

# PCB NEWSLETTER

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## PCB ANNOUNCES 2016 AWARD RECIPIENT

The PCB Certified Professional of the Year award was presented during its annual conference held on April 18-19 in Harrisburg. The award recipient was honored at a luncheon on April 18 during which time PCB President, Richard Foster, made the presentation. The deserving recipient was:

### *Certified Professional of the Year*

**David A. Rotenberg, CAADC, CCDPD**

Chief Clinical Officer, Caron Treatment Centers, Wernersville, PA



*Rotenberg (middle), pictured with Caron staff, his parents and wife.*

# 2016 PCB ANNUAL CONFERENCE A SUCCESS

The 17<sup>th</sup> Annual PCB Conference was a huge success, with a record number of attendees and exhibitors, in large part due to the contributions of the following individuals and organizations. A very special thank you is extended to our keynote speaker Kevin A. Sabet, Ph.D. whose keynote topic was Reefer Sanity: What You Need to Know About Marijuana Now. All of the individuals and organizations below played a significant role in the 2016 conference and deserve our thanks for their participation.

<b>Sponsor</b>	<b>Advertisers</b>	<b>Trainers</b>
Seabrook House	Abstinent Living at The Turning Point at Washington Highland House, Inc. Pyramid Healthcare, Inc. Safe Haven Treatment Value Behavioral Health of PA	William Bernardo, M.Ed., CADC, CCDP Randa Bieber, LSW Lora Casteline, CADC Lawrence Clayton, Ph.D., CAADC Angela Colistra, Ph.D., CCS Stacey Conway, Ph.D. Christopher Davis, DO, CAADC Sarah Hills, LPC, CAC III, CIP, CAI Ellyn Kravette, MSW, LSW, CADC John Muehsam, MSW, LSW, CCDPD Patti Place, M.Ed., MLADC, CAADC, CAGS, CCHP Michael Tyler Ramos, MSW, LSW, CAADC Lori Simons, Ph.D., CAADC William Stauffer, LSW, CADC, CCS

## **Exhibitors**

1 Step Detect Associates	Abstinent Living at The Turning Point
Alkermes	Avenues Recovery Center
Behavioral Crossroads	Behavioral Health of the Palm Beaches
Behavioral Wellness & Recovery	Caron Treatment Centers
Clearbrook Treatment Center	Colonial Park House
Community Care Behavioral Health Organization	Delaware Valley University
Eagleville Hospital	Elements Behavioral Health
Fairmount Behavioral Health System	Familylinks
FirstLab	Firetree, Ltd.
Gaudenzia, Inc.	Gaudenzia Training Institute
Highland House, Inc.	Journeys of Life
Just Believe Recovery	Lakeview Health
Livengrin Foundation	Malvern Institute
Mirmont Treatment Center	Mountain Laurel Recovery Center
New Directions for Women	New Insights
Pocono Mountain Recovery Center	PRO-A
Pyramid Healthcare	Retreat at Lancaster County
Roxbury Treatment Center	Safe Haven Treatment Services
Seabrook House	Spirit Associates
St. Joseph Institute for Addiction Treatment	Steps to Recovery
Summit Academy	Summit Behavioral Health
Treatment Trends, Inc.	Value Behavioral Health of PA
White Deer Run/Cove Forge Behavioral Health System/Bowling Green Brandywine	

Our 18<sup>th</sup> PCB Annual Conference to be held on May 1-2, 2017, will be even bigger and better and will be held at our new conference venue - the Eden Resort & Suites in Lancaster. Make plans now to attend! **Call to Present available in July. Information on exhibiting, advertising, and sponsorship available on the PCB website in August. Conference invitation available in January.**

# ETHICS CORNER: SOCIAL MEDIA - THE POTENTIAL VORTEX OF RISKS AND OPPORTUNITIES FOR BEHAVIORAL HEALTH PRACTITIONERS

BY: TOM BAIER, CADAC, CCS

Facebook, Twitter, LinkedIn, Pinterest, Google Plus+, Tumblr, Instagram, VK, Flickr, Vine, Meetup, Tagged - just a few social networking and media sites in an ever-growing business that allow human social interaction in a manner that our grandparents could never have imagined. This virtual networking medium has opened some meaningful dialog for behavioral health clinicians and practitioners focusing on best practice guidelines that might contribute to our ongoing goal of being useful to those that we serve while simultaneously assuring that our consumers are fully protected from potential boundary violations and inappropriate breeches of confidentiality while maintaining the ethical principles of professional practice. There are two essential considerations in this regard – breaking confidentiality and invasion of privacy.

