

ANNUAL REPORT

2024-2025

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Back row from left to right:

Shae McCarthy (Member Services and Regulatory Officer)

Keara Grey (Director of Policy & Member Engagement)

Miguel LeBlanc (Executive Director)

Front row from left to right:

Sebastián Gómez Rodríguez (Office Manager & Accounting Coordinator)

Martine Paquet (Registrar)

Mélissa Frenette (Consultant)

Ethan Stryde (Engagement & Communications Officer)

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President's Report



Carole Gallant, RSW

NBASW President

The year that we have just experienced will undoubtedly go down in history for our Association. The date of June 7, 2024, will, from now on, be an historic date for the NBASW, because it is the date when the Act to Amend the New Brunswick Association of Social Workers Act received royal assent. The bill authorizes the Association to include social work technicians as registered members.

Regulation of social work technicians by the NBASW is one of the basic pillars of the five-year strategic plan of the committee for recruitment and retention of social workers (2023–28). By establishing the regulations, the NBASW is opening the door to the social work field, while ensuring that the public is protected by its high standards for education, professional practice, and ethical behaviour. Social work technicians undergo specialized training to prepare them to effectively support social workers, including implementing some aspects of treatment plans within their scope of practice.

By early March 2025, we had already authorized the registration of 40 social work technicians, while another 101 applications from social work technicians are under consideration through the regular pathway or equivalency.

Also, the NBCC campuses will soon be graduating 92 potential new social work technicians, while the CCNB will have its first cohort graduating in June 2026. By early March 2025, we had already authorized the registration of 40 social work technicians, while another 101 applications from social work technicians are under consideration, either through the regular pathway or through equivalency.

We are very happy and proud to officially welcome social work technicians to the NBASW! Their arrival marks an important milestone for our Association and the profession as a whole. The essential role they play with social workers will enrich our community. Together, we will fulfill our mandate by promoting quality professional practice based on high standards, to serve individuals and communities in New Brunswick. Welcome!

During the annual banquet this past year, Karine Levesque was awarded the Raoul Léger Award with her family and colleagues in attendance. The award was richly deserved by this social worker who has been dedicated to the promotion and protection of our profession for many years. I want to thank and commend the northwestern host committee for organizing the 2024 conference and banquet and for providing the traditional warm welcome from people in that region. The banquet was followed by the NBASW Annual General Meeting the following day. The ability to attend virtually continues to promote greater attendance, with 33 social workers on site and another 45 online.

Here is some more good news! The Department of Health has joined with the NBASW in funding a campaign to promote social workers in mental health and addiction treatment. The role of social worker is played by one of our members, Tania Smiley. She did a great job bringing out the empathetic, caring, and non-judgmental side of social workers. The campaign was launched in early March, during Social Work Month. Since then, it has been viewed more than a million times on traditional media and nearly 3 million times on social media. Also, since the 2024 public awareness campaign on social workers in child protection was so well received, the Department of Social Development funded a second media phase in the fall.

The intersectoral provincial committee on recruitment and retention of social workers met monthly throughout the year. Over the last year, partners proceeded with a review of their objectives, to make sure they were all up to date. The commitment shown by all partners has been impressive, and everyone recognizes the importance of social workers in their respective organizations and the impact that all the vacant positions can have on service delivery. Several organizations are taking the necessary steps to create positions for social work technicians. Several files are being dealt with at the same time, so that various initiatives move forward. Progress is being made on the files, but there are significant challenges.

The Department of Health, supported by the Department of Social Development and the Department of Post-Secondary Education, Training and Labour, is funding a three-year project to develop, launch, and facilitate the recognition of international credentials for social workers coming into the province. The funding has enabled the NBASW to hire a social worker for a three-year contract in the office.

On November 7, 8, and 9, the Executive Director and I had the opportunity to attend the annual meeting of the Association of Social Work Boards (ASWB). On November 7, I had the chance to take part in discussions with members of various boards of directors in Canada and the United States that are members of the ASWB. These discussions led us to the realization that, when it comes to our aspirations and our challenges, we have more in common than we have differences. In fact, one of the things that remains important is the entry-to-practice exam. We expect the new version of the exam to be available in English in 2026, and the translation into French in 2027. As a regulatory body, we must consider making an entry-to-practice exam mandatory. That said, we still have some time, since the translation is expected to be done by 2027, but the discussion should be held sooner rather than later. A more stringent registration process would certainly help improve public perception of our profession.

I have had the privilege since November of taking part in a national initiative to develop National Clinical Best Practices. This committee is a coalition between the Canadian Association of Social Workers (CASW) and the Canadian Council of Social Work Regulators (CCSWR). The project is expected to involve four phases to take place between April 2025 and October 2026, and will include a literature review, various consultations, and the development of a frame of reference, among other things.

The amendments of the by-laws necessitated by the amendment of the Act in June 2024 were ratified by members during a special general meeting held on February 27, 2025. This formalizes the internal regulations to comply with the current statutory requirements. It also ensures the legitimacy and enforcement of the revised by-laws, strengthening accountability and good governance in the organization.

In order to build trust and solid relationships with our new elected representatives, meetings were arranged in March with some ministers, including Hon. Cindy Miles, Minister of Social Development, and Hon. Robert Gauvin, Minister of Public Safety.

As noted, the social work family is growing quickly, and it looks like it will be growing more in the near future. While this growth is excellent news, it has also led to a significant realization: the increase in membership has greatly increased the workload of office staff. To respond proactively to this situation, a specialized firm has been hired to proceed with an in-depth analysis of the organizational challenges resulting from this growth. Based on the recommendations received, a shuffle of current roles was suggested, as well as the addition of new positions to the administration team. These adjustments have already begun, and other changes will be made in the near future. The changes are designed to ensure that the NBASW continues to play an effective role and meets its objectives in a timely fashion.

In closing, I would like to sincerely thank the NBASW staff, the members of the Board of Directors, and everyone involved in NBASW committees. They work hard, with passion and dedication, to make sure our organization runs smoothly. Their commitment, which often goes unnoticed, is the key to our collective success. Without their professionalism, cooperation, and steadfastness, we would not be able to meet our objectives. So, I want to sincerely thank each of you for your valued and essential contribution.

I also want to thank social workers and social work technicians for their ongoing dedication to the individuals we work with. Your commitment has made a tangible, positive difference in the lives of many people.

Respectfully,
Carole Gallant, RSW
NBASW President



NBASW President Carole Gallant and Executive Director Miguel LeBlanc speaking at the the CCNB Social Work Technician program launch.

Executive Director's Report

It is with great honour and privilege that I provide this report to the membership as the Executive Director. I want to sincerely thank our President, Carole Gallant (RSW), the Board of Directors, the volunteers on NBASW committees, and my staff for their commitment to the mandate of the NBASW. The Association envisions a professional organization that reflects our social work values by providing ethical leadership to instill public confidence. This is further accomplished by carrying out our mission to protect the public and to promote excellence in social work practice.

I encourage you to review the report on the strategic plan's four strategic pillars, Protection of the Public, Member Engagement, Promotion of the Profession, and Governance and Resources, and all other Committee reports, which provide a snapshot of the strategic initiatives the Association has carried out over the past year.



Miguel LeBlanc, BSW, MSW, RSW
Executive Director

This year, I would especially like to highlight the ongoing work of the Social Work Recruitment and Retention Strategy Committee, which I have had the honour of chairing. The Committee continues to focus on the seven key priorities to increase recruitment to the social work profession and retain the amazing social workers already working in New Brunswick. I recognize that more work is required to meet the long-term objectives as we complete year two of five with critical actions that were achieved, such as welcoming social work technicians and another successful public campaign.

New NBASW by-laws were introduced and adopted on an interim basis on June 7, 2024. Three main changes occurred due to these by-laws: regulating social work technicians (including a one-year grandfathering clause to become a technician), equivalency, and recognizing post-secondary institutions with social work technician programs. I am very happy to welcome social work technicians to the Association, and I am confident that they will provide great support for social workers around New Brunswick.

I believe great things occur when we collaborate and have a common objective. This is why I am so pleased to have built a partnership, including financial support, with the Government of New Brunswick's Department of Health along with the NBASW to develop a Mental Health & Addiction public campaign which was viewed across Canada, the United States, and other countries. The campaign aims to demonstrate the impact of mental health & addictions social workers and how they see behind people's pain and suffering. Please view the data in this annual report to see the results. In addition, another critical partnership between the Department of Health and the Association is for development of a Foreign Credential Recognition program to provide a pathway for individuals missing a few courses or field placement hours with a process to registration.

Board of Directors

We are pleased to have representatives from across the province on our Board. Having representation from all regions in New Brunswick, including a public representative appointed by the Minister of Health, offers a wealth of perspective, knowledge, and experience crucial for fulfilling the NBASW's mission of protecting the public and ensuring excellence in social work practice. If you want to become a chapter director, I encourage you to get involved with your local chapter. Feel free to contact the NBASW office for more information. The Board of Directors met five times this fiscal year. Board meetings provide the opportunity to discuss different chapter initiatives, concerns, special projects, and the governance of the Association, among other important issues. I want to thank all Executive and Board of Directors members for their ongoing leadership and commitment to the Association in ensuring the legislated mandates are fulfilled.

Chapters

Chapters play a valuable role in our Association as they help create a welcoming space for members to meet and continue to grow as professionals and colleagues. I want to thank everyone involved with their local Chapters for their continued efforts to provide social and educational activities for members in your regions.

Staffing

This year, the Association underwent an internal re-organization. Due to an increased number of complaints, the continuous growth of members, the addition of social work technicians, and more, the team's workload needed to be adjusted and redistributed. The internal structure, position titles, and number of staff positions have changed. During the new fiscal year, we will be welcoming a Registration Officer.

We also have some promotions to announce. Congratulations to Keara Grey on her promotion from Social Work Consultant to Director of Policy & Member Engagement and to Sebastián Gómez Rodríguez on his promotion from Administrative Assistant to Office Manager & Accounting Coordinator.

I want to express my sincere appreciation and thanks to my team: Martine Paquet, Registrar; Keara Grey, Director of Policy & Member Engagement; Ethan Stryde, Engagement & Communications Officer; Shae McCarthy, Member Services and Regulatory Officer (soon shifting to Education Coordinator); Mélissa Frenette, Consultant; and Sebastián Gómez Rodríguez, Office Manager & Accounting Coordinator. You do fantastic work every day, and I truly believe that this is the best team I could possibly have.

Special Meeting

Finally, I would like to report the results of the Special Meeting which was held on February 27, 2025. The meeting occurred for NBASW members to ratify the by-laws that have been in place on an interim basis since June 7, 2024. I am delighted to announce that the members voted to ratify the by-laws, with an overwhelming 92% of the attendees voting "Yes".



NBASW Executive Director Miguel LeBlanc (right) and NBASW President Carole Gallant (centre) with New Brunswick Minister Public Safety and Francophonie Robert Gauvin (left) after a meeting regarding the importance of social work.

The ratification of the by-laws means that Social Work Technicians are officially part of the NBASW as of February 2025. I am grateful to the 40+ technicians who have already registered with us and am very excited to welcome those who join us in the future!

I want to thank everyone involved in the Association's ongoing initiatives. I look forward to the progress we will make in 2025-2026.

Sincerely,
Miguel LeBlanc, BSW, MSW, RSW
Executive Director



The NBASW team at work during the February 2025 Special Meeting for members to ratify new by-laws, officially welcoming Social Work Technicians to the Association.

NBASW's Strategic Direction

VISION

To reflect the values of social work, provide ethical leadership, and instill public confidence.

VALUES

- Respect for the inherent dignity and worth of persons
- The pursuit of social justice and equity, diversity, and inclusion
- Integrity in professional practice
- Confidentiality in professional practice
- Competence in professional practice

MISSION

To protect the public and promote excellence in social work practice.

STRATEGIC PILLARS

1. Protection of the Public
2. Member Engagement
3. Promotion of the Profession
4. Governance and Resources

Meet our Board of Directors

EXECUTIVES

President – Carole Gallant, RSW
Vice-President – Ian Rice, RSW
Treasurer – Bill Innes, RSW
Secretary – Karine Levesque, RSW

OTHER REPRESENTATIVES

CASW Representative – Géraldine Poirier Baiani, RSW
Mi'kmaq First Nations Representative – Alexandria Knockwood, RSW
Public Member – Norma Dubé

CHAPTER DIRECTORS

Acadian Peninsula – Théo Saulnier, RSW
Chaleur – Anouk McGraw, RSW
Edmundston/Grand-Falls – Kim Akerley-Lagacé, RSW
Fredericton – Valerie DeLong, RSW
Miramichi – Karla Parks-Lissok, RSW
Moncton – Michelle Nowlan, RSW
Restigouche – Mélodie Vienneau, RSW
Saint John – Samantha Jesso, RSW
Sussex – Pam Cole, RSW

Meet our **Committee Chairs**

COMMITTEE CHAIRS

Complaints Committee - Claude Savoie, RSW
Discipline Committee - Geneviève Forest-Allard, RSW
Committee of Examiners - Vacant
Social Work Recruitment and Retention Strategy Committee - Miguel LeBlanc, RSW
Legislation Committee - Barb Whitenect, RSW
By-Laws Committee - Géraldine Poirier Baiani, RSW
Nominating Committee - Bill Innes, RSW

Meet the **Office Staff**



EXECUTIVE DIRECTOR

Miguel LeBlanc, BSW, MSW, RSW

Miguel is responsible for providing strategic leadership and executive support to the President and Board of Directors to meet the vision, mission and strategic objectives of the organization.

