

EAP ASSOCIATION

EXCHANGE

FEBRUARY 1993

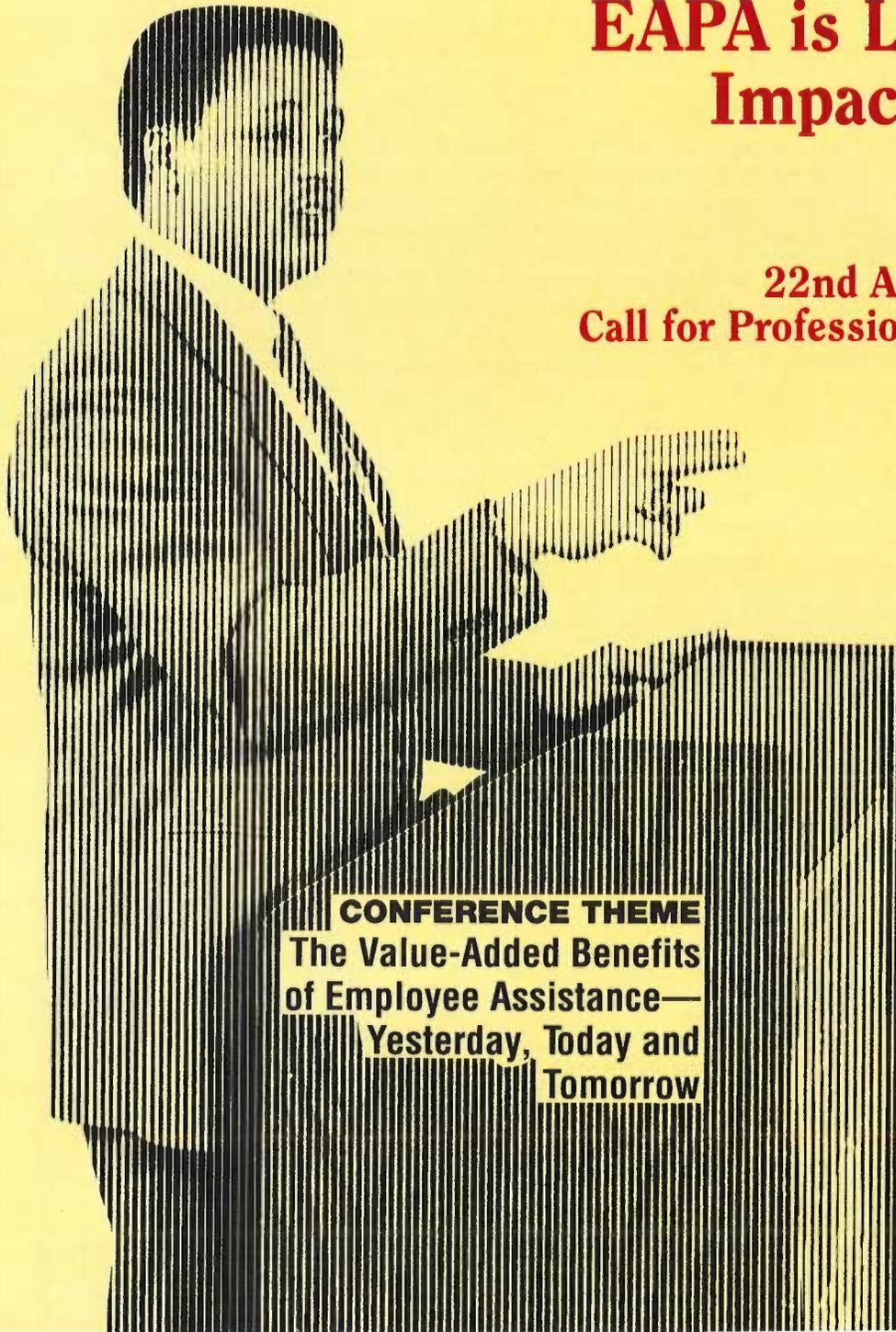


VOL. 23 NO. 2

EAPA is Looking for Impact Speakers



**22nd Annual Conference
Call for Professional Presentations**



CONFERENCE THEME
The Value-Added Benefits
of Employee Assistance—
Yesterday, Today and
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Content Area 1 Work Organizations

