



PERSPECTIVE

PROFESSIONAL • ETHICAL • QUALIFIED • ACCOUNTABLE

Communications Update: The College Undergoes a Facelift!



Diane Dumais - RSSW, Patricia Williams - RSW, Zhiguang Zhang - RSW, Karen Barnett - RSSW

As you may have noticed on the College website and in various other communications pieces, we're currently undergoing a facelift! As part of our multi-faceted public awareness campaign that began in 2010, several members participated in a recent photo shoot allowing them to become the "face" of the College. Delegates registered to attend the Annual Meeting and Education Day were asked to volunteer to take part in the shoot. Volunteers submitted a brief description of why they wanted to be part of our campaign and nine were chosen to participate.

In an effort to better connect with stakeholders and the public, we will be using these images and accompanying

quotes to showcase the **Professional, Ethical, Qualified** and **Accountable** attributes of College members. This new branding will help put a face to the organization and further our goal of ensuring all stakeholders have a better understanding of the College, its mandate and its members.

Check out page 13 of this issue of *Perspective* to learn more about social service worker Karen Barnett, the first of our new brand champions.

Stay tuned to *Perspective* and the College website for more information and future opportunities for you to become part of our campaign.

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HAVE AN EYE FOR...

With an average of 10,000 visits per month, our website has quickly become the go-to place for all things College-related. With this in mind, we are aiming to drive more traffic to the website to ensure members, stakeholders and the public are up-to-date on all College activities.

Throughout this and future issues of *Perspective*, when you see the symbol above, you'll know more information on the topic is available on the website.

Since *Perspective* is published twice a year and there are often important developments that happen between issues, the website is the best source of information year round so check the site regularly for the most recent happenings.

eBulletin is also a great way to keep informed. If you haven't already done so, please visit the "Resource Room" on the website to sign up to receive updates direct to your inbox.

If you have any further questions regarding the public awareness campaign or other communications activities, please contact Yvonne Armstrong, Communications Manager at (416) 972-9882 or 1-877-828-9380 ext. 220 or by e-mail at yarmstrong@ocswssw.org.

Staying Connected: 2011 Annual Meeting and Education Day Concludes with Great Reviews

On June 13, 2011, the College held its 11th Annual Meeting and 8th Education Day at the Metro Toronto Convention Centre in downtown Toronto. The theme for this year's event was *Staying Connected*, a theme derived from last year's feedback requesting information on technology, global issues and networking. Over 500 members and guests from across the province joined us at the event, with some members participating by webcast. The day began with a warm welcome from College President Mukesh Kowlessar, RSSW. 2011 was a very productive year for the College, and the President recounted the year's achievements with pride.

In attendance for the fourth consecutive year was the Honourable Madeleine Meilleur, Minister of Community and Social Services, who greeted and provided encouraging remarks to delegates. "Our programs and services could not thrive without the support and commitment of thousands of social workers and social service workers" said Minister Meilleur.

The keynote address, entitled *Community 2.0: A Guided Tour Through the Digital Metropolis*, was presented by Marilyn Herie, PhD, RSW and guest speaker Stephanie Sliemers. The keynote address presented a humorous, informative and touching presentation on social media and how it can be used in recovery. Dr. Herie's presentation was extremely well received, with many attendees continuing the social media discussion well into their lunch.

The afternoon breakout sessions were highly successful and the College would like to thank all presenters for preparing informative and memorable presentations. The 2011 breakout sessions included:

- **Andrew Koster, RSW** - *Social Workers in Child Welfare: Understanding Their Importance to Children, Families and the Profession of Social Work*
- **Rita Wiltsie, RSW, Dana Martel, RSW and Christine Skinner, RSW** - *When Soldiers Come Home – What Can Social Workers Do?*
- **Helen Crowe, Melissa Proulx, and Lisa Shaw-Verhoek** - *A Global Partnership: Giving Voice to the People of El Salvador*



Registrar Glenda McDonald, Minister Madeleine Meilleur, and College President Mukesh Kowlessar

- **Lee Tustin** - *Advocacy for Youth in the Youth Justice System*
- **Glenda McDonald, RSW, Registrar, OCSWSSW** - *Connecting Competencies and Professional Practice*
- **David Smith and Jennifer Zosky** - *OACN: Supporting Recovery by Capturing Consumers' Needs*
- **Deborah Berlin-Romalis, RSW** - *Staying Connected: AboutKidsHealth.ca and Social Work at SickKids*
- **Sandra Yalta, RSW, Vikas Keshri, RSW, Mary Sumitha James, RSW, and Punitha Manoharan, RSW** - *IESW – Enriching the Profession and Enhancing Connections to Communities and to the World*



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To view the accompanying PowerPoint slides, as well as audio files of both the Annual Meeting and Keynote Address, please visit the College website.

Here are some of the comments received from members following the event:

"The Education Day was excellent. It was so organized and systematic. Facilitators and speakers were well prepared and organized. The topics were all enriching and enhancing. The keynote speaker and guest speaker were excellent. The venue or location is so convenient and staff (food caterer) were so friendly and the food was delicious. Thank you for excellent service. Thank you to staff, members of the council and organizing committee for your months of preparations and hard work to enrich and enhance us in our profession."

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A Closer Look at our 2010 Annual Report

Staying Connected

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"I liked that you put a break in the morning - I found it really necessary, and it was a good chance to circulate around to see who was there. Overall, I very much enjoyed this day & I look forward to it every year! Thank you for putting it on."

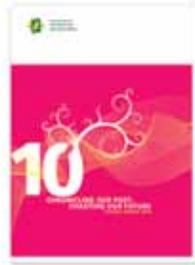
"I thank you so much for offering me the opportunity to come. I really liked Minister Mme Meilleur, the networking and the wonderful vegetarian meal."

"I always enjoy the Education Day. It is a chance for me to celebrate my profession and to learn more about the college activities."

The College would like to thank all participants who took the time to forward their feedback. The Annual Meeting and Education Day Committee will take the observations into account when planning next year's event.

The date has been set for the 2012 Annual Meeting and Education Day, so please mark May 22, 2012, in your calendars. A detailed brochure will be distributed in early April next year. Please register as soon as you receive your brochure and keep in mind that registering online is the quickest and easiest way to receive a confirmation number.

At the College's 2011 Annual Meeting and Education Day (AMED), several questions were raised regarding the 2010 financial statements. As has always been the case at the AMED, delegates are given copies of the audited financial statements from the previous year as contained in the annual report.



This year, several members had questions regarding the increase in spending on specific items versus the 2009 fiscal year. The following information clarifies those queries for those who were not in attendance at the event.

The increased printing and stationery expenses reflect the second printing of our Code of Ethics and Standards of Practice Handbook. This critically important document is given to every member upon registration. Additionally, the College provides copies of the handbook free of charge to social service work and social work educators so they can disseminate and discuss the document with their students. The positive feedback we receive from the educators and students reinforces the value of this service. Given the College's primary duty to serve and protect the public interest, we feel it is important to ensure every member has a copy of the Code of Ethics and Standards of Practice handbook as these are the standards for which members are held accountable.

With respect to advertising and promotion, this expense reflects the costs associated with our public awareness campaign, the four cross-provincial member forums, and the sponsorship of 14 social work students to attend the OASW Provincial Conference. We feel this type of outreach and connection to our members and future members is vital not only in fulfilling our mandate, but reaching our goals of ensuring the College is well known and well understood.