He is responsible for all matters related to the organization's Board of Directors, Chapters, Strategic Plan, human resources and financial management, and stakeholder and government relations.



REGISTRAR

Martine Paquet, RSW

Martine is the primary contact for practice standards, ethics and disciplinary processes. Martine also supports the regulatory process related to applications for registration.

Martine provides support to the Committee of Examiners, Complaints Committee, and Discipline Committee.



DIRECTOR OF POLICY & MEMBER ENGAGEMENT

Keara Grey, RSW

Keara is responsible for activities related to the promotion of the social work profession, member engagement and social policy. Keara is heavily involved in the implementation of the comprehensive five-year Social Work Recruitment and Retention Strategy.



MEMBER SERVICES AND REGULATORY OFFICER

Shae McCarthy

Shae is responsible for administrative activities related to the implementation of social work technicians, bursaries, and webinars. Shae is the point of contact for scholarship and bursary applications, the Professional Development Fund, and inquiries regarding social work technicians.



ENGAGEMENT & COMMUNICATIONS OFFICER

Ethan Stryde

Ethan is responsible for the creation and planning of activities related to communications and media relations, including writing communications materials and planning events in support of the NBASW mandate. Ethan focuses on promoting the profession and improving member engagement.



OFFICE MANAGER & ACCOUNTING COORDINATOR

Sebastián Gómez Rodríguez

Sebastián is the first point of contact for the office and is responsible for day-to-day general inquiries, as well as reception of members and the public. Sebastián assists the Association staff by coordinating all administrative activities in support of the goals, vision, and mission of the Association.



CONSULTANT

Méliissa Frenette, BSW, MSW, RSW

As part of the NBASW Recruitment and Retention Strategy for Social Workers, Méliissa plays a key role in leading, planning and supporting the implementation of a Social Work Foreign Credential Recognition Program.



ENGAGEMENT & COMMUNICATIONS OFFICER (ON MATERNITY LEAVE)

Laure Piccetto

Laure, who first worked for the NBASW in 2020-2021 before returning in 2022, is currently on maternity leave with her new baby boy. Laure will be returning in February 2026. The Association wishes her all the best in her time off!



Laure Piccetto and the NBASW team during her maternity leave farewell party.

Strategic Plan

The four pillars of our Strategic Plan provide an exciting opportunity for change for our Association and we encourage everyone to take the time to consult the Strategic Plan, which can be found on our website. We've accomplished a lot from our Plan this year - the following pages outline a snapshot of the main accomplishments of the Association throughout the past fiscal year.

PILLAR 1: PROTECTION OF THE PUBLIC

ACCOUNTABILITY

Received Royal Assent on updated NBASW Act, met with provincial representatives regarding the updated Act, and organized Special Meeting for member approval.

Received monetary contribution from the Department of Health to develop a Foreign Qualification Recognition (FQR) Program for social work, reducing barriers for international social workers. Hired a consultant, Mélissa Frenette (BSW, MSW, RSW), to work on the program.

Continued development of college-to-university bridging program from CCNB to Université de Moncton (UdeM) through meetings. Connected CCNB and UNBSJ to develop a MOU for a 2+2 bridging pathway.

Attended committees, including BSW Advisory Committee for UNBSJ, School of Social Work and Advisory Committee of Université de Moncton.

Chaired NB Health Profession Regulatory Network meeting.

Continued to meet with the Association of Social Work Boards (ASWB) on multiple occasions to continuing building a collaborative dialogue and discuss topics such as the ASWB French Exam.

Met with Canadian Council of Social Work Regulators (CCSWR) Executive and Board of Directors.

Provided support to and met with the Complaints, Discipline, and Examiners Committees.

Updated policies as they relate to Temporary Authorized Membership and Electronic Entitlement.

Finalized 2024-2025 NBASW Ethics, Standards and Guidelines trainings on Professional Competence and the Code of Ethics, made them available to members, and promoted the trainings across platforms.

Published 2 new mandatory ethics trainings to the NBASW website.

Met with social work student member regarding Capacity Assessment and Policy 713. Held ongoing meetings and work with EECD to integrate the Social Work standards and guidelines for mature minors to consent to social work services throughout the school system, including Policy 713.

TRANSPARENCY

Met multiple groups and individuals regarding the NBASW disciplinary, general registration, and other processes.

Provided ethical consultations to members. Met with members of the public to discuss the NBASW Complaint process.

Met with members and employers regarding the Discipline Committee's mandate and disciplinary process.

Provided presentations on the NBASW Code of Ethics to SSCW and STU students.

Operationalized fillable PDF application forms for TAM members.

Met with Finance and Treasury Board and Social Development stakeholders regarding regulating social work technicians and job specifications.

Reviewed member applications, held regular internal meetings to provide a seamless registration experience for members, monitored the registration process, adjusted the process when needed, and answered member questions.

Completed the 2024-2025 renewal, including thousands of points of contact for member renewal questions, investigations, and technology issues.

Consulted internally and followed up with non-renewed members and members returning from leave.

Created a one-pager with information for social work and social work technicians students (or prospective students).

Visited the New Brunswick Indigenous Community College campus and provided an update on the status of Social Work Technicians and Program Recognition.

Met with CCNB to discuss their social work technician program and program announcement details.

Promoted the 12-month social work technician equivalency pathway application period through social media, website, email, and newspapers/news websites.

Processed equivalency applications.

Met with Social Development to align messaging related to social work technicians.

Met with MetaPra Associates regarding the Social Work Technician and equivalency application processes.

Presented to NBCC and CCNB regarding how to become a social work technician and the NBASW.

Met with social work technician applicants and registrants to explain registration processes.

Created fillable forms, drafted and updated website content, and monitored project status for social work technicians.

Launched social work technician communications, including preparing press releases and communications material for the updated NBASW Act.

Updated website to reflect recognition of Social Service Work Programs approved by the Ontario College of Social Workers and Social Service Workers for social work technician registration.

Reviewed Complaints & Discipline FAQ on website.

ENHANCE ROLE

Began regulating social work technicians.

Implemented social work technician equivalency process. Implemented the Equivalency Review Committee Process.

Operationalized social work technician registration, including developing the new Scope of Practice and updating the By-Laws. With members' feedback incorporated into the document, the Scope clearly defines the boundaries of the paraprofession and highlights the activities that fall within.

PILLAR 2: MEMBER ENGAGEMENT

IMPROVE SENSE OF BELONGING

Supported chapters and members with various questions and initiatives, including meeting with a member regarding decolonizing social work and connecting with the Restigouche Chapter regarding budgeting for their proposed event.

Met with ReThink Ability and Learning Disabilities NB to discuss potential for partnership to provide training for members on working with individuals with disabilities.

Developed a Letter of Support for a project led by the University of Sherbrooke in collaboration with the Canadian Association of Social Workers to increase French continuing professional education opportunities.

Met and worked with the Saint John Chapter to plan the annual events.

Supervised St. Thomas University Bachelor and Master of Social Work students in their direct placements and attended multiple placement-related meetings with STU faculty and faculty liaisons.

IMPROVE COMMUNICATION

Monitored the website and edited content as needed, including news and events listings, job listings, discipline decision pages, and more.

Adjusted the continuing education, member benefits, and wellness sections of the website to ensure they are clear & accessible.

Monitored social media platforms for effectiveness, developed new content templates / infographics, and published various types of content, including bursary winners, employment opportunities, a member wellness contest throughout Social Work Month, and more. Created special holiday wellness posts on Facebook.

Sent emails to members, including the renewal communication notices, continuing education opportunities, newsletters and updates, survey opportunities, and more. Featured social workers in the quarterly newsletter.

Distributed NBASW & CASW promotional items to social workers, social work students, partner organizations, and pre-university students via mail and career fairs.

Created a New Member Handbook for new NBASW members, including Social Work Technicians, to use as a resource for information about NBASW membership, including NBASWs role, member benefits, renewal information, and more.

Drafted updates to bursary policies & procedures/application forms to reflect changes in details or increased partnerships (ex. increased partnership with Co-operators).

Secured new member benefit with Acadie Nouvelle for discounted digital subscriptions.

Responded to members' enquiries about the implementation of social work technicians.

IMPROVE PARTICIPATION

Sought new webinar opportunities, including the partnership with Social Development to fund a series of 8 webinars by Melanie Doucet in both official languages. Coordinated a total of 7 free webinars for members, 4 in French and 3 in English. Provided post-webinar survey results and analysis to presenters.

Continued enhancing the webinar experience by reviewing the setup and platform, meeting with presenters, developing templates, and monitoring the attendance rates.

Met with Co-operators insurance representative to discuss the ongoing partnership between the NBASW and the Co-operators group.

Maintained Co-operators partnership obligations and encouraged member participation by organizing a Quote Appointment Day, including Co-operators resources in communications, and reminding members to apply for the Co-operators bursaries.

Engaged with Co-operators to secure a 75% funding increase for the annual student member bursary program for the next 3 years.

Secured increased partnership with Co-operators to provide 3 additional bursaries through NBASW membership, to UNBSJ, NBCC, and CCNB.

Completed Lessons Learned post-event analysis of the Annual General Meeting to determine successes and areas of improvement for member participation in the AGM, Conference, and Banquet.

Held “Chapter Tours” prior to February Special Meeting to inform members about by-law changes and encourage participation in Special Meeting.

Presented to the ‘Soirée d’appréciation avec Étudiants(es)’ for social work students at Université de Moncton, an event organized by the Department of Health to bring employers and NBASW together to celebrate and appreciate the students who are studying social work.

Attended STU lunch & chat event and spoke with students to inform them of the NBASW’s role.

Visited the Social Service Community Worker program students at Fredericton Campus.

IMPROVE RETENTION

Attended monthly Social Work Recruitment and Retention Strategy Committee meetings.

Attended various meetings with stakeholders involved in the Social Work Recruitment and Retention Strategy.

Ensured that all documentation related to the Social Work Recruitment and Retention Strategy was developed and up to date.

Met with the STU School of Social Work Director and new Faculty regarding Recruitment and Retention Strategy, including developing a 2+2 pathway to the Mik’maq and Wolastoqey social work program.

Met with Social Development to develop a dashboard for recruitment and retention member survey results.

Met with NB-IRDT and DOH to discuss data-sharing possibilities and processes for social worker recruitment and retention report.

Submitted a contract amendment to PETL and secured funding to retain the services of Consultant Laurie Bourque for the second year of the Recruitment and Retention Strategy.

Engaged with New Brunswick colleges and universities to promote NBASW student membership to program students by email.

PILLAR 3: PROMOTION OF THE PROFESSION

IMPROVE IMAGE

Participated in CASW Communications Advisory Group meetings to enhance national social work messaging.

Attended several initiatives, including Social Development’s child and youth well-being consultation with Paul Nixon.

The NBASW and the New Brunswick Department of Health contributed funds to develop a Mental Health & Addiction (MH&A) public campaign with m5 marketing and communications. The campaign, launched in March during National Social Work Month, was a success and boosted the profile of MH&A social workers. The full video and story behind it can be found on the NBASW website.

Worked with partners such as provincial social work association counterparts and the Centre of Excellence for Health to promote the MH&A Campaign.

Coordinated and participated in media interviews regarding topics such as the Child, Youth, and Seniors Advocate Report and the NBASW's previous Child Protection Social Work campaign.

Promoted the NBASW and the social work profession in other organizations' media and at multiple career fairs.

Promoted the NBASW and the social work profession during National Social Work Month through email, the NBASW website, and Facebook.

Represented the NBASW at various events and meetings, including Muriel McQueen Fergusson Foundation event, the Junior Achievement New Brunswick – Business Hall of Fame banquet and networking event, the Social Work Workforce Coalition's final meeting, and the ASWB Annual Meeting.

Completed development of NBASW Chapter Logos with m5.

BETTER EDUCATION

Met with New Brunswick Minister of Public Safety, to discuss social work. Met with Minister of Social Development to learn specifics on the Budget, including the addition of 26 new social workers and social work technicians. Met with Social Development representatives on MDP legislation.

Attended the Pre-Budget Consultation with the Minister of Finance. Attended the State of the Province.

Met with members of the public to discuss the profession of social work and the complaints process.

Met with NBASW members to answer ethical and practice questions as well as present information on the NBASW Code of Ethics and decision-making process.

