

# Connecting Voices

Newfoundland and Labrador Association of Social Workers



## Feature

### Remembering the Montreal Massacre

BY JODY-LEE FARRAH BSW, RSW

On December 6, 2009, The National Day of Remembrance and Action on Violence Against Women marked the 20th anniversary of the Montreal Massacre. On this day in "\*) \*tch V\_g t} gVj Vrc` JU > Rf` =VaZ\_VV\_eVdUR^ VTYR\_ZRj V\_XZ\_WcZ\_XTjRdReeV eTY\_ZRj dTY` j3T JVA` j eTY\_Zf VLVTjRZ XYVhRd` \_R^ ZbZ \_e` y) XYeW^ Z\_Zt` Z%o 9VeV\_` aV\_f} dUeVjZ\_XWf cW\_h` ^ V\_R\_UZ\_f cZ\_XWf cW\_` eVcdi Z\_Tj fUZ\_X four men) who stood in his path. These women were targeted only because they were women. This edition of Connecting Voices is dedicated to the memory of the fourteen women killed at École Polytechnique and to women who have lost their lives to an act of violence.

DfTY RY` cZ` TVgV\_eRdeV >` \_eVj > RbRTd/TRf dU^ Ve` d/-VTefa` \_Y` h` ^ V\_ in Newfoundland and Labrador might be affected by violence.

According to provincial statistics:

- Of the 217,900 women over the age of 15 residing in Newfoundland and Labrador, approximately 108,950 (1 in 2) will experience at least one incident of sexual or physical violence throughout their lifetime.

**SEE FULL STORY ON PAGE 14**

## Inside

Jan 2010 • Vol. 14, No. 1

Online Counselling:  
Ethics and Practices  
..... Page 5

Advocating for Change  
From Within  
..... Page 6

New Provincial Initiatives  
Promote Recognition of  
Older Persons  
..... Page 10

Practice What You Preach  
..... Page 13

The Liaison Social Worker  
..... Page 15

Divisive Thinking  
..... Page 18

Horizon Award Winner  
..... Page 20



## 2009-2010 Board of Directors

### Mission Statement:

#### NLASW Goals:

1. To regulate the profession of social work in Newfoundland and Labrador.
2. The NLASW shall promote the continuing professional education of social workers.
3. The NLASW shall promote awareness of the social work profession.
4. The NLASW shall engage in social policy analysis and advocacy.
5. The NLASW shall be responsive to the profession of social work in all regions of Newfoundland and Labrador.

### Editorial policy

Connecting Voices seeks to serve as a meeting place for social workers in Newfoundland and Labrador by publishing information about:

- the happenings of Newfoundland and Labrador social workers
- professional issues
- social and legislative issues
- books, journals and other media of interest to social workers
- continuing education and job opportunities
- social work research, theory, practice and education

The Editorial Committee is interested in readers' stories, poetry, anecdotes, thoughts and ideas. Cartoons, artwork, pictures and acknowledgements are also welcome. Written submissions and photographs should be in electronic copy, and kept to a maximum of 750 words. Submissions should include the author's name and must be received by the scheduled deadline. Late submissions will be forwarded to the next edition.

The Editorial Committee reserves the right to reject any article or return it to the author for revision prior to publication, as well as to edit submitted material for clarity and conciseness. All published articles and advertisements must reflect the profession's ethics and values.

Advertising space is available. The Editorial Committee reserves the right to reject any advertising.

Publication does not imply endorsement by the NLASW.

Connecting Voices is published two times per year.

### Editorial Committee Members

- |                            |                          |
|----------------------------|--------------------------|
| Karen Moores, co-editor    | Patricia Erving          |
| Jody-Lee Farrah, co-editor | Melanie Duff-Hickey      |
| Carolyn Jones              | Amy Sheppard             |
| Barbara Drover             | Annette Johns (on leave) |

# Editorial

## Pause for Thought

BY JODY-LEE FARRAH BSW, RSW

Some of the most beautiful pictures given to us by Mother Nature are those of majestic mountains or snow-covered mountains. The absolute beauty of such natural serenity has caused me to stop and pause for thought. I have come to realize that such beauty happens in a natural environment. In fact, the beauty of nature can be applied to the profession of social work.



Early in our social work education, we are taught the importance as a practice skill when working with clients. "...a conscious mental and usually purposeful process relying on thinking, reasoning and examining one's own thoughts, feelings and, in more spiritual cases, one's soul" (<http://en.wikipedia.org/wiki/Introspection>).

It is found throughout communication with others when we actively listen to a client share their story, when we critically think about the components of complex family dynamics or when we assist someone to move through the necessary steps to reach resolution of a challenging problem. The articles found in this edition of Connecting Voices will challenge you to reflect on your work practice. The feature article, Remembering the Montreal Massacre, highlights this tragic event against women and remembers women in Newfoundland and Labrador who have lost their lives to an act of violence. Upon such topics as the professional

reputation of social work, the recognition of the leader in you, the social work role of advocate within complex systems and the cost of growth of the social work profession in Newfoundland and Labrador.

**"In social work, the skill of communication with others when we actively listen to a client share their story, when we critically think about the components of complex family dynamics or when we assist someone to move through the necessary steps to reach resolution of a challenging problem."**

The Editorial Committee strives to provide current information that, we hope, will continue to do this with your help as you submit articles that satisfy such topics as clinical practice, research, advocacy, new program initiatives, community development, leadership, regulation and registration. The Editorial Committee will continue to recruit articles of this nature and are open to new ideas. I would like to thank the members of the Editorial Committee for their dedication and hard work to this and every issue of Connecting Voices. We are always interested in your feedback, suggestions and articles for the next issue. As you make your way through the pages of Connecting Voices, I invite you to pause for thought.

Sincerely,  
Jody-Lee Farrah



# Executive Director



## The Cost of Growth

BY LISA CROCKWELL MSW, RSW

The Board of Directors and staff of the NLASW extend best wishes for a Happy New Year.

2010 promises to see the continuation of projects at the NLASW including the review of legislation, revising standards of practice, enhancing communication, expanding the regulatory capacity, advancing projects in long term care, private practice and supervision, and offering increased continuing education sessions.

As we begin a new decade, it is anticipated that the growth experienced by the profession in the preceding two years will continue. Growth and the associated costs has been a theme permeating many of the issues addressed by the NLASW Board of Directors. The size of the profession was anticipated to be 1320 members by 2016. Currently, there are 1318 social workers in Newfoundland and Labrador.

Members will recall that in 2008, the NLASW increased fees by \$25 to address some of the changes that were needed. In hindsight, this increase was Z\_cfwTZ/\_ee ^ ReTY eXVUV^ R\_UdZEVV cost of regulation has steadily increased as have the number and complexity of complaints against practice. The number of social workers has doubled since the implementation of regulation and the infrastructure for registration needs to keep pace. The costs associated with operating and maintaining this organization as well as meeting our national obligations have also increased. As highlighted in the NLASW Update in November, the Board of Directors and

dRWRWgV dVgZh VU eV } \_R\_TZ} dRf d of the organization and determined that the level of revenue received is not adequate to meet current demands nor to maintain and improve existing programs and services. Therefore beginning in 2011, there will be a two step increase to registration fees. The decision to raise fees is not made lightly; expenditures are carefully scrutinized. Board members are also very conscious of the impact on members. Those factors led to the decision to implement the increase over two years.

The approved \$100 fee increase will be implemented over two years in two separate steps of \$50 each. Effective March 1st, 2011 the fee will increase from \$300 to \$350 and on March 1st, 2012 the fee will increase from \$350 to \$400. As indicated in the November Update, social workers who have fees collected through payroll deduction will see a change commencing in January 2010 as employers deduct fees one year in advance for payment in the subsequent year. This month social workers who have payroll deduction will notice a difference of \$1.93 each pay day.

The reasons for the increase are to address the following:

- increase in the overall cost of operations
- forthcoming increase in CASW fees
- additional costs arising from the implementation of the organizational review recommendations
- the rising costs of regulating the profession including the cost of administering the enhanced provisions of the new Social Workers Association Act and
- eliminating the deficit which will be Z\_Tf dU\_Z\_eVZ} dTRj VRZ

The fees of other provincial regulatory bodies and professional associations are outlined below. These numbers clearly illustrate that the NLASW fee will still be the lowest even when the fee increases are fully implemented.

