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## OBJECTIVES



Identify key challenges and gaps in the current behavioral health workforce related to the prevention, treatment, and recovery of substance use disorders.



Describe evidence-based strategies and innovative models for workforce development, including training pipelines, peer integration, and technology-enabled service delivery, that support recruitment, retention, and capacity-building.



Apply practical tools and policy recommendations to enhance workforce planning and SUD counselor self-efficacy to enhance SUD counselor preparedness and competency.

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## THE CASE OF MORGAN



- Morgan presents with an extensive history of substance use. Morgan's drug of choice is fentanyl. Morgan reports several fatal overdoses in history. Morgan also has a lengthy criminal record and has been in and out of institutions. Morgan has attempted suicide in the past and states that they continue to have thoughts of suicide, especially due to the feelings of anxiety and deep depression. Morgan stated that they have “hit bottom” and is actively seeking treatment. You meet with Morgan and determine they need a medically monitored inpatient treatment program and concurrent psychiatric care. You reside in a rural area with limited treatment options. What is available has is understaffed and has waitlist.
- What factors contribute to this situation?

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## THE LANDSCAPE OF HELPING PROFESSIONALS IN PA

15,268 Licensed Professional Counselors

1,562 Associate Licensed Professional Counselors

11,479 Licensed Clinical Social Workers

1,312 Licensed Marriage and Family Therapists

88 Associate Marriage and Family Therapists

3,160 Certified Peer Specialist

2,127 Certified Recovery Specialist

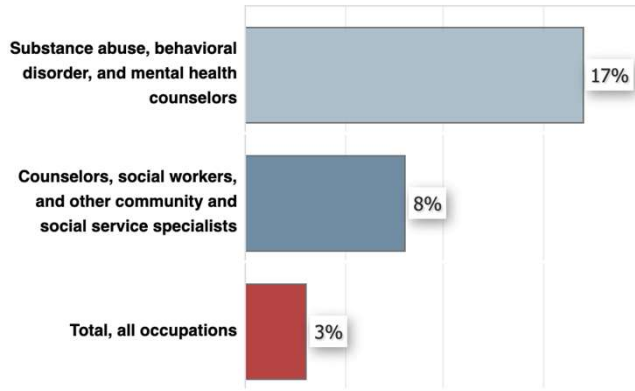
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## WORKFORCE PROJECTIONS

- HRSA workforce projections include
  - The needs for counselors will grow by 17%, much faster than the average for all occupations
  - 60% increase in demand for MH counselors
  - 62% increase in demand for SUD Counselors
- The Commonwealth of PA will need approximately 158,000 during the same timeframe.
- Approximately 48,300 openings for SUD and MH Counselors are projected each year over the next decade.