- #1A-92 Organizational Changes and Their Effects on EAP Clients; The Black Adult and the World of Work
- #1B-90 History of American Labor

Content Area 2 Human Resource Management

- #2A-91 Legal Mandates: OSHA
- #2B-91 Supervision: Appraisals
- #2C-91 Legal Mandates: EEO
- #2D-90 Plan for a Drug Free Workplace

Content Area 3/4 EAP Policy & Administration EAP Direct Services

- #3A-90 Employee Assistance Programs (Future Issues & Trends; Health Promotion in the Workplace)
- #3B-92 The Myth of the Troubled Supervisor; Supervisors and Employees' Intentions to Make Referrals to an EAP: An Empirical Analysis; Cost Benefits of Supervisory Referrals
- #3C-90 Employee Assistance Program Standards
- #3D-90 History of a Job-Based Alcoholism Program; The Forerunners of Employee Assistance Programs.
- #3E-90 Designing Employee Assistance Programs
- #3F-90 Integral Steps in the Design and Implementation of Employee Assistance Programs
- #3G-92 The Many Faces of Managed Care; Managing Mental Health Care
- #3H-92 Employee Assistance: A History in Progress; EAP Historical Background
- #3I-92 The Role of Supervisor Training in EAPs: A Preliminary Report; Supervisor Training: A Comparison of Internal and External EAPs
- #3J-92 The Management of Critical Incident Stress and Trauma in the Workplace
- #3K-92 Emergency Response to Crisis; Emergency Medical Services

Content Area 5 Chemical Dependency and Other Addictions

- #5A-90 Understanding Drug Treatment

Content Area 6 Personal and Psychological Problems

- #6A-91 The Microstructure of Daily Role-Related Stress in Married Couples
- #6B-91 Occupational Stress and Marital Support
- #6C-92 Black Family Life and Development; The Black Adolescent

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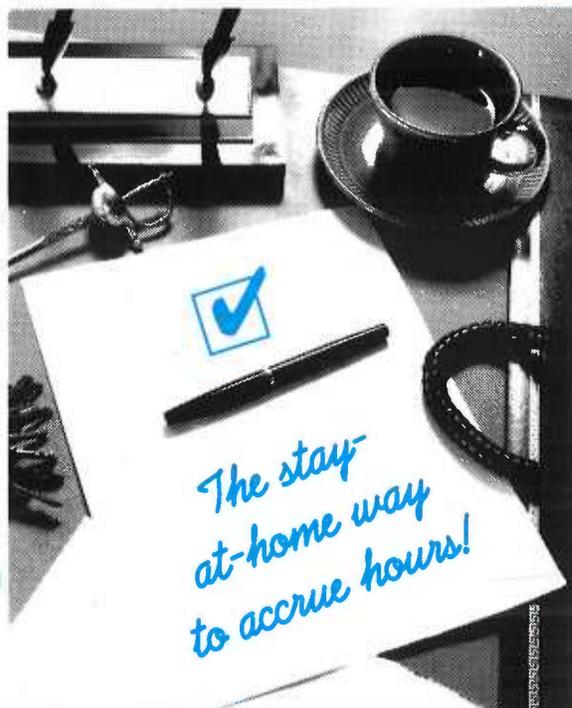
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Prices are effective through December 31, 1993.



EDITOR'S COMMENT

IT'S THE FEBRUARY ISSUE, meaning that the *Exchange* leads with the Call for Presentations for EAPA's upcoming Annual Conference. This year, EAPA is pleased to give you *two* reasons to join us for our fall classic. First, the 22nd Annual Conference, scheduled for November 13-17, will harvest another unbeatable crop of workshops. The Program Committee, chaired by Mobil's Dennis Derr and The Ohio State University's Linda Stoerr-Scaggs, has announced the conference theme: "The Value-Added Benefits of Employee Assistance: Yesterday, Today and Tomorrow." EAPA is seeking presenters for the entire lode of workshops, forums and, for the first time, certificate courses. For more, please turn to our Call for *Professional* Presentations on page 15.