Organization	Fee Total
NLASW	\$350 (2011) \$400 (2012)
ARNNL RN Nurse Practitioner	\$480 (2011) \$536.50 (2011)
Dietitians	\$641
OT Assoc. & Board	\$600
Pharmacy Board & Association	\$968.10
Physiotherapists Board & Association	\$520
Psychology Board & Association	\$1050
Medical College & Association	\$2908

It is also important to remember that since professional registration is a requirement for social work practice, these fees are tax deductible. The Board of Directors is committed to continuing to aVRdVR} dTRj dVd`\_dSjV` dR\_ZReZ`Z These changes are required to meet the challenges of the years ahead.

In the spring of 2008, the NLASW also embarked upon a full organizational review which included conducting an environmental scan, assessing strengths, challenges and opportunities, and reviewing all operations.

**CONTINUED ON PAGE 9**

# Clinical



## Online Counselling: Ethics and Practices

BY DR. DONNA HARDY COX PH.D, RSW

### PRACTICE

Academic programs, recognizing the online counselling method, have developed new curriculum to teach online counselling skills (Trepal, Haberstroh, Duffey & Evans, 2007). Commencing an online counselling session would include, for instance, a three step approach. First, start with a discussion with the individual of their reaction, experience and comfort with online counselling. Second, review the ethical and confidentiality statements and consent with the client's digital signature. Third a commencement of the session and focus on the presenting issues (Trepal et al, 2007).

Moving to an online modality for therapeutic counselling recognizes the different use of time and language when compared to face to face (f2f) practice. In some cases, it may require less time, in other cases, if using text based communication modalities it may require more time for basic key boarding and reflection. Also the use of language, questioning, reflection and closure in online counselling requires additional skills. The absence of non verbal cues for instance, can be addressed through the use of a familiar f2f technique of journaling with the client writing thoughts and feelings using symbols and words. Social workers would need to be aware of emoticons and abbreviated words and online expressions such as :) to indicate "happy" or (:::):) to represent "help".

### ETHICS

Over a decade ago, Bloom (1998) discussed the ethical practice of web counselling. While, ethical issues for online and f2f counselling are similar (i.e., bond of trust between client and counsellor, competence & honesty, duty to warn and protect), specific ethical issues in online counselling are often linked to the non verbal cues and confidentiality as it relates to site security. Shaw & Shaw (2006) identified critical ethical issues in online counselling. Some of these include:

- Maintaining confidentiality over the Internet
- Handling emergency situations
- Missing nonverbal information such as facial expression, tone of voice, & body language
- Offering online services outside ones practice jurisdiction
- Developing a therapeutic relationship with a client who is never seen face-to-face.

In 1999, the American Counselling Association (ACA) first developed a set of standards for Internet online counselling which were revised in 2005. In addition to ACA's recent requirement for the encryption of counselling websites, the Guidelines for the use of technology applications in counselling work describe the benefits, limitations, access, informed consent and websites. Specifically, Section A.12 of their Standards outline the responsibilities for online counselling in the form of an Ethical Intent Checklist which includes: 1) accuracy of links on web sites, 2) establishment of a method to verify client's identity and obtain written consent for minors,3) process to inform client of difficulty of

maintaining confidentiality of electronic communication, 4) recognition of legal rights and limitations in different jurisdictions, 5) emergency procedures and protocols and 6) provision of website access for persons with disabilities. Santhiveeran (2009) notes in her review of the compliance of social work E-Therapy websites to the National Association of Social Workers (NASW) Code of Ethics that while the NASW has shown an beginning interest in online counselling the Clinical Social Work Federation (CSWF) have "expressed concerns and reservations over the use of online counselling" (p.2). In Canada, it appears that the Ontario Association of Social Workers has taken the lead in 2002 to address the issues of technology mediated social work practice and current discussion on social work blogs are calling for increased discussion and development of guidelines in the Canadian Code of Ethics in Social Work.

### CONCLUSION

The diversity of social work practice across the counselling continuum -from information sharing type email to therapeutic interventions - has much potential for online communication. If Shaw and Shaw's (2006) contention that online counselling will continue to grow then social work and other related professionals will be challenged to at least keep in step if not ahead of the technological advances and the development and application of ethical guidelines to protect those we serve.

**REFERENCES ON PAGE 19**

# Advocacy

## Advocating for Change from Within

BY HENRY KIELLEY MSW, RSW

It's a constant struggle – working within systems with policies, procedures, politics, budget restraints and limited resources – human and otherwise – trying to do the best for our clients. And we as Social Workers clients' needs on an individual and system level and having to adhere to program guidelines and policies. How do we practice advocacy from within increasingly complex systems with decreasingly available resources? I was recently reminded of Dr. Bob Mullaly's comments about how the best place to work for change in systems is from within those systems, and I tend to agree. But what happens when we are no longer content to maintain the status quo within some structures that exists in spite of the very people they were created to serve? While perhaps somewhat rhetorical, these questions form the backdrop of our daily social work tool box we have advocacy.

It has been said that the easiest job in the world is that of a critic – simply

pointing out what's wrong. It is easy to identify gaps in systems. Those who work in Long Term Care for instance, recognize that there are not enough community-based resources to keep people at home as long as they would like. Terms like "aging in place" get tossed around as tag lines at conferences and meetings while into institutions due to a lack of real, available choices. We also recognize that people move into institutional care (nursing 'homes') that most likely belong at home with more support or elsewhere in our complex medical system. And within this system (like adequate time or people to engage the way we want to in therapeutic relationships that are truly reciprocal and client driven.

One of the neat and challenging things about this profession is that we expand on the age old formula: KNOWLEDGE = POWER to arrive at KNOWLEDGE + POWER = RESPONSIBILITY. Thus we point out problems, but to suggest, facilitate, and advocate for real solutions. We should be uncomfortable with the status quo. Moral distress should be the fuel that drives discussions, decisions and our practice. So what is to be done? There will always be policies and procedures with

which we do not agree. We all have to make a living, pay the bills and raise our we know to be wrong or unjust within ourselves in? How do we push the envelope? Where is the tipping point at which the inequalities we see will no longer be tolerated? Is there a tipping point?

Goal number four in the Mission Statement of NLASW is to engage in social policy analysis and advocacy. So, there is a professional mandate ourselves and our systems; to wonder constructively with colleagues from other disciplines about what we can do to better serve the clients, our co-citizens. I believe social workers do what we do well because we are big picture people. We do not lose sight of the individuals who make up that picture.

Do you have a challenge or solution related to a morally perplexing situation from within your professional experience? Why not connect with colleagues in the same or a similar area for discussion? Why not contact a member of the Professional Issues Committee to engage in discussion and to seek some collegial feedback? The membership list is found at [www.nlasw.ca](http://www.nlasw.ca).



# Regulation

## DMJMCV~VTeZ \_ R\_U Ac WbbZ \_R] CVaf eReZ \_

BY TAMMY EARLE MSW, RSW

There is wonder in watching an infant gaze lovingly in a mirror or seeing a young child, fascinated by As children, we love our own image at a time in our lives when we are beginning to form a consciousness of who we are and, it is not until we move through life that self image begins us. In the teenage years, what others think of us can become paramount as we set out to establish and preserve a reputation. How we dress, who we befriend, and how we behave becomes integral to social reputation. As adults, it can be freeing when our sense of self has been developed, and the focus shifts from the uncomfortable teen years - we care less about what others think and more about who we know we are as people. Reputation is part of our consciousness, but it does not absorb us.

In our professional lives, as individual social workers, how important is those around us? Certainly, we can acknowledge the importance of establishing a strong reputation with our employers, with our colleagues, and with our clients. In a client centered approach, we are cognizant of what with a client. A client's sense of who we are begins immediately - they may be evaluating the way we dress, the environment in which we work, and



the manner in which we approach and respond to them. Assessing one another in a new relationship is natural, it happens in all client-social worker relationships, and it is always reciprocal.

