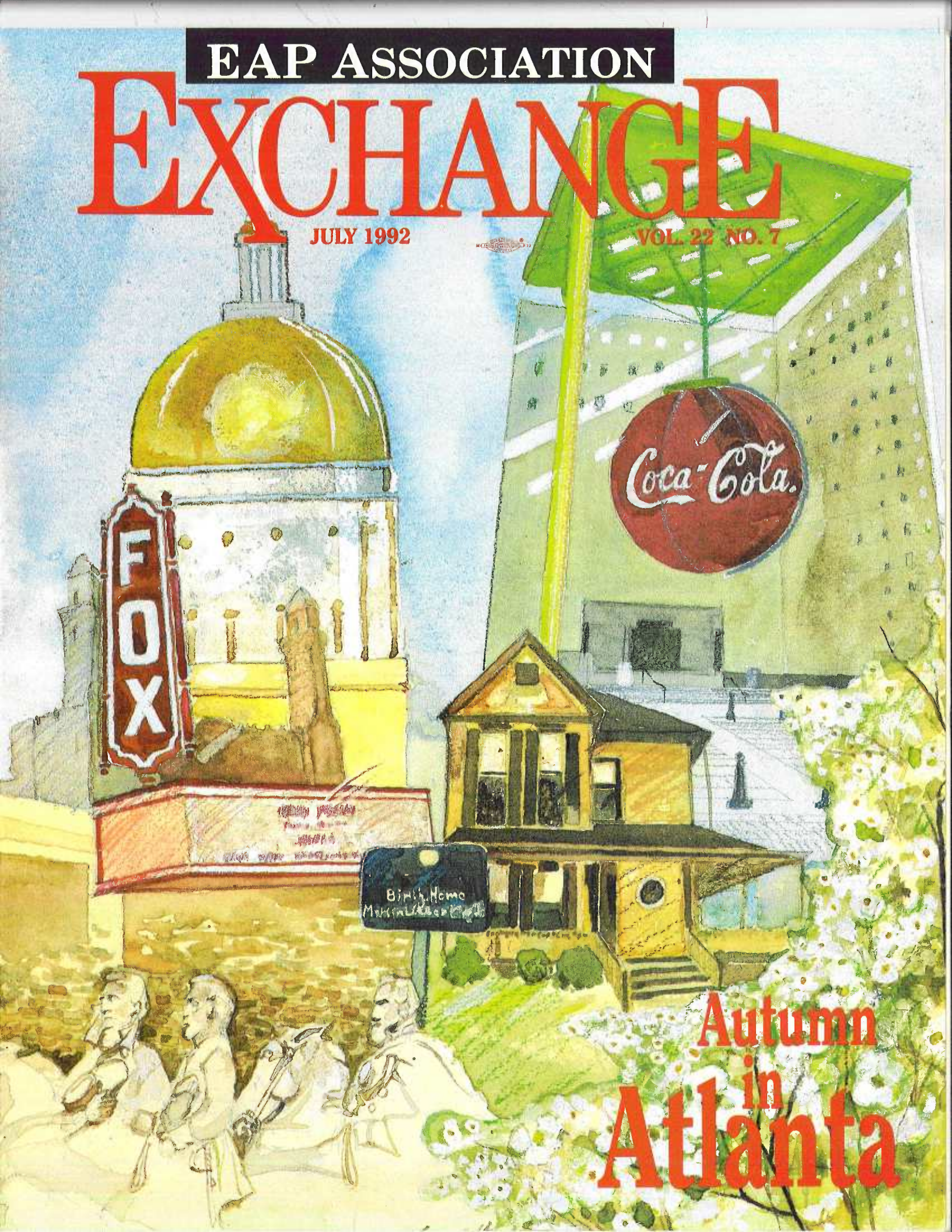


EAP ASSOCIATION

EXCHANGE

JULY 1992

VOL. 22 NO. 7



Autumn
in
Atlanta

EAPA's Subject Search Catalog

Updated for the 1990s

EAPA is keeping pace with an EAP profession on the move and has fine-tuned its popular Subject Search Catalog. The new listings, shown in the menu below, are consistent with the newly revised Content Areas that constitute the CEAP Scope of Practice. Subject searches consist of a collection of journal articles, book chapters, brochures, pamphlets, ect. which provide information in a given topic.

Here's how to order: Mark the boxes to the left of the titles you want. Make a check payable to "EAPA" for the total amount of your order, based on the prices shown to the right of each title. Mail the form with your check or purchase order to: EAPA, 4601 N. Fairfax Drive, Suite 1001, Arlington, VA 22203.

Advance payment is required, but telephone orders will be accepted if they are billed to American Express, Master Card or Visa. Telephone: (703) 522-6272.

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Topics: Absenteeism, consumption, dollar impact/workplace use, drug-free workplace regulations, EAP response, employer investment in EAPs, four most prevalent workplace drugs, impact/job-performance measures, incidence/prevalence, positive consequences of EAPs, termination vs. treatment, Workforce 2000

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EDITOR'S COMMENT

THE MOST ALTITUDINOUS trees in the forest don't shoot up from seedlings overnight. They broaden their root systems over time and achieve steady, reliable growth.