Second, conference goers, prepare yourselves for the regal beauty and festiveness of Disneyland! Wish upon a star and you'll awaken at the posh Disneyland Hotel in Anaheim, California. Our conference management staff of Ellen Miller and Jeanne Gates, with help from the Orange County Chapter's conference committee, chaired by Sheri Long, is assembling a "value-added" entertainment and recreation package that will considerably sweeten the pot. More to come!

THREE EXCLUSIVE FEATURES in this issue make good investment reading. A soup-to-nuts article on workplace

Throwing you *two* sales pitches

team building for employee assistance professionals—basic theory, how-to's, and anecdotes—makes a strong case for workplace integration and against insulating the EAP as a once-removed clinical service.

This month's installment of The Business Page is a conditioning exercise on marketing EAP strengths in the managed care marketplace. Leading the drills is Burke-Taylor

Associates' director of marketing, Mark Miller.

This month's public policy coverage provides short takes on managed care/utilization review laws in effect among states throughout the U.S. Be sure to read up, because ignorance of the law is no excuse!

Speaking of public policy, if you move quickly it's still not too late to register for EAPA's third annual Public Policy Conference, scheduled for February 21-23 at Loew's L'Enfant Plaza Hotel in Washington, DC. Please turn to page 27 for our registration form.

WE VALUE AND APPRECIATE your membership and participation in EAPA. As Chief Operating Officer Michael Benjamin explains in his column, you're a major part of Team EAPA!

Rudy M. Yandrick

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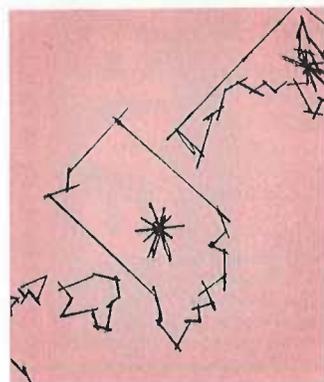
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OF SPECIAL INTEREST FOR CEAPs

2 Self-Study Guides are available for purchase



FROM THE C.O.O.

Team EAPA: Involvement and Communication

by Michael L. Benjamin
Chief Operating Officer

One of the biggest challenges for any association is not only defining the vision for the group, but also mobilizing its members to take action in carrying out that mission. Member involvement is the name of the game for EAPA. With it, our association can "move mountains" but, without it, there's little chance for growth or change.

As I have traveled across the United States during my first year as the association's chief staff person, I have heard the message loud and clear that members want, among other things, more visibility for the association. They also want the role of EAPs to become more visible. Well, Team EAPA, here's the game plan!

With the December issuances of the draft alcohol testing and modifications to the drug testing regulations, EAPA membership has a grand opportunity to play a leadership role in positioning EAPs to be significantly involved with relevant policy issues as they pertain to the transportation industry. With the aviation, motor carrier, rail, mass transit and pipeline industries looking at implementation of the new drug and alcohol testing programs under the Omnibus Transportation Employee Testing Act of 1991, a significant component should feature EAPs.

What's our next action step? We must ensure that CEAP as a designated substance abuse professional is maintained in the regulations and that the educational role for EAPs is expanded to include intensive education—not just the perfunctory hour of education—for supervisors as well as employees. Your input will be valuable!

Depending on the composition of your chapter and its particular expertise with the affected transportation agencies, we need your comments on the draft regulations during the month of February. Your comments should

also be sent to the Department of Transportation (content *and* volume helps). Why? The proposed rules will affect seven million people employed in the transportation industry and will certainly impact on the employability of

"One of my goals this year will be to maintain systematic communication linkages with members and chapters."

EAPs. This type of teamwork would help solidify the role of EAPs in the industry.