### Substance Abuse, Behavioral Disorder, and Mental Health Counselors

Percent change in employment, projected 2024–34



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## WORKFORCE TRENDS

Rising Service Needs

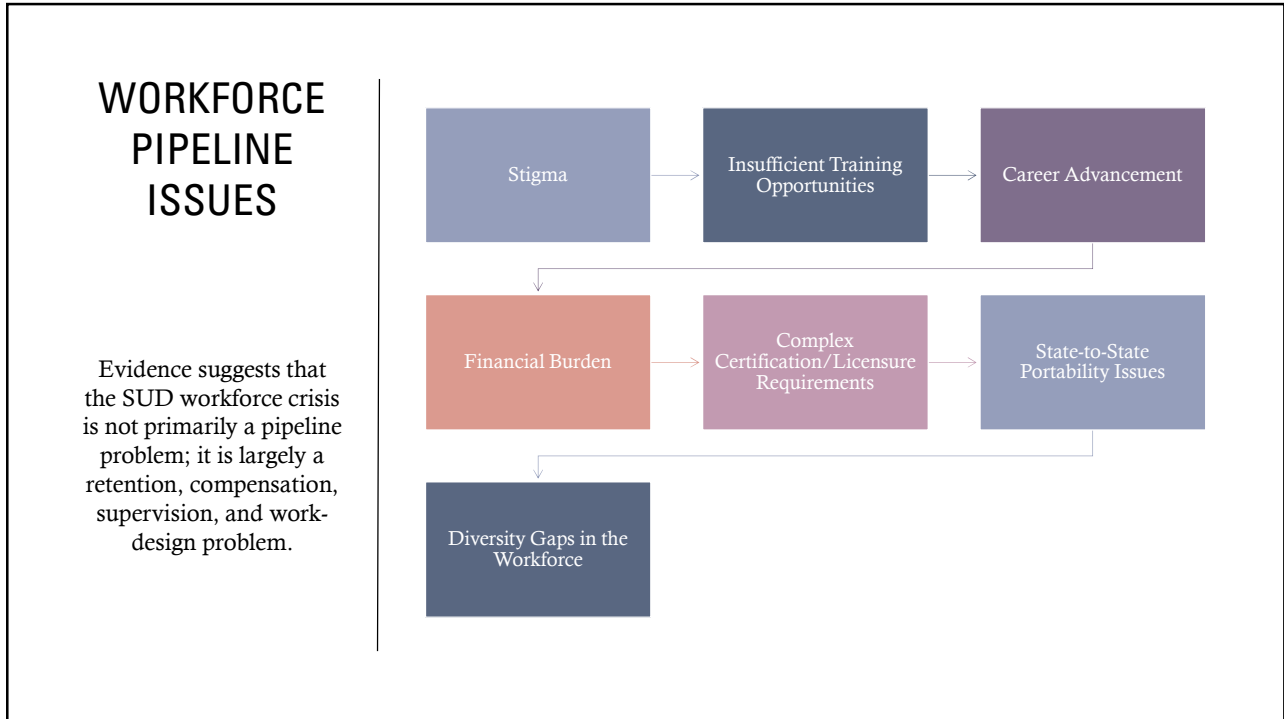
National Shortages

Aging Workforce

Insufficient Pipeline of New Professionals

Geographic Maldistribution of Counselors

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Be the change you wish  
to see in the world.

– Mahatma Gandhi



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## WORKFORCE PIPELINE DEVELOPMENT

The purpose of the Substance Use Disorder University Workforce Development Program is to address workforce shortages in substance use disorder (SUD) counseling by strengthening the workforce with qualified professionals.



The partnership between the Pennsylvania Department of Drug and Alcohol Programs (DDAP) and Waynesburg University (WU) aims to reduce the financial burden for aspiring SUD counselors, enhance the recruitment of diverse SUD counselors, provide formal training in SUD counseling, and strategically invest in the SUD behavioral health workforce.

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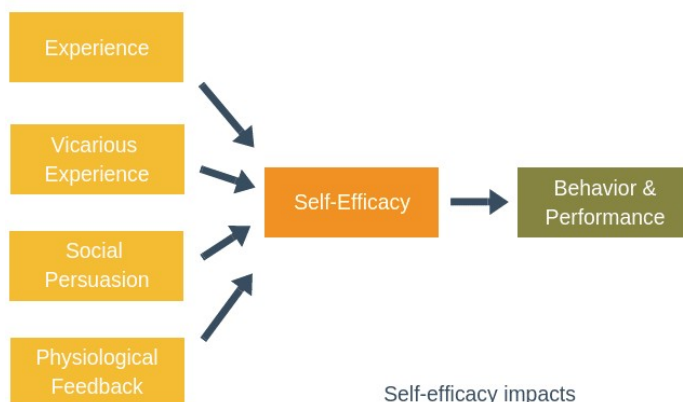
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## SPECIFIC SUD CLINICAL TRAINING: CORE EVIDENCE-BASED PRACTICES



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### Self-Efficacy Theory of Motivation



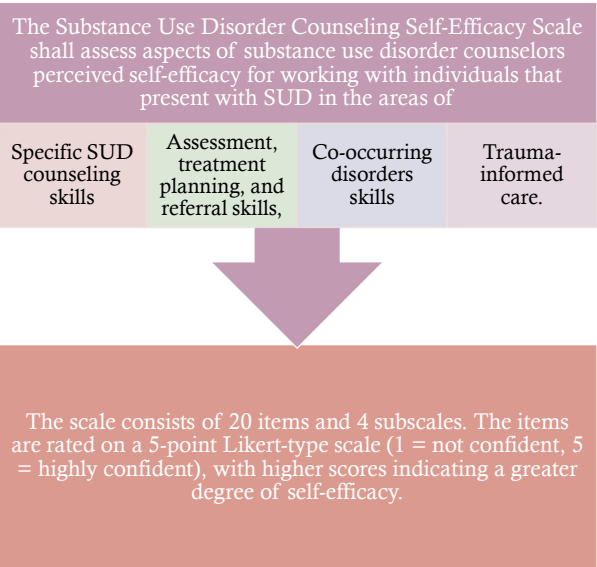
Self-efficacy impacts behavior and performance