Met with associations and unions, including the Domestic Violence Association of New Brunswick, the Teachers Union/Fédération des enseignants, and CUPE Local 1418, to discuss social work and best practices for associations.

Met with the DH Health Care Professional and Patient Advisory Committee regarding Primary Health Care.

Met with counterparts, including the Quebec Association of Social Workers, Newfoundland and Labrador College of Social Workers, and CASW. Participated in Quebec's first-ever Social Work Association AGM.

Provided information sessions to schools of social work and social work students (UNBSJ, Université de Moncton, Université de Maine Presque Isle, etc.) regarding the NBASW, the application process, and the benefits of becoming a member.

Attended and spoke about social work at events such as the Université de Moncton Journée d'échange and Field Supervisors' event.

Met with faculty and representatives from university social work departments (Université de Moncton, UNBSJ, CCNB, etc.) to review information regarding social work technicians and the equivalency process.

Met with PETL regarding the Private Occupational Training Act Update.

Met with the Executive Director of the NB Association of Speech-Language Therapists and Audiologists to discuss the NBASW Standards and Guidelines regarding the Capacity of Minors to Consent to Social Work Services and how their profession can adapt the NBASW Standards.

Attended Social Work Technician Program launch at CCNB and delivered social work-related presentations to multiple groups of students, including a How to Become a Member presentation with NBCC's Social Service and Community Worker program.

Attended career fair events such as the COE Experiential Career Summit, Tantramar Regional High School Career Fair, and Inspire Péninsule acadienne / Imagine Chaleur Journée des carrières en santé to promote the profession to anglophone and francophone students and young adults.

Attended provincial School Social Worker Committee meetings and helped develop documents related to the roles of school social workers and school social work technicians for inclusion in the Education Support Services systems.

Hosted multiple high school student placements at the NBASW office.

Developed and distributed an Employer Package to inform stakeholders about social work technicians.

Attended monthly CASW Education Advisory Committee meetings.

BUILD PARTNERSHIPS

Renewed partnership with the Department of Education and Early Childhood Development's (EECD's) Centre of Excellence for Health to reach school-age children and youth regarding the social work profession in the anglophone sector, encouraging young people to enter the profession.

Began a partnership with Développement vie-carrière (DVC), the francophone equivalent to EECD's Centre of Excellence for Health, to reach school-age children and youth regarding the social work profession in the francophone sector, encouraging young people to enter the profession.

Continued collaborative work and promotion to members with CASW and Co-operators.

Met with New Brunswick organizations and leaders such as Immigration NB and Capital Family Services to discuss partnerships, recruitment, and Social Work Technician roles.

Worked with various New Brunswick organizations such as NBCPD and CMHA to share information about social work to their audiences.

Met with Saint John Regional Health Foundation about potential bursary partnerships.

PILLAR 4: GOVERNANCE AND RESOURCES

SUSTAINABILITY

Secured partnership with the Department of Social Development to provide NBASW Webinars with Melanie Doucet, creating over \$7,000 in non-dues revenue over two years.

Promoted employment/continuing education opportunities from various organizations to members, raising non-dues revenue.

Finished second cycle of Pre-Authorized Debit (PAD) program with 255 NBASW members participating.

Enacted cost-saving measures by cancelling membership for Adobe technology and migrating to the Canva platform. Migrated all documents from Adobe InDesign to Canva.

ORGANIZATIONAL STRUCTURE & FUNCTIONS

Board of Directors met 5 times, 2 of which were online. Held two-day operational planning session with staff. Developed the 2025-2026 yearly operational plan. Developed 2025-2026 budget, adopted by the Board.

Held monthly operational planning and quarterly key performance indicator reviews to assess the effectiveness of the ongoing work, as well as team meetings, one-on-one meetings, and performance evaluations with staff.

Participated in regular meetings with CEOs and EDs of other major associations and societies in New Brunswick as well as occasional meetings with provincial government representatives.

Hosted NBASW Special Meeting for 2024 By-law ratification, officially welcoming Social Work Technicians.

Continued working with KBRS to address increasing workload at NBASW office, leading to the creation and implementation of an Association reorganization plan adopted by the Board.

Continued the PAD Program as a member benefit to simplify the membership renewal process.

Hired and onboarded new Communications Officer, Ethan Stryde.

Organized votes for Board and various committees.

DEVELOP A CULTURE OF CONTINUOUS IMPROVEMENT

Monitored and adjusted performance and effectiveness of the website and social media pages as needed.

Sent the annual membership satisfaction survey to evaluate member satisfaction with ongoing communication, engagement, and recommendations.

Used feedback to make adjustments to enhance member communication and services.

Continued to send the annual AGM satisfaction survey to analyze the event's successes and opportunities to enhance the member experience in the future and adjust where needed.

Distributed the second annual renewal survey to evaluate the renewal process's ease of use and to adapt the renewal process based on the baseline data collected.

Distributed the Year 2 Recruitment and Retention Strategy survey to evaluate the Strategy's progress.

Developed budget framework for CASW & NBASW Grant applications and developed framework for annual report submission under Bursaries and Continuing Education.

Developed a fund tracker to facilitate financial administration of CASW & NBASW Grant and the Professional Development Fund.

Held various internal learning sessions and training opportunities for staff participation.

Created a new digital membership application process and modernized sections of the process using Smartsheet and SharePoint.

Developed documentation standards for Equivalency and Bursary Committees, admin dashboard for Complaints metrics, automated KPI tracking tools, and Project Charter template, Smartsheet applications dashboard.

Association **Development**

SUPPORT TO COMMITTEES

The Registrar, Director of Policy & Member Engagement, and Engagement & Communications Officer are each responsible for supporting at least one NBASW Committee. The Registrar, Martine Paquet, supported the Complaints Committee, the Committee of Examiners, and the Discipline Committee. The Director of Policy & Member Engagement, Keara Grey, supported the Recruitment and Retention Committee, the By-Laws Committee, and the Legislation Committee. The Engagement & Communications Officer, Ethan Stryde, provided support to the Nominating Committee.

MEMBER ENGAGEMENT

We continue to work towards improving member engagement in different ways, including Chapter Tours to host member consultations on various initiatives, sending an annual member survey to determine how members view our communications, what kind of engagement they prefer, and how we can improve. Based on member feedback, NBASW adapts to provide recommended webinar topics, Standards and Guidelines of Practice, and the type of content we include in member communications. Additionally, the Registrar, Engagement & Communications Officer, Director of Policy & Member Engagement, and Consultant attended several presentations with the schools of social work and met with students to discuss student engagement. If you have any ideas for engaging members, please feel free to reach out to us at info@nbasw-attsnb.ca.



*Ethan Stryde and Mélissa Frenette at the
New Brunswick Centres of Excellence
[Experiential Career Summit](#).*



*Ethan Stryde and Mélissa Frenette at the
Inspire Péninsule acadienne / Imagine
Chaleur Journée des carrières en santé.*

SOCIAL MEDIA & DIGITAL COMMUNICATIONS

Email communications, social media, and website engagement numbers continue to be on the rise. Our Child Protection campaign in 2024 was a great success, receiving two Merits from the ICE Awards this year. Our Mental Health & Addictions campaign in 2025 has also had a fantastic reception and has boosted our online presence since its initial launch. To see more about our communications performance, please refer to the communications statistics.

This year's March Wellness Contest was successful in encouraging participants to make time for their well-being during Social Work Month. Thank you to everyone who participated!



Week 1: Monique Doiron-Vautour, Snowmobiling



Week 2: Haley Billings, Visit from Friends



Week 3: Chantal Thanh De Alba, Walking with Dog



Week 4: Melanie Frenette, Family Time

Our Facebook and X (formerly Twitter) platforms remain available to follow for continuing education opportunities, social justice updates, announcements, contests, and more, while our website contains news announcements, continuing education and employment opportunities, member resources, and more.



[@NBSocialWorkers](https://twitter.com/NBSocialWorkers)



[@NBASW](https://www.facebook.com/NBASW)



www.nbasw-attsnb.ca

WELCOMING SOCIAL WORK TECHNICIANS

The NBASW Act (2024) received Royal Assent on June 7, 2024. The NBASW immediately began accepting applications for social work technician membership, both from graduates of recognized social work technician programs and from those working in the field applying for social work technician equivalency. The social work technician equivalency period remains open until June 7, 2025.

On June 17, 2024, Ashley Treadwell became the first registered social work technician in the history of New Brunswick.

On November 15, 2024, the NBASW attended the CCNB Program launch to promote social work technician registration and to welcome future members to the social work family.



Ashley Treadwell, New Brunswick's first registered social work technician.

On November 27, 2024, the NBASW presented to NBCC’s Social Service Community Worker program. This was one 1 of 3 presentations in 2024-2025 between the 2 cohorts.

On January 7, 2025, the NBASW announced new student bursaries for students of the two New Brunswick recognized social work technician programs (Social Service Community Worker (SSCW) program at NBCC, and the Techniques en service social et communautaire (TSSC) program at CCNB).

On January 7, 2025, the NBASW also announced a new student bursary for students of University of New Brunswick-Saint John’s (UNB-SJ’s) Bachelor of Social Work (BSW) program. Many of the students in this program are graduates of the NBCC SSCW program, through the existing NBCC SSCW – UNB-SJ BSW pathway that exists (2+2)! A similar pathway for graduates of CCNB’s TSSC program is currently in development.

On February 27, 2025, NBASW Members ratified the new NBASW By-Laws (2025) at the Special Meeting following province-wide chapter information sessions.

As of March 31, 2025, the NBASW had 19 social work technician applications in progress and 82 social work technician equivalency applications in progress. There were 43 registered social work technicians and 89 social work technician students. We look forward to welcoming even more in the coming year!

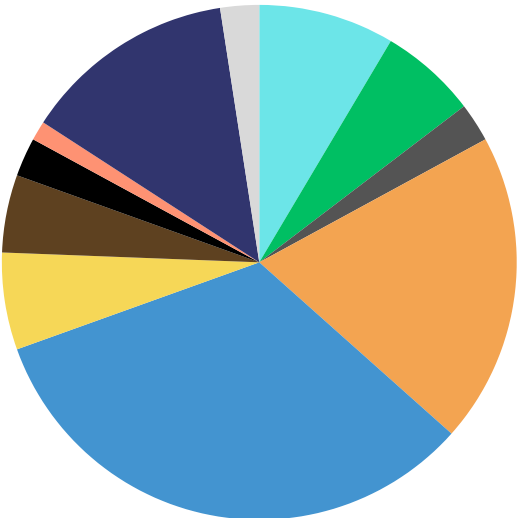
ETHICS

As Registrar, Martine Paquet provided several ethical consultations to members, employers, students, and members of the public, with the most common inquiries related to private practice, scope of practice, and informed consent. During the year 2024-2025, 82 ethical consultations were provided (35 less than last year).

The Registrar provided information sessions on the NBASW Code of Ethics to NBCC SSCW students and to UMPI and STU social work students.

Ethical Consultations During the Year 2024-2025

Private Practice (27)	Conflict of Interest (5)
Scope of Practice (16)	Supervision (4)
Informed Consent (11)	Use of Title (2)
Confidentiality (7)	Boundaries (2)
Technology (5)	Documentation (2)
	Client’s Interest (1)



If your chapter or your place of employment would like to receive a presentation on the Code of Ethics, on the NBASW Disciplinary process, or on other NBASW Standards and Guidelines, please do not hesitate to contact the Registrar by email martine.paquet@nbasw-attsnb.ca or by phone at 506- 444-9196.

MEMBERSHIP

From April 1, 2024, to March 31, 2025, the total number of approvals approved by the Registrar was 421, which is more than 156 from last year. A more detailed breakdown follows:

- The Registrar approved 191 Social Work Member applications
- The Registrar approved 27 Social Work Technician Member applications
- The Registrar approved 16 Social Work Technician Equivalency applications
- The Registrar approved 10 Temporary Authorized Member applications
- The Registrar approved 88 Social Work Student Member applications
- The Registrar approved 89 Social Work Technician Student Member applications

The average number of working days between the reception of the final application document and the Registrar's approval was 2.86 working days (from the time the NBASW received the last application requirement until the file was reviewed by the Registrar + excluding Social Work Technician Equivalency applications).

The Registrar also provided information sessions to social work students from the Université of Moncton and the NBCC SSCW students regarding the NBASW, the application process and membership benefits.

