

# Social Work Recruitment & Retention

## 60 SECOND UPDATE

### Progress on Pillar 1: **Recruitment**

UNB-SJ welcomed its first cohort of Bachelor of Social Work students, approximately half of which were graduates of the NBCC SSCW program, through the college to university pathway that's currently in place (2+2).

The CCNB welcomed its first cohort of students to the Technique en service social et communautaire (TSSC) program in September 2024. Program graduates will be eligible for social work technician registration.

With support of the DH, the NBASW hired a Consultant to develop a Foreign Qualification Recognition Program, aimed at reducing barriers for foreign educated social workers. The Consultant has begun developing the program.

*The 2023-2028 Social Work Recruitment and Retention Strategy is focused on increasing the recruitment and retention of provincial social workers. We are excited to share some of the progress that's been made since the September 2024 update!*

*The Steering Committee has been reviewing and revising the Strategy to ensure that it aligns with current pressures and priorities. The revised Strategy is nearly complete and will soon be brought to the Steering Committee for adoption.*

The NBASW continues to partner with EECD's Centre of Excellence for Health to educate youth about the social work profession and social work technician paraprofession.

### Progress on Pillar 2: **Retention**

The NBASW has continued working with the New Brunswick Institute for Research, Data and Training (NB-IRDT), the DH, and SD to develop a report on social work recruitment and retention in New Brunswick. The project has been approved and the NB-IRDT is now working to set up the datasets.

## Progress on Pillar 2: **Retention (continued)**

The NBASW will continue to survey members annually to track the progress of the Recruitment and Retention Strategy. Keep an eye out for the survey, in the coming months!

## Progress on Pillar 3: **Role**

On June 7, 2024, the NBASW Act received Royal Assent, providing the Association with the power to regulate social work technicians! As of February 26, 2025, the NBASW has registered 43 social work technicians, including 27 through the regular pathway and 16 through the 12-month equivalency pathway required to operationalize the legislation. Welcome to all social work technicians!

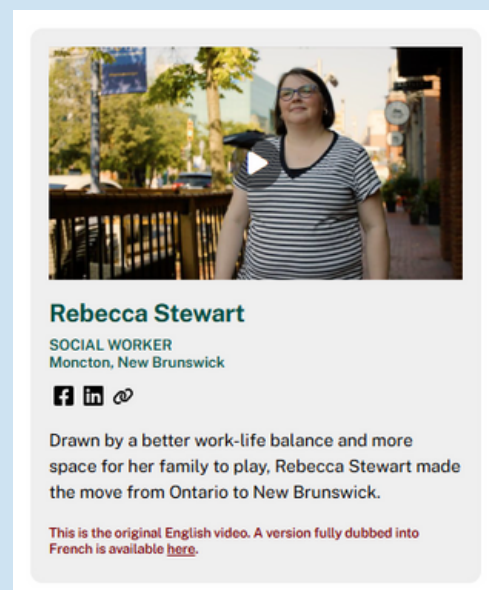
## Progress on Pillar 4: **Image**

The Department of Health and the NBASW are working with marketing company m5 to develop a Mental Health & Addictions public campaign. The campaign will be launched in March 2025 to celebrate Social Work Month 2025!

The DH launched their Out-of-Province Healthcare Recruitment Campaign, focused on recruiting health professionals from Quebec and Ontario to live and work in New Brunswick. The campaign features a social worker and is reported to have achieved target metrics, to date. Click the following links to see the campaign video testimonials!

English: <https://nbhealthjobs.ca/testimonials/>

French: <https://emploissanténb.com/temoignages/>



## Progress on Pillar 5: **Child Protection**

SD staff continues to educate social work students on what social workers there do, including getting students to participate in mock Family Group Conferences!

SD continues to work on implementing multidisciplinary teams in Child Protection (CP) and continues to focus on recruiting and retaining social workers in CP.

SD continues to provide BSW students with letters of intent to hire, prior to their graduation.

## Progress on Pillar 6: **Mental Health & Addiction Services**

Education Training and Knowledge (ETK) trainers continue to provide social workers with increased education and mentorship across both Regional Health Authorities (RHAs).

Both RHAs are working to implement social work technicians into the multidisciplinary care teams, ensuring the roles are aligned across organizations.

## Progress on Pillar 7: **School Social Work**

The Anglophone School Social Worker Committee continues to meet to work on defining and supporting school social workers in their roles, in addition to enhancing student field placement opportunities.

The Francophone School Social Worker Committee has also begun meeting to define the roles of school social workers and social work technicians within the Francophone sector.