Some of the primary difficulties encountered by counselors centers around the distinction between our professional selves and our personal selves. Unlike the general population, we need to make thoughtful decisions when we post to our social media sites in consideration of how those that we serve might interpret or use the information posted. I recently saw a Facebook posting by a substance abuse counselor that included photographs from a large family gathering where everyone seemed to be having a great time. One photo that stood out for me was one in which he appears notably intoxicated. He does not espouse any personal recovery program but I couldn't help but wonder how his clients might interpret a photograph of their counselor, seemingly intoxicated and surrounded by empty beer bottles. *It's less about the reality that he had a few beers with his family and more about the perception by others and how this perceived interpretation might influence his relationships with his clients, his employer and the general public.*

When counselors want to use social media for communicating with their clients, there is a host of boundary considerations. Ideally, when counselors want to maintain a professional and personal presence for social media use, separate professional and personal web pages and profiles are created to clearly distinguish between the two kinds of virtual presence. When you're working with clients, they (the clients) are directed to one web site while you maintain another for personal use. When you do create a virtual professional presence there are some practical guidelines for minimizing the risks to yourself and those that you serve. Here are a few:

1. **Web-based.** As noted above, have separate and isolated accounts to be used for the sole purpose of professional matters regarding your professional practice.
2. **Email.** Use email for administrative reasons only (changing an appointment time/date, billing information, etc.). Do not use email containing content related to counseling sessions, unless otherwise discussed. Email communication is not completely secure or confidential. It also needs to be understood by all parties that any emails received and any responses sent become a part of the legal record.
3. **Text Messaging.** Avoid the use of text messages. There is no way to secure and manage text messages for confidentiality purposes. Tell your clients that you do not accept or respond to text messages related to their clinical care. Should they do so anyway, these messages should also be a part of the legal record.
4. **Friending & Following.** Make it a policy not to accept friend or contact requests from current or former clients on any social networking site. Adding clients as friends on these sites can compromise confidentiality as well as the therapeutic relationship. Inform your clients that you will not follow them on Twitter, Instagram, blogs, or other apps/websites. If there is content that they want to share or discuss regarding their online life, they can bring it into a session where it might be explored.
5. **Policy.** Provide your clients with a social media policy consent for them to sign that clearly delineates the points above and informs them how social media communication might be used and protected at your agency or practice. The potential risks associated with the medium should also be discussed so that the guiding principles of informed consent are followed.

Finally, have an ongoing awareness that everything and anything that you post anywhere online is subject to scrutiny by your clients, potential clients and past clients. You should have an active and assertive filtering process to make sure that your personal views, opinions and behaviors that end up online are reflective of who you are as a professional in the field of behavioral health. You might be capable of clearly separating your personal and professional personae but not everyone else has this capability. Sure, you might have strong political opinions about candidates for the upcoming presidential election, but might your rant on your Facebook page have some impact on those who seek your professional services? Maybe. Maybe not. It is, however, worth thinking about before you hit the "submit" button.

Although the PCB does not currently have ethical guidelines specific to the use of social media, the issues of confidentiality and consumer protection are addressed throughout our code of ethical conduct. The ethics committee of PCB would be glad to entertain any questions or concerns you might have about this issue or any other ethics topic or dilemma.

## NEW RETEST POLICY EFFECTIVE JANUARY 1, 2017

Candidates will be provided four opportunities to test after which remedial action will be required. Remedial action includes suggestions such as additional training in weaker domains; supervision; obtaining a study guide, etc. After remedial action is completed and documented by the candidate, they will be provided with two additional retakes only.

### PCB CODE OF ETHICAL CONDUCT VIOLATIONS

#### **Martin Kunda**

CADC 6590

Six month suspension effective 5/9/2016 for violation of Rule 3.3 under Fraud-Related Conduct

#### **Mark Pentz**

CAADC 4796

Revocation effective 4/20/2016 for violation of Rule 3.1 under Fraud-Related Conduct and Rule 5.5 under Professional Standards

## WANT TO KNOW MORE ABOUT THE CERTIFICATION PROCESS?

PCB will present a free workshop on the certification process at your facility/agency for your staff upon request. This 1 ½ hour workshop will focus on the requirements for all levels of certification, recertification, and the examinations.

