act, as well as a definition of the term.

Duty to Report Adult Abuse

The New Brunswick Family Services Act deals with the duty to report child abuse for any person who has information causing them to suspect that a child has been neglected or abused, including a professional person.

However, the Act does not include a comparable duty with regard to suspected abuse of an adult and in particular of a senior. Social workers recommend that the provincial Act be amended to include the duty to report adult abuse.

The NBASW is convinced that the key to preventing abuse, and specifically financial abuse, is education, which would provide individuals, including professionals, the means to act when abuse happens.

If you have concerns that an adult may be a victim of abuse or neglect,

please call the Department of Social Development. Regional branches of the department are open 24 hours a day, 7 days a week, to refer reports to adult protective services.

Beyond Adult Protection

I have mainly talked about amending the Act to provide better protection of seniors in the province, but I want to note that social workers are involved in many other things, aside from government protective services. As I have already mentioned, social workers provide support to seniors in long-term care, through the Extra-Mural Program, in health care, and so on.

Social workers are specialists in counselling, file management, education, advocacy, putting people in touch with resources, referring people to community services, and other things.

According to the NBASW, it is increasingly necessary for social workers and people filling positions in this field to provide the best support possible in responding to the needs of seniors and their families.

Since we live at a time when the scope and meaningful work done by social workers are recognized more and more, we hope that new organizations like nursing homes will begin to invest in hiring social workers to better meet the needs of their residents and their families.

Thank you for giving me the time to give you this overview of what social workers do with seniors in New Brunswick and the recommendations we think would have a significant impact on the protection and well-being of seniors in our province.

Think Like a Social Worker: Then and Now

Article by: Julia Bannister, M.Ed, MSW, RSW, CDE Wise Choice Counselling, Fredericton, N.B.

Introduction

During the early stages of the COVID-19 pandemic, our national and provincial public health authorities have frequently spoken about social, emotional and mental well-being as critical elements for maintaining population health. These authorities have

continually reminded Canadians to reach out to mental health workers, including registered social workers, resulting in hospitals actively recruiting social workers at an unprecedented rate (1). Sometimes health-care providers are not sure which mental health-care professional to refer their

patients to; other times, when options are so limited, thinking like a social worker might be a useful thing to do.

In a recent Ontario-based study (2) on the emerging role of social work in primary health care, many social workers identified barriers to working within their full scope of practice,

partly because other health-care professionals have limited understanding of the social work role and how it contributes to patient-centred care. Dell Medical School, at the University of Texas at Austin (United States), has forged a teaching partnership with the university's social work faculty, so that medical interns get well-rounded training for patient-centred care (3).

The demands of COVID-19 on all facets of Canadian health care provides opportunities for interprofessional team-based models of care to deepen their understanding and experience of how social workers can enhance delivery of patient-centred care. It may be helpful to explore highlights of the evolution of the profession and what distinguishes it from other professions. Finally, this could be an excellent opportunity to demonstrate how using an old and simple tool, Maslow's Hierarchy of Needs, could not only help initiate and leverage dialogue about diabetes patients' psychosocial

needs, but also to conceptualize and communicate referral to social work.

History

The earliest record of social workers in Canada showed that they were volunteers called "friendly visitors." In that early period of social reform of the Canadian welfare state, issues such as unemployment and illness were still considered local and personal problems (4).

After World War I and the 1918 Spanish flu pandemic, social work graduates began to emerge and join the ranks of paid professionals within Canadian government social services. Since then, social workers have been contributing substantially to the body of knowledge that has come to be known as the social determinants of health.