In addition to the opinion of an individual client regarding a particular social worker, there is always the collective reputation of social work that needs to be considered. On any given day, as each of us interface with the public in a social work role, we are all establishing the collective reputation of social work. Each of us as individuals must act in good faith and with a genuine desire to make sound judgments. Social work values and principles are enshrined in our profession and in our Code of Ethics – things like respect for the dignity and worth of persons, integrity, and one another to act in ways that are in accordance with our Code of Ethics. All social workers in this province have met the requirements to be registered

and, therefore, it is understood that each of us possess the knowledge, skills and abilities to practice in an ethical manner. We have been exposed to the standards for social workers set out in the Social Workers Association Act, the CASW Code of Ethics, and Guidelines for Ethical Practice. We have an obligation to ensure continuing social work education, which should include education that exposes us to ethical considerations.

When social workers behave in ways that are not in accordance with our values and principles, we are fortunate that we are a regulated professional group which has a clear process for dealing with conduct that we see as inappropriate, or unbecoming, of a social worker. The fact that we are able to ensure people are held accountable for unethical behavior is a measure meant to ensure the protection of, not only the public, but of our collective reputation.

CONTINUED ON PAGE 22

# School

## News from the Memorial School of SW

BY SHERI MCCONNELL MSW, RSW  
MARY BETH HUTCHENS MSW, RSW

There is lots of excitement around the school these days! This past summer and fall has brought many changes and much growth - and more changes are on the way.

The first class of 60 BSW students (up from 45) began the new four year program! There is much activity and excitement around the school with the increased number of students - who seem to get younger each year (or is it that the rest of us are getting older?) In order to accommodate the increase in BSW and MSW students, the computer lab will soon become a classroom and the third floor classroom is going hi-tech with the addition of a multi-media system. We are awaiting with bated breath final approval from the university for the new BSW second degree program - which could begin as early as spring 2010. This program will admit 15 students annually who will complete their BSW on a full-time basis over 4 semesters.

Social work students have been very busy working within the community. Fifth year students participated in a school-sponsored field trip to the Southern Shore in November. The students experienced firsthand the strengths and challenges of people living in rural Newfoundland - and shared in the culture and hospitality of a number of communities. Students also took a lead role in the organization of a sit in at Canadian Blood Services to protest the exclusion of gay men as donors. For the

fourth year, the School has partnered with VOCCM Cares and the Red Cross in the Coats for Kids project. During the Christmas season, the second and fifth year classes each sponsored a family through the Single Parent Association. Each of the Health Regions has been actively recruiting at the School. Recruitment sessions have been well received by BSW students who were excited about the social work opportunities available around the province!

We are pleased to report that the CASWE accreditation site visitors have recommended that we receive a four year accreditation with a further three year extension following the submission of a progress report in 2013. The official awarding of accreditation will not occur until January when the Board of Accreditation meets to make a final decision. This recommendation demonstrates great confidence in our ability to successfully implement the new BSW program, which only started last month; the revised MSW program, commencing in 2011; and the various initiatives underway related to diversity and the inclusion of Aboriginal perspectives. Thanks to all of you who participated in meetings with the site visitors. Keep posted for further updates concerning the final accreditation report. In early October, Chief Misel Joe facilitated a one-day diversity retreat for staff and faculty of the School at the Lavrock Conference Centre. Chief Joe shared his experience and wisdom about the process of Conne River challenging oppression to become a self-governing, vibrant community. He led talking circles

where staff and faculty were invited to share their vision, experience, hopes and fears for the school as we move towards increased inclusion and growing diversity. In conjunction with Social Work Month, the School will be hosting a workshop on Wednesday March 3rd focused on enhancing social workers' abilities to identify opportunities and implement services to advance socially inclusive practice. This workshop, presented by Dr. Delores Mullings is designed to recognize, enhance, and celebrate the skills and art of social inclusion practiced by many social workers.

Sue Murray and Sheri McConnell would like thank all the field instructors who have so generously shared themselves and their wisdom in mentoring our students over the past year. Thank you also to the field instructors who dedicate themselves to the Field Committee and the Social Work Field Instructors Association. The on-line Field Instructors Course will be offered again beginning January 2010. To register, please contact Marlene Coles at 737-2553 or mkcoles@mun.ca. The deadline for registration for modules 1 & 2 is January 4th, 2010. Over the past few months, we have welcomed 2 new staff members, Nathaniel Pollock and Yvonne Thibault, and 3 new faculty members, Delores Mullings, Gail Wideman, and Stephen Ellenbogen! We are currently recruiting 3 additional faculty members and, we hope that by the time you read this, two new Field Education Coordinators will have been hired. Please join us in welcoming all of our new faculty and staff to the school!

You may notice the absence of three faculty members this year, as Drs. Donna Hardy Cox, Janet Fitzpatrick, and Sharon Taylor enjoy their sabbatical year. Please join us in welcoming back Deborah Canning and Dr. Shelly Birnie-Lefcovitch! Many thanks to Ellen Oliver who has been doing double-duty as Associate Director (Undergrad) and Acting Director - and to all those who have taken on additional tasks to accommodate all the changes underway!

Our website has been redesigned by the Marketing Committee - with major support from Nathaniel Pollock. Check out our new faculty and staff pages - where you can learn about who is who at the school and what they are doing. Stay tuned to the School website as the upcoming year promises to be filled with change, excitement, and new adventures at the School!



## A Students' Experience

BY SHERRY HOUNSELL 5TH YEAR SOCIAL WORK STUDENT,  
MUN SCHOOL OF SOCIAL WORK

This summer I had the opportunity to work with the NLASW through a Student Work and Service Program (SWASP) grant. My work plan included conducting research, preparing reports, connecting with members and aiding with promotional materials. Through all of this I have gained new knowledge and skills which will help me to become a better social worker. The most valuable thing that I have learned is the importance of the NLASW.

In the fall of 2007, during orientation to the School of Social Work, I did not absorb much of the presentation by the NLASW. I understood that they are a regulatory body, that it is mandatory to register after graduation and that this involved paying approximately \$300. This summer work experience has shown me just how important the NLASW really is. Through environmental scans and research I prepared reports for committees working towards changing/updating legislation, showing me that the NLASW works towards social policy change.

I also discovered that the NLASW deals with complaints and uses a very just system to deal with them. Finally, through a membership engagement survey I learned about all the ways the NLASW works to connect social workers across the province. All of the work here has left me with a much better understanding of our regulatory body and those across the country. This has left me thankful to be a future member and practicing social worker in this province. Overall I had a wonderful experience working with the staff in a positive atmosphere and look forward to being a member in the future.



## THE COST OF GROWTH CONTINUED FROM PAGE 4

The process consisted of interviews with internal and external stakeholders, a membership survey and a review of all documents including budgets. The Board of Directors and staff decided to embark upon this process as there was a strong desire to ensure that the organization was doing its very best and effectively in this changing environment. The recommendations clearly highlighted the need to expand the capacity of the organization.

NLASW has been restructuring operations as per the recommendations of the organizational review. We have added two permanent part time social work positions in the past two years. We have also joined the Association of Social Work Boards, partnered with the other Canadian provinces to form the Canadian Council of Social Work Regulators and joined with our colleagues in other provincial health regulatory bodies to form the Health Regulators Network. Additional board committees have been added to oversee regulation and member engagement. Without these initiatives, we would never have the capacity to address the growth and remain true to our mission of excellence in social work.

By working together, we can continue to successfully grow the profession into the next decade.



# Initiatives

## New Provincial Initiatives Promote Recognition of Older Persons

BY HÉLÈNE DAVIS MSW, RSW  
SUZANNE BRAKE MSW, RSW,  
PH. CANDIDATE



Over the past year, the Government of Newfoundland and Labrador has launched two new initiatives designed to promote greater recognition of seniors in our province and their increased visibility in our society. One is the Ageless campaign to promote positive images of aging and the second is the Seniors of Distinction Awards program.