1.5 free PCB education hours will be given to each participant for use toward initial certification or recertification. You will hear first-hand of any changes to the process, new credentials offered, and have an opportunity to ask questions.

Upcoming free workshops you may be interested in attending are as follows:

**Wednesday, September 7, 2016, 10:00 am to 11:30 am**

BHTEN

520 N. Delaware Ave., 7th floor conference room  
Philadelphia, PA

**Tuesday, September 27, 2016, 11:00 am to 12:30 pm**

Mercy Behavioral Health

249 S. 9th St., Room 226

Pittsburgh, (Southside) PA

To arrange for a free workshop at your facility/agency for 10 or more individuals or to RSVP for one of the scheduled workshops above, please email PCB at [info@pacertboard.org](mailto:info@pacertboard.org).

## PENNSYLVANIA CERTIFICATION BOARD

298 S. Progress Avenue

Harrisburg, PA 17109

717-540-4455 phone

717-540-4458 fax

[info@pacertboard.org](mailto:info@pacertboard.org)

[www.pacertboard.org](http://www.pacertboard.org)

# TIPS FOR TAKING MULTIPLE CHOICE TESTS

By Lori Simons, Ph.D., LPC, CAADC, CDDPD

## Study Skills

1. Study the material over time. Avoid cramming the night before the test.
2. Make flash cards of definitions.
3. Overlearning and memorization are helpful techniques for recalling declarative knowledge such as definitions and factual information.
4. Overlearning and memorization can also be used in applying the material. Provide an example for each definition or key term such as motivational interviewing.
5. Practice, practice and practice!
6. Study with others. Study with one or more colleague(s). Make sure the colleagues in the group are equally knowledgeable as you otherwise this technique can be perceived as less effective and a waste of time.
7. Use space and block practice sessions. Study for two- to four-hour blocks at a time over several days rather than eight-hours in one day or 15-minutes over five-days.
8. Schedule study and practice sessions – incorporate the sessions into your schedule so you give yourself enough time. This will help you feel prepared and confident to take the test.
9. Go to bed early the night before the test.
10. Get plenty of sleep so you are well rested.
11. Eat before the test (avoid taking the test on an empty stomach).
12. Drink plenty of water.
13. Chew gum or suck on hard candy during the test – particularly if you begin to feel fatigued or distracted during the exam.

## Test Taking Strategies

1. Review the test – just look it over.
2. Read each question in its entirety. The question also known as the stem should be a meaningful problem rather than a collection of unrelated true-false statements.
3. Make sure you understand the question. Ask yourself, what is the question asking?
4. Rephrase the question in your own words so that you understand it.
5. Look for grammatical clue in the answers. The question should be grammatically consistent with the correct answer.
6. Incorrect answers are also known as distractors. A robust multiple-choice will include distractors that plausible so read every answer carefully before selecting a final answer.
7. Once a final answer is selected avoid changing it. It can be time consuming and counterproductive to alter answers.
8. Look for clues in the distractors. A challenging multiple choice test will include one correct answer. Avoid selecting answers that include “all of the above” or “none of the above.”
9. Look for alternate responses to “all or none of the above.” Alternative responses such as “a, b, and d are correct, but not c and e” are used when there is more than one correct answer. Remember to read the responses carefully and select your answer accordingly.
10. Avoid skipping questions.
11. If you do not know the answer then identify which response makes sense grammatically.
12. If you do not know the answer and there is more than one response that is grammatically correct, then identify which response is systematically correct. Imagine or visualize the correct answer. You may feel that one answer is correct – trust your feeling.
13. If you used your best effort and are still unsure about which answer is correct, then take a guess. If there are four responses, you have a 25% chance of selecting the correct answer. And, think positive!