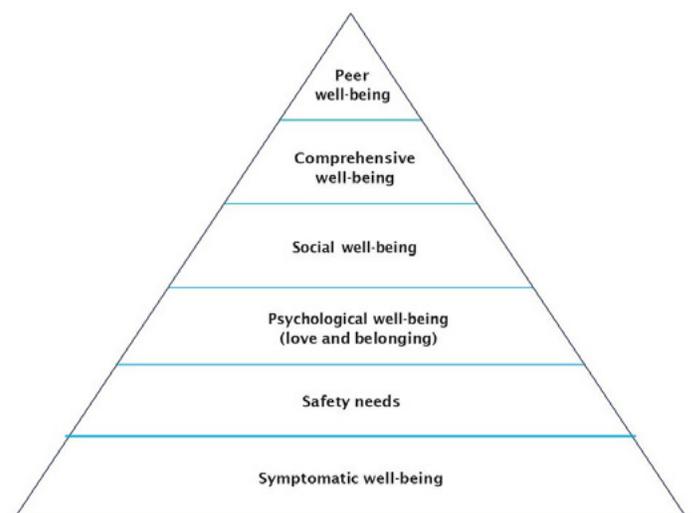


Figure 1: The Maslow-based pyramid of diabetes-related needs.

Defining Features of Social Work

Social workers focus on individuals in their environment in an effort to alleviate human suffering, and they take an active role toward social, political and economic change. Human rights, peace, economic and social justice are hallmarks to only one professional body code of ethics and professional practice – social work (4).

Emergence of Social Work Role

By the year 2000, Canadian health-care reform was moving from disease-focused approaches to patient-centred approaches (2), and the role of social work began to emerge in a variety of health-care settings.

A social worker contributes to patient-centred care by providing psychosocial assessments and interventions, such as counselling services (including navigation of complex health-care systems), linking patients with community resources and providing patient education, as well as training other health-care professionals on psychosocial aspects related to health. As the prevalence of chronic disease rises, even more individuals will be faced with complex psychosocial and mental health challenges (2). The need for social work will continue to grow, as will the preference for specializations, such as medical social

work, and particularly with knowledge, experience and certification such as the Canadian Certified Diabetes Educator (CDE).

Social Workers Supporting Diabetes

Education As part of their early education, social workers embraced and adapted the model of “Hierarchy of Needs” (as first conceptualized by Abraham Maslow in 1943 [5]) to the field of social work, dependant on practice – community, family, mental health or medical. Medical social workers must work with evidence-based assessment tools, and those working with patients with diabetes will often use specific screening tools, such as the Diabetes Distress Scale. Considering that not all diabetes educators and social workers have access or familiarity with the same specific screening and assessment tools, a hierarchy of needs model may still be a tool to begin a meaningful patient-centred dialogue and engage in shared decision-making (SDM).

The Tripod of Diabetes Needs and Therapy (TRIDENT) are two proposed clinical and teaching diabetes-related decision-making models (5), which have been inspired by Maslow’s Hierarchy of Needs.

The first TRIDENT model shows two layers of psychosocial considerations,

which are interwoven into a six-step hierarchy, to demonstrate the interconnectedness of the biopsychosocial patient needs.

The second TRIDENT model has been simplified for a concentrated focus on diabetes care and, while the titles in each section suggest that the authors have eliminated psychosocial considerations all together, their narrative state that psychosocial considerations are an integral part of this biomedical decision-making model (5).

Choose whichever model will be helpful in leveraging meaningful patient-centred dialogue and SDM. If the client is struggling to be specific or if you want to explore other areas of concern, you can always refer to the World Health Organization's social determinants of health diagram (7).

In the difficult months ahead, when in-person diabetes education appointments resume, it will be a timely opportunity to think like a social worker by exploring an individual's concern through the lens of a hierarchy of needs model and according to social determinants of health, as well as to consider motivational setbacks in diabetes self-management as possibly relating to patients' connection with their new environment. A social worker would say that as long as patients

are engaged in the dialogue there is a fluid relationship with their diabetes self-management and to carry on.

At any point, however, feel free to consult with or refer to a social worker, and know that including a few words about your dialogue with the individual regarding their hierarchy of needs and social determinants of health would be an excellent introduction of presenting issues to be addressed.