### QUANTITY VS. QUALITY

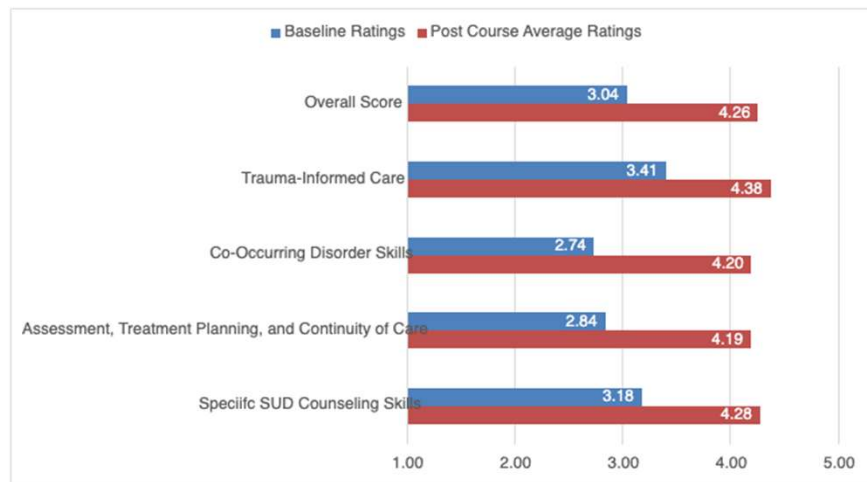
Self-Efficacy is the belief in one's ability to perform a task

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# SUBSTANCE USE DISORDER WORKFORCE DEVELOPMENT PROGRAM: SUD COUNSELING SELF-EFFICACY SCALE



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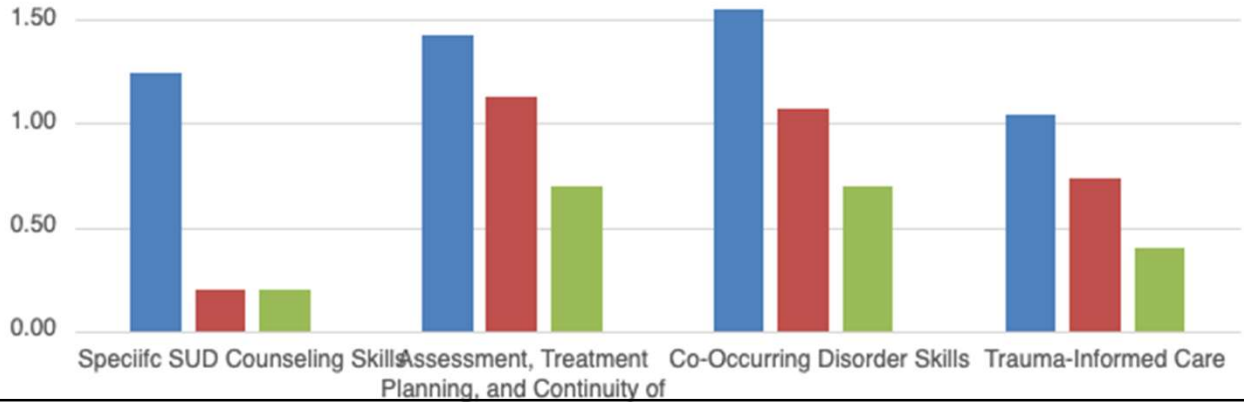


## SUD SELF-EFFICACY RATING OUTCOMES

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## CHANGE IN SELF-EFFICACY

- What about this is important to you?
- What about this informs our next steps as advocates?



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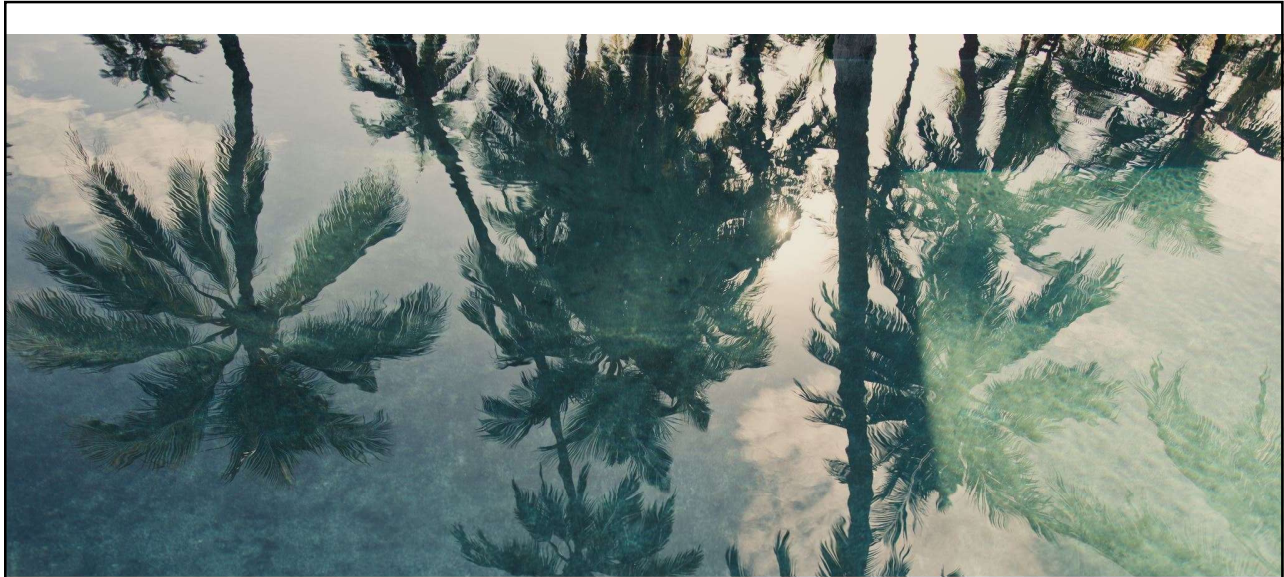
## TOGETHER WE GO FAR: OUR NEXT STEPS



