

# Social Work Recruitment & Retention 60 Second Update

Just over two years ago the Social Work Recruitment and Retention Strategy (2023-2028) was launched to increase the number of social workers in the province. Since then, significant work has been going on behind the scenes. Below highlights some of the work that is being accomplished since the last update in February 2025. The Strategy has been updated and all stakeholders have now been re-engaged.

## Pillar 1: Recruitment

- ✓ All schools of social work and recognized social work technician programs have welcomed students into the new school year.
- ✓ New college-university bridging program pathways are in development.
- ✓ The NBASW Foreign Qualification Recognition (FQR) Program has been implemented for internationally educated social workers who wish to upgrade their education to practice social work in New Brunswick.

- ✓ The Department of Health (DH) continues to organize events and initiatives that connect students with employers and the NBASW.

## Pillar 2: Retention

- ✓ The New Brunswick Institute for Research, Data and Training (NB-IRDT) has developed a first draft report on social work recruitment and retention in New Brunswick. It is anticipated that the final report will be released in the coming months.
- ✓ The NBASW's annual member survey on recruitment and retention will be sent out this fall – please keep an eye out for that!

## Pillar 3: Role

- ✓ The NBASW has welcomed 114 social work technicians and 80 social work technician students to the Association to date.
- ✓ The NBASW has continued to meet with stakeholders to promote the roles of social workers and social work technicians.

## Pillar 5: Child Protection

- ✓ The Department of Social Development (SD) has begun hiring social work technicians in the area of Child Welfare.
- ✓ While continuing best practices, SD continues to explore new ways to support social workers, including field placement supervisors and students.



## Pillar 6: Mental Health & Addiction Services

- ✓ Horizon and Vitalité have continued working to develop the social work technician position for their organizations, ensuring alignment with each other.
- ✓ Vitalité has implemented a supervision model in child and youth services.

## Pillar 4: Image

- ✓ The DH and the NBASW worked with marketing company m5 to develop a Mental Health & Addictions public campaign which was launched to celebrate Social Work Month. The initial phase of the campaign achieved three million impressions and the second phase of the launch will continue this fall.

The campaign can be found through the following QR code.



## Pillar 7: School Social Work

- ✓ Work has been done to bolster school-based school social work field placement opportunities.
- ✓ The Department of Education and Early Child Development (EECD) brought school social workers from the anglophone sector together for their first annual professional learning day.
- ✓ With the increased number of school-based school social workers in the province, EECD's anglophone and francophone sectors are working to clearly define their roles.