By the end of the 2024-2025 registration year, the NBASW membership consisted of the following:

Total Members: 2647

Practicing Social Work Members: 2206

Non-Practicing Social Work Members: 191

Practicing Social Work Technician Members: 41

Non-Practicing Social Work Technician Members: 2

Social Work Student Members: 121

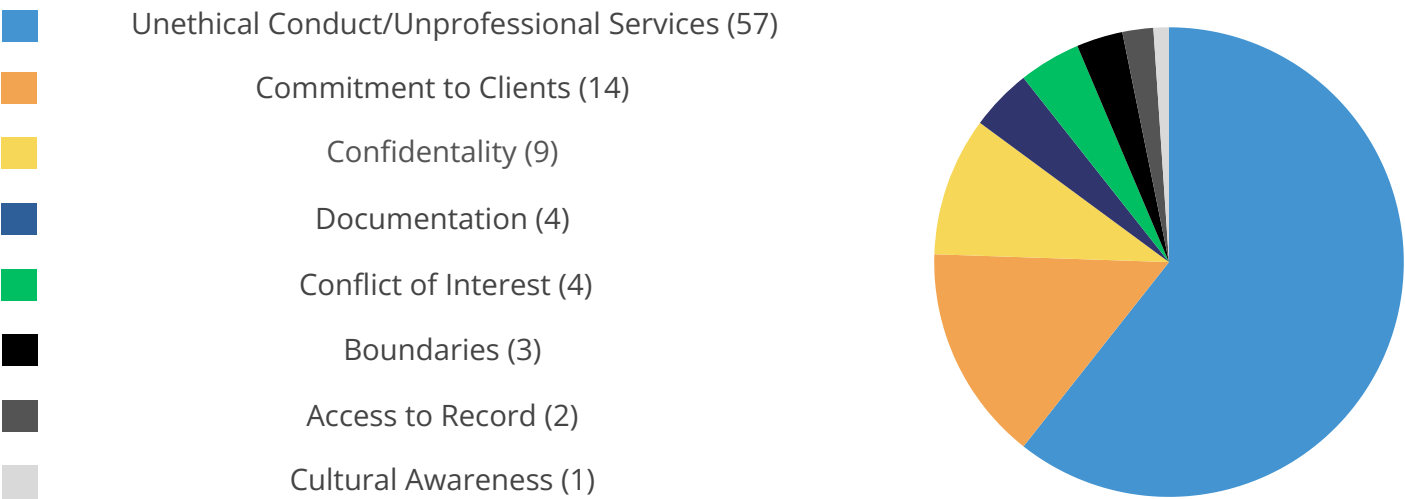
Social Work Technician Student Members: 89

COMPLAINTS

From April 1, 2024, to March 31, 2025, the Complaints Committee received 66 new complaints, and 11 complaints were carried over from the previous year. Of these 77 complaints, 56 were dismissed and 9 were referred to the Discipline Committee. There were 12 ongoing complaints as of March 31, 2025.

During the 2024-25 year, the committee held 25 meetings and considered 65 complaints. The average time spent on dealing with the 65 complaints was 46.5 working days (from the day the complaint was received until the day the committee made its decision). The average time spent on dealing with the 65 complaints was 25.4 working days (from the date of receipt of the Reply from the members to when the Panel renders a decision). Please see the Complaints Committee report for additional information.

Issues Raised in 66 New Complaints*
***Note: Complaints often raise several social work issues.**

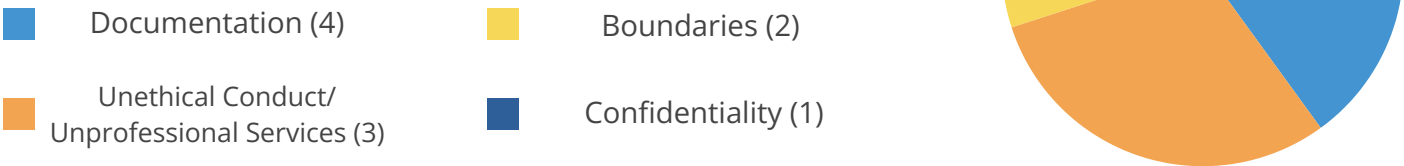


DISCIPLINE

From April 1, 2024, to March 31, 2025, the Discipline Committee received 9 new complaints, and 2 complaints were brought forward from the preceding year, for a total of 11 complaints.

Of these 11 complaints, 5 were completed, either by voluntary submission or a disciplinary hearing, and 6 are still underway. The average time to deal with 5 discipline cases was 146.8 working days (from the day the complaint was sent to the Discipline Committee to the day the decision of the Discipline Committee was sent to the Complainant and Respondent). Please see the Discipline Committee report for additional information.

Issues raised in 9 New Matters that Were Referred to the Discipline Committee*
***Note: Complaints often raise several social work issues.**



PROFESSIONAL FUNDS, BURSARIES, AND GRANTS

In 2024-2025, the NBASW was very happy to be involved in issuing \$9,318.00 worth of professional funds, bursaries, and grants to support our members' training and learning opportunities! This includes the Professional Development Fund, which is distributed to NBASW members who present a webinar training opportunity for social workers in their area of knowledge, expertise and/or practice.

Partners

In 2024-2025, NBASW increased our existing partnership with Co-operators Home & Auto Insurance from \$2,000 per year to \$3,500 per year, in effect 2025.

In 2024-2025, \$9,318 was issued to support NBASW Members' professional development.

This allowed the NBASW to expand our bursary offerings to include the new Social Work program at UNBSJ and the 2 recognized social work technician programs at NBCC and CCNB to welcome social work technicians. This is a result of our commitment to members to create non-dues revenue and offer professional development. As a result, many of NBASW's bursaries, grants, and funds are offered at no cost to our members.

2024-2025 partners included:

- Province of New Brunswick's Department of Social Development (\$7,185.94 over 2 years)
- Co-operators Insurance (\$3,500, an increase of 75%)
- BMS (Up to \$3,000)
- UNI Financial Corporation (\$2,500)

Thank you to our partners for supporting our members' professional development! We encourage members to review our [Member Benefits](#) for group rates and more information on our partners' services.

2024-2025 Bursary, Grant and Fund Recipients

- Heather Atcheson was the recipient of the NBASW Bursary (valued at \$500).
- Kari Deschambault was the recipient of the Co-operators Bursary for Members (valued at \$500).
- Hafsa Mohammad received funds through the UNI Bursary for Student Members (valued at \$500).
- Lindsay Flowers was a recipient of the UNI Education Grant (valued at \$1,000).
- Jill Comeau was a recipient of the UNI Education Grant (valued at \$1,000).
- Shannon McLaughlin-Butler was the recipient of the Co-operators Bursary for Student Members who are enrolled in a University of New Brunswick Saint John Social Work program (valued at \$500).
- Selena Richard was the recipient of the Co-operators Bursary for Student Members who are enrolled in a Université de Moncton Social Work program (valued at \$500).
- Breanna Crickmore was the recipient of the Co-operators Bursary for Student Members who are enrolled in the mainstream St. Thomas University Bachelor or Master of Social Work program (valued at \$500).

- Kaylea Germain was the recipient of the Co-operators Bursary for Student Members who are enrolled in the St. Thomas University Mi'kmaq and Wolastoqey Bachelor of Social Work program (valued at \$500).
- Members of the Restigouche Chapter and the Fredericton Chapter received the CASW & NBASW Grant to provide in-demand professional education to our members, made possible by BMS (valued at \$3 000).
- Isabel Lanteigne and Chantal Bourassa were the recipients of the Professional Development Fund (valued at \$818).

Congratulations to all 2024-2025 recipients - we wish you the best in your educational and professional endeavours! Members can find more information on our Bursaries and Grants on our [website](#).

A sincere thank you to all 2024-2025 NBASW & CASW Grant and Professional Development Fund presenters for sharing your knowledge and experience with members!

Applications for this year's [Professional Development Fund](#) are now open. We encourage members who would like to know more about offering a webinar in French and/or English through this fund to contact the NBASW.

CONTINUING PROFESSIONAL EDUCATION

The NBASW continues to develop and coordinate free annual professional education to support members in meeting the continuing professional education [requirements](#).

The NBASW continues to provide free continued professional education to members in two ways:

Free NBASW Mandatory Ethics Trainings

This year the NBASW developed 2 new free trainings for members, both of which reflect the inclusion of social work technicians:

- Training pertaining to the [NBASW Code of Ethics](#).
- Training Pertaining to [Professional Competence](#).

Free NBASW Webinars

The NBASW Partners with CASW to provide free live and on demand training through the [CASW Webinar Platform](#). Members who have not yet accessed this resource can create your CASW login here: <https://www.casw-acts.ca/en/user/register/>

A total of 53 new free professional trainings became available to NBASW members in 2024-2025.

This year, the NBASW coordinated 7 free webinars for members, 4 in French, and 3 in English:

- [Aucun jeune n'est une île : Transformer les attentes d'indépendance à l'interdépendance pour les anciens jeunes pris en charge](#) with Melanie Doucet
- [No Youth Is An Island: Shifting expectations of independence towards interdependence for former foster youth](#) with Melanie Doucet
- [Les jeunes pris en charge comptent : Examiner les expériences des jeunes pris en charge dans le système canadien de protection de l'enfance en transition vers la vie adulte pendant la pandémie COVID-19](#) with Melanie Doucet
- [Youth in Care Matter: Examining the experiences of youth 'aging out' of the Canadian Child Welfare System during the COVID-19 Pandemic](#) with Melanie Doucet
- [Briser le cycle d'une "jeunesse en transition" : La surreprésentation des jeunes pris en charge dans le système de justice pénal](#) with Melanie Doucet
- [Breaking the Cycle for "Crossover Youth": The overrepresentation of youth in care in the Criminal Justice System](#) with Melanie Doucet
- [Tenir compte des traumatismes et des dimensions culturelles en intervention](#) with Chantal Bourassa and Isabel Lanteigne
- An additional 33 free English webinars were made available to members [here](#) through our partnership with CASW!
- An additional 9 free French webinars were made available to members [here](#) through our partnership with CASW!

In 2024-2025, 647 attended NBASW webinars in English and 102 attended NBASW webinars in French; this includes both NBASW and CASW members. The NBASW continues to prioritize coordinating and promoting training opportunities in both official languages. This is done both through coordinating our own webinars and through collaborating and advocating for this initiative with our national partners.

The NBASW thanks the CASW for their continued collaboration in providing this member service.

Partner

The NBASW thanks the Department of Social Development of the Province of New Brunswick who has partnered with us by providing \$7 185.94 over 2 years toward offering a series of 8 Webinars with Dr. Melanie Doucet. 6 of the 8 Webinars were provided to members between April and September 2024, as seen listed under Free NBASW Webinars. The NBASW welcomes future partnerships to support social workers in their professional development.

2024-2025 Member Deals on Professional Education Resources

NBASW membership includes access to many education and professional resources above and beyond free training and webinars presented by the Association. A full updated list of NBASW member benefits and special offers can be found [here](#).

NBASW Membership Benefits:

- [NBASW Ethics Training](#) and other webinars - Free
- [ACHIEVE Centre for Leadership](#) – 15% discount with promo code NBASW15

- [Crisis and Trauma Research Institute \(CTRI\)](#) - 15 % discount with promo code NBASW15
- CASW Membership, which includes:
- [CASW Webinar Platform](#) - Free
- [SocINDEX](#) – Free
- [CASW Private Practice Portal](#) – Free
- [Canadian Social Work journal](#) – Free
- [Canadian Social Work Review journal](#) – Free
- [Private Practice Portal](#) - Free
- [Centre for Indigegogy](#) - [Log in](#) – 10 % discount
- [Learning Essential Approaches to Palliative Care \(LEAP\)](#) - [Log in](#) – 20% discount
- [IFSW Membership](#)

A list of all CASW benefits, including group rates for insurance and other services, can be found [here](#).

New Partnership and Web Site Resource Hubs

In 2024-2025, the NBASW secured a preferential rate for members' Acadie Nouvelle's digital subscription. This exclusive agreement allows members to benefit from a rate of \$90 per year for three years, saving more than \$265.

This year, the NBASW updated our web pages for improved accessibility to view member [benefits](#), [training resources](#) and [wellness resources](#) for your continued development. If you would like to add resources or partner with the NBASW to provide free or discounted opportunities to members, please contact the Association.

Thank you to members for participating in continuing professional education through NBASW and our partners. We look forward to continuing to build upon our selection of training opportunities in the coming year!

FOREIGN QUALIFICATION RECOGNITION (FQR) PROGRAM

As part of the recruitment and retention strategy (2023-2028), the NBASW has received 3 years of funding from the New Brunswick Department of Health to develop a program for the recognition of qualifications of social workers who have completed international training. The program aims to promote the recruitment of these individuals and simplify the procedures to follow to become a registered social worker in New Brunswick.

In June 2024, the NBASW Act received royal assent, thus allowing the Association to regulate all candidates who meet the educational requirements for membership with proof of completion of an accredited social work program or equivalent.



The Association's FQR team at work.

With the changes to the law, the NBASW has also made it possible to operationalize the regulation of social work technicians. These actions were essential to the development of the program for the recognition of the qualifications of individuals who have trained abroad. The new consultant, Méliissa Frenette - a bilingual social worker with a master's degree, hired in September 2024 - is now responsible for leading and continuing the development and implementation of the program.