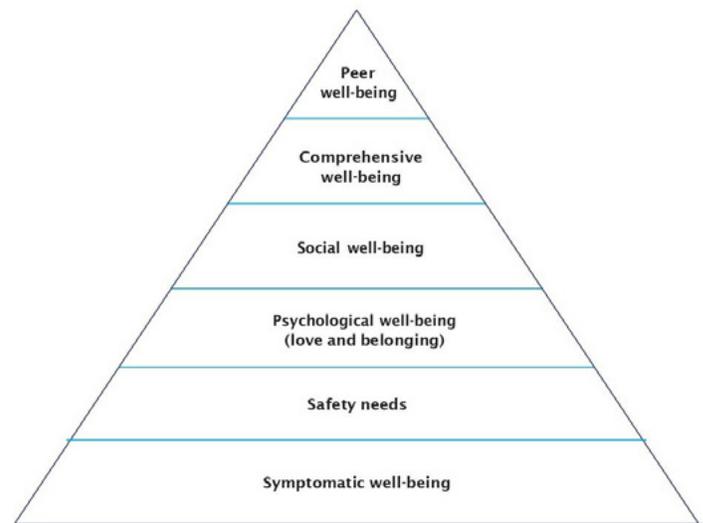


Figure 2: The Tripod of Diabetes Needs and Therapy (TRIDENT) model of diabetes-related needs.

Conclusion

While there remains much work to be done in shedding light on the role of social work, particularly as it pertains to supporting chronic disease management and diabetes education, it is hoped that this article has provided valuable insight into the history of social work before it became a recognized profession, during the years of social reform and health-care reform,

and during the early stages of the Canadian health-care experience with the COVID-19 pandemic. Finally, while the Hierarchy of Needs models may seem quite simplistic and subjective, they are, at the very least, tools and visual aids to engage in meaningful patient-centred dialogue.

References

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4. Jennisen T, Lundy C. Keeping sight of social justice: 80 years of building CASW. Available at: www.casw-acts.ca/sites/default/files/attachements/casw_history.pdf. Accessed June 22, 2020.

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7. Public Health Agency of Canada. Social determinants of health and health inequalities. Available at: www.canada.ca/en/public-health/services/health-promotion/population-health/what-determines-health.html. Accessed June 22, 2020.

Continuing Education Opportunities

Note that all events labeled “ACHIEVE” or “CTRI” are eligible for the NBASW discount code. Please see page 2 of the newsletter for details. For more events from ACHIEVE, [click here](#), and for more events from CTRI, [click here](#).

ACHIEVE: Live Virtual Training - De-escalating Potentially Violent Situations™

DATE: December 7th, 2021

TIME: 9am-4pm CST (11am-6pm AST)

[Click here for details and to register](#)

ACHIEVE: Live Virtual Training - Dealing with Difficult People

DATE: December 9th, 2021

TIME: 9am-4pm CST (11am-6pm AST)

[Click here for details and to register](#)

CTRI: Live Webinar: Ethics of Helping: Boundaries and Relationships

DATE: December 10th, 2021

TIME: 1-2pm CST (3-4pm AST)

[Click here for details and to register](#)

Mental Health Professionals and the Law: Asynchronous Training Programs

[Click here for details and to register](#)

Wellness Resources

Social workers throughout New Brunswick provide essential services to some of the most vulnerable people in our communities. While this valuable and vital work, social workers also need to remember their own personal wellness. This section of the newsletter is designed to link social workers to wellness resources that may be of interest. If you have a wellness resource you'd like to see included in a future edition of the newsletter, please send it to our Communications Officer at isabelle.agnew@nbasw-attsnb.ca

**WELLNESS TOGETHER
CANADA: TAKE 5 PRACTICE**

[Click here for the full article...](#)

**KING'S SCHOOL OF SOCIAL
WORK: WELLNESS AND SELF-
CARE**

[Click here for the full article...](#)

Did you know?

The Medical Assistance in Dying (MAID) legislation was recently updated, including making it easier for those seeking MAID to meet the independent witness requirement. Independent witnesses can now include a paid professional personal, or health care workers, which includes the possibility for social workers to act as independent witnesses, providing they meet all the necessary criteria. [For details, click here.](#)

Requests for Participation and Applications, and Nominations

The following are requests for participation that the NBASW has received. These may include participation in research projects, surveys, or new programs seeking to feature social workers.

