



September 2016 EA Industry Spotlight

2016 Workplace Outcome Suite (WOS) Annual Report now available in Spanish

The 2016 Workplace Outcome Suite (WOS) Annual Report which was released in June 2016 has been translated into Spanish. The WOS, an EAPA-endorsed Tool, demonstrates the effectiveness of EAPs in quantifiable business terms. Currently, more than 500 EAP firms utilize the WOS. A recent evaluation that included roughly 8,100 EAP users from 20 different EAP providers revealed gains in workplace effectiveness after using EAP services measured by the Workplace Outcome Suite. Find out more about the WOS. Download the report in English http://www.eapassn.org/Portals/11/Docs/WOS/CGP-1267_WOS_AnnualReport_2016-06-06.pdf or Spanish <http://www.eapassn.org/Portals/11/Docs/WOS/WOS%20ANNUAL%20REPORT%202016%20SPANISH.pdf>.

EAPA provides unique ways to network and meet people at the 2016 World EAP Conference

Chicago Modern Architecture Walking Tour. See the sights and sounds of downtown Chicago on foot! Iconic modern and contemporary skyscrapers, as well as works by world-renowned artists, are featured on this walking tour. Tuesday, Nov. 1 at 4pm or Thursday, Nov. 3 at 3pm - \$125.

The Art Institute - Private Docent-Led Tour. Take a spin through the permanent collections and discover works that have delighted visitors from around the world for over a century. Located in Grant Park, the Art Institute of Chicago is one of the world's most expansive art museums. Thursday, Nov. 3 at 3pm - \$150.

Chicago Crime Tour - Escape into Chicago's underworld on a crime, gangster, and mob tour! Revisit the Capone and gangster sites of where tales of Chicago's haunted past come to life. Tuesday, Nov. 1 at 4pm or Thursday, Nov. 3 at 3pm - \$170. To register for these and other exciting events, go to <http://www.eapassn.org/2016ConfAttendeeInfo>. Questions about the tours can be directed to Debbie Mori, Manager, Association Services 703-387-1000 Ext. 310 d.mori@eapassn.org

Enticing young employees with unique benefits

Millennials are flooding the job market and more and more employers are discovering that the traditional benefits are no longer hooking new talent. As a result, strategic risk and insurance adviser firm Crystal & Company took a hard look at what benefits are attracting new and young talent and what is attracting young talent on the west coast compared to the east. Learn more <http://www.benefitnews.com/news/enticing-young-recruits-with-unique-benefits>

Applied Material: one company's holistic approach to employee health

The fitness side boasts personal trainers and an assortment of classes including Zumba and yoga. The facility features an on-site medical center complete with doctors and primary physicians working together with behavioral health therapists, health coaches and chiropractors. The wellness program

offers no-cost, on-site nutritionists who coach employees on meal plans and healthy substitutions. And the company's EAP, integrated in the wellness center, offers stress workshops, family support and on-site behavior therapists can see children and spouses of employees. Learn more <http://www.bizjournals.com/sanfrancisco/news/2016/09/08/healthiest-employers-2016-applied-materials.html>

Free webinars broaden the conversation about EAP

EASNA and joint sponsors are excited to announce a series of free webinars to broaden the conversation about EAP and workplace behavioral health services. "*Exploring the Total Worker Health Approach...*" examines the policies, program, and practices that integrate protection from work-related hazards with preventive practices, in the service of worker well being. Reserve to participate in the first webinar October 11 (12-1 pm EST) here: <https://attendee.gotowebinar.com/register/8791111511893166084>

Tip: Use credentialing to attract Millennials

Which major issue facing the U.S. economy are associations well positioned to fix? The "skills gap." Employers are facing the "skills gap" as Baby Boomers retire faster than Millennials develop a similar skill set. This phenomenon—also known as "aging out"—is having a similar effect on associations as well. Older members are retiring at a faster pace than new members are replacing them. What some might see as a problem can actually be a great opportunity for associations: establishing credentialing programs for young professionals can be a smart way to attract the next generation of members.

Earlier this year, Millennials passed Baby-Boomers as the largest age group in the workforce. Some associations have struggled to find ways to recruit this age group. However, *As Associations Now* points out, credentialing can be a way to attract Millennials.

Learn more here: <http://blog.omnipress.com/2016/09/attract-millennials-association-credentialing/#L>

EA Professional Spotlight

This spotlight features the first of a two-part, question-and-answer interview with Tamara Cagney, CEAP, EAPA President-elect and an internal EAP at Sandia National Laboratories in Livermore, Calif.