To date, a national meeting has been held with the regulatory bodies of Canadian jurisdictions to discuss the existing processes for recognition of qualifications. A partnership has been developed with the Canadian Association of Social Workers (CASW) to support us in the implementation of this project, and work has been done to operationalize two new policies. The current progress will offer a solution to internationally trained individuals who have not been able to obtain equivalence of an accredited Canadian bachelor's or master's degree program in social work through the CASW assessment of foreign credentials due to a lack of internship hours.

The next steps include recognizing the mutual recognition agreements between Quebec and France as well as Quebec and Switzerland and continuing to develop the documentation required to operationalize the recognition process.

The NBASW would like to thank the New Brunswick Department of Health for its generous contribution to the development of this program. The NBASW team is very excited about the progress and opportunities made possible by this project.

PROMOTIONAL CAMPAIGN



The Mental Health & Addiction Social Work Campaign launched in March of 2025. The campaign, developed by the NBASW and m5 Marketing and Communications, intended to bring awareness to social workers' important role in helping people struggling with mental health & addiction. The public campaign was made possible by a partnership with the Government of New Brunswick's Department of Health and the NBASW.

The Concept: Seeing Beyond the Pain

When someone faces mental health issues or an addiction, it can be hard to see past the struggles they are facing. Most people find it difficult to understand or help with these struggles. We wanted to illustrate how mental health and addictions social workers are special; they see the person behind the pain and find the potential within each individual.



A homeless man, struggling with mental health



A man with track marks, struggling with addiction

The campaign demonstrates the difference between social workers and non-social workers in various settings, making the contrast clear through a blur effect. When people walk by or observe individuals going through mental health & addiction issues, they are almost completely obscured by blurriness. However, when a social worker sits with a blurred individual to talk, they become visible again - the social worker sees who they really are behind their pain and struggles.

Social workers understand that asking for help takes courage because it involves confronting difficult truths and the unknown. When their clients face challenging situations, they begin by listening carefully and creating a safe space for individuals to share their stories and set their goals.

Using their extensive education and expertise in mental health and addictions, social workers and social work technicians help guide people toward new opportunities, showing that every step forward matters, and that positive change is always possible.

The first flight of the campaign ran from March 1, 2025 to March 31, 2025 across the following platforms and channels: Meta (Facebook and Instagram), Google Display, YouTube, Connected TV, and Linear TV (CTV, CBC, Global, Radio-Canada, CHAU-TVA).

The Results

With the help of the m5 marketing and communications firm, the campaign was launched and generated 3 million impressions, 40,536 clicks, and a click-through rate of 1.35%. The video was viewed 946,549 times online and had over 1 million impressions on TV. New Brunswickers (ages 25-54) saw the spot an estimated 8 times each during March. We are happy to report that these performance statistics all exceed industry benchmarks, indicating the continuous improvement of New Brunswickers' perception of social workers.

We would like to thank the Department of Health for their contribution to making this campaign possible. Thank you to everyone who watched the campaign and to all the mental health & addiction social workers in New Brunswick.

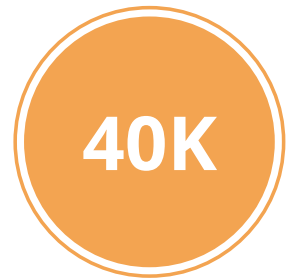
Impressions

Across all platforms, the campaign generated **3 million** impressions



Clicks

Across all platforms, the campaign generated **40 thousand** clicks



Average CTR

The campaign averaged a clickthrough rate of **1.35%**



Views

The campaign generated approximately **1 million** video views online



NBASW AWARDS

The NBASW periodically provides awards to exceptional members for their accomplishments in the social work field. The following awards are available for nominations on a yearly basis:

- The Raoul Léger Award
- The Debbie Nason Social Work in Health Care Award
- The CASW Distinguished Service Award

Two awards have a recipient to announce for this year.

Raoul Léger Award

The Raoul Léger Memorial Award is presented yearly to a social worker in New Brunswick who has made a significant contribution to the advancement of the practice of social work and social justice in New Brunswick. This award is presented in memory of Raoul Léger, a social worker who devoted his career and gave his life for the advancement of social justice in Guatemala. The 2025 Raoul Léger Award recipient is Marilyn Dupré.

CASW Distinguished Service Award

The CASW Distinguished Service Award is given yearly by the Canadian Association of Social Workers (CASW) during Social Work Month, to an individual or group of individuals selected from their membership by each provincial association. This award is given in recognition of outstanding contributions to the field of social welfare and to the profession of social work in Canada. The 2025 CASW Distinguished Service Award recipient is Laura Gatien.



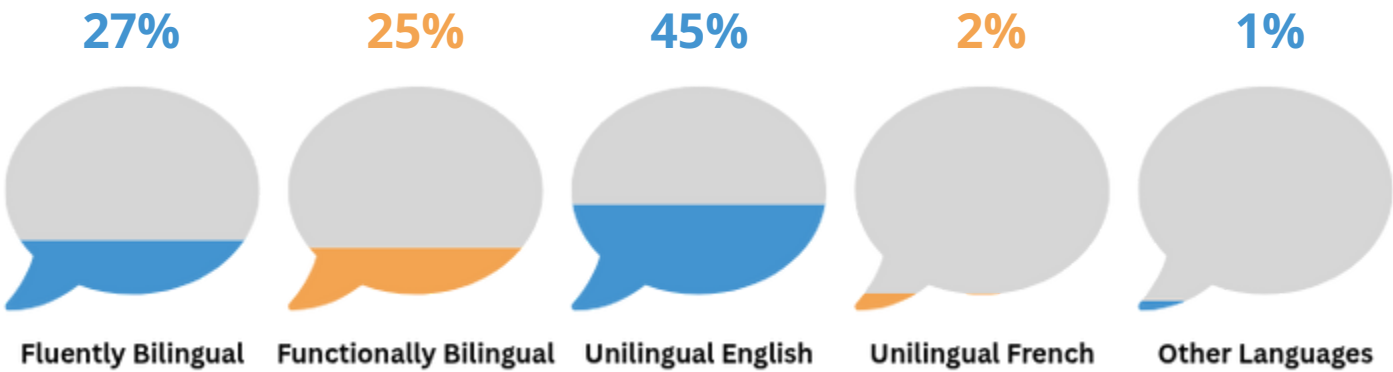
Marilyn Dupré
*Raoul Léger Award
Recipient*



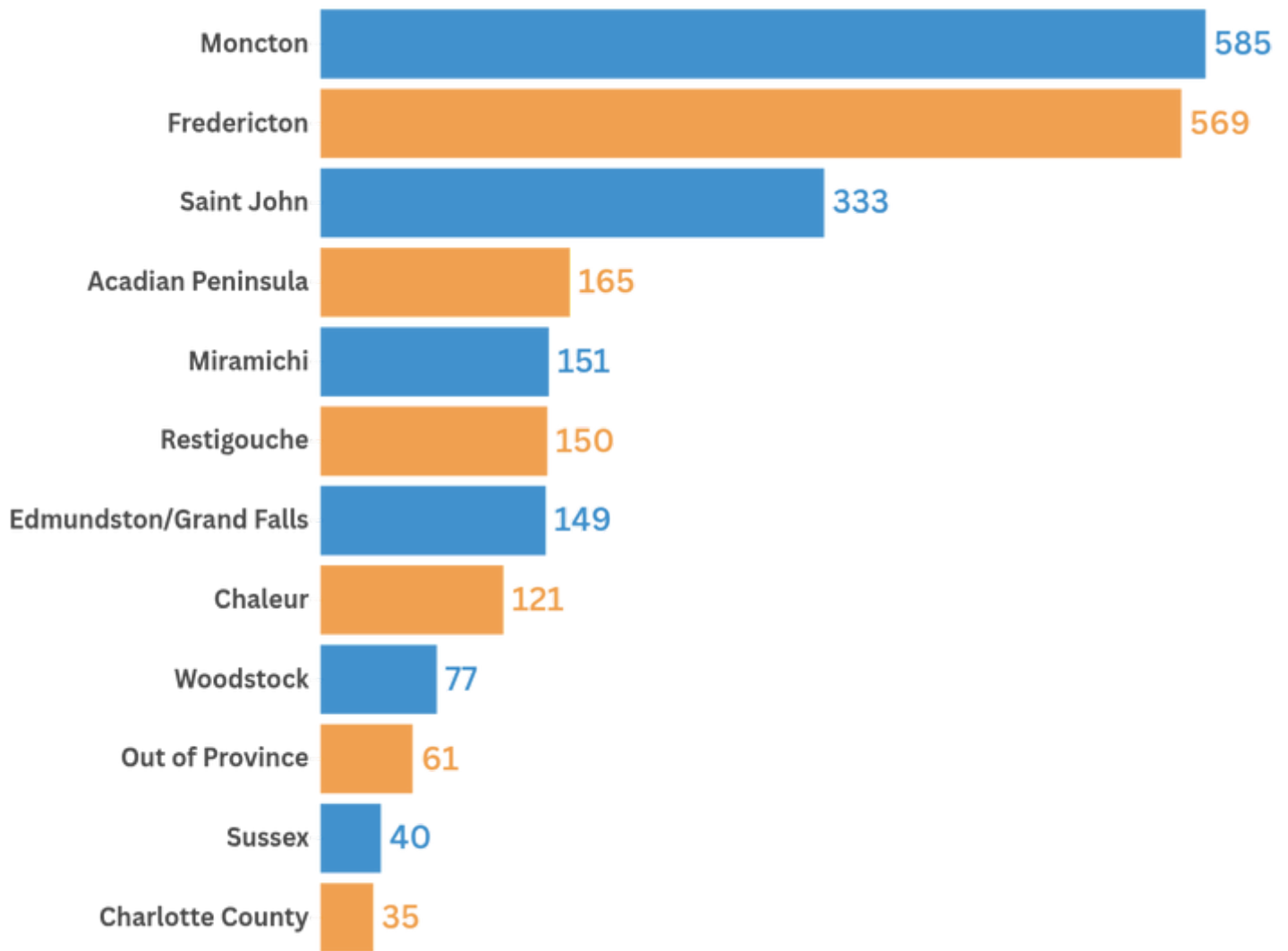
Laura Gatien
*CASW Distinguished Service
Award Recipient*