At the headquarters level, our action step will be to work with key trade associations [e.g. American Gas Association, American Trucking Association, National School Boards Association (school buses)] to establish a partnership so that *industry representatives* understand the role that EAPs can play. To that end, EAPA has initiated a series of meetings with the transportation coalition. We will report on our progress in next month's *Exchange*. For more information, contact Maureen Kerrigan, EAPA's governmental affairs director.

Another important issue which surfaces at meetings is related to the acquisition of skills to address expanded roles and opportunities for EAPs. Consistent with EAPA's five-year strategic plan (which, incidentally, will be updated at the Board's February meeting), activities are designed to meet the educational needs of the membership. Under the leadership of the Annual Conference Planning Committee, EAPA will be sponsoring certificate courses in tandem with the 1993 Annual Conference in Anaheim.

Based on input from the association's Education & Training Committee, the Conference Planning Committee identified five courses that will be offered in November: recognizing chemical dependency, EAP as

an organizational consultant, labor issues for non-labor personnel, components of a psychological problem diagnosis, and ethical issues in employee assistance practice. This training is another step toward what I believe is the operational vision of EAPA by providing services to members who are striving for the highest quality of employee assistance professionalism.

As a member of Team EAPA, my commitment is to hear the needs of our membership, to keep members informed, utilize our communication channels, and promote the highest level of cooperation. Thus, one of my goals this year will be to maintain systematic communication linkages with members and chapters. Information is and should be our currency. I look forward to a rewarding year. 

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PRESIDENT'S MESSAGE



Gaining the Edge in Public Policy

by Sandra Turner, CEAP
EAPA President

Later this month, EAPA will sponsor its third annual Public Policy Conference in Washington, DC. All EAP practitioners are strongly urged to attend. Why? More than ever before, our practice is affected by state and federal legislation, including these:

- Knox-Keene.
- ERISA.
- DoT alcohol testing regulations.
- state licensure of chemical dependency and mental health treatment providers, utilization review agents and, in a few cases, employee assistance practitioners. We are also affected by the *lack* of legislation and licensure in managed care and health insurance administration.

We have a new opportunity—with the election of a new President and Congress, who are busy creating a new political climate and charging it with energy—to become public policy leaders from the workplace on issues of employee health, safety and productivity. This is a new role for employee assistance professionals, and for EAPA. It is one that taps our skills at conceptualization, leadership, “sales,” goal setting and strategic planning. The expected outcome in the public policy arena is influencing the passage of legislation and regulations that ensure adequate mental health

“We have a new opportunity...to become public policy leaders from the workplace on issues of employee health, safety and productivity.”

and chemical dependency treatment services, as well as benefits coverage for employees and their dependent family members. Another outcome is ensuring the role of employee assistance in managing the provision of these treatment services as benefits through the workplace. The acceptance of employee assistance practitioner certification and program accreditation via public policy is a goal of this administration for '93-'94.

Obviously, energy and enthusiasm are necessary to effect such goals, along with the commitment of support from all employee assistance professionals. But we all need to improve our knowledge and skill base in order to produce favorable outcomes in public policy. EAPA's third Public Policy Conference provides such an opportunity. It will be an educational and experiential forum for developing such skills. Not only will you hear from legislators and federal agency

managers, you will also be encouraged to walk up to the “Hill” to meet your congressman/woman and congressional staff members. There, we will begin the dialogue to “sell” our concepts concerning health care reform, benefits management and the delivery of treatment services through referral by EAPs in the workplace.

This is not grandiose, arrogant, unrealistic or impossible. Rather, it is *imperative* that our employee assistance practitioners tout their experience, knowledge and ability in order to continue to have a positive impact on the health, safety and productivity of the American work force. It falls upon each of us to carry this message. Believe me, no one will do it for us!

I am looking forward to seeing you in Washington, DC this February 21-23. Please talk to me about your ideas for EAPA's public policy initiatives. ☐

**Time is short!
Please turn to page
27 to register for
EAPA's 3rd annual
Public Policy
Conference!**

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