Q: *Many EA professionals don't think that the profession does enough to appeal to younger, Millennial-aged clients. Would you agree with this statement – and if so, what suggestions would you have to help overcome this "disconnect"?*

A: Millennials are obviously our future – future clients and future professionals. These are the smart, inclusive, technologically adept young adults who can't remember a life before the Internet. Their frame of reference includes Columbine shootings, 9/11, Internet, and multiculturalism. This is also an optimistic and goal-oriented group of employees.

To deliver services to Millennials, EA professionals need to leverage all the technology they can. Regular articles on EAP subjects should always include “the app for that”. Since the opportunity to learn is also a driver for this group of employees, offering webinars, remote sessions, and easy access will help. If you can promote opportunities by clearly indicating “what’s in it for them” you can build utilization. They are also very connected and will refer friends and co-workers once they discover what their EAP can offer.

Bringing young professionals into the field is even more challenging than designing services that appeal to Millennial-age employees. It is rare for grad schools to even mention EAPs, much less introduce students to this exciting field. In addition, few EAPs offer internship opportunities.

Most young people actually enter the EAP profession by working in call centers, which offer a very limited view of the possibilities. Large external EAP providers do not provide or support professional development activities where young clinicians can learn about EAP, and they certainly do not promote engagement in professional associations.

This means that entering the EA profession is a catch-22 for most young professionals with few on-ramps. Most EAPs want licensed professionals but do not offer internships. So by the time these clinicians are licensed they have found their clinical niche without ever being exposed to EAP. Therefore:

- Any opportunity EA professionals have to insert themselves into the graduate school experience will help.
- Any opportunities EAPs have to develop internships will bring new optimistic energy into our field.
- Any opportunity EA professionals have to speak to groups of clinicians through other professional associations can open the door to a whole new world for Millennial-age clinicians.

Q: Is the EA profession overlooking some areas in which it can make itself indispensable to corporate clients and other organizations? If so, what are some of these areas?

A: EAPs must be more than a mental health clinic set inside a work organization. If that is all they are, they are easy to replace with other external services. The services offered to individuals are the backbone of the profession but the services provided to the *work organizations* are what make EAPs valuable. EAPs must be fully integrated into the organizations they serve. Bringing our unique insight and expertise to various workplace issues is critical to the survival of the field.

EA professionals should explore what they can bring to leadership development; namely, topics such as gender bias in performance evaluation, the art of giving usable feedback, the skill of leaning in to difficult conversations, and the foundation of communications skills.

These are areas that increase visibility and management familiarity with the EAP. In turn, it helps managers understand the value of making referrals to the EAP. Doing so also increases *manager consultations* with an EA professional.

It is important to understand that not all EAP referrals are of equal value to client organizations. Voluntary self-referrals deliver valuable services and ease of access, but being able to help managers address highly visible problematic issues or troubled employees that become a sink hole for managers’ time and energy is what makes the EAP indispensable.

Q: What do you see as the impact of the multitude of marijuana laws affecting various states in the U.S.? What should EA professionals know about these laws?

A: Not since the introduction of managed care have EA professionals seen such dramatic changes in attitudes and laws that impact the workplace. The landscape of medical marijuana and legalization of recreational marijuana is continually shifting as states and employers take different approaches to this complex issue. There are new questions for employers and EA professionals about accommodations, discussions about determining impairment, and the impact stemming from recent court decisions. Workplace marijuana issues generally center on a number of key factors:

- *Safety:* Will employers be able to maintain a drug-free workplace? How can employers determine impairment?
- *Compliance:* How can employers with workers in multiple states comply with laws that differ from state to state?
- *Legality:* What about legal off duty use being detected through employer drug tests? What will a positive test result mean at work?
- *Litigation:* Will employers have to accommodate the use of medical marijuana?
- *Flexibility:* What will accommodation look like?
- *Productivity:* Will there be an adequate supply of drug-free workers? Should employers just stop testing for marijuana?

It is crucial for EA professionals to follow these developments as businesses make critical decisions about how they are going to handle employees' increasing use of marijuana. We know without a doubt that increased availability results in increased use. EA professionals also know that the risks of developing a marijuana use disorder parallels the risk with alcohol.

Almost six million American adults experienced marijuana use disorder in 2015, according to a study by scientists at the National Institutes of Health (NIH). This number will increase and EA professionals will be asked to guide work organizations and to provide assessment, referral, and reintegration into the workforce. This will not be an easy job since treatment resources are shrinking and marijuana use disorder is not taken seriously.

In the October EA Professional Spotlight, Tamara will discuss the impact the Workplace Outcome Suite is having on the EA profession, and brings readers up to date on current developments in EAPA.