Member Statistics

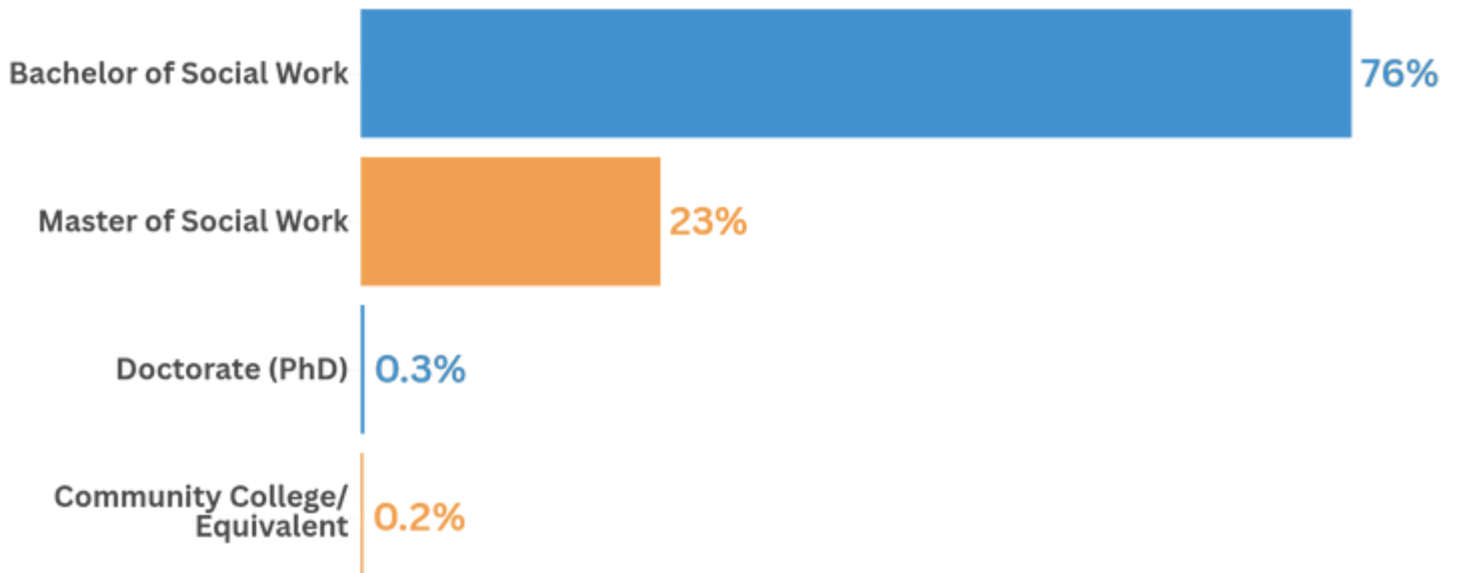
MEMBERS BY LANGUAGE



MEMBERS BY CHAPTER

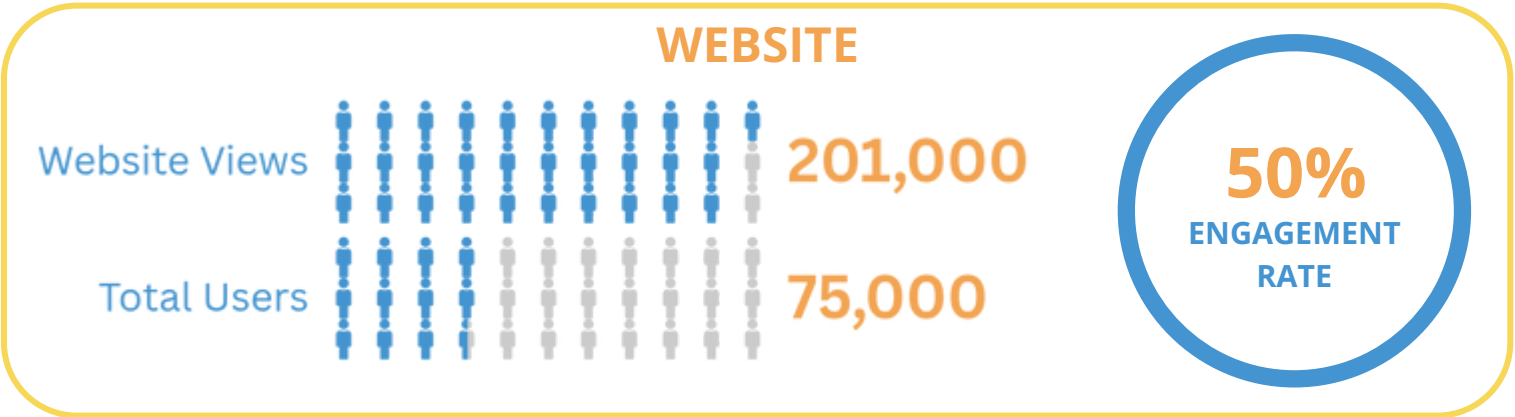
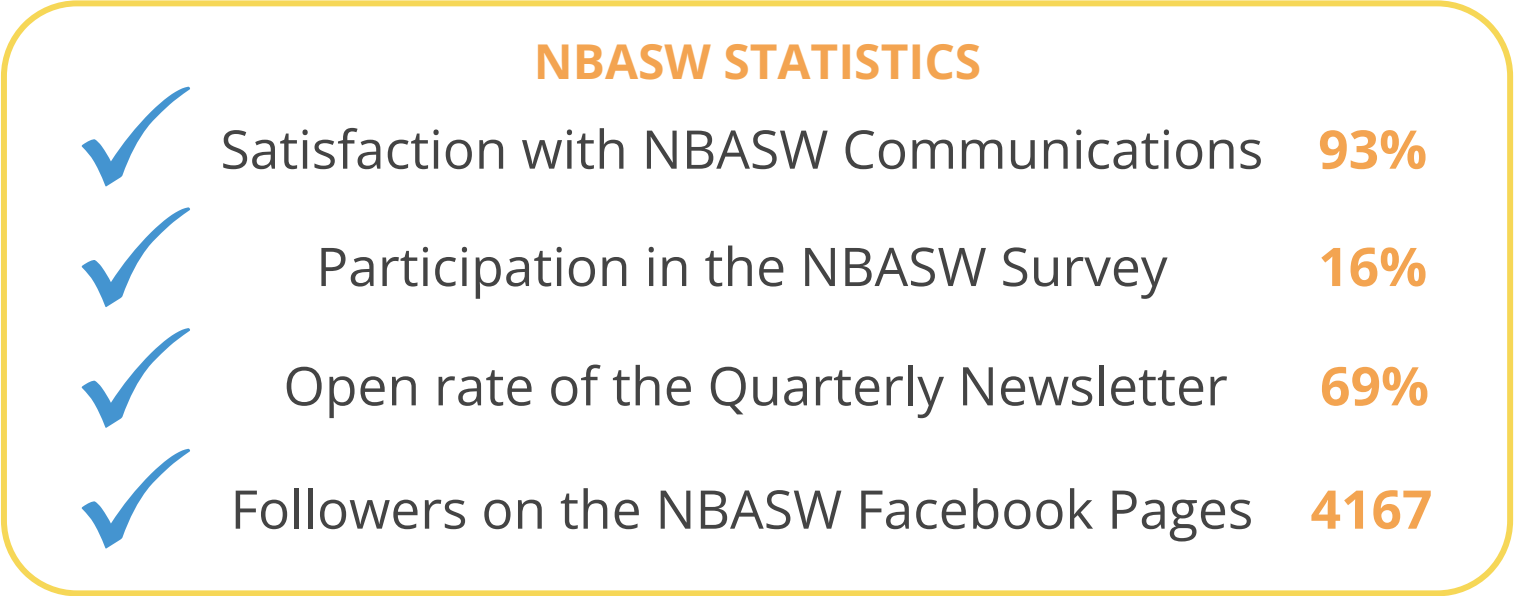


MEMBERS BY EDUCATION



Communications Statistics

The NBASW worked hard this year to improve its communications. The Engagement & Communications Officer, Ethan Stryde, is pleased to present the following communications statistics:



MASS EMAILS TO MEMBERS

- In 2024-2025, the Association averaged ~8 emails per month to members.
- Of those emails, the average open rate was 65.5%. The industry standard open rate is ~25%.
- We remain significantly above this average in both official languages.



CASW Representative Report



Géraldine Poirier Baiani, BSW, RSW
CASW Representative

It is a pleasure for me to provide you with my report on this year's activities of the Canadian Association of Social Workers.

I want to first thank the Board for appointing me as the New Brunswick member last September, and since that time I have endeavoured to represent the NBASW/ATTSNB and the Social Workers of this province to the best of my abilities. I replaced Barb Whitenect, who was elected as the CASW president in June 2024. Congratulations Barb, we get to work together again.

CASW is OUR National voice. We promote the profession and advocate for social justice. The CASW Federation is now comprised of all 10 provincial and territorial partner organizations with over 20,500 members.

The Board of Directors works from a national and an international perspective to benefit the social work profession.

As I write this, we are in full swing of the 2025 Federal Election. CASW immediately put together an Election Hub to bring together a variety of resources and other tools to help Social Workers make decisions in election 2025. I hope you were able to consult it.

So, to summarize the things CASW has done in the past year...

CASW supported the repeal of section 43 of the Criminal Code, which justified the use of reasonable force for the correction of children by teachers, parents, or guardians. This section perpetuated outdated notions that corporal punishment was necessary for discipline and education, contradicting Social Work values and principles. Studies show the detrimental effects of the use of corporal punishment on children and their development. The use of force against children of any age is not acceptable in Canada.

CASW released a major report on the critical role of social work in primary care. This comprehensive document made recommendations to the federal government and outlined a path forward for better health outcomes and a more holistic, fiscally responsible approach to care. The report, called “Social Work and Primary Care: A Vision for the Path Forward,” highlighted how Social Workers contribute to primary care, but it also recommended areas where Social Workers can more deeply be integrated into Health Care teams in order to improve patient care and outcomes across the country.

We know social workers are uniquely positioned with essential skills that are urgently needed within primary care settings and in New Brunswick they will be key members of the Collaborative Health Care centres. The report outlined actionable steps and called for federal support. We look forward to seeing the next steps.

CASW lobbied Government for the finalization of the Canada Disability Benefit (CDB) regulations. This benefit represented a crucial opportunity to reduce poverty and its harmful effects on health, and to create lasting, positive change for Canadians living with disabilities. As social workers, we witness firsthand how poverty adversely impacts individuals, families, and communities.

The CDB represented a critical first step toward breaking the cycle of poverty for those most in need. Delays in finalizing the regulations would only prolong the distress of individuals with disabilities and hinder the efficiency of our healthcare system. We urged that the regulations be finalized in time for payments to begin on July 1, 2025, to ensure that those most in need receive timely support.

Public safety approved funding for a project we call “Social Work: Building Practice Resilience and Knowledge – Preventing and Addressing Radicalization and Violent Extremism (SW-PRE).” This project aims to create opportunities for social workers to build knowledge, capacity, and connections in their professional practice to better prevent and address radicalization and violent extremism.

Over the next few months there will be the creation of a National Advisory Committee (NAC) with representatives from the CASW Federation, other partners such as CASWE and CCSWR and people with lived experience being the targets of hate and radicalization. In the end we will provide social workers with evidence-based education, training, and tools to navigate politically and socially complex environments and address radicalization and violent extremism in individuals, families, and communities.

The project will also focus on the impact of work on social workers themselves and provide social workers with methodologies for practicing self-care and building resiliency. The NAC will support the creation and delivery of project deliverables such as a state-of-the-art research paper, policy contributions, a social work curriculum syllabus, knowledge mobilization and dissemination, a centralized resource hub on CASW's website, peer-to-peer networking opportunities, and an evaluation and monitoring framework. The NAC will also provide expertise and advice to help deliver these outcomes; however, decisions regarding the adoption of positions will be made by the CASW Board.

This year's theme for Social Work Month was "Social Work is Everywhere." The theme highlighted the vast and diverse impact our profession has, reaching into every corner of our communities to create meaningful change and support individuals, families, groups and communities. We are reminded that we need carry this momentum forward to schools, to hospitals to community centres to policy makers and in every action because Social Work is important, Social Work is political; we champion equity, justice and human dignity. I hope you were able to participate in the activities, to learn and to grow.

And finally, please join me in celebrating and congratulating this year's CASW Distinguished Service award winner, Laura Gatien.

Respectfully submitted,

Géraldine Poirier Baiani, BSW, RSW
CASW Representative for the NBASW

Committee Reports

A number of committees help complete the NBASW's important work. The NBASW has two types of Committees:

Regulatory Committees - Responsible for the activities related to registration, complaints and discipline of membership, mandated by the Provincial Act.

These committees are the:

- Committee of Examiners;
- Complaints Committee; and the
- Discipline Committee.

Ad Hoc Committees - Committees set up by the Board for a limited time to address a particular issue or interest. Current ad hoc committees are the:

- Social Work Recruitment and Retention Strategy Committee;
- Legislation Committee;

- By-Laws Committee; and the
- Nominating Committee.

The following reports represent the ongoing work of active committees.

COMPLAINTS COMMITTEE

The Complaints Committee of the NBASW is mandated to review complaints, responses, and all other relevant information. Under subsection 17(6) of the Act, the Complaints Committee is required to consider and investigate the conduct of a member or former member when a written complaint has been filed with the registrar.

The Complaints Committee panel is made up of at least two NBASW members and one public representative who is appointed by the Minister of Health. These are the members of the Complaints Committee in 2024–25 : Claude Savoie, member and Chair; Chantal Bourassa, member; Lia Daborn and Lisa LePage, public representatives; Anouk McGraw, member (who has withdrawn from the committee to sit on the Board of Directors); and Jenny Tracey, member.

With regard to the committee's mandate, members can dismiss a complaint, take appropriate action to resolve it, or refer it to the Discipline Committee. On complex issues, the committee may consult the NBASW's legal counsel for legal advice on action to be taken. When a complaint requires more thorough investigation, the committee can request the services of an investigator. As Chair of the committee, I can attest that each complaint is thoroughly reviewed without prejudice and that the committee follows procedure in that regard.

66 new complaints were received in 2024-2025.

11 complaints were carried over from the previous years.

Of these 77 complaints, 56 were dismissed and 9 were referred to the Discipline Committee.

There were 12 ongoing matters as of March 31, 2025.

The Procedures Manual was updated to reflect the inclusion of social work technicians. When complaints are received that affect them, a social work technician will be added to the committee once we have enough technicians in the Association.

Over the last year, from April 1, 2024, to March 31, 2025, the Complaints Committee received 66 new complaints, and 11 complaints were carried over from the previous year. Of these 77 complaints, 56 were dismissed and 9 were referred to the Discipline Committee. There were 12 ongoing complaints as of March 31, 2025.

The average time spent on dealing with the 65 complaints was 25.4 working days (from the date of receipt of the member's Reply to when the Panel renders a decision)

Reasons why a complaint matter may have incurred delays include, but are not limited to:

- The Committee requested additional information from either the complainant, the respondent, or other individuals;
- Respondent requested additional time to provide their written response;
- The Committee did not have quorum, and had to postpone the meeting(s); and
- Committee members were in conflict of interest and new members had to be appointed to sit on the Panel.

The committee meets at least once every two weeks and considers one to five complaints. Members spend one to two hours preparing. During the 2024-25 year, the committee held 25 meetings and considered 65 complaints. The average time spent on dealing with the 65 complaints was 46,5 working days (from the day the complaint was received until the day the committee made its decision). The average time spent on dealing with the 65 complaints was 25.4 working days (from the date of receipt of the member's Reply to when the Panel renders a decision).

