



PRESS RELEASE

The Association of Human Services Counselors of New Brunswick (AHSCNB) today announces the official launch of their “Hope, Dignity, Community” membership campaign.

“The AHSCNB founding members have been working extremely hard to finally get to the official launch of this campaign”, says Lise Hitchcock, interim President of the AHSCNB. “It’s taken us over 2 years to get to this point. Human Services Counselors (HSCs) have been waiting for over 25 years for this moment. Now they finally have their own association to represent them”, adds Hitchcock.

The “Hope, Dignity, Community” campaign is named after the AHSCNB slogan, which is: HSCs...Beacons of hope and dignity in our communities. “We are going to bring awareness throughout the Province of the important work of HSCs and advocate for better wages and improved working conditions”, adds Sharon Albert, Vice-President of the AHSCNB. The NB Pay Equity Coalition recently determined that one group of HSCs should be earning \$25.25 per hour when compared to equivalent work performed by men. That group currently earns approximately \$15.90 per hour.

Several founding Board members have been involved in a government-sectoral process that has resulted in HSCs becoming a recognized occupation by the Apprenticeship and Occupational Certification Board of N.B. (AOCB) in May 2018. “We are confident that we will be able to help with the voluntary certification of HSCs which is the next crucial step for real recognition. One of our objectives is that 80% of HSCs will become certified by April 2023”, adds Wanda Steeves, Treasurer of the AHSCNB.

“Our plan is that in the foreseeable future, we will maintain an official registry for the HSC occupation, while we continue to update educational standards and ensure excellence of care for the people we serve” says Hitchcock. “While we are not a union, the reason we are advocating for wages and working conditions, is to recognize the value of HSC work in our communities and the failure of the system to recognize that value.”

The objective of the campaign is to recruit at least 600 members by the end of April 2021.

Contact:

Lise Hitchcock, President

Tel: (506) 473-5519

Email: residence@aic-acl.com

Backgrounder

Human Services Counselor

Workplace: The occupation of human services counselor is recognized throughout Industry as a stand-alone occupation and not as work performed or controlled by a few employers. Human services counselors often work as part of inter-disciplinary teams including social workers, nurses or mental health counsellors employed by SD, Health or other departments. This occupation's tasks and activities are performed in a number of workplace settings including the following: community residences; private homes; family support agencies; transition homes for victims of domestic violence; Employment Supported Services Programs, as well as Addictions and Mental Health Centers.

The main tasks of a human services counselor are as follows:

- Providing individual services in a safe environment
- Assisting individuals with impairments (visual, speech, auditory, mobility, etc.); assisting individuals with addictions; referring of individual to health professionals as needed
- Participating in the development and implementation of individualized service plans in collaboration with various health and social service professionals
- Performance of administrative duties: assist individuals with completion of personal documents; complete reports related to individual's care plan, health, behaviour and related incidents.
- Providing supervision and support to individuals under child protection mandated programs and in relation to legal custody and probation orders, and under adult protection programs.
- Teaching and modelling parenting skills with individuals referred by and case-managed by child welfare professionals
- Providing skill training and behavioural programs and providing assistance with behaviour management and with developmental and functional issues related to health & social factors
- Assisting with basic first-aid and CPR procedures; household management; nutrition and meal preparation; assisting with mobility
- Assisting with routine tasks of daily living; assist individual in maintaining and developing interpersonal and social skills
- Assisting with personal hygiene, medication distribution, monitoring behaviours or activities that affect the security and well-being of individuals and caregivers
- Non-violent interventions for behaviour management; referring individuals to health or social service professionals as needed
- Attending to specific needs of individuals with a variety of chronic health problems
- Personal care

- Providing assistance and support to abused and/or neglected children and adults including situations of domestic violence
- Training, coaching and assisting individuals to perform on a job site; planning of valued activities; training of individuals for employment specific requirements; and,
- Providing assistance to individuals in their rehabilitation as well as their social integration in the community

The Client population is comprised of:

The clientele of community residences:

1. Adults who need assistance with their personal care and daily living activities. They may display aggressive behaviour toward self and/or others. They may have a mental health condition or functional limitation and may also have difficulties with cognition requiring supervision on a 24-hour basis.
2. Adults who have a medically stable physical or mental health condition or functional limitation and require assistance and supervision.
3. Adults who have difficulties with cognition and/or behaviour requiring supervision and personal care.
4. Adults who are 65 or over who have aged in a community residence are allowed, by Social development, to stay as long as their needs are met.

Number of human service counsellors in community residences: *approximately 900*

Number of community residences in New Brunswick: *80+*

Number of individuals served: approximately 400

The clientele of Family Support/Attendant Care Agencies:

1. Children under 19 with a severe and permanent disability that significantly limits their ability to function in normal daily living. This includes children with medically complex conditions, physical disabilities, mental health issues and/or intellectual impairment who may or may not have behavioural and/or emotional difficulties.
2. Children under 19 whose security and development is deemed at risk. This includes children who may have been victims of neglect; physical abuse; emotional abuse or sexual abuse or at risk of abuse or neglect.
3. The child's family who are integral to the delivery of family support services, for whom practitioners model and to whom they teach parenting skills, rudiments of cooking, homemaking and child development.
4. Adults 19-64 years who need developmental assistance with their personal care and daily living activities including individualized personal supports to live as independently as possible in the community as opposed to a residential facility.



Number of human service counsellors in Family Support Agencies:
approximately 270 (full time employees in Family Support roles) and 350 (full time employees in attendant care roles)

Number of family support Agencies in the Province: 48

Number of hours of family support: approximately 480,000 yearly

Number of hours of attendant care: approximately 700.000 yearly

The clientele of ESSP Agencies (formerly ADAPT) :

1. Adults 19 to 64 years of age with intellectual/developmental disabilities who need assistance to increase their quality of life by participating in programming that is geared towards obtaining and maintaining employment.
2. Adults 19 to 64 years who can benefit from activities, training and support that will help meet their therapeutic, occupational and developmental needs as well as their social inclusion and integration in the community

Number of human service counsellors in ESSP agencies: *approximately 550-600*

Number of ESSP Agencies in the Province: 38

Number of individuals in ESSP Centers: approximately 1200

Note: There are also a number of human service counsellors who work in Addictions and Mental Health Centers (approx 70). Also some that work in transition homes for victims of family violence as well as those who work in schools as educational assistants, youth group homes, or in special care homes and home support as personal support workers. The occupation of human services counselor is a stand-alone occupation. The sectors of ESSP (formerly known as ADAPT), Community residences and Family Support/Attendant Care Agencies applied to the AOC Board for designation of this occupation in their capacity as members of the human services coalition.