<p>Strengthen clinical supervision</p> <ul style="list-style-type: none"> <li>• The most consistently supported retention strategy</li> </ul>	<p>Increase compensation and reduce financial burden</p>	<p>Create career ladders</p>
<p>Expand and support peer recovery specialists</p>	<p>Reduce administrative burden</p>	<p>Use technology and telehealth strategically</p>
<p>Invest in training that is readily connected to implementation</p>	<p>Integrated models of care</p>	<p>Organizational culture and burnout prevention</p>

Retention strategies outperform recruitment-only strategies.

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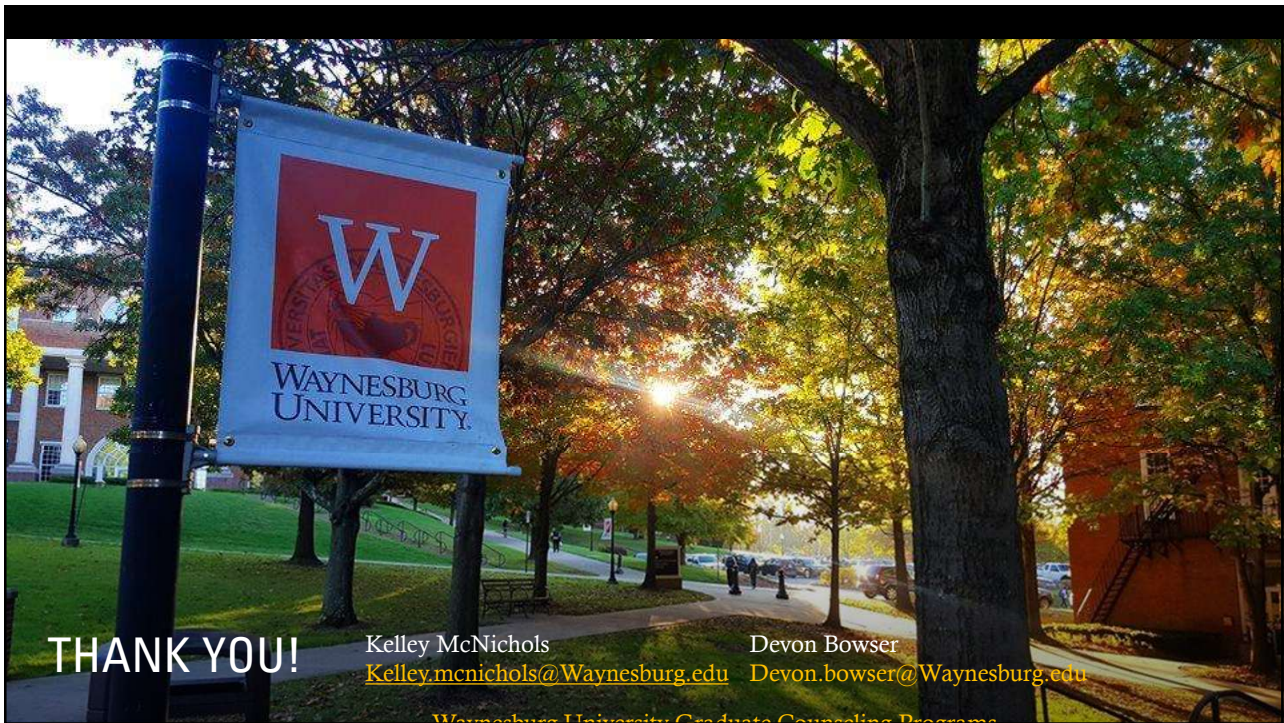


## REFLECTION

What does this mean for you going forward?

What practical steps might you take?

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**THANK YOU!**

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Waynesburg University Graduate Counseling Programs

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