I would like to thank Complaints Committee members and Registrar Martine Paquet for their dedication and contributions to the committee.

Claude G. Savoie, RSW
Complaints Committee Chair

DISCIPLINE COMMITTEE

The Discipline Committee is a regulatory committee mandated to deal with disciplinary matters involving members under the provincial Act governing the NBASW (2024).

The Discipline Committee of the NBASW is made up of the following members: Geneviève Bourgeois Breau, Carla Gregan-Burns, Cindy Marshall, Eileen Gauthier, Carole Poitras, and Jennifer-Anne Geddes as regular members, Paul Blanchard as a public representative, and Geneviève Forest-Allard, committee Chair.

Disciplinary hearings, whether in person or virtual, are held by a panel of the Discipline Committee made up of at least three members, including a public representative appointed by the Minister of Health under the 2024 Act governing the NBASW, a regular member, and a member who chairs the panel. In some situations, to ensure proper representation, we may add other members to the panel.

In the last fiscal year (2024–2025), the NBASW received 9 new complaints, and 2 complaints were brought forward from the preceding year, for a total of 11 complaints. Of these 11 complaints, 5 were completed, either by voluntary submission or a disciplinary hearing, and 6 are still underway. The average time to deal with 5 discipline cases was 146.8 working days.

Reasons why a discipline matter may have incurred delays include, but are not limited to:

- Hearing dates were postponed;
- Difficulty finding a hearing date that worked for all participants;
- Matters were resolved between legal counsels;
- The Committee requested additional information; and
- No resolution could be reached and a disciplinary Hearing had to be scheduled.

5 discipline cases were resolved in 2024-2025.

The average time spent on the 5 cases was 146.8 working days.

Member resources like the Code of Ethics, practice standards, and guidelines can be found on the NBASW Website.

The various sanctions levied by the committee during the year included the following: written reprimands placed in defendants' files; the publication of summaries of disciplinary matters, with or without names; practice supervision for a specific time; professional development assignments dealing with the subject of the complaint; fines totalling \$9,000; and the payment of \$15,000 in various costs incurred by the NBASW to deal with Discipline Committee matters.

As Chair of the Discipline Committee, I would like to welcome the new members of our professional association, social work technicians. I would also take this opportunity to remind all members that our association continues to develop excellent resources and make them available on the website. As active members, we have a professional responsibility to keep up to date on what is new in social work and on best practices.

Finally, thank you to the Discipline Committee members, who always come to meetings prepared and ready to work on the sensitive files our committee deals with, to our legal counsel, Dominic Caron, for his advice and support on sensitive matters, and to our Registrar, Martine Paquet, for her support, availability, and invaluable help with making this committee run smoothly.

In conclusion, I have been involved in the NBASW for several years, and I continue to consider my role as Chair of the Discipline Committee as an honour and a privilege. Thank you for placing your trust in me.

Geneviève Forest-Allard, BSW, RSW
Discipline Committee Chair

COMMITTEE OF EXAMINERS

The Committee members over this past year have been Caroline Price, Heather Hastings, and Jessica Melanson (Public member).

In June 2019, the Committee of Examiners delegated to the Registrar the authorities in the NBASW Act and NBASW By-laws to approve new candidates. Since the delegation of authorities, the Registrar is now able to consider and approve all new candidates who are applying for membership with the Association in one of the following categories: Social Work Member, Social Work Technician Member, Temporary Authorized Member, and Student Members.

From April 1, 2024, to March 31, 2025, the total number of approvals approved by the Registrar was 421, which is 156 more than last year. A more detailed breakdown follows:

- The Registrar approved 191 Social Work Member applications (+39 vs last year)
- The Registrar approved 27 Social Work Technician Member applications (NEW)
- The Registrar approved 16 Social Work Technician Equivalency applications (NEW)
- The Registrar approved 10 Temporary Authorized Member applications (+6 vs last year)
- The Registrar approved 88 Social Work Student Member applications (-3 vs last year)
- The Registrar approved 89 Social Work Technician Student Member applications (NEW)

421 members approved by the Registrar in 2024-2025.

156 more members approved compared to 2023-2024.

2.86 business days between full application and registration approval.

The average number of working days between the reception of the final application document and the Registrar's approval was 2.86 working days (from the time the NBASW received the last application requirement until the file was reviewed by the Registrar + excluding Social Work Technician Equivalency applications).

There are currently open positions on the Committee of Examiners. If you are interested in joining, please reach out to the NBASW!

Respectfully submitted on behalf of the Committee,

Martine Paquet, RSW
NBASW Registrar

RECRUITMENT & RETENTION STRATEGY/STEERING COMMITTEE

This year, the NBASW led the second year of the 2023-2028 Social Work Recruitment and Retention Strategy. The Strategy continues to be led by a Steering Committee made up of key stakeholders and, in addition to the Association, the committee includes representatives of various government departments, regional health authorities, schools of social work, colleges, unions, and more.

NBASW Executive Director Miguel LeBlanc continues to chair the Steering Committee and is supported in this work by Keara Grey. With the generous support of PETL, Laurie Bourque and Mitch Verrier of Kensington and Associates have continued to support the Strategy's implementation and stakeholder relations.

The Strategy includes a total of seven strategic pillars, which are further subdivided into the two categories of General KPIs (1-4) and Specific KPIs (5-7). General KPIs are the overarching strategic goals and actions to aid in the recruitment and retention of social workers, across organizations and areas of practice.

The four general KPIs include Recruitment, Retention, Role, and Image. The Strategy also includes the three specific KPIs of Child Protection, Mental Health & Addiction Services, and School Social Work, to address specific pressure points within the system.

The Strategy underwent some changes this year, to address current gaps and realities within the system. All those involved in the Strategy's Steering Committee are responsible for implementing actions pertaining to their organizations.

The Strategy currently has 97 actions, 89 of which were active during the 2024-2025 fiscal year and 34 of which are now fully complete. Recognizing the Strategy's end date of March 31, 2028, the NBASW is extremely happy with the significant progress that has been made to date.

As part of the accountability structure that was built into the Strategy, the NBASW submits bi-annual reports to a committee of deputy ministers, who ensure that the necessary progress is being made within their respective departments.

This structure has been important in ensuring that the Strategy progresses as needed and the NBASW will continue to inform the deputy minister committee and NBASW members on the progress that is made in the third year of the Strategy.

As the third year of Strategy implementation approaches, the NBASW is happy to report that PETL has agreed to provide the funding necessary to retain the services of Kensington and Associates. The NBASW is extremely grateful to have PETL's continued support in leading this important initiative and looks forward to continuing increasing the number of social workers in the province, through the Recruitment and Retention Strategy.

Thank you to all who have been involved in the Strategy, including both Steering Committee members who continue to meet on a monthly basis and implement strategic actions and to NBASW members who continue to participate in recruitment and retention-related initiatives, such as member consultations and surveys.

Miguel LeBlanc, BSW, MSW, RSW
Social Work Recruitment and Retention Strategy Committee Chair

LEGISLATION COMMITTEE

The Ad hoc Legislation Committee was struck during the 2022-2023 fiscal year to amend the NBASW Act. This Committee was composed of Barb Whitenect (Chair), Géraldine Poirier Baiani, Claude Savoie, Anne Caverhill, Karine Levesque, Annie Pellerin, Shawna Morton, Gary Burris, Carla Gregan Burns, Karen White-O'Connell, Lisa Watters, Mary McCormack, and Karla Parks-Lissok. The Committee was supported by NBASW staff members Miguel LeBlanc, Martine Paquet, and Keara Grey. Legal guidance was provided to the Committee by Dominic Caron of Pink Larkin (NBASW legal counsel).

NBASW members overwhelmingly voted to adopt the Act at the 2022-2023 Annual General Meeting on June 3, 2023. With the Act being approved by the membership, the NBASW Executive Director Miguel LeBlanc, Committee Chair Barb Whitenect, and Committee members worked hard to get the legislation passed at the legislature. The 2023-2024 year involved many meetings with ministers and other members of the legislative assembly, to ensure the content and the important changes brought forward in the Act were well understood by members of all parties.

During the 2024-2025 year, all the hard work paid off. On June 7, 2024, the Act received Royal Assent at the legislature, officially becoming law. With the passing of the new Act, the NBASW now has the legislative ability to regulate social work technicians, recognize educational institutions, and determine equivalency of qualification. The Committee wishes to thank NBASW members for their involvement and support of this groundbreaking new legislation.

Barb Whitenect, BSW, MSW, RSW
Legislation Committee Chair

BY-LAWS COMMITTEE

The By-Laws Committee was struck in 2023-2024 to update the NBASW By-laws to align with the new NBASW Act. The Committee was made up of current and future NBASW members with expertise related to the changes that were brought forward in legislation and included a graduate of the New Brunswick Community College's Social Service Community Worker program. Committee members included Géraldine Poirier Baiani (Chair), Anne Caverhill, Barb Whitenect, Karla Parks-Lissok, Lisa Watters, Annie Frenette, Shawna Morton, Gary Burris, and Trista Clark. Miguel LeBlanc, Keara Grey, Martine Paquet, and Dominic Caron (NBASW legal counsel) provided support to the Committee.

The By-law Committee updated the NBASW by-laws to operationalize the changes brought forward in the new legislation including regulating social work technicians, recognizing educational institutions, and determining equivalency of qualification. The changes brought forward in the by-laws pertained directly to the operationalization of the new Act. The NBASW Board approved the by-laws on an interim basis at the December 9, 2023 board meeting. Due to the interim By-laws being adopted by the Board, the NBASW was able to operationalize the new Act as soon as it received Royal Assent on June 7, 2025.

Recognizing the importance of the interim by-laws being voted on by the NBASW membership as soon as possible, the NBASW hosted a Special Meeting, at which the By-laws were brought forward to the membership. Ahead of the Special Meeting, the NBASW arranged information sessions with each of the provincial chapters, where members could discuss the changes brought forward in the By-laws and ask questions as needed.

The Special Meeting took place virtually on February 27, 2025, at which time members overwhelmingly voted in support of the new by-laws. With the new By-laws being ratified by NBASW members, the NBASW is now able to proceed with operationalizing all the aspects of the new legislation.

It was great to see members be so involved in the process of implementing the new By-laws. Approximately 62 members attended the chapter information sessions and 73 members attended the Special Meeting. The Committee wishes to thank all members for their ongoing interest and participation with the Association!

Géraldine Poirier Baiani, BSW, RSW
By-Laws Committee Chair

NOMINATING COMMITTEE

The Nominating Committee is a standing committee of the Association whose work is guided by NBASW By-Laws and procedures.

The Committee leads the process for Board appointments and was called to review the 2025-2026 NBASW Board of Directors President, Vice President, and Secretary Nominations.

Among the calls for nominations sent to the membership, one nomination was received by the Committee for each position. The nominations were reviewed and recommended to the Board of Directors to be added to the Slate of Officers to stand for election.

As the nominees stood unopposed, they were each elected by acclamation. The Committee congratulates Carole Gallant on retaining the role of President, Ian Rice on retaining the role of Vice President, and Karine Levesque on retaining the role of Secretary for two-year mandates.

Nominating Committee members are Bill Innes (Chair), Géraldine Poirier Baiani, Jennifer-Anne Geddes, and Alison Charnley. I want to thank each member of the Committee for their participation in this important process.

Bill Innes, RSW
Nominating Committee Chair

Chapter Reports

The NBASW membership is composed of 11 individual chapters, which are divided regionally. Each member of the Association belongs to a chapter, and chapters address regional issues for membership, help members with professional development, and act as a liaison between their members and the Board of Directors. The following are this year's (active) chapter reports.

ACADIAN PENINSULA

The Acadian Peninsula Chapter had another great year. The current executives are Théo Saulnier (chapter director), Geneviève Bourgeois (president), Annette Comeau (treasurer), Julie Lanteigne (secretary), and Mélanie McGraw (vice-president)

We would like to highlight André-Marc Friolet, who was the lucky winner of one of the three awards in the social work census organized by the Association of Social Work Boards (ASWB). Mr. Friolet won a reimbursement for his membership fee. Congratulations André-Marc!

This year, the executives decided to change the location for Christmas dinner, going to Pinokkio Pizzeria-Resto-Bar in the Shippagan region. This new restaurant was a huge success and we had a record number of attendees.

We also held a friendly contest during the Valentine's Day period. The announcement of the "Heart" themed rally was sent by email to reach as many members as possible. The winners received a gift certificate from a bookstore of their choice.

We celebrated Social Work Month at Fils du Roy in the Paquetville region for a tasting and a tour. It was a very nice evening and a great opportunity for networking. The executives continue to encourage the participation of the members in various activities and are always open to receiving new ideas.

I would like to thank the executives of the Acadian Peninsula chapter for their time and dedication, as well as the members for their continued good work.