Call for Applications: Canadian Hemophilia Society's Research Programs for the 2022-2023 Grant Period

DEADLINE: December 10th, 2021

The Canadian Hemophilia Society (CHS) is proud to put out its call for applications for its research programs for the 2022-2023 grant period. The deadline to submit applications for all the programs is December 10, 2021. The eligibility criteria and conditions for all our research programs have been revised and updated. Of note, applications must now be done on-line at the links provided on our [website under each research program heading](#).

Developing and testing e:Learning for practice educators in social work

DEADLINE: February 2022

The proposed research is about the training needs for current and aspiring practice teachers. A practice teacher is someone that supervises and provides 'in field/ practice' training to students. We are interested in your current and future training needs, and e:Learning related matters.

[Click here to access the English survey.](#)

iCare COVID-19 Survey

As a health professional, we would like to hear your perspective on and experiences with the pandemic. Please fill out the survey so we can understand the challenges you are facing.

iCAREstudy.com

Identifying Barriers and Facilitators to Support for Psychological Self-Care and Protection from Moral Distress for Health-Care Workers.

You are invited to participate in a research study directed by Dr. Colleen Grady aimed at identifying barriers and facilitators for healthcare workers, teams, and organizations to support psychological self-care and protection from moral distress.

[Bilingual survey](#)

Minister's Award for Excellence in Championing Gender Equality - VIVE

DEADLINE: December 1, 2021

The Minister's Award for Excellence in Championing Gender Equality - VIVE is an award that promotes gender equality in our lives, workplaces and government. The VIVE Awards were created to highlight and acknowledge New Brunswick individuals who are forging paths and advancing gender equality. The five categories are: Community, Youth, Business, Everyday and Government Champions.

[Click here to submit a nomination.](#)

Social Work Leadership in Canada: An Exploratory Survey

Are you a social work leader? Are you interested in social work leadership in Canada? Please click the link attached below to participate in a brief, anonymous and confidential survey on social work leadership.

[English survey](#)

SOGIECE/CT Survivor Supports: Referral network of therapeutic practitioners with expertise in working with SOGIECE/CT survivors

Are you a therapist with experience in working with SOGIECE/Conversion 'Therapy' Survivors—helping 2SLGBTQ+ people who have been harmed by subtle or blatant

pressures to deny, suppress, or change their sexual orientation or gender identity-expression?

The SOGIECE/CT Survivor Support project is a community-based research project led by survivors for survivors. We are currently developing an online referral network of therapeutic practitioners with expertise in working with survivors.

Interested therapists are invited to contact the project coordinator at jordan.sullivan@cbrc.net.

Resources

211

You are juggling a lot right now. Don't shoulder the burden alone. If you need help with employment, paying bills or managing your mental health, dial 2-1-1. It's a free, confidential service that connects people quickly to critical government, social, and community support.

When you don't know where to turn, #HelpStartsHere.

LIFE CAN BE HARD.

FINDING HELP CAN BE EASY.

Connect with 2-1-1 to find support for all of life's challenges:

- Dial 2-1-1
- Dial 1-855-258-4126 (VRS)
- Dial 1-855-405-7446 (TTY)
- Email 211nb@findhelp.ca



Stay Social

Facebook



Our English page:

New Brunswick Association of Social Workers [@NBASW](#)



Our French page:

Association des travailleuses et des travailleurs sociaux du
Nouveau-Brunswick [@ATTSNB](#)

Twitter



Our English page:

New Brunswick Association of Social Workers [@NBSocialWorkers](#)



Our French page:

Association des travailleuses et des travailleurs sociaux du
Nouveau-Brunswick [@TravSocNB](#)

Have something you'd like to see in the NBASW Newsletter? We're always looking for stories about social workers, events, and more to add. If you've got something you'd like us to include, please email isabelle.agnew@nbasw-attsnb.ca with the subject line "Newsletter."

