



Before we begin...

The 2023-2028 Social Work Recruitment and Retention Strategy is a comprehensive Strategy that brings together key stakeholders who are responsible for implementing the Strategy and ensuring its effectiveness.

Comprised of 7 pillars, 23 goals, and 87 actions, the Strategy is focused on increasing the recruitment and retention of provincial social workers over the next five years.

With the Strategy being led by the NBASW, the Association wishes to update members regularly on the progress that is made. This update will provide some highlights of the work that's been done to-date but rest assured that much more is happening behind the scenes!



Progress on Pillar 1: Recruitment

- University of New Brunswick-Saint John (UNB-SJ) has received pre-accreditation and a director has been hired for a new school of social work. Job postings for teaching and field placement coordinator positions have been sent and the program is projected to start September 2024.
- Collège communautaire du Nouveau-Brunswick (CCNB) has developed a french social work technician program that will be starting in September 2024. The program has been evaluated by the NBASW and is recognized for social work technician registration. Developing a new college to university bridging program from CCNB to Université de Moncton (UdeM) will follow.
- The NBASW wishes to reduce barriers for international social workers and has submitted a proposal for international credential recognition and integration to the Department of Health (DOH).
- The NBASW has partnered with the Department of Education and Early Childhood Development's (EECD's) Centre of Excellence for Health to reach school-age children and youth about the social work profession.



Message from the Chair *Miguel LeBlanc, Executive Director*

The Social Work Recruitment & Retention Strategy officially began April 1, 2023. As we wrap up our first year, we're so excited to provide an update on the progress that's been made so far!

While there is still much work to be done, amazing progress has been made in the first year alone. We wish to thank all who are involved with the Strategy!

Please keep an eye out for future updates on the Strategy's progress and thank you to all social workers for your continued dedication to the profession.

Progress on Pillar 2: Retention

- Research on compensation trends and best practices in other jurisdictions have been completed. This work will inform further actions and is key in ensuring that New Brunswick is competitive.
- The NBASW surveyed members in 2022 to inform the development of the Strategy. Now, to track the efficacy of the Strategy, the NBASW will survey members on an annual basis over the next five years. This year's survey has been developed and will be launched April 2024.
- The Strategy has identified gaps in data related to the field of social work. Work is underway to bolster the data and, to do so, a partnership with the New Brunswick Institute for Research, Data and Training (NB-IRDT) is currently being developed.

Progress on Pillar 3: Role

- Having the NBASW regulate social work technicians is a key component of the Strategy. The updated NBASW Act was approved by members at the June 2023 Annual General Meeting (AGM) and is ready to be brought to the legislature.
- While waiting for the updated NBASW Act to receive royal assent, work to operationalize social work technician registration has continued, including developing the scope of practice and updating the by-laws. Thank you to all who were involved in the consultations on the social work technician scope of practice. With the feedback of members having been incorporated into the document, the scope clearly defines the boundaries of the paraprofession and highlights the activities that fall within.

Progress on Pillar 4: Image

- The NBASW, SD, and CUPE 1418 worked in partnership to develop a Child Protection Social Worker Public Campaign that was launched for Social Work Month 2024. The campaign has received incredible feedback and has boosted visibility of the role of child protection social workers. The videos and accompanying testimonials can be found on the NBASW website at whosavedme.ca.



Progress on Pillar 5: Child Protection

Social Development (SD) has begun expediting permanent status for social workers and now provides social work students with letters of intent to employ.

Many zones are implementing multidisciplinary teams in the area of child protection. Where implemented, multidisciplinary teams have positively impacted staffing and client service provision.



Progress on Pillar 6: Mental Health & Addiction

Vitalité is working to maximize the social work scope of practice within interdisciplinary teams and is developing strategies to recruit social workers to the health authority.

Horizon is working to secure and embed social work positions within detox units and is in the process of hiring a new education and knowledge team to enhance knowledge transfer.



Progress on Pillar 7: School Social Work

A school social worker committee was formed and has had several meetings. The committee will help to define and clarify the role of school social workers in addition to determining how social work technicians can be incorporated into school systems.