Geneviève Bourgeois, RSW
Chapter President

CHALEUR

The Chaleur executives for 2025-2026 are: Anouk McGraw, Director; Cassandra Forand, President; Shirley Jessica LeBreton, Vice President; Danie Boudreau, Treasurer; Sylvie Labelle, Secretary; and Mylène Chiasson, Consultant.

On September 13, 2024, the executives organized a training day. First, Mr. Jacques Ouellet presented on effective communication and conflict management. Then lunch was paid for all members and we held the AGM during the dinner hour. Then Alain DeWarnaffe, psychologist, gave a presentation on reconsolidation therapy. Finally, Marie-Pierre Godin, a master's degree social worker, spoke about compassion fatigue. The day was a success, with thirty-six members participating and the new executives being appointed.

The new executives have planned the next Chaleur AGM to take place on September 19, 2025 during lunchtime at the Atlantic Host, followed by an afternoon of training, under the theme: "Taking Care of Yourself." The presenters of these training courses are yet to be confirmed. Also, during Social Work Month, a competition was launched for members by email. For a chance to win \$50, members had to write to us, in 3 words, what best describes social work for them. The draw took place on March 31, 2025.

This concludes the Chaleur chapter's activities in 2024-2025. Thank you.

Cassandra Forand, RSW
Chapter President

EDMUNDSTON/GRAND FALLS

Dear Colleagues,

It is my pleasure to present the annual report on behalf of the Edmundston & Grand Falls Local Chapter of the NBASW. Over the past year, our Chapter has remained committed to promoting the values and mission of the NBASW throughout our region.

We held five regular meetings, including our local Annual General Meeting in April 2024. In addition, our executive committee ensured the following were carried out:

- An audit of the financial books for the previous two years.
- Ongoing peer support discussions.

Our Local Chapter also had the honor of hosting the provincial AGM on May 31 and June 1, 2024. The planning committee met numerous times to ensure the event was a great success. Highlights included:

- A workshop on "Growth Mindset" by Mme Denise Beaupré (Rise Above).
- A Black & White banquet theme in honor of Equality & Diversity.
- The debut of the "PLOYS" as our featured "Brayon" dish at the banquet—complete with a personal chef to demonstrate, teach, and cook on-site. Ingredients and recipes were provided for members and guests to take home.
- Mme Karine Levesque, a valued local member, receiving the distinguished Rahoul Léger Honor, with her family in attendance.

Efforts to stay connected with members included regular email updates, activity on our local Facebook page, and informal check-ins. We continue to encourage feedback and welcome ideas to help ensure our chapter activities remain relevant and responsive to member needs. In the coming year, our priorities include:

- Increasing member participation.
- Expanding partnerships with community organizations.
- Continuing to offer meaningful professional development opportunities.
- Exploring new ways to support and give back to our local members.

We're so proud to welcome our very first registered Social Work Technicians to the Chapter! I would like to thank our executive committee and all our local members for their continued commitment and contributions. Together, we are strengthening the voice and impact of social work in Edmundston, Grand Falls, and beyond.

Executive Members 2025-2026:

Co-Presidents: Marie-Josée LeBlanc et Sylvie-Lise Dubé (elected for a 2-year term).

Vice-President: Mylene Lizotte (elected for a 1 year term).

Secretary: Joannie Volpé (elected for Sylvie-Lise Dubé (elected for a 2-year term)

Treasurer: Monique Dubé-Michaud: (elected for a 1-year term).

Director: Kim Akerley-Lagacé (start of a second year to a 2 year term).

Respectfully submitted,

Kim Akerley-Lagacé, RSW

Chapter Director

FREDERICTON

The Fredericton Chapter executive consists of President Julie Doucet, Vice President Murray Weeks, Treasurer Stacey Willis, Secretary Grace Steeves and Chapter Director Valerie DeLong.

The Chapter conducts business meetings and educational sessions on a regular basis beginning in the Fall of each year. Educational sessions are offered the third Thursday evening of each month and are excellent opportunities for members to enhance their knowledge, skills and connect with each other.

The Chapter has continued with virtual education sessions and business meetings via MS Teams which enables members to easily participate. The Chapter is now holding meetings three times per year, in the Fall, Winter and Spring, after education sessions. During the other months, we are sending bulletins to update the members on any new information, issues or events.

The Fredericton Chapter is very fortunate to have a dedicated and active Education Committee that ensure members have a variety of enriching learning opportunities throughout the year. The Education Committee is currently looking for a Chair. The education sessions began in October 2024 which was titled "Trauma Informed Care in Social Work and Education". Speakers were academics and practitioners Arielle Dylan and Lea Tufford who co-edited a book with the same name. They shared a presentation on their work on this book as well as their own observations about the importance of trauma informed care.

In November 2024, Social Worker Jennifer Bennett gave a presentation on Domestic Intimate Partner Violence (DIPV) which enabled a deeper understanding of the unique challenges faced by child victims and witnesses of DIPV, and the barriers that hinder successful interventions. In February 2025, Dr. Mary L McCarthy shared a presentation which included a review of her life experiences as Black New Brunswick Woman. She shared how she stumbled on the path of being an advocate for social justice while negotiating her own space and place in this province and country. In April 2025, a panel discussion was held with the Multicultural Association of Fredericton which illuminated the experiences of newcomers. The Executive is also planning a Spring social with the intention of creating a space for self care.

During Social Work Month in March, the Education Committee worked diligently to organize the screening of the film "You Can Call Me Roger". This powerful film depicted the life of retired Assembly of First Nations regional Chief Roger Augustine, sharing his lived experience with the long assault against Aboriginal people and covers the story of his 45 year leadership. It provided a contextual window into the long history of colonialism and served as an educational tool for understanding the truth and reconciliation required, to help with healing and moving forward. Chief Augustine himself was at the conference as were other special guests. A discussion was held after the screening.

During Social Work Month, we held contests on our ever growing Facebook page which lead to a lot of engagement by the members. We held contests that encouraged social workers to share a bit about themselves, and gifts won included educational books along with self care items.

The Fredericton Chapter has also voted on being able to subsidize members attending the annual AGM, banquet and conference, held in Saint John this year. We hope this encourages members to attend this important event.

The Fredericton Chapter had a very successful year and is looking forward to increasing its engagement with Chapter members in the coming year. The Fredericton Chapter offers wonderful ways for local social workers to network and learn about what is going on in other areas of social work practice!

Respectfully submitted,

Julie Doucet, RSW & Valerie DeLong, RSW
Chapter President & Chapter Director

MIRAMICHI

Dear esteemed colleagues across our beautiful province,

The Miramichi Chapter is pleased to present this year's annual report, highlighting another successful year of connection, growth, and leadership renewal. Our chapter executive has continued to demonstrate a strong commitment to celebrating and unifying our local members, working to foster a sense of community among social workers in the region.

Over the past fiscal year, we hosted two successful events. In October, we welcomed our members to a fall social gathering, where we were especially delighted to meet and celebrate several newly registered international social workers. This gathering offered a meaningful opportunity to build relationships, share diverse experiences, and promote learning among colleagues.

In March, we came together once again for our Social Work Month Dinner, which drew nearly 30 members for an evening of appreciation and reconnection. This event also marked a time of transition within our chapter leadership. We extend heartfelt thanks to Emily Robichaud (Past Secretary) and Greeshma Chava (Past Treasurer) for their dedication and contributions to our chapter.

We are grateful to the members who stepped forward to assume leadership roles this year. In particular, we would like to thank Karla Parks-Lissok for her service as Chapter Director over the past two years, and for continuing on in a new role.

We are pleased to introduce our 2025–2026 Chapter Executives:

Chapter Director: Brooke Casey

President: Jennifer Agnew

Vice President: Holly Smith

Secretary: Karla Parks-Lissok

Treasurer: Tanisha Keddy

We look forward to the year ahead with optimism and enthusiasm, as we continue to support one another and uphold the values of our profession within the Miramichi region.

Respectfully submitted,

Brooke Casey

2025-2026 Chapter Director

MONCTON

The Moncton Chapter continued to remain active in the past year, with meetings being held monthly or more frequently depending on the needs of the committee.

We held our Annual General Meeting virtually on May 7th where the director and president positions were up for elections. Michelle Nowlan was nominated and reelected as Director, while Valerie Roy-Lang was nominated and reelected as President.

The Moncton Chapter was also represented during the provincial AGM, conference, and banquet, which was held in Edmundston and the Director and President attended in person. This was a good networking opportunity with other fellow social workers in the province and an interesting conference was held.

Our committee took a break over the Summer, and in the Fall we met again. An event had been planned for the Fall, but the speaker was unavailable, so it was decided to focus on the Christmas event and look at potential speakers after the holidays.

To celebrate the holidays, our committee organized two Christmas dinners, one of which was held in Moncton at Gusto's Italian Grill and Bar and the other was held in Richibucto at Makeba's Restaurant. Our committee opted to increase the amount given to our members for their meal to account for the rising cost of food and gift cards were distributed at the events. Both events took place during the same week to allow members to choose the location preferred or that is closest to them. This format has been used in the past and appreciated by members, especially those living in Kent County who have far to travel for Moncton events.

A webinar had been planned for January but was rescheduled to March due to presenter unavailability. The speaker, Sylvie LeBlanc, co-director at Boreal Centre, offered a virtual presentation titled "Unmasking Online Sexual Violence: Awareness, Prevention, and Support".

Finally, a draw took place to reimburse one member their membership fees for the following year and none other than John Eatmon, the Chapter's treasurer, was the lucky recipient of this prize.



Moncton Chapter's Christmas Dinner at Gusto's in Moncton



Moncton Chapter's Christmas Dinner at Makeba's in Richibucto

Although a few events had to be rescheduled or cancelled, our members who participated in the events that took place seemed to have enjoyed themselves and we hope to continue to offer them more activities and educational opportunities in the coming year. As always, we can be reached at moncton@nbasw-attsnb.ca or on our Facebook page at [NBASW-ATTSNB Chapitre de Moncton Chapter](#).

Our Executive Committee Members are as follows: Michelle Nowlan, Chapter Director. Valerie Roy-Lang, President. Léonie Levac, Vice-President. John Eatmon, Treasurer. Vicky Godin, Secretary.

Best regards,
Valerie Roy-Lang, RSW
Chapter President

RESTIGOUCHE

The Restigouche chapter held a general meeting during Social Work Month. We had the chance to meet new members during this activity and were able to gather ideas for future seminars or training courses. We were also able to discuss the practice of social work with members.

This year, we honoured Marie-Pier Gallant as Social Worker of the Year for her remarkable work with young people in our region. We also gave l'Atelier Production Restigouche the title of Organization of the Year. This organization provides skill development opportunities to people with special needs.

We are planning an annual meeting soon to elect the executive committee for 2025-2026 and to plan meetings and activities for the following year. For the moment, the composition of our chapter remains: Mélodie Vienneau - Director; Vickie Maltais – President; Tany Ndopedro – Vice President; Erika Allain – Treasurer; and Véronique Doucet – Communications/Secretary.



Moncton Chapter's Online Sexual Violence Webinar, hosted by Sylvie LeBlanc, MSW



Marie-Pier Gallant, Restigouche Social Worker of the Year

We would like to thank the members for their involvement throughout the year. We also want to encourage members to participate in organized activities and get involved with the local chapter to create opportunities for meetings, learning and promoting our profession.

Respectfully submitted,
Mélodie Vienneau, RSW
Chapter Director

SAINT JOHN

The Saint John chapter wants to thank everyone for joining us for the banquet and AGM this year! We have been hard at work trying to make this event as best as it can be. The chapter executive would like to thank all the members who came to meetings and helped in any way in planning this event.

Since being elected, we have made numerous attempts to get members engaged. We have enjoyed seeing numbers grow and look forward to seeing more in the future. Please ensure your email is correct with the NBASW so you are able to receive our emails.

The chapter wants to thank members for their continued hard work this year!

The current executives are: President/Chapter Director: Samantha Jesso. Vice-Presidents: Nicolas Remete and Megan MacLean. Treasurers: Tera Vellenoweth and Jessica MacPhee. Secretary: Samara Carvell.

Samantha Jesso, RSW
Chapter President/Director

SUSSEX

The Sussex Chapter of the NBASW is a small chapter, representing 38 members. Although involvement over the past few years has been nominal, there are two annual activities that continue to take place with the support of members. In June, the Sussex Chapter offers a Bursary to a qualifying High School graduate who has been accepted into a post secondary social work or related program. In March, to celebrate Social Work month, our local chapter distributed various treats to members; there was a trivia contest with questions about the NBASW (with prizes awarded!) and a luncheon was held at a local restaurant, which is always enjoyed by the members who attend.

The Chapter Executives for Sussex are: President: Sharon Brown. Vice-President: Anisa Pynn. Treasurer: Pam Cole. Secretary: Crystal Parlee. Chapter Director: Pam Cole.

Respectfully submitted,
Sharon Brown, RSW
Chapter President