Our legal fees increased dramatically this year as a result of the numerous amendments to our legislation, registration regulation, by-laws and policies. We had to implement more amendments to our legislation and regulations in 2010 than in the previous nine years combined. Amendments to legislation as well as the number of cases referred to discipline are not within the College's control. This is the reason we have maintained reserve funds to manage such expenses.

You will notice there was a deficit in 2010. It is important to note that this deficit was planned and approved by Council in light of the College's surplus funds. However, it is recognized that this is a time limited strategy and Council has directed that we return to a balanced budget by 2013.

If you have any further questions regarding the information contained in the 2010 Annual Report, please contact Yvonne Armstrong, Communications Manager at (416) 972-9882 or 1-877-828-9380 ext. 220 or by e-mail at yarmstrong@ocsussw.org.

College Hosts its First Ever Cross-Provincial Educational Forums

In early May, the College held its first two cross-provincial Educational Forums in Thunder Bay and Windsor. This initiative was launched in response to the feedback we received from members across Ontario who are unable to attend the Annual Meeting and Education Day in Toronto.

THUNDER BAY

The Educational Forum in Thunder Bay, Ontario, was held on May 3rd, 2011. Glenda McDonald, Registrar and Mukesh Kowlessar, College President, headed north to the land of the Sleeping Giant to meet members at the Valhalla Inn. Council member Robert Thompson was also present to lend a hand. The event began at noon with a buffet lunch, followed by a College update and the keynote address presented by Dr. Edward Rawana.

Dr. Rawana is the Associate Professor in the Department of Psychology at Lakehead University. His presentation, entitled *Waking the Giant in the Person: Working with Strengths*, was extremely well received by members. The presentation highlighted the development of personality starting at a young age and proceeding through the life span. One of our members stated that Dr. Rawana's "presentation was amazing! Clear and articulate, very well done. I enjoyed it very much and would definitely attend again to see him as a keynote speaker!"

The Thunder Bay Educational Forum had approximately 70 attendees, approximately 20 of which were students from the Social Service Work program at Confederation College and the Social Work program at Lakehead University. One student noted: "I found the education forum to be a great opportunity to meet people directly linked to the College and find out more about their functions. I am optimistic about becoming a member and have a better understanding of the benefits of membership with the College."

WINDSOR

On May 10th, 2011, Glenda McDonald and Rachel Birnbaum, Vice-President of the College Council, headed to Windsor, Ontario for the second Educational Forum. The forum was held at the Caboto Club, which provided ample space to accommodate the close to 60 delegates in attendance. The keynote address was presented by Greg Clarke, RSSW;

Amanda Conrad, RSW and Guy Doucet, RSW; all board members of the Crisis Workers Society of Ontario. Entitled *Crisis Systems: A review of the functions of crisis, spectrum of crisis services, and how and when to access crisis care*, the presentation reviewed the feature of crisis response service and when and how to access these services.

Students in the social work program at the University of Windsor and social service work program at St Clair College joined the group. One member claimed that "the presentation was interesting and provided me with insight about an area to which I have minimal connection."

FEEDBACK

Attendees were asked to complete an electronic evaluation form to help the College prepare for and plan the next Educational Forum. Here were some of the suggestions:

- Continue inviting and encouraging student participation
- Keep it pertinent and timely
- Have PowerPoint presentations available prior to the event when possible

When asked whether or not members would attend a future Educational Forum in their region, 100% of respondents answered "Yes". The majority of attendees felt that the Educational Forums provided an excellent educational opportunity, a chance to better connect with the College and to network with peers.

We would like to thank all of those who participated in the forums and those who took the time to respond to our attendee evaluation. As mentioned, these were our first two Educational Forums and we now have plenty of constructive feedback to help make our next events even more successful.



Information on upcoming Educational Forums will be announced on the College website so be sure to check often.

Council Highlights – March 22, 2011

- The Registrar updated Council on the current activities of the Canadian Council of Social Work Regulators
- The Registrar reported on the status of the Registration Regulation implementation
- The Deputy Registrar updated Council on the College's continued work with Argyle Communications to improve our communications materials and strategies
- The President informed Council about the College's relationship-building initiatives with the Ontario Social Service Workers Association
- Council reviewed and approved the draft Registration policies presented by Lily Oddie, Chair of the Registration Policy Task Group
- Council reviewed and approved the Report on the Review of the Registration Practices of the College
- Council reviewed the financial statements as of December 2010
- The Registrar informed Council on registration statistics and the Office of the Fairness Commissioner reports
- The Deputy Registrar reported on membership department activities, stakeholder relations and provided updates on the professional practice and communications departments
- Reports were received from the following statutory and non-statutory committees: Complaints, Discipline, Fitness to Practise, Registration Appeals, Standards of Practice, Election, Nominating, Finance, Governance, Corporations, Titles and Designations
- Reports were also received from the Registration Policy and Annual Meeting and Education Day task groups



“I am **accountable** to my clients, my employer and the public because I am a member of the Ontario College of Social Workers and Social Service Workers. I am a registered social service worker.”

– DIANE DUMAIS, RSSW

Council Highlights – May 9, 2011

- The Registrar updated Council on the Canadian Council of Social Work Regulators.
- The Deputy Registrar presented a communications update to Council regarding the status of the public awareness campaign.
- The Deputy Registrar reported on the Annual Meeting and Education Day's logistics, preparation and registration.
- The Registrar and President provided Council with an update regarding the 2011 Educational Forums in Thunder Bay and Windsor.
- Council reviewed and discussed the implementation of financial support for educational initiatives for social service work students.
- Council discussed and approved the implementation of By-Law No. 78, amending By-Law No. 36.
- Council discussed the possibility of a professional development session for Council members on the topic of good governance.
- The Registrar presented the 2010 audited financial statements.
- The Registrar reviewed the financial statements of February 2011.
- The Registrar reported on stakeholder relations, as well as sustainable membership and registration, including the processing of equivalency applications.
- The Deputy Registrar reported on membership statistics, database upgrades, as well as professional practice and communications department updates.
- Reports were received from the following statutory and non-statutory committees: Complaints, Discipline, Fitness to Practise, Registration Appeals, Standards of Practice, Election, Nominating, Finance, Governance, Corporations, Titles and Designations, and the Annual Meeting and Education Day Planning Committee.

Council Highlights – September 12-13, 2011

- The following Council members were elected by Council to the Executive Committee:

Mukesh Kowlessar, RSSW – President

Beatrice Traub-Werner, RSW – First Vice-President

Lily Oddie, Public Member – Second Vice-President

Greg Clarke, RSSW – 4th Executive Member

Angela Yenssen, RSW – 5th Executive Member

Sophia Ruddock, Public Member – 6th Executive Member

- The Deputy Registrar reviewed the evaluations from the 2011 Annual Meeting and Education Day. Overall, the event was a great success and the College received a number of suggestions for next year's event which will take place on May 22, 2012.
- The Registrar provided Council with an update from the Canadian Council of Social Work Regulators
- The Deputy Registrar updated Council on the progress of the public awareness campaign. New branding featuring members has been posted on the website and will be featured in various publications. We are now looking at conducting public opinion research and turning our focus outward to the public and employers.
- The Deputy Registrar updated Council about the new Social Service Work Student Educational Sponsorship offered by the College. An information guide and application form were sent to coordinators of the College's approved social service worker programs.
- The Registrar informed Council about an upcoming professional development opportunity for Council members regarding good governance.
- Council appointed the President as the College's voting delegate at the ASWB annual meeting in November 2011.
- Council member Kim Lewis, RSSW, chair of the Governance Committee, presented a new policy regarding professional development opportunities for Council members.
- Pat Lieberman, Manager of Council and Employee Relations, presented to Council regarding the *Accessibility for Ontarians with Disabilities Act*.
- The Registrar reviewed the College's Code of Conduct and Conflict of Interest policies which all Council members must adhere to.
- Various Council members submitted their reports from professional development programs they recently attended.
- The Registrar provided an update on the public appointments to Council.
- Council approved the recommendations of the Nominating Committee respecting the composition and chairmanship of Statutory and Non-Statutory Committees.
- The Registrar reviewed the financial statements to date.
- The Registrar reported on registration statistics and stakeholder relations.
- The Deputy Registrar reported on membership statistics, online renewals, professional practice and communications department activities.
- Reports were received from the following statutory and non-statutory committees: Complaints, Discipline, Registration Appeals, Standards of Practice, Election, Nominating and Governance. A report was also received from the Annual Meeting and Education Day Planning Group.

