



# Social Work Recruitment & Retention

## 60 Second Update



As we end the third year of the Social Work Recruitment and Retention Strategy, the New Brunswick Association of Social Workers (NBASW) is pleased to share an update on progress since September 2025. We thank our partners and members for their ongoing commitment to strengthening the social work profession and supporting recruitment and retention across New Brunswick (NB).

### Pillar 1: Recruitment

The NBASW has continued developing new pathways and partnerships to attract social workers and social work technicians to NB.

- ✔ **Foreign Qualification Recognition (FQR) Program:** A new pathway to registration for internationally educated social workers whose credentials are not considered equivalent to accredited Canadian degrees. The program recognizes relevant experience and may include the option to work as a social work technician while pursuing social work licensure.
- ✔ **Substantial Equivalency Process:** Individuals with related formal education can have their credentials assessed to determine eligibility for social work technician registration or upgrade their education to pursue social work technician licensure.

- ✔ **Education Partnerships:** The NBASW is collaborating with colleges and universities to help FQR and substantial equivalency candidates access flexible course options to address educational gaps.
- ✔ **Conditional Licensure:** A new NBASW process supports internationally trained social workers who face barriers obtaining job offers or work permits before arriving in Canada.
- ✔ **Career Promotion:** Through career fairs, youth events, and healthcare career panels, the NBASW continues promoting careers in social work and the social work technician role.

### DID YOU KNOW?

***Social workers providing in-person services in rural and remote communities (populations under 30,000), may now be eligible for Canada Student Loan Forgiveness!***



## Pillar 2: Retention

- ✓ The NBASW continues working with DataNB on a report examining the recruitment and retention of NB social workers.
- ✓ The annual Member Survey on Recruitment and Retention gathered feedback from 596 social workers and social work technicians to assess progress and identify priorities. Thank you to all who participated!

## Pillar 3: Role

- ✓ The NBASW welcomed 188 social work technicians and 124 social work technician students to the Association.
- ✓ The NBASW hosted a national meeting with Canadian regulators and the Association of Social Work Boards (ASWB) to support the future Advanced Practice Registered Social Worker (APRSW) licensure category.

## Pillar 4: Image

- ✓ With support from the Department of Social Development (SD), the NBASW launched the second phase of the Child Protection Social Work Public Campaign, running through Social Work Month (March 2026).
- ✓ The Mental Health & Addictions Social Worker Public Campaign completed its second phase.



## Pillar 5: Child Protection

- ✓ SD continues hiring social work technicians in Child Welfare, with a pilot project also underway in Long-Term Care.
- ✓ Efforts also continue to strengthen supports for field placement supervisors and students.

## Pillar 6: Mental Health & Addiction Services

- ✓ Horizon and Vitalité are aligning the social work technician role across both organizations.
- ✓ New Addictions and Mental Health Operational Guidelines have been implemented and include clinical supervision requirements.
- ✓ Vitalité continues hiring social work students as community interveners and offering employment opportunities after graduation.

## Pillar 7: School Social Work

- ✓ The Department of Early Education and Child Development continues working with Francophone and Anglophone school social worker committees to clarify the role of school social workers and expand student field placements.