## NEWS FROM THE FIELD

Few could argue that drug and alcohol use issues have become a growing problem with youth and young adults in the United States. As our youth venture into the world in an attempt to establish independence and autonomy they are also faced with opportunity and availability for drug and alcohol use that they may not have had earlier in life. In an effort to prevent drug and alcohol use and abuse and support those students wishing to live a substance free lifestyle, California University of Pennsylvania recently opened the "PARC" Prevention Awareness Recovery Center. Located in the same building as and in close proximity to the University Health and Counseling centers, the PARC offers students a place to gather that is supportive and encouraging of a substance free lifestyle. Students can read recovery literature, attend recovery groups dubbed Cal Clean and Sober meetings or just relax, have a beverage or snack, talk or watch television. Though the idea of such an environment is not new on college campuses, places like these are showing up more and more in our higher education settings. According to Dr. John Massella, a long time PA certified addictions professional and clinician at Cal U's counseling center, California University is extremely invested in addiction and prevention and also looking forward to establishing substance free housing.

## AD RATES

The rates to advertise in the PCB Newsletter are:

\$600/year (2 issues) full page ad, or \$450 per issue

\$400/year (2 issues) half page ad, or \$250 per issue

Ads must be submitted in electronic format only (PDF, JPG, TIFF, PNG are all acceptable), colored ads preferred.

PCB's online Newsletter is sent to over 3,000 recipients twice a year!

For more information, email [info@pacertboard.org](mailto:info@pacertboard.org).

## NATIONAL CONFERENCE ON ADDICTION DISORDERS (NCAD)

Plan to attend the best national addiction conference being held this year in Denver, Colorado on August 18-21, 2016. With a wide variety of trainings for addiction professionals at all levels, the NCAD Conference is the one conference not to be missed. For more information, visit the [NCAD Conference website](#).

## NATIONAL PREVENTION NETWORK (NPN) 2016 CONFERENCE

Buffalo, NY is the site of this year's National Prevention Network Conference being held September 13-15, 2016. For more information, visit the [NPN Conference website](#):

Trainings at the conference can be used toward initial CPS certification or recertification.

## EMERITUS STATUS

PCB has established an Emeritus Status to accommodate certified professionals who are retired from the work force, but wish to maintain a connection to PCB. Approval of Emeritus Status is at the discretion of PCB. Applicants will be notified by PCB of the approval or denial of Emeritus Status by email approximately 7-10 business days after the request is received.

### Eligibility for Emeritus Status

- Certified and in good standing
- At least fifty-five (55) years of age
- Minimum of ten years of certification without lapse in certification
- Retiring with no intention of returning to any form of addiction-related employment

### Procedure for obtaining Emeritus Status

- Request Emeritus Status in writing from PCB
- Include documentation for eligibility with the request
- Pay \$60 Emeritus Status fee every two years
- No continuing education is required for this status

Certified professionals who are approved for Emeritus Status will receive a certificate(s) from PCB for all credentials held.

## SPECIAL THANKS

PCB extends a huge thank you to the following facilities/organizations for providing space for various PCB functions:

**Caron Treatment Centers**  
**Eagleville Hospital**  
**Gateway Rehabilitation Center**  
**Mercy Behavioral Health**

Everyone involved in the certification process appreciates the generosity of these facilities and their continued support of our efforts and initiatives.

## INACTIVE STATUS

PCB has established an Inactive Status to allow certified professionals, who are experiencing extenuating circumstances, a means to prevent their certification from expiring. Inactive Status is for certified professionals who expect to be inactive for a minimum of six months. Inactive Status allows them to avoid the reapplication process.

Certified professionals in good standing unable to meet the continuing education requirements for recertification maintenance due to health or extenuating personal reasons may place their certificate on Inactive Status if they meet the requirements. The process for reactivation from Inactive Status will then be followed when they wish to activate their certification. Approval of Inactive Status is at the discretion of PCB. Applicants will be notified by PCB of the approval or denial of Inactive Status by email approximately 7-10 business days after the request is received.

Insufficient hours of continuing education will not be accepted as rationale for requesting Inactive Status. Credentials placed on Inactive Status are not eligible for reciprocity.

The criteria for eligibility for Inactive Status is listed on our [website](#).

## JOB POSTINGS AVAILABLE ON PCB'S WEBSITE

If you are an employer looking to fill a job opening or a certified professional searching for a new opportunity, PCB will list your employment opportunity on our website free of charge.

To have your job opening posted on our website, e-mail the announcement to [info@pacertboard.org](mailto:info@pacertboard.org)