The record of growth is found in their rings. EAPA's Annual Conference, in its 21st year, will be held at the Hyatt Regency on October 30-November 3 in Atlanta. The outstanding education and entertainment agenda in store for attendees will surely add another ring to EAPA's reputation for superb conference programs that always seem to rise to the occasion.

The theme "Thriving in a Changing World" carries a message of optimism and sure-footedness for EAPs in the sometimes slippery marketplace where occupational programs are bought, sold, upgraded, downgraded and integrated. In this issue is an overview of the conference program, which once again will include a cast of reputable professionals who, in composite, will portray the EAP state of the art. To keep the learning fun, several innovative educational sessions are giving the program some new twists.

You are also introduced to members of the hosting Georgia Chapter and clued in on program highlights. Our coverage complements information contained in the Advance Program, which was prepared by headquarters' conference staff and should arrive in your mail at about the same as this issue. Annual Conference highlights will continue in the *Exchange* right on through the September, so stay peeled for more details.

It gets better every year!

TWO OF TODAY'S THORNY BUSINESS REALITIES—health care cost containment and corporate downsizing (or its more sanitized derivative, rightsizing)—sometimes leave EAPs caught in the pinch.

Many programs are being called on to demonstrate positive outcomes but are not being given the staff or resources to compile and aggregate data. Are there programs out there that have proven their effectiveness? Featured in this issue are synopses of seven program studies that have yielded favorable findings.

"**THE BUSINESS PAGE**" begins an eight-part series on building an integrated system from an existing EAP. The series is intended to help smaller EAPs—be they internal or external models—hold their own in an intensely competitive marketplace among the giants. In other coverage, results from the Board of Directors' recent strategic planning session are highlighted, the 2nd European EAP Institute, held April 23-24 in Brussels, is recapped, and the *Exchange's* index of articles, arranged by author and subject, begins on page 38.

From EAPA headquarters, we hope everyone has an enjoyable summer, and we look forward to continue serving you.

Rudy M. Yandrick

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Turn to page 16 for answers.

FROM THE C.O.O.

"Thriving" an Appropriate Theme for 21st Annual

by Michael L. Benjamin
EAPA Chief Operating Officer

The Proposals for Presentations are in and the selections have been made. The Program Committee has met and an outstanding program for the 21st EAPA conference has just about coalesced. From Friday, October 30 through Tuesday, November 3, 1992, more than 2,000 EAPs will be converging in Atlanta, Georgia to give witness to the changes that are taking place in the EAP field and to provide leadership for future directions.


With its theme "Thriving in a Changing World," the EAPA Annual Conference appears to be on target and consistent with information that I've been receiving from EAPA members and from various sectors of the EAPA world. The message is essentially that employee assistance programs are in transition and are reaching beyond their traditional realm of alcohol and drug abuse treatment in helping employees maintain to themselves in the workplace. Karen Dickason, LCSW, CEAP, president of the San Diego Chapter, puts it this way: "The EAP field is quickly changing within the context of many rapid changes in American business, health care and the diversified work force. In order for EAPs not only to survive, but also to thrive, we must continue to expand our knowledge of skills in new areas. We must meet the demands of our changing world in a creative and proactive way..." Ms. Dickason goes on to state that EAPs "must open to new ways of conceptualizing our profession and then be willing to try new ways of doing things."

Clearly, dealing effectively with such challenges as care management, drug testing, wellness, benefit design, creative organizational problem solving, work force diversity issues, managed behavioral health care, and outcome research will require EAPs to manage their affairs differently.

The EAPA Annual Conference will provide attendees with a living labora-

tory to work through many of the concerns being expressed by EAPs. At the opening session, Dr. Martin Cetron, founder and President of Forecasting International, Ltd. and one of the world's most respected forecasters in the fields of politics, business, technology and life styles, will set the correct tone for EAPA's conference by peering into the future of EAPs and EAP related issues.

Operating in tandem with our theme, presenters will share their expertise, findings and experience in three tracks—(1) Employee Assistance Programming, (2) Labor and (3) Clinical Resources—with a research overlay in each track. Rounding out the educational program will be six special forums in which new ideas and thoughts will surface about how EAPs can thrive in the 1990s and become even more successful into the 21st century.

The bottom line is that each EAPA member needs to be in Atlanta. EAPA needs you at every step of the way—an active member, an involved chapter participant and a networking conference attendee. Our goal at this conference is to provide you with quality educational materials; knowledgeable, creative approaches to problem solving; and more. Hopefully, the Atlanta Conference will offer the EAPA membership with a stepping stone to fulfillment of the mission statement for the association: **To be the authoritative voice of the employee assistance field by promoting the highest standards of practice and the continuing development of employee assistance professionals and programs.** I look forward to seeing each of you in Atlanta! Don't forget to cast your absentee ballot—November 3rd is election day. 



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