The Benefits of Online Renewal – Save Money, Trees and Time

This year, renew online and help the College save money, trees and time. Year after year, the College receives requests to cut down on paper. With your help, we can eliminate one of the most costly and abundant yearly productions: membership renewals.

In 2009, 33% of members renewed online. Though we hoped for a significant increase in 2010, only 35% of members renewed online. Together, we can do better. Online renewals are a step in the right direction to cutting back on the amount of paper we use.

REMINDER: Renewals begin November 1, 2011

RENEWING ONLINE – WHAT’S IN IT FOR ME?

- It’s Quick – Renewing online presents you with an immediate renewal confirmation number and the online renewal process takes less than 5 minutes for the average member.
- It’s Easy – In our Fall 2010 issue of *Perspective*, we printed an article entitled *Tips for Quick and Easy Online Membership Renewal*. Please visit the College website for the step-by-step instructions to successful online renewals.
- It’s Secure – The College website provides a secure portal for online renewals.
- It’s Flexible – want to renew your membership online, but don’t want to pay online? No problem! You may fill out the required information online and forward your payment by cheque or money order directly to the College.
- It’s Inexpensive – office digitization cuts costs by decreasing the need for paper, printing, mailing, courier services and storage.
- It’s Green – Reducing the need for paper and decreasing the need for storage benefits the environment by saving trees, reducing waste, shrinking fuel consumption and emissions.



For those who do not wish to renew their membership online, hard copy renewal forms will still be distributed until the majority of our membership is using online renewal services. This year, please take advantage of this opportunity for simpler, faster and greener online renewals.

District Three Election Results

The following is the notification of the annual results of the election of members of the College to the Council, which took place on May 26, 2011 in electoral district three. This year’s election saw 16 members running for the 2 social work positions and 3 social service work members running for the 2 social service work positions. The following members of the College are the candidates who received the greatest number of votes in the election:

- Social Work - Rose-Marie Fraser
- Social Work - Beatrice Traub-Werner
- Social Service Work - Greg Clarke
- Social Service Work - Kimberley Lewis

The College thanks all members who stood for election and congratulates those members who received the greatest number of votes in each membership category.

Discipline Decision Summary



This summary of the Discipline Committee's Decision and Reason for Decision is published pursuant to the Discipline Committee's penalty order.

BY PUBLISHING THIS SUMMARY, THE COLLEGE ENDEAVOURS TO:

- illustrate for social workers, social service workers and members of the public, what does or does not constitute professional misconduct;
- provide social workers and social service workers with direction about the College's standards of practice and professional behaviour, to be applied in future, should they find themselves in similar circumstances;
- implement the Discipline Committee's decision; and
- provide social workers, social service workers and members of the public with an understanding to the College's discipline process.

PROFESSIONAL MISCONDUCT MEMBER, RSW

AGREED STATEMENT OF FACT

The College and the Member submitted a written statement to the Discipline Committee in which the following facts were agreed:

1. The Member received both a Master of Social Work Degree and a Doctorate of Social Work Degree.
2. At all times relevant to the matter, the Member engaged in the practice of social work. The Member's primary areas of practice were counselling, teaching and consulting for individuals, couples and families. The

Member also carried on a separate business as a personal matchmaker.

3. The Member maintained a website on which the Member advertised the Member's counselling, teaching and consulting for individuals, couples and families. The Member's primary areas of practice were noted as "individual, couples and family counselling." Amongst other lectures, seminars and workshops relating to dating, marriage, children and faith, the website also referred to certain social events which the Member offered "to facilitate the introduction of singles" in a particular community and other techniques developed by the Member to introduce single individuals to each other.
4. On the Member's website, in the Member's correspondence and on the Member's business card, the Member used the designation "Dr." in conjunction with "M.S.W., Ph.D., RSW."
5. The Member used the designation of "Dr." or "Doctor" in the context of providing or offering to provide counselling to clients in relation to mental health issues, which is considered a form of mental health care. The Member understood that the use of the designation was permitted because the Member had attained a Ph.D. in social work, based on footnote 1(c) to Principle VII, Interpretation 7.3 of the First Edition of the Standards of Practice, which provided that the following was an acceptable form for individual vocational designation:

1(c) where a doctoral degree has been earned, either the degree or the prefix "Doctor" or "Dr", but not both, in addition to the designations in either clauses a) or b).

6. Section 31(1) of the *Regulated Health Professions Act, 1991*, S.O. 1991, c.18 (the "RHPA") provides that no person shall use the title "doctor" in the course of providing or offering to provide, in Ontario, health care to individuals", unless he or she is a member of certain professional regulatory Colleges (which at the relevant time did not include the Ontario College of Social Workers and Social Service Workers). The Member

Discipline Decision Summary

appreciates that the Member's use of the "doctor" title prior to October 1, 2010, in connection with any aspects of the Member's social work practice might have been regarded as providing or offering to provide health care, in the form of mental health care, and therefore during that time period, was not in compliance with section 33(1) of the RHPA. The *Social Work and Social Service Work Act, 1998*, S.O. 1998, Chapter 31 (the "SWSSWA") has since been amended as set out below.

7. The Member never intended to mislead the public into believing that the title of doctor pertained to anything except for the doctoral degree in social work that the Member had obtained. The Member is in compliance with the following current requirements.
8. On October 1, 2010, section 47.3 of the SWSSWA came into effect, which provides that despite subsection 33(1) of the RHPA, a person who is a member of the College and holds an earned doctorate (defined as a doctoral degree in social work) may use the title "doctor", a variation, abbreviation or an equivalent in another language if he or she complies with the following conditions:
 1. The member may only use the title "doctor" in compliance with the requirements under this Act, the regulations and the by-laws.
 2. When describing himself or herself orally using the title "doctor", the member must also mention that he or she is a member of the Ontario College of Social Workers and Social Service Workers, or identify himself or herself using the title restricted to him or her as a member of the College.
 3. When identifying himself or herself in writing using the title "doctor" on a name tag, business card or any document, the member must set out his or her full name after the title, immediately followed by at least one of the following:
 - i. Ontario College of Social Workers and Social Service Workers,
 - ii. the title that the member may use under this Act.

9. In the fall of 2006, the Member entered into a matchmaking contract with the Complainant to provide personal matchmaking services to the Complainant, to assist the Complainant in finding a partner.
10. In December 2007, the College received a letter of complaint from the Complainant against the Member making allegations relating to the fall 2006 matchmaking contract and the matchmaking services provided by the Member under that contract.
11. The College wrote to the Member advising the Member that the Complainant had filed a complaint against the Member with the College relating to the Member's matchmaking business. In that letter, the College informed the Member that:

[T]he College regards information about complaints, including materials gathered during investigations, as confidential to the complaints process and does not disclose that information, except as required by law or as provided for under the College's governing legislation, regulations or by-laws.

Throughout the complaints process, the College may provide information to you and to the Complainant on a confidential basis, for purposes of assisting you and the Complainant in providing your comments and/or information to the College and to inform you of the Complaints Committee's disposition of your complaint. The information provided to you should not be used for any other purpose. Your use of any of the information beyond responding to the complaint may be considered to be professional misconduct.

12. In the spring of 2007, the Complainant commenced a Court action against the Member on the basis of the matchmaking contract.
13. In the context of the Court proceeding, the Member advised the Court that there were "no proceedings" against the Member at the College in respect of the complaints which the Member acknowledged had been

Discipline Decision Summary

made by the Complainant against the Member. At that time, the Member had not been served with any Notice of Hearing regarding disciplinary hearings at the College. Although the Member had received and responded to the complaints, the Member had not been advised as to the outcome of the complaints process.

14. Throughout the Court proceeding, the Member filed several of the Complainant's letters of complaint to the College during the Member's cross examination of the Complainant, using the complaints to draw to the Court's attention what the Member believed were factual misrepresentations in the Complainant's testimony and to support the Member's arguments that the Complainant was pursuing a personal vendetta against the Member, harassing the Member and had plagiarized one of the letters of complaint from another source, had perjured him/herself in relation to the Complainant's representations to the Court and was in contravention of a judge's order pertaining to a settlement conference that had been held. The Member also filed several of the Member's responses to the complaints as exhibits in the court proceeding with attached materials that the Member had originally provided to the Complainant including workshop and seminar materials.
15. If called as a witness, the Member would testify that the Member denied that there was a proceeding as the Member had relied on legal advice that there is a difference between the complaints process and a proceeding. The Member would additionally testify that the Member filed the complaint documents with the court because they were needed to refute certain allegations made by the Complainant and that the Member sought and relied upon legal advice before filing those exhibits and believed at the time that since the Complainant's complaints had not been referred to the Discipline Committee for a hearing, there was no "proceeding" against the Member at the College and therefore the documents were not caught by s.50(6) of the SWSSWA, which prohibits any "document or thing prepared for" a proceeding under the Act from being admitted in evidence in any civil proceeding, other than a

proceeding under the Act or an appeal or judicial review relating to a proceeding under the Act.

16. Allegations by the Complainant against the Member regarding the Member's filing of the complaint material with the Court were eventually referred to the Discipline Committee and the Member was served with the Notice of Hearing in this matter, which contained those allegations. Subsequently, the College provided the Member with a Disclosure Brief containing all non-privileged documents in the College's files relating to this matter.
17. Following months of extremely contentious Court litigation, the Member filed with the Court a 74-page excerpt, which was comprised of a letter of complaint from the Complainant to the College and many of the materials the Complainant had enclosed with his complaint, including various programme flyers, as well as handouts from the Member's workshops and seminars in an effort to refute the Complainant's testimony. This material had been previously mailed to the Complainant by the Member, copies of which were included in the College's Disclosure Brief and were filed as an exhibit in the Court proceeding known as Exhibit 46. The documents contained in Exhibit 46 had already been filed with the Court by the Complainant and at the Court's request, the Member itemized the exhibits therein. At the time Exhibit 46 was filed, the Member knew that there was a pending discipline proceeding at the College and was aware of the College's position that the documents were confidential materials related to College proceedings and should not be admitted as evidence in the Court proceedings.
18. Approximately four months later, the Court directed that the exhibits originating from several of the Complainant's letters of complaint and certain materials relating to the College's subsequent investigation, complaints process and discipline proceedings, be sealed as per the Member's request and the subsequent agreement reached in the settlement conference concerning the court proceedings.

Discipline Decision Summary

19. The Member now recognizes that documents relating to both the complaints and discipline proceedings are confidential and despite the Member's desire to present a full defence, should not have been filed in the civil proceedings, due to the restrictions in s.50(6) of the SWSSWA.
20. The Member admits the truth of the facts set out in the Agreed Statement of Fact. Based on those facts, the Member admits that the Member is guilty of professional misconduct as set out in the Notice of Hearing.
 - b. Tendering in evidence at a civil proceeding in the Court confidential College documents and information relating to the Complainant's complaints to the College, which documents were prepared for a proceeding under the SWSSWA.
 - c. Inappropriately using the title "Dr." or "Doctor" in connection with providing or offering to provide, in Ontario, counselling or therapy on mental health issues, which constitutes a form of healthcare to individuals, contrary to section 33(1) of the *RHPA*, prior to the enactment of s. 47.3 of the SWSSWA on October 1, 2010.

ALLEGATIONS AND PLEA

The Discipline Committee accepted the Member's plea, admitting the truth of the facts set out in the Agreed Statement of Fact and that the Member was guilty of professional misconduct within the meaning of subsections 26(2) (a) and (c) of the SWSSWA, in that the Member violated section 50(6) of the SWSSWA, sections 2.2, 2.15, 2.28, and 2.29 (i) of Ontario Regulation 384/00 (Professional Misconduct) and Principle II of the First Edition of the College's Standards of Practice (as commented on by Interpretation 2.2.5) by:

- a. Failing to cooperate fully with the policies and procedures of the College's Complaints Committee and to conduct her/himself in a manner which demonstrates respect for both the Complainant and the College when the Member:
 - i. Furnished information to the Court regarding a complaint made by the Complainant against the Member and College documents relating to the College's proceedings in respect of the complaints made by the Complainant, all of which are considered confidential pursuant to the College's by-laws, standards of practice, policies and procedures and legislation; and
 - ii. Advised the Court that no complaints had been made against the Member other than those of the Complainant and that there were no ongoing College processes relating to the Member before the College.

PENALTY ORDER

The panel of the Discipline Committee accepted the Joint Submission as to Penalty submitted by the College and the Member, and made an order in accordance with the terms of the Joint Submission as to Penalty. The panel concluded that the proposed penalty was reasonable and serves and protects the public interest. The Committee noted that the Member has taken responsibility for the Member's actions by co-operating with the College in negotiating an Agreed Statement of Facts and Joint Submission on Penalty, and that the Member's legal counsel submitted that the Member has realized that the Member's conduct was inappropriate. The Committee was satisfied that its Order met the objectives of:

- Specific deterrence and rehabilitation and will ensure that the Member does not make similar errors in future by creating the expectation that the Member will learn and follow proper protocol related to use of titles and confidentiality of College documents;
- General deterrence, in that publishing this decision will send a message to other social workers that the College will take seriously any misuse of the "doctor" title and breach of confidentiality of documents that are part of a College proceeding. Members will know that the College will charge its members with professional misconduct for engaging in the actions in which this Member has engaged and will reprimand members and demand accountability for engaging in such behaviour; and

Discipline Decision Summary

The panel ordered that:

1. The Member be reprimanded in person by the Discipline Committee and the reprimand not be recorded on the Register.
2. The Registrar impose terms, conditions and limitations on the Member's Certificate of Registration, to be recorded on the Register, as follows:
 - a) the Member is required to, at the Member's own expense, participate in and successfully complete, within six (6) months from the date of the Order herein, a directed reading course focusing on the appropriate use of professional designations and educational qualifications in social work practice and advertising, and on the confidentiality of documents and information relating to proceedings under the SWSSWA;
 - b) the Member is required within six (6) months from the date of the Order herein, to provide proof of the Member's completion of such directed reading course by:
 - i. furnishing to the Registrar a typewritten 2500-word (5-page) essay written by the Member reflecting the Member's understanding of the materials read by the Member in the course, and
 - ii. attend at the College's offices, on a date to be set by the Registrar, to discuss with the Registrar and the Deputy Registrar the Member's essay and the materials reviewed in the directed reading course; and
 - c) the Member is required, at the Member's own expense, to make such amendments to the use of any professional designations and educational qualifications in connection with the Member's social work practice (including, but not limited to, the Member's advertising, website, business cards and any other materials relating to the Member's professional practice) as may be necessary to bring them into compliance with the requirements of the SWSSWA, the RHPA and any regulations under those acts, as those requirements currently stand and as they may be amended from time to time.
 - d) the Member is prohibited from applying under section 29 of the SWSSWA for the removal or modification of the terms, conditions or limitations imposed on the Member's Certificate of Registration for a period of six (6) months from the date on which those terms, conditions and limitations are recorded on the Register; and
3. The Discipline Committee's finding and Order (or a summary thereof) be published, with identifying information removed, in *Perspective* and on the College's website and the results of the hearing be recorded on the Register.

Introducing the New Faces of the College

As part of the College's public awareness campaign, we invited members to become the face of the College. Our goal is to showcase members as a means to better connect with our stakeholders and educate them on the role social workers and social service workers play in our communities. In upcoming editions of *Perspective*, we will be sharing the story of one of our many participants – you may even recognize one as a co-worker, former classmate or colleague!

KAREN BARNETT, RSSW

Karen is a 25-year-old social service worker who graduated in 2005 from Sir Sanford Fleming College of Applied Arts and Technology. For the past four years, she has been the resident Social Services and Volunteer Coordinator at Sunnycrest Nursing Home in Whitby, Ontario; however she has been an employee of Sunnycrest for over 6 years.

Passionate about working with the elderly, Karen knew she wanted to become a social service worker to pursue a career working in nursing homes. In her current position, Karen does one-to-one visits with the residents, provides group counselling, and coordinates family visits and admissions for the nursing home. Additionally, she books family meetings and coordinates volunteers.

When asked why being a member of a regulated profession is important to her, Karen responded "it matters to me because I have more credibility in the work I do everyday". Karen hopes the College's new campaign will inform the public on what registered social workers and social service workers do. In fact, Karen wanted to be part of the College's campaign to help get the message across. "I wanted to be part of this campaign because I'm an enthusiastic young professional who is committed to helping others. I want the public to be aware of the extent of what social service workers do on a day-to-day basis."

The College's new branding incorporates four key attributes of every member: **professional, ethical, qualified** and

accountable. When asked what these four words mean to Karen, she responded with the following interpretations: "Professional means that social service workers must remain dignified, no matter what life or work throws at them. Ethical social service workers have the responsibility to the public to look out for their best interest, and seek advice on dilemmas through the College, if needed. Social service workers must always be accountable for their actions, and accomplish the appropriate schooling and experience to make them qualified."

Karen joins a number of other members as the College's new brand champions, so don't forget to check our upcoming editions to learn more about your fellow professionals. There will also be further opportunities for members to get involved in our new campaign, so stay tuned for updates.

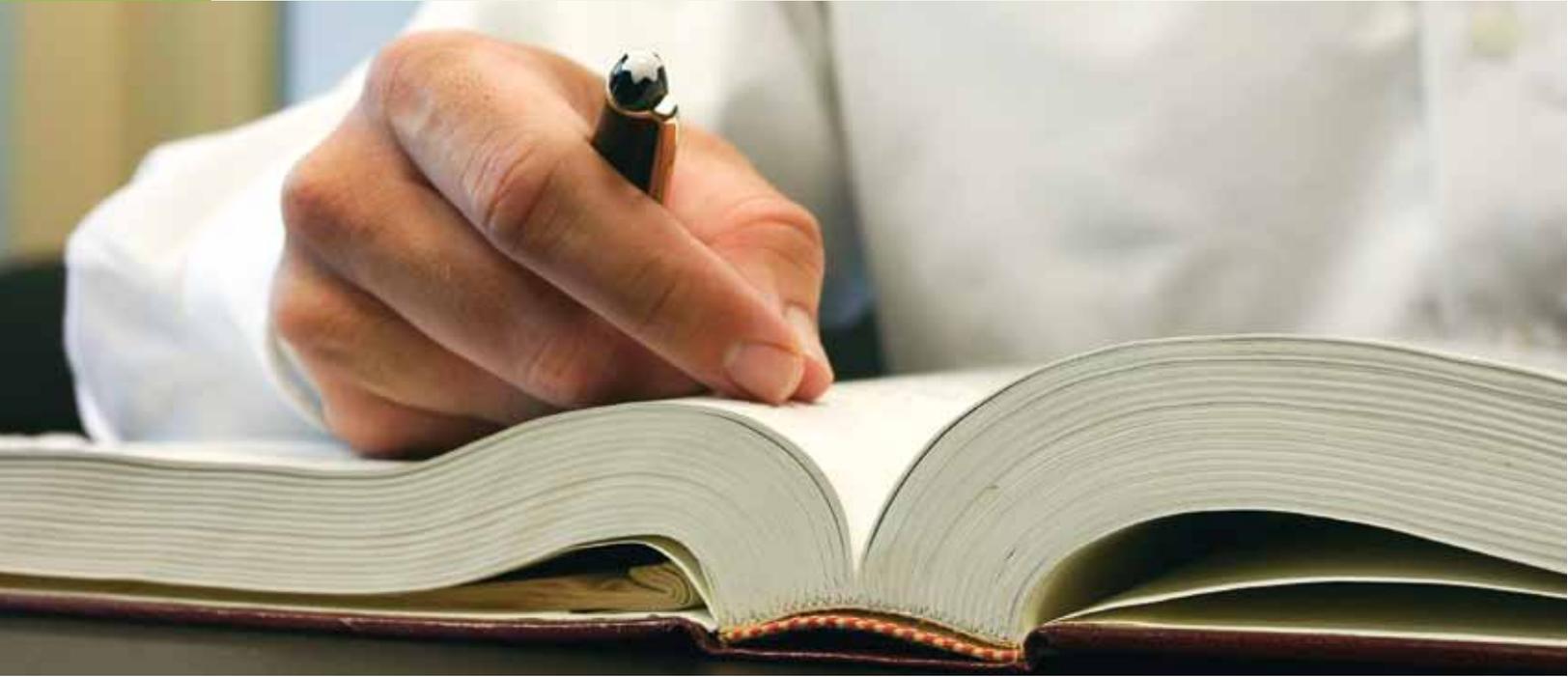
"I follow rigorous standards of practice and an **ethical** code that protects my clients, my profession and the public. I am a registered social service worker."

– KAREN BARNETT, RSSW



Practice Notes: Social Media and Practice: Protecting Privacy and Professionalism in a Virtual World

LISE BETTERIDGE, M.S.W., RSW, DIRECTOR OF PROFESSIONAL PRACTICE



Practice Notes is designed as an educational tool to help Ontario social workers, social service workers, employers and members of the public gain a better understanding of recurring issues dealt with by the professional practice department and the Complaints Committee that may affect everyday practice. The notes offer general guidance only and members with specific practice inquiries should consult the College, since the relevant standards and appropriate course of action will vary depending on the situation.

It's difficult these days to avoid almost daily references to social media in the news. As far back as 2006, the Information and Privacy Commissioner of Ontario described social networking sites as "a significant technological and social phenomenon"¹ and experts agree that social media is here to stay. New technology in general, and social media in particular, now influence social workers and social service workers in their practice in ways that would have been inconceivable even a couple of years ago. Because College members work in the social and/or psychosocial realm, and seek to optimize clients' functioning in these areas, it is critical that they have an understanding of the various ways that technology influences clients' lives. Technology and social media are also likely to play an ever-expanding role in the personal and professional lives of members themselves. This article addresses some of the issues which members may wish to consider in the age of Web 2.0 – competence, boundaries, confidentiality and advertising.

COMPETENCE AND TECHNOLOGY

Opening a personal Facebook account may seem like a completely personal decision, but the issue may not be that simple. A member called the Professional Practice Department to discuss the following scenario:

The member, who practised in the school system, had recently opened a personal Facebook account. During the summer while on vacation, the member was contacted on his personal Facebook account by a former client. The member was very concerned about this client's state of mind as well as her isolation over the summer months. Although he had some concerns about contacting the client while he was not at work, the member felt he should try to connect the client to community resources. He did so by responding to the client via Facebook. When he called the College, the

1 "Think about your privacy when selecting a social networking site", News Release, October 12, 2006, Office of the Information and Privacy Commissioner www.ipc.on.ca.

Practice Notes: Social Media and Practice: Protecting Privacy and Professionalism in a Virtual World

LISE BETTERIDGE, M.S.W., RSW, DIRECTOR OF PROFESSIONAL PRACTICE

member expressed surprise that the client had been able to contact him, and was unaware of the privacy settings that he could use on his account. The member contacted the Professional Practice Department to discuss how to handle similar scenarios in the future.

A growing number of College members have personal Facebook accounts, and this member is no exception. Prior to setting up a personal Facebook account, a member would be wise to become educated about the privacy and security settings available, and to determine the appropriate steps for maintaining professional boundaries. As Principle II: Competence and Integrity in the *Code of Ethics and Standards of Practice Handbook, 2nd Edition* states, "College members are responsible for being aware of the extent and parameters of their competence ... and (must) limit their practice accordingly."² Principle II also requires that "College members establish and maintain clear and appropriate boundaries in professional relationships for the protection of clients."³

While it may seem daunting to remain informed in the rapidly-evolving world of technology, it is ultimately the member's professional obligation to do so. The member should be informed about certain aspects of the technology, including how to manage privacy and security settings, before using it. The member should also "... remain current with emerging social work or social service work knowledge and practice relevant to their areas of professional practice."⁴

Despite the fact that the member in the scenario above believed that he was making a personal decision when he opened his Facebook account, there is a risk that the lines between private and public, work life and personal life may be more easily blurred in the age of social media. It would be prudent for the member to consider the following: what kind of information should he post on his personal Facebook page? Is the information accessible to others outside his

closed network of "friends"? How do different social media sites vary in terms of privacy? While Facebook does have extensive privacy and security options, for example, it is far less common for users of Twitter to use available settings. What should he do if and when he is "tagged" in photos on the Facebook pages of his family members or friends? What is his responsibility for this information, and how would he address it?

The member should be aware that online information about him may be in a constant state of flux, may not always be in his control, and may be there forever. It may be advisable for the member to choose privacy settings which disable the tagging feature, so that photos tagged by others cannot be viewed. Without doing so, he might be identified by clients or others doing an online search using his name. This member (and even those members without a Facebook page) could conceivably have an online presence about which they are unaware. An additional risk is that information concerning the member posted by his or her friends or family members on their own Facebook pages may come up in an online search. It is possible that a member might then find him or herself in a situation in which a client has accessed personal information about the member that he or she would not have shared in the professional relationship. It is likely that it would not be appropriate for the client to have this information, and this knowledge may significantly complicate the therapeutic relationship, thereby putting the client at risk.

While members are likely to have an online presence, professional or personal, they would be wise to assume that all the information they post could be viewed by clients, employers and colleagues. Members should also consider whether they have a further responsibility to discuss with family and friends how their online activities may influence the member in his or her professional role. Members should consider that in their practice, they must "... avoid conduct which could reasonably be perceived as reflecting negatively on the professions of social work or social service work."⁵

2 Code of Ethics and Standards of Practice, Second Edition 2008, Principle II, Competence and Integrity, interpretation 2.1.1

3 Code of Ethics and Standards of Practice, Second Edition 2008, Principle II, Competence and Integrity, interpretation 2.2

4 Code of Ethics and Standards of Practice, Second Edition 2008, Principle II, Competence and Integrity, interpretation 2.1.2

5 Code of Ethics and Standards of Practice, Second Edition 2008, Principle II, Competence and Integrity, interpretation 2.2.8

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LISE BETTERIDGE, M.S.W., RSW, DIRECTOR OF PROFESSIONAL PRACTICE

Members may wish to include a discussion of social media and its impact on the social work/social service work relationship at the outset of their work with clients. This could include discussion as to how they would communicate with clients and when. Principle III: Responsibility to Clients emphasizes that College members must "... provide clients with accurate and complete information regarding the extent, nature, and limitations of any services available to them."⁶

In the scenario above, the member decided to consult with a colleague immediately about how to put strong security and privacy settings on his personal account. He also recognized that he would need to have a discussion with all new and existing clients regarding appropriate forms of communication, with specific reference to e-mail and Facebook. While he was not concerned about any of the content on his Facebook page being inappropriate or in poor taste, his recently-acquired understanding of ways that this information may be accessed made him even more cautious in choosing what to post.

PROTECTING CONFIDENTIALITY

Social media sites such as Twitter, MySpace and Facebook allow users to create a public or semi-public profile and to interact with other users. It is this interaction – the opportunity to post responses - which distinguishes Web 2.0 from the World Wide Web. Members of the College may blog about their professional lives and issues of interest to the profession, or use Twitter to tweet about current concerns. This shift in the use of the internet creates some important opportunities for informing and connecting members of the profession. Caution is warranted, however. Consider the following scenario:

A member of the College working in a small community wants to start a blog, in which she plans to discuss issues in her area of practice and connect with others practising in similar areas in other communities. The member follows another member on Twitter and feels motivated by the

ways in which this medium might facilitate networking and advocacy.

Blogs offer the opportunity for members, regardless of geographic location, to connect with each other, to identify common issues, to share knowledge, and perhaps to advocate around areas of concern. For those practising in more isolated settings, blogs may be an opportunity to become better informed and join in group advocacy. Principle II: Competence and Integrity states that members of the College "... shall advocate for workplace conditions and policies that are consistent with the Code of Ethics and Standards of Practice ..." and shall "... use professional judgement in determining how to advocate."⁷ In some instances, blogs may be an appropriate part of the advocacy process.

There are, however, potential privacy and confidentiality concerns with respect to blogs. Members should be mindful that any information they post may be viewed far more broadly than they anticipated. As noted previously, once information is posted, it is no longer in the control of the member, and quite possibly cannot be removed. This raises some important questions: is the member planning to blog personally or in her professional role? In either case, is she disclosing information to which others should have access? Is her blog in keeping with the standards of practice and does it reflect the kind of professional image which she would like to promote? Does her employer have a policy on the use of social media, including blogs? How can she ensure that any information she posts does not contain any personal or identifying information with respect to clients, or information that could be used, either alone or with other information, to identify clients?

In considering these questions, Principle V: Confidentiality (in addition to the standards of practice already discussed) is relevant in its entirety. In particular, members must "... comply with any applicable privacy and other legislation ... (and) obtain consent to the collection, use or disclosure of client information..."⁸ Those College members employed

6 Code of Ethics and Standards of Practice, Second Edition 2008, Principle III, Responsibility to Clients, interpretation 3.1

7 Code of Ethics and Standards of Practice, Second Edition 2008, Principle II, Competence and Integrity, Footnote 10

8 Code of Ethics and Standards of Practice, Second Edition 2008, Principle V, Confidentiality, Interpretation 5.1

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by an organization should also "... acquire and maintain a thorough understanding of the organization policies and practices relating to the management of client information ..." so that they are fully aware of "... when, how and the purposes for which the organization routinely collects, uses, modifies, discloses, retains or disposes of information".⁹ The member in the above scenario must be careful that in her blog she does not inadvertently "... disclose the identity of and/or information about a person who has consulted or retained (her) ... unless the person consents,"¹⁰ or provide information which could be used, either alone or with other information, to identify clients or others without their consent.

The member should also consider how a client, colleague or her employer reading her blog may react to the information. Would they potentially recognize themselves in it, even if they aren't named? In addition, it may be a breach of confidentiality to include any information pertaining to her employer and to practices within the organization, as well as any information about her team.

Members should be aware that with regard to confidentiality, publishing information on a blog is in some respects no different from publishing information in another format (although it may have broader circulation than other forms of publication). An additional challenge with blogs is that there are few if any checks and balances to enable a member to pause, take stock and use professional judgment before hitting "publish".

A FINAL CAUTION: THE USE OF TESTIMONIALS

"Comment" sections on websites are now a common feature; as members of the public, we may increasingly come to expect this opportunity to give feedback. As the organizations in which members are employed and members in private practice themselves consider adding this feature to their websites, members must consider the potential risks involved in posting or including comments – which may be considered testimonials in some circumstances – from clients

and others. Consider the following:

A member of the College decided to post her profile on LinkedIn. She received a notification that her profile was only 80% complete, and could be improved if she were to seek out "recommendations" from others. While the member could see the benefit of completing her profile according to the site's recommendations, she had some concerns about who would view these recommendations, and whether this would be acceptable from the College perspective.

Principle VII: Advertising states that members may advertise their services through "... public statements, announcements, advertising media and promotional activities" as long as these "... do not include any endorsements or testimonials".¹¹ Despite their effectiveness as promotional tools, testimonials are not permitted according to the Standards of Practice. Testimonials may create a kind of dual relationship in which clients come to believe that they have a different relationship with the member as a result of the endorsement that they have provided. Members must "... distinguish their needs and interests from those of their clients to ensure that, within professional relationships, clients' needs and interests remain paramount."¹²

Testimonials tend to be associated with private businesses whose goal is to sell a product or service, rather than with professional services. Furthermore, testimonials may not assist individuals in making good choices about the professional with whom they wish to work.

Members should consider whether the "recommendations" on LinkedIn or other online comments could be considered testimonials. They may also wish to consider who will be viewing the comments, and for what purpose. From a public protection perspective, the loss of control of information once it is posted online is one of the most significant

9 Code of Ethics and Standards of Practice, Second Edition 2008, Principle V, Confidentiality, Interpretation 5.2

10 Code of Ethics and Standards of Practice, Second Edition 2008, Principle V, Confidentiality, Interpretation 5.3.6

11 Code of Ethics and Standards of Practice, Second Edition 2008, Principle VII, Advertising, Interpretation 7.1.4

12 Code of Ethics and Standards of Practice, Second Edition 2008, Principle I, Relationship with Clients, Interpretation 1.6

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challenges posed by the use of social media. Members must use their knowledge and their professional judgement to consider the potential risks and how to address them.

This article has discussed some of the professional and ethical issues raised by social media. As this technology continues to evolve and influence our lives and practice, members will need to ensure they are sufficiently informed to use it competently and appropriately, in the best interests of their clients.

For more information, contact Lise Betteridge, M.S.W., RSW, Director of Professional Practice, at 416-972-9882 or 1-877-828-9380, ext. 225 or e-mail: lbetteridge@ocswssw.org.

“By registering with the Ontario College of Social Workers and Social Service Workers, I am part of a **professional** community committed to excellence in my field. I am a registered social worker.”

– ZHIGUANG ZHANG, RSW



New Council Roster for 2011-2012

LISA BARAZZUTTI – PUBLIC MEMBER

Lisa is a lawyer with a general law practice in Timmins, Ontario and primarily practises in the area of family law including child protection law. She is also a board member for the Timmins and District Humane Society and Victim Crisis Assistance and Referral Services. Lisa was appointed to the OCSWSSW Council as a public member in 2001.

SUSAN CLARK – PUBLIC MEMBER

Susan retired from the Ontario government after 30 years with the Ministry of the Solicitor General and Correctional Services. She held numerous positions at the senior management level including Deputy Chief Provincial Bailiff; Manager, Inmate Classification and Transfer; and Regional Program Coordinator. Susan holds a BA from York University and a Master of Public Administration and a Master of Arts (Journalism) from the University of Western Ontario. She was appointed to Council as a public member in 2005.

GREG CLARKE – ELECTED SOCIAL SERVICE WORKER

Greg Clarke, RSSW, CCADC has worked in community mental health and addictions for over 25 years. Greg is in his third term as Board President of the Crisis Workers Society of Ontario. He currently works for the Gerstein Centre in Toronto and the Community Crisis Response Program of Saint Elizabeth Health Care. Greg also provides training sessions, seminars and workshops for various agencies and organizations. He was elected to Council in May 2008.

IRENE COMFORT – ELECTED SOCIAL SERVICE WORKER

Irene Comfort has been a Child and Adolescent Crisis Counsellor with Niagara Child and Youth Services for 13 years. In 2010, she was elected as a Member-at-Large on the board of the Crisis Workers Society of Ontario (CWSO) where she has served as Treasurer for seven years. Irene is a graduate of the Social Service Worker program at Niagara College and was elected to Council in May 2009.

JACK DONEGANI – ELECTED SOCIAL SERVICE WORKER

Jack, a retired Director-General with the Government of Canada, is a certified Alcohol & Drug Addictions Counsellor. Jack has a M.Sc. (Physics) and an MBA in Public Administration. Jack is currently employed at Serenity House

Inc. in Ottawa and is a Volunteer Team Leader with Ottawa Victims Services (aka VCARS). He has also served on the City of Ottawa's Accessibility Advisory Committee. Jack was elected to Council in May 2007 and was re-elected in 2010.

DIANE DUMAIS – ELECTED SOCIAL SERVICE WORKER

Diane has been employed by the Jubilee Centre over 20 years, 12 years as an addiction counselor and 9 years as a clinical supervisor (management). She holds a social service work diploma and a drug and alcohol counsellor diploma from Northern College of Applied Arts and Technology. She is also involved with Cochrane District's Human Services and Justice and Mental Health and Addiction Committees. She was elected to Council in May 2010.

ROSE-MARIE FRASER – ELECTED SOCIAL WORKER

Rose-Marie is the Professional Practice Leader at Ontario Shores Centre for Mental Health Sciences, where she works in various clinics. She has diverse experience in research, forensics and community mental health policy at the Ministry of Community and Social Services. She is involved in the Factor Inwentash Faculty of Social Work at the University of Toronto and prides herself on remaining involved with many grass roots organizations and being a strong advocate for social justice. Rose-Marie was elected to Council in 2011.

ANITA GUPTA – PUBLIC MEMBER

Anita is a leader in the community recognized for her entrepreneurial spirit, integrity, and dedication. In 2010, Anita was chosen by the Indo Canada Chamber of Commerce as the Female Entrepreneur of the year. In 2009, Anita was a finalist for the RBC Canadian Woman Entrepreneur Award. Her 25 years experience in business and corporate has provided her with extensive knowledge of corporate governance. Anita has recently joined the boards of Sunnybrook Foundation and the Empire Club of Canada.

THAMO HURLY – ELECTED SOCIAL SERVICE WORKER

Thamo Hurly graduated from Sheridan College's Social Service Worker program in 2005. Since that time she has spent her career primarily working with at-risk children, youth and their families. Her work has varied from youth employment to residential treatment for youth, supervised

New Council Roster for 2011-2012

access to community recreation. Thamo currently provides case management services to youth in a Residential Open Custody Treatment Program. She joined the College Council in 2010.

MUKESH KOWLESSAR – ELECTED SOCIAL SERVICE WORKER

Elected in 2000 to the first elected College Council, Mukesh Kowlessar has been in the social service field for over 25 years. A graduate of Fanshawe College of Applied Arts and Technology, Mukesh also holds certification in Alternate Dispute Resolution (ADR) and the Executive Management Program at the Richard Ivey School of Business. Mukesh is a senior Manager with the City of London, Community Services Department and is currently working with the Ministry of Community and Social Services on the Social Services Solutions Modernization Project. He has been a lead on London's Emergency Management Team, is a member of the Ontario Municipal Social Service Association and has worked with many Provincial and Municipal Committees. Mukesh is the first Social Service Worker to be elected President of the College in September 2009.

KIMBERLEY LEWIS – ELECTED SOCIAL SERVICE WORKER

Kimberley is a graduate of the Social Service Worker program at Seneca College of Applied Arts and Technology. Kimberley is currently working on completing her BSW and is enrolled at the University of Manitoba through Distance Education. She has worked as a front-line professional in the social service sector since 1999 and is currently Central Intake Specialist and OCAN Coordinator at the Canadian Mental Health Association, York Region and South Simcoe. Kimberley was elected to the College Council in May 2008.

NORMAN MACLEOD – PUBLIC MEMBER

Norman William MacLeod is a graduate of the University of Manitoba. He joined Household Financial Corporation and spent 38 years with the company, working in Western Canada and in Toronto as Vice-President, Administration. He has previously served on the boards of Scarborough Grace Hospital, the Ontario Hospital Association (Regional Executive), The Canadian Memorial Chiropractic College and The Psychology Foundation of Canada. Norman was appointed to Council in June 2005.

ANN-MARIE O'BRIEN – ELECTED SOCIAL WORKER

Ann-Marie O'Brien is a clinical social worker at the Royal Ottawa Mental Health Centre. Presently, she is the project manager for the development of women's mental health. She has an academic appointment as adjunct faculty to Carleton University's School of Social Work and a past member of Minister Madeleine Meilleur's Accessibility Standards Advisory Committee. She was elected to Council in May 2010.

LILY ODDIE – PUBLIC MEMBER

Prior to being a member of the Canada Immigration and Refugee Board, Dr. Lily Oddie was Coordinator of Employee Services at Orlick Industries, Hamilton; an elected member of the Ontario Provincial Legislature; Executive Director with YWCA of St. Catharines; Manager of Direct Services with the John Howard Society; and Director of McMaster University's Centre for Continuing Education and Coordinator, Institutional Research and Evaluation, Athabasca University. She earned her Honours Bachelor of Arts in Psychology from Dalhousie University and Doctorate in Educational Psychology from the University of Alberta. Lily was appointed to Council in September 2008.

SYLVIA PUSEY – PUBLIC MEMBER

Sylvia Pusey has been an educator for 37 years and retired from the Toronto District School Board. Her extensive community involvement includes serving on the Ontario Chiropractic Board/College, as Board Member and Chair of the Community Advisory Committee of the Scarborough Grace Hospital, Co-Chair of the Scarborough Youth Justice Committee, Coordinator of a Youth Mentoring and Leadership Program, Member of the Board of the Boys and Girls Club of East Scarborough and Member of the Toronto Grant Review Team of Ontario Trillium Foundation. She has been the recipient several medals and awards for her significant contributions to Canadians and their local communities.

SOPHIA RUDDOCK – PUBLIC MEMBER

Sophia Ruddock was called to the Ontario bar in 1995 and has over 15 years of experience practicing before various administrative tribunals and agencies. She has practiced in

New Council Roster for 2011-2012

the areas of human rights, administrative law, health law, and labour law. Currently, she acts as in-house counsel at the Ontario Nurses' Association (ONA), focusing on professional regulation.

ROBERT THOMPSON – ELECTED SOCIAL WORKER

Since 2007, Robert has been a private practitioner and management consultant. Prior to that, he was the Executive Director of W.W. Creighton Youth Services for over 15 years and previously held management positions in child welfare services and the Ministry of Community and Social Services. Robert is actively involved in the Children's Aid Foundation of the District of Thunder Bay. He was elected to Council in May 2010.

BEATRICE TRAUB-WERNER – ELECTED SOCIAL WORKER

Beatrice Traub-Werner is the Director of Education at TAPE Educational Services in Toronto. Upon completion of her M.S.W. at the University of Toronto, Beatrice worked as a clinical social worker before becoming Admissions Coordinator and Adjunct Professor at the Faculty of Social Work, University of Toronto. Beatrice was elected to Council in May 2008.

RITA WILTSIE – ELECTED SOCIAL WORKER

Rita is currently the Director of the Psychosis program at Regional Mental Health Care, St. Thomas/London, St. Joseph's Health Care, London. She has been practising social work for over ten years focusing on adult mental health. Rita holds a Bachelor of Social Work degree and a Masters of Education, Counselling Psychology degree, both from the University of Western Ontario. She was elected to Council in May 2010.

HENDRIK (HENK) VAN DOOREN – ELECTED SOCIAL WORKER

Henk Van Dooren is employed as a mental health counsellor with the Hamilton Family Health Team, and is assistant professor in the Department of Psychiatry and Neurosciences at McMaster University. He is chair of community health planning and prevention in the Behavioural Sciences Program at McMaster Health Sciences. Henk was elected to the College Council in May 2009.

ANGELA YENSSEN – ELECTED SOCIAL WORKER

Angela Yenssen currently works part-time with the Dufferin Network for the Prevention of Elder Abuse and also works part-time in private practice, providing family support in various long term care homes in Waterloo Region and to clients of the Alzheimer Society of Dufferin County. She obtained a Master of Social Work degree from Wilfrid Laurier University and a Master of Public Policy, Administration and Law degree at York University. Angela was elected to Council in May 2009.

Getting the most out of your CCP

Your registration with the College tells the public that you are Professional, Ethical, Qualified and Accountable; your participation in the Continuing Competence Program (CCP) is one indication of this. The *Self-Assessment Tool and Professional Development Plan* provide a valuable opportunity to reflect on your practice, recognize your areas of strength, and identify areas that require further learning.