The Ageless campaign and the Seniors of Distinction Awards program are being implemented as part of the Provincial Healthy Aging Policy Framework, which outlines government's response to demographic changes associated with

the aging of the population and its commitment to develop and promote age-friendly legislation, policies, programs and services. Healthy aging involves seeing the value and worth of what people have to offer as they age. People's strengths and resources are emphasized. Contributions they make over time are also valued.

The term "ageism" was first coined in 1969 by the American gerontologist Robert N. Butler to describe stereotyping, prejudice and discrimination against seniors. Recent research survey on the nature and prevalence of ageism in Britain reported the following findings.

- More people (29%) reported suffering age discrimination than any other form of discrimination.
- One third of people surveyed thought that the demographic shift towards an older society would make life worse in terms of standards of living, security, health, jobs and education.
- One in three respondents said that society views those over 70 years of age as incompetent and incapable.

The impacts of ageism are many. Ageism prevents people from being seen for their true merits. It also prevents access to resources and opportunities. Ageism deprives us all of important contributions. People are left out because they are older.

Given the negative consequences of ageism, the recognition of older

adults is one of the priority directions of the Provincial Healthy Aging Policy Framework. The development and implementation of the Ageless campaign to promote positive images and attitudes with regard to aging is a critical action within that priority direction. It is foundational in efforts to create a more age-friendly province.

The Ageless campaign has been running since its launch in December 2008. It features local seniors of varying ages and backgrounds actively engaged in their communities. These presentations of seniors reflect and highlight the strengths, contributions and diversity of older adults in Newfoundland and Labrador and help to counter negative myths about aging. Using the themes "Ambition is Ageless", "Involvement is Ageless," and "Participation is Ageless,"



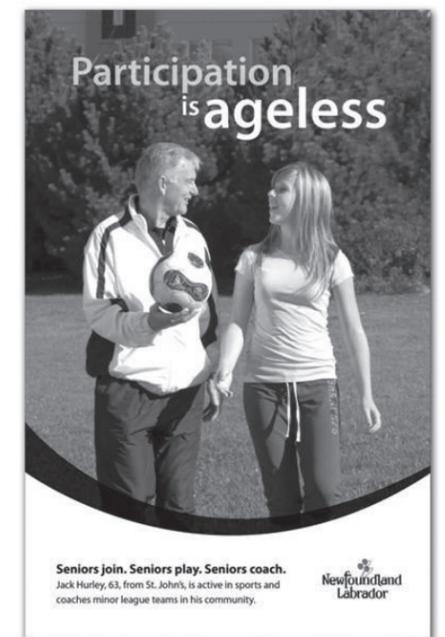
the campaign highlights the fact that ambition, involvement and participation are lifelong choices.

Campaign ads were placed on the back of buses and on bus shelters. Newspapers and magazines have been carrying the ads and the radio clips have been aired on major stations. Posters and promotional items have been distributed with the generous collaboration of seniors' organizations and retiree groups, faith communities, cultural organizations, government departments and agencies throughout the province, including municipal governments and town halls, and the list goes on.

The British research alluded to above also supports the argument that positive contact between people of different age groups can reduce stereotyping and prejudice. More specifically, it showed that those who have positive close contact with older people are more likely to see commonalities between generations and less likely to

stereotype older people as incompetent. This research informed the campaign development and two of the three Ageless campaign images involve older persons and younger persons interacting. Another complementary initiative in support of greater recognition of older persons in the province is the Newfoundland and Labrador Seniors of Distinction Awards program which was launched in January 2009. The Seniors of Distinction Awards honour and celebrate seniors throughout Newfoundland and Labrador, highlighting their achievements as well as the contributions they have made throughout their lives and those that they continue to make. It also recognizes and celebrates the diversity of seniors. The call for nominations goes out in January and the awards ceremony is held annually in June, which is Seniors' Month.

To obtain more information on the Ageless campaign and the Seniors of Distinction Awards, or to obtain copies of the promotional materials, visit the



Department of Health and Community Services website or contact the Office for Aging and Seniors at the Department of Health and Community Services by e-mail at [aging-and-seniors@gov.nl.ca](mailto:aging-and-seniors@gov.nl.ca) or toll-free at 1-888-494-2266.

## Online

BY CAROLYN JONES MSW, RSW

These websites may be useful to you in your daily life.

### Vibrant Communities

[www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)  
Vibrant Communities is a pan-Canadian- driven effort to reduce poverty in Canada by creating partnerships that make use of our most valuable assets – people, organizations, businesses and governments.

### Dignity for All Campaign

[www.dignityforall.ca](http://www.dignityforall.ca)  
Dignity for All is multi-year, multi-partner, non-partisan campaign whose vision is to make a poverty-free and more socially secure and cohesive Canada by 2020.

### The Canadian Society for Spirituality and Social Work

<http://w3.stu.ca/stu/sites/spirituality/index.html>  
The Canadian Society for Spirituality and Social Work (CSSSW) seeks to promote excellence in both practice and scholarship in the area of spirituality and social work. In addition to organizing conferences

and advancing education and training opportunities, the CSSSW is engaged with other organizations and individuals to promote research and the use of research in direct service and community practice.

### The Canadian Association for Social Work Education

[www.caswe-acfts.ca/en/](http://www.caswe-acfts.ca/en/)  
The Canadian Association for Social Work Education (CASWE) is a voluntary, national charitable association of university faculties, schools and departments offering professional education in social work at the undergraduate, graduate and post-graduate levels.

### The Canadian Centre for Policy Alternatives

[www.policyalternatives.ca](http://www.policyalternatives.ca)  
The Canadian Centre for Policy Alternatives is an independent, non-partisan research institute concerned with issues of social, economic and environmental justice. Founded in 1980, the CCPA is one of Canada's leading progressive voices in public policy debates.

### Two Villages

[www.twovillages.org](http://www.twovillages.org)

Two Villages has been created to effect change in impoverished areas of the world through community ownership and cooperation. With the assistance and linkages of international organizations, they will work to engage communities from the developed world to support third world communities.

### Literacy Newfoundland and Labrador

[www.literacynl.com](http://www.literacynl.com)  
Literacy Newfoundland and Labrador is a grassroots network of individuals and community-based groups committed to advancing literacy and lifelong learning in our province.

### Work Well Newfoundland and Labrador

[www.workwellnl.ca](http://www.workwellnl.ca)  
Work Well Newfoundland and Labrador is an internet-based resource for people living with a mental illness in Newfoundland and Labrador that offers information on how to access post-secondary education or training, and/or obtain and maintain employment. It also includes online resources for further reading.

# Leadership

## The Leader in You

BY JODY-LEE FARRAH BSW, RSW



When I think of great leaders, I think of Martin Luther King Jr., Nelson Mandela, or Mother Teresa. Each of these Greats is known around the world for their unique and revered leadership style. What is it about each of them that have made them great leaders? Is it the passion and conviction that was displayed by Martin Luther King on that day in 1963 when he led the peaceful march of 250 000 people on Washington, D.C. and spoke the words, "I have a dream"? Is it the courage and heroism demonstrated by Nelson Mandela as he fought for freedom from apartheid while behind prison bars for 27 years? Or, is it the unselfishness by Mother Teresa to the people of Calcutta? Through their actions, each has left an impressionable mark of leadership style comprised of the most admirable attributes. By examining leadership qualities, we can discover that these admirable attributes found in the leadership styles of these Greats are threaded throughout the Social Work profession.

Let's take a closer look at leadership social work research as being most valuable. They are:

- vision
- influencing others to act
- teamwork/collaboration
- problem solving capacity
- creating positive change

For Social Work leaders, vision is about embracing a dream and inspiring others to participate in a shared vision. In the book, *The Leadership Challenge* (2007), the authors describe well what is meant by vision. They write, "leaders breathe life into the hopes and dreams of others and enable them to see the exciting possibilities that the future holds. Leaders forge a unity of purpose by showing constituents how the dream is for the common good. Leaders stir the enthusiasm for the compelling vision of their group" (p. 18).

empowerment. As social workers, the concept of empowerment is often embodied in the work we do with clients and families directly from the front lines. Social work leaders exemplify empowerment by "... identifying issues of concern for politicians and policy makers; collaboration; and the ability to ... and accomplishment; identifying issues of concern for politicians and policy makers; collaboration; and the ability to ... (Rank & Hutchison, 2000). According to Kouzes & Posner (2007), a leader's ability to enable others to act is essential. "Leaders work to make people feel strong, capable, and committed."

The core attribute of teamwork/collaboration is about relationship. Social work practice is

fundamentally built on the foundation of relationships. Social Workers who participate in teamwork and building trustful relationships with others. Kouzes & Posner (2007) write, "authentic leadership is founded on trust, and the more people trust their leader, and each other, the more they take risks, make changes, and keep organizations and movements alive" (p. 21). Furthermore, "success in leading will be wholly dependent upon the capacity to build and sustain those human relationships that enable people to get extra-ordinary things done on a regular basis" (p. 25).

One of the fundamentals of Social Work practice is the ability to problem solve dilemma. As stated in the literature, this as a core leadership attribute. Problem solving capacity is also described as proaction. Social work participants in a recent study described concepts of social work leadership through a series of statements. Such statements described proaction as "provide direction, organize, advocate, mobilize, be involved, mentor, take risks, facilitate change, display courage, passion, innovative and persistence" (Rank & Hutchison, 2000). These were listed by social workers as important leadership qualities when approaching problem

Lastly, the core attribute of creating positive change is about innovation, creative thinking and being a pioneer.

**CONTINUED ON PAGE 18**

# Perspectives

## Practice What You Preach

BY AMY SHEPPARD BSW, RSW

"I think you should talk to someone." "Would you like me to make a referral for counseling for you?" "Here's the number for the Mental Health Crisis Line." "Do you have access to an Employee Family Assistance Program (EFAP) so you can talk to someone?" These are frequent messages given to clients by social workers on a daily basis. But, how often do we take our own advice? We have devoted ourselves and our lives to social work, a helping profession, yet there is a reluctance to seek help from another professional when we need it.

While working for Child Youth and Family Services (CYFS), I dealt with a dilemma. As stated in the literature, this as a core leadership attribute. Problem solving capacity is also described as proaction. Social work participants in a recent study described concepts of social work leadership through a series of statements. Such statements described proaction as "provide direction, organize, advocate, mobilize, be involved, mentor, take risks, facilitate change, display courage, passion, innovative and persistence" (Rank & Hutchison, 2000). These were listed by social workers as important leadership qualities when approaching problem

I met with the EFAP representative a few weeks later. Things in my caseload had settled, but given that I had started the



process, I would follow through. Meeting with the representative was a positive experience. I explained what I was going through and she presented me with options for counselors. I chose one that worked from a Cognitive Behavioral Perspective, something I was familiar with and found to be a helpful theory for me on a personal level.

Overall, my experience with the counselor was very positive. I was able to process the events that led me to seek help and I was able to work beyond that as well. I learned a great deal about myself and my social work practice. It was a good experience to be the client, for a change. I have a new appreciation for what clients experience when we send them off for counseling.

I wanted to share this as I believe that there is a stigma attached to seeking help. I think there is a perception that to be a social worker you have to be super strong and to seek help is to show weakness. There is an element of vulnerability in seeking counseling and in working with a counselor. But by examining ourselves during a time of vulnerability we learn about ourselves and have an opportunity to build self awareness and improve our practice.

I want to encourage Social Workers to seek help if needed. Encourage each other. We lean on each other every day, start encouraging one another to seek out EFAP. I would not have gone had someone not encouraged me. Let's talk about our experiences with EFAP and lessen some of the stigma.



# Feature

## Remembering the Montreal Massacre

• Almost 80 per cent of women in Newfoundland and Labrador who experience violence are most likely to be victimized by a spouse, ex-partner or ex-common-law spouse.

• In the past 20 years, more than 20 women have been killed in a domestic homicide in Newfoundland and Labrador.

To draw attention to the issue of violence against women, we have chosen to reprint sections of an article which appeared in The Telegram on December 13, 2008. The following article has been reprinted with permission from Alisha Morrissey of The Telegram. It investigates the reasons why men decide to kill and it pays respect to local women who are victims of violence. The article begins with statements by social work professor Leslie Tutty of the University of Calgary.

Social work professor, Leslie Tutty, from the University of Calgary states, "when women are killed by their partners before they attempt to leave them, there's little or no knowledge of what went wrong in the home. These are women who have not used outside services ... there didn't seem to be any avenue of preventing it." She said, "they didn't call the police, they didn't go to shelters, so there's nobody that really has their story and could say what happened to lead up to it. I think once (abusive spouses) verbalize a threat to kill that's credible, that you can tell that he actually really means it. I think that just lifts the danger level to a whole new high. And when you continue to live at that danger level, it's hard then to know how to interpret further threats." Tutty said cases are rare that a woman is murdered by her

partner during a severe marital argument. In those cases, she said, the women were likely not abused, because an abused woman would never have been in a serious argument with her spouse.

According to research by Martin Daly and Margo Wilson of McMaster University's psychology department, and republished in Brian Vallee's book, The War on Women, men will hunt down and kill spouses who have left them, while women hardly ever do the same. They also found that men are more likely to kill women whom they discover have been unfaithful. Women almost never kill their partners, despite the fact that men are notably more adulterous. Men kill women in planned murder-suicides, while women almost never do. Men kill wives after years of abuse, while women seldom do. Men kill spouses and children together, women rarely do.

Leslie MacLeod, president of the Provincial Advisory Council on the Status of Women, says "we fully believe there is a culture of male violence in the province. We've had three women murdered in the province in the last year. Why is it happening? Starting with sexist attitudes of women being less equal and starting with attitudes of ownership and possession and the right to control. How does it move then to physical violence, and ultimately, murder? We need to answer those questions and then, ultimately, stop it. "We need a lot more work on this. We need a lot more questions asked and a lot more thought given to the answers. We're making assumptions here, and assumptions are leading to death, and we need the truth."



### The victims behind the statistics:

- May 30, 2008  
Amanda Power - 29, St. John's
- Jan. 18, 2007  
Sonya Rogers - 23, Summerford
- Aug. 3, 2006  
Goldie Loveless - 34, Hermitage
- Nov. 2006  
Genevieve (Jenny) Hull - 52, Bay d'Espoir
- Mar. 14, 2006  
Beverly Rose Clahar - 52, Avondale
- Jan. 28, 2006  
Pamela George - 21, Arnold's Cove
- Sept. 27, 2005  
Geraldine Payne - 33, Clarendville
- Dec. 26, 2005  
Shirley Parsons - 53, Victoria
- June 10, 2005  
Cathy MacDonald - 35, Port aux Basques
- Sept. 21, 2003  
Ann Maria Lucas - 56, Stephenville
- Dec. 12, 2002  
Mary Susan Evans-Harlick - 24, St. John's
- Nov. 11, 2000  
April Arnott - 19, Conception Bay South
- June 28, 2000  
Brenda Gillingham - 39, St. John's
- July 24, 1997  
Judy Ann Ogden - 25, Corner Brook
- Sept. 15, 1997  
Mary Margaret O'Reilly - 60, Spruce Brook
- Nov. 4, 1996  
Marguerite Dyson - 51, St. John's
- Jan. 28, 1988  
Gail (Brewer) Ping - 21, St. John's
- 1979 - Janet Louvelle - 16, Corner Brook

Source:

# Community

## The Liaison Social Worker

BY ALLISON G. POWER BA, BSW, RSW

In 2004, the Liaison Social Worker (LSW) position was created within the Department of Human Resources, Labour and Employment (HRLE) to respond to the needs of vulnerable clients and client groups who have complex issues, such as, persons living with mental illness, addictions, repeated conflict with the law, and an increase of emergency housing requests. Clients often experience barriers whether they have multiple or stand alone issues. There are three priority areas that are a critical part of this role. They include:

### Increased collaboration and dialogue across agencies

With the introduction of the LSW position, HRLE has developed a frontline capability to seek partnership and dialogue with other agencies. The LSW has worked closely with other agency front-line and management staff to form partnerships, address service gaps and client issues.

### Linkages

One of the main priorities of a LSW is to provide community and interdepartmental linkages for income support clients who present with complex needs, request services but have yet to be connected to such services. Because LSW's do not case manage, it is important that clients are supported in navigating through the available services, internal and external. In addition, a LSW will also assist clients who wish to reconnect with community supports.

### Community Connections

The LSW team is very involved with community and inter-departmental



committees. The committee's focuses include homelessness, mental health, youth and seniors. Also, the team participates in community initiatives to enhance our understanding of new community programming and to network with community agencies.

Currently, there are eight Liaison Social Work positions across the province. These positions are located in the following regions: 3 positions in the Avalon Region with 2 additional positions to be filled late 2009, 2 positions in Central, 2 positions in Western and 1 position in Labrador. There is a Provincial Team, which maintains regular contact via bi-weekly teleconferences and bi-annual meetings. The team provides support and guidance to each region regarding complex cases, discussion of community trends, and making recommendations to management regarding existing policy.

### Expanding Roles

The Department of HRLE has created exciting new programming and initiatives throughout the last couple of years. Since August 2009, I have taken on an exciting new addition to my

current role, which now provides LSW support to a team providing intensive career and educational counseling supports to youth between the ages of 18 and 30. This is a team of career development specialists and client service officers located throughout the province working within the Career, Employment and Youth Services Division. Through this team, I help to facilitate linkages and services to youth who may require additional support in the development of their career and/or educational plan.

From a social work perspective and based on a team approach, the client is always considered an expert in his/her life. Respect, dignity, acceptance and self-determination are key values which are embedded in our daily practice. The community and government connections developed through the LSW team have provided a strong foundation to the multi-disciplinary team approach used with clients. As community capacity building is so vital to the Liaison Social Work Team, I look forward to the continued support of community and governmental agencies as well as new partnerships to be developed in the future.



# Happenings

## Do You Remember Your First?

BY CLINICAL PRACTICE TEAM,  
LONG TERM CARE ST. JOHN'S

Development Day for social workers in long term care was on October 5, 2009 at the new Free Mason Hall, bringing together social workers from across Eastern Health and extending provincially with representation from Labrador- Grenfell Health.

For the 18 social workers in attendance, this meeting with our colleagues from across the province. Much experience was shared and there was an opportunity to dialogue on global issues we encounter in our area of practice.

The Professional Development Day was an initiative of the Eastern Health Social Work Clinical Practice Team, resulting from a variety of recent events, which included:

- A meeting in October 2008 with the NLASW and Social Workers in Long Term Care, St. John's (SWLTC-SJ's) regarding the delivery of social work services in the region.
- A provincial teleconference hosted by the NLASW was held in November 2008 for all social workers in long term care. We discovered that provincially, we face many of the same challenges in social work service delivery.
- In January 2009 the NLASW submitted a pre-budget report seeking priority for Long Term Care services.
- In May 2009 representatives from the NLASW and SWLTC-SJ's met with government representatives from the Department of Health and Community Services regarding policy.
- In May 2009 a provincial teleconference

was hosted by the NLASW focusing on the First Available Bed Policy. (Summary Report, 2009, NLASW)

In recognizing the common challenges facing social workers in long term care across the province, a Professional Development Day evolved with input and expertise from the social work community. Our day began with a focus group facilitated by Jody-Lee Farrah, NLASW Social Work Consultant, providing invaluable feedback and a continued desire to move forward in addressing the challenges with service delivery in long term care.

We continued the day with a well-received presentation by Patti Erving, Eastern Health Professional Practice Consultant, entitled "Your Written Reputation". Patti brought together the importance of documentation, utilizing the CASW Code of Ethics (2005) and the NLASW Standards of Social Work Recording.

The day concluded with Ellen Oliver, MUN School of Social Work Acting Director and Barb Drover, Family Services Program Family Therapist, exploring how to strengthen theory and knowledge in our daily practice. This session re-  
already knew and left us with a desire to strengthen our knowledge base.

The opportunities of the Professional Development Day energized and validated the passion within our colleagues to provide excellence in social work service delivery. We continue to move forward in identifying the challenges and seeking solutions that face residents of long term care throughout the province.

Like all good teams, a leader was needed for this day to occur. We would like to acknowledge the talents and contributions of Connie Pilgrim, social worker at The Hoyles-Escasoni Complex, who worked behind the scenes to make this day such a success.

long term care!





**St. John's - March 25-26, 2010**

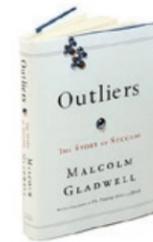
**St. John's - May 11-12, 2010**

**St. John's - May 13, 2010**

# Book Reviews

## Outliers: The Story of Success

BY AMY SHEPPARD BSW, RSW



Malcolm Gladwell attempts to answer the question "Why do some people succeed far more than others?" The answer is a challenge to the "American dream;" the idea that with

enough hard work and positive attitude anyone can be successful. Rather, Mr. Gladwell posits that the elements that make up success are largely out of one's control. He argues that something as

insignificant as your month of birth may largely influence your future. He also challenges ideas about how culture and class contribute to success. The book is incredibly thought provoking and many times throughout reading I found myself relating pieces of his ideals to my social work practice, particularly the challenges he makes to class and culture.

There were a couple of issues I would have liked Mr. Gladwell to expand on and address. His idea of success is a traditional one, largely based on fame

and fortune. Furthermore, all examples of success with the exception of one were men. He does not address the gender imbalance.

As a whole, the book was a great read and had some interesting ways of thinking about the world. I highly recommend it.



## Push: A Novel

BY MELANIE DUFF-HICKEY BSW, RSW



Like many other of my social work colleagues, I enjoy reading books that illustrate the many values of the social work profession. One of the recent books I read is, "Push: A Novel"

by Sapphire. This book is set in the 1980's depicting the story of a young black woman by the name of Claireece "Precious" Jones living in Harlem, New York.

Precious depicts her story from her point of view as a victim of oppression growing up in a poor, dysfunctional family as a victim of abuse and incest. Precious tells

her inconceivable story of hardship and her efforts to overcome her struggles as an isolated, unloved and impoverished young woman.

At the beginning of the novel, Precious reveals that she is pregnant for the second time by her father with his second child. Precious makes references to her dealings with the social service system and her efforts to seek support from her mentor.

Precious with her brutal honesty, draws the reader in with her disturbing yet inspiring story of brutalization, oppression and the courage to survive. The story is told in the characters own dialect. Precious' language skills improve as the novel progresses thus leaving the reader

to join in her triumphs, struggles and feelings of being human and nurtured for the first time.

This novel has now been developed into a major motion picture starring Gabourey 'Gabby' Sidibe, Mo'Nique, Paula Patton, Mariah Carey, and Lenny Kravitz.

The novel was next to impossible to put down and at times disturbing and told in a graphic manner. It left me as the reader feeling the story was unfinished with many unanswered questions.



# Issues

## Divisive Thinking

BY AMY KENDALL BA, BSW, RSW

We are all individuals with our own experiences, backgrounds and interests. We all need to learn to value and accept each others' experiences for what they are. This may not always be easy, but it is a goal to strive for.

Just because other people have experiences that are different than our own does not mean that they are any better or worse than we are. It simply means that our experiences have been different. It is not effective in a helping relationship to subscribe to divisive "us vs. them" thinking when people have different experiences than our own. Recently, I have experienced this divisive thinking in statements made in casual conversation. While the individuals making these statements did not mean to be hurtful or biased in their comments, their comments came across as being harsh and very judgmental. Without realizing it, many people subscribe to the tendency towards divisive thinking – whether by accident or experience. Realistically, every family has challenges. Some families have supports to help them out, while others unfortunately do not. Nobody knows what the future holds; any one of us could have the supports that we need to deal with it. It is sometimes easier to look at people who are struggling and see them as different from ourselves, but if our life circumstances were similar to theirs, perhaps we would be walking the same road.

As human beings we all need love, support and to feel safe. We also need to be shown respect, kindness, and to have our family, culture and background

respected and acknowledged. None of us should be harshly judged because of where we come from, who we live with, who our friends are, or what we wear. We are all individuals in our own right, and our individuality should be respected and acknowledged.

As part of its mandate, the Newfoundland and Labrador Foster Families Association has responsibilities in the area of community education. We have developed a presentation about different kinds of families and the importance of respecting individuals and their circumstances. The primary goal of this presentation is to eliminate the stigma children in care sometimes experience in the school system. This presentation has recently debuted in Labrador and it is our goal to bring the presentation to as many schools as possible throughout the province.

We have another presentation for the community which provides general information about fostering and the need for more foster homes. In the past, we've presented to Rotary Clubs, Lions Clubs and Kiwanis Clubs. If you know of a workplace, community organization or group presentations, please do not hesitate to contact us.

Currently, there continues to be a provincial shortage of foster homes. If you have ever thought about fostering, now is the time to call 709-754-0213, 877-754-0218 (toll free) or email amykendall@nfld.net for more information. If there is someone in your life who you think would make a good foster parent, talk to them about it and encourage them to call for more information.

## THE LEADER IN YOU CONTINUED FROM PAGE 12

Social workers demonstrate innovation when a creative proposal is written that secures vital funding to keep a community outreach program operating or when a systemic gap in service is overcome, creating access to meet the needs of clients.

Kouzes and Posner (2007) describe this aspect of leadership as "people who seize the initiative with enthusiasm, determination, and a desire to make something happen. They embrace the challenge presented by the shifts in their industries or the new demands of the marketplace and commit themselves to creating new possibilities that make a meaningful difference" (p. 165).

I've discovered that leadership and of one another. Leadership doesn't have to be complicated or logistical. Leadership can happen anywhere, at any time in social work. When considering leadership in social work, that you possess and begin to recognize the leader in you.

### References:

# Movie Review

## The Soloist

BY LISA ZIGLER MSW, RSW



The Soloist is the moving story of the connections we make with one another throughout our lives. This movie is based on a true story of the friendship between Journalist Steve Lopez (Robert Downey Jr.) and a former

classical music prodigy, Nathaniel Anthony Ayers (Jamie Foxx), who Lopez stumbles upon, homeless and playing his Cello in a tunnel in L.A. Thinking that there is a story behind this man that will sell newspapers, Lopez endeavors to make a connection with Ayers. Woven throughout this film is the theme of mental health issues, stigma, homelessness, self-determination and what it really means to "help". The story is a powerful reminder to us to understand the gifts we each have and the importance of acceptance, self-

determination, courage and hope. This film is particularly interesting from a social work perspective as it delves into the factors that can lead to homelessness, exclusion and oppression. It reminds us that through compassion, respect and connecting with one another, we not only can help others, we can transform ourselves. The Soloist is out on DVD and would make an excellent gift for any social worker on your gift list.

## Celebrating Social Work in March 2010

During the month of March, social workers across Newfoundland and Labrador will celebrate National Social Work Month. National Social Work Month is an opportunity to promote the profession by raising awareness about social work roles, knowledge and skills. Further, it gives all social workers in Canada an occasion to celebrate our social ideals and values, and to tell the world around us that this is what we believe in.

The theme for social work month is poverty and focuses on Social Workers Speaking Up: Poverty Costs. If you would like to join the celebrations in your region or organize an event in your community, we want to hear from you! Please contact the NLASW Representative in your region.

**St. John's - Niki Legge**  
niki.legge@nf.lung.ca

**Eastern - Evelyn Tilley**  
evelyn.tilley@easternhealth.ca

**Central - Valerie Elson**  
val.elson@centralhealth.ca

**Western - Cindy Parsons**  
cindyparsons@westernhealth.nl.ca

**Labrador - Kim Blake**  
kim.blake@lghealth.ca

## ONLINE COUNSELLING CONTINUED FROM PAGE 5

### References

Resources  
Online Context  
Social Work 2.0- [http://en.wikipedia.org/wiki/Web\\_2.0#Social\\_Work\\_2.0](http://en.wikipedia.org/wiki/Web_2.0#Social_Work_2.0)  
Online Ethical Standards  
(<http://www.counselling.org/>)  
International Society for Mental Health Online (<http://www.ismho.org/home.asp>)  
Online Private Practice Social Work Examples in Canada  
<http://therapyonline.ca/default.htm>  
<http://www.newfoundwebcounselling.com/online.html>  
Online Language & Symbols  
<http://www.microsoft.com/windowsxp/using/windowsmessenger/emoticons.mspx>

# Acknowledgements

## 2009 Horizon Award for Outstanding Achievement Under the Age of 35

**PRISCILLA CORCORAN MOONEY**  
B.SC.'99, BA'00, BSW'03



The Alumni Horizon Award honours young alumni who have realized extraordinary achievements before the age of 35.

If you want to achieve a lifetime's worth of volunteer and community service by the age of 35, you'd better get an early start. Priscilla Corcoran Mooney started early in high school and never stopped. She promoted environmental initiatives as a member

of the Green Team at Fatima Academy. DYV dRæMU eYV gVj } æb:ZæVRj TjF S at her school and she contributed to the school newspaper.

Then she moved to Memorial and a whole new world of opportunity opened up. First of all, unlike most of us, Ms. Corcoran Mooney pursued not one degree, but three. She received her Bachelor of Science in 1999, her Bachelor of Arts in 2000 and her Bachelor of Social Work in 2003.

That was all well and good, but Ms. Corcoran Mooney still had some free time on her hands, so she leapt right into a range of volunteer opportunities. At CHMR, they needed a host for the TR^ af d'dgVj } æb:æY? Vh Wf \_UJR\_U show, so she put her name forward. She wrote occasionally for both the university newspaper and the provincial daily newspaper. In 2003 her three-part series on the tenth anniversary of the cod moratorium won her a national award for the best series from the Canadian Better Newspapers Association. She represented the province's youth on the Royal Commission for Strengthening Our Place in Canada. And above all, she relentlessly

pursued her vision of what life in rural Newfoundland should be like.

She credits her parents for instilling in her the love of rural life and the sense of belonging to her community. This is something she never forgot. She became Branch's youngest mayor in 2003 and initiated a range of programs to help revitalize the community of Branch. Those initiatives include the Singing Kitchen, acting as vice-chair of the Friends of Cape St. Mary's, the past treasurer of the recreation committee, and the working with Well Teen Club. Her famous sign at the community centre listing the top 21 reasons to live in this small community of 300 made regional and national news. In 2007, her volunteer work was recognized nationally with Flare Magazine's Community Volunteer Award.

Ms. Corcoran Mooney also works as a social worker and, with her husband Chris, runs a successful bed and breakfast business in Branch.

Ms. Corcoran Mooney is this year's winner of Horizon Award recognizing the extraordinary achievements of a Memorial alumna under the age of 35.



Reprinted with permission from MUN Alumni Affairs and Development. Written by Bojan Furst, Communications Coordinator.

# Membership

## 2009/10 NLASW Private Practice Roster

The NLASW has established a voluntary register of social work private practitioners. The following social workers have elected to be included on the register. They meet the criteria for private practice in the profession of social work in Newfoundland & Labrador. Contact information for these social workers is available on our website.

### ST. JOHN'S REGION

Bobbie Boland, MSW, RSW  
Mona Budden, MSW, RSW  
Agatha Corcoran, MSW, RSW  
Tammy Earle, MSW, RSW  
Donna Hardy-Cox, PhD, RSW  
Darrell Hayward, BSW, RSW, M.Ed., CCC  
Gladys Jackson, MSW, RSW  
Mary Jardine, BSW, RSW  
Brian Kenny, MSW, RSW  
Dennis Kimberley, PhD, RSW  
Rosemary Lahey, MSW, RSW  
Denise Lawlor, MSW, RSW

Mary Meehan, MSW, RSW  
Louise Osmond, MSW, RSW  
Jamille Rivera, MSW, RSW  
Michelle Sullivan, PhD, RSW  
Lisa Zigler, MSW, RSW

### EASTERN REGION

Lynn Burke Evely, MSW, RSW  
Wendy Cranford, MSW, RSW  
Wanda Green, MSW, RSW  
Maxine Paul, MSW, RSW  
Murray Smith, MSW, RSW  
Ruby White, MSW, RSW

### CENTRAL REGION

Valerie Elson, MSW, RSW

### WESTERN REGION

B. Elaine Humber, MSW, RSW  
Barbara Lambe, BSW, RSW

### LABRADOR REGION

Suzanne Wiseman, MSW, RSW



## Announcements



Kristi Sooley and her husband Darren welcomed their second child, Ella Christina, on June 27, 2009.



Annette Johns and her husband Greg welcomed their baby boy, Ryan Gregory on July 10, 2009.



Congratulations to Adrienne Foley on her new position with the NLASW as Administrative Assistant.



Announcing the appointment of Carrie Russell as the student representative to the NLASW Board of Directors. Carrie is a 5th year student at MUN School of Social Work and she brings great enthusiasm to the board room.



Announcing the appointment of Valerie Elson as the central region representative to the NLASW Board of Directors. Valerie brings a wealth of knowledge and expertise in social work practice.



Congratulations to Lisa Crockwell and Annette Johns on the publication of their d/dMRdTY RæZJMcV-VTeZ\_X`\_eV F dV of the Code of Ethics in SW Practice: A Newfoundland and Labrador Perspective. The article was published in the Journal of Social Work Values and Ethics, Summer 2009 edition. The article can be viewed by following the following link: <http://www.socialworker.com/jswwv/content/view/122/68/>.



# Commentary

## The Office Lights

BY KAREN MOORES BSW, RSW

As I near the end of my paid work as a social worker, I am given pause to not only what do I do when retired, but indeed what do social workers do when they retire. For social workers, the concept of social work and social justice are intrinsically woven together. Our pursuit of right for the most vulnerable of our population is what makes us who and what we are. To take up a cause, to fight for justice and to seek equality for people are not issues that disappear when the office light is extinguished for the final time. As social workers, if we see injustices we look for ways to make it right. Do we retire from social work or do we take our social work values into "other" avenues?

I have spoken with colleagues who have retired from paid employment and have learned that most are involved in a variety of volunteer activities. Invariably they have indicated they are finally able to give their time and efforts to organizations which while in paid positions were only able to support minimally.

Organizations are benefitting from the expertise offered by our social workers. Volunteerism is alive and well in our province. There are many community groups which currently benefit from the expertise of social workers. We can be found in community recreation centres, food banks, and charitable organizations which promote particular issues.

The needs of vulnerable people are real.

We can help in reducing problems for people in ways that make use of our learned and often long-practiced skills. The door is not shut when a social worker retires. It is left ajar and open to many possibilities. I am excited to move ahead in this next step. I have often said that there are times when my paid employment has gotten in the way of my volunteering. In the coming year I am looking forward to the pursuit of social justice, but in my own time and place.

Retirement for social workers can be the beginning of something new and exciting. We are able to set our own schedule and work on causes that look to the greater good. So when the light is turned off in the office for the last time, the light will be turned on for new and exciting possibilities.



## Reputation

CONTINUED FROM PAGE 7

Section 33 of the Social Workers Association Act holds a social worker accountable for behaving in a way that "harms or tends to harm the standing of social work". The CASW Code of Ethics (Value 4) states "As individuals, social workers take care in their actions to not bring the reputation of the profession into disrepute".

Harming the standing or reputation of a profession can encompass conduct outside of professional practice. There are examples whereby regulatory bodies in Canada have disciplined members for conduct unbecoming, and this includes conduct that had occurred in their private lives. A social worker was disciplined when she told a woman with whom her husband had had an affair that he was

HIV positive when he was not. A teacher was disciplined for publishing a series of letters in the local newspaper that were considered discriminatory towards homosexuals. The discipline panel, and the Court of appeal, found that the man's comments had brought harm to the school system as a whole. The decision read:

Non discrimination is a core value of the public education system; the integrity of that system is dependent upon teachers upholding that value by ensuring the school environment is accepting of all students. When a teacher makes public statements espousing discriminatory views, and when such views are linked to his or her professional position as a teacher, harm to the integrity of the

school system is a necessary result.

We teach people what social work is by taking every opportunity to educate them, and by exhibiting the incredible knowledge, skills and abilities that we have acquired through our social work education. When we are known in our communities as social workers, this becomes part of our public image and when a social worker decides to step outside what is considered us. Professionalism is about keeping it higher than the work at hand – it's about the way we present ourselves and indeed in the way we live our lives. Each of us has an individual responsibility and our collective reputation depends on it.



# Nominations



## 2010 Board of Directors

Nominations are now being accepted for the 2010-2012 Board of Directors of the NLASW. Nominations are open to any member in good standing with the NLASW whose nomination is supported by two other members in good standing. If you are interested in nominating someone, or being nominated yourself, please photocopy the form below. Nominees must submit a personal statement of no more than 250 words introducing yourself and outlining the skills you will contribute to the NLASW Board of Directors.

Elections are being held this year for the following positions:

- President Elect
- Board Member at Large
- CASW Representative
- Labrador Representative
- St. John's Representative

Elections for these positions are conducted by secret ballot, via mail. All members in good standing are eligible to nominate, run and vote. The NLASW Board of Directors is

responsible for monitoring the overall functioning of the NLASW and its committees as determined by the Social Workers Association Act. Board members are expected to have a clear understanding of the mandate of the NLASW and an interest in promoting the mission which is Excellence in Social Work.

The goals of NLASW are:

- To regulate the profession of social work in Newfoundland and Labrador.
- To promote the continuing professional education of social workers.
- To promote awareness of the social work profession.
- To engage in social policy analysis and advocacy.
- To be responsive to the profession of social work in all regions of Newfoundland and Labrador.

The Board meets face to face and via teleconference. In addition to reviewing

relevant material and taking action in preparation for regular and special board meetings, board members are expected to engage in other activities between meetings that are in keeping with their prescribed role. If you require further information about the role of board members please contact the NLASW

The Voting Process

1. Nominations and voting will be completed prior to the Annual General Meeting and an announcement of the new board will be made at the AGM.
2. The call for nominations, which you have just received, must be returned February 12th, 2010 at 4:30 p.m. (island time); 4:00pm (Labrador).
3. Ballots for contested positions will be sent to members. The original ballot must be returned in person or by mail no later than March 19, 2010.



## Board of Directors Nomination Form

We \_\_\_\_\_ and \_\_\_\_\_ Nominate \_\_\_\_\_

For the position of (check one):  President Elect,  CASW Representative,  Board Member at Large,  Labrador Representative,  St. John's Representative on the board of directors of the Newfoundland & Labrador Association of Social Workers for the 2010-2012 term of office.

Signature of Nominee \_\_\_\_\_ Date \_\_\_\_\_

Signature of Nominator 1 \_\_\_\_\_ Nominator 2 \_\_\_\_\_

(All nominators and nominees must be members in good standing of the NLASW)

**NLASW Annual General Meeting, Wednesday, March 24th, 2010, Audio conference**  
Please RSVP to the NLASW office for contact information.



# Catching the Winds of Change 3

## Conference Faculty

David Epston  
Jill Freedman  
Kenneth Hardy  
Jan Fook  
Maggie Carey  
Shona Russell  
Jim Duvall  
Laura Beres  
Tod Augusta-Scott  
Water Bera  
William Randall  
Scott Cooper  
Marie-Nathalie Beaudoin  
Catrina Brown  
and more...

The Maritime Collaborative Therapies Conference  
Dalhousie University Halifax, Nova Scotia  
June 8-11, 2010

For the full program, conference details and to register online:

[www.thewindsofchange.ca](http://www.thewindsofchange.ca)

© [2009] Hinds-Dellcrest Centre, Gail Appel Institute All rights reserved



**BRIDGES**

a domestic violence counselling,  
research, and training institute

**BRIEF THERAPY  
TRAINING CENTRE**  
**INTERNATIONAL**  
The Hinds-Dellcrest Centre  
GAIL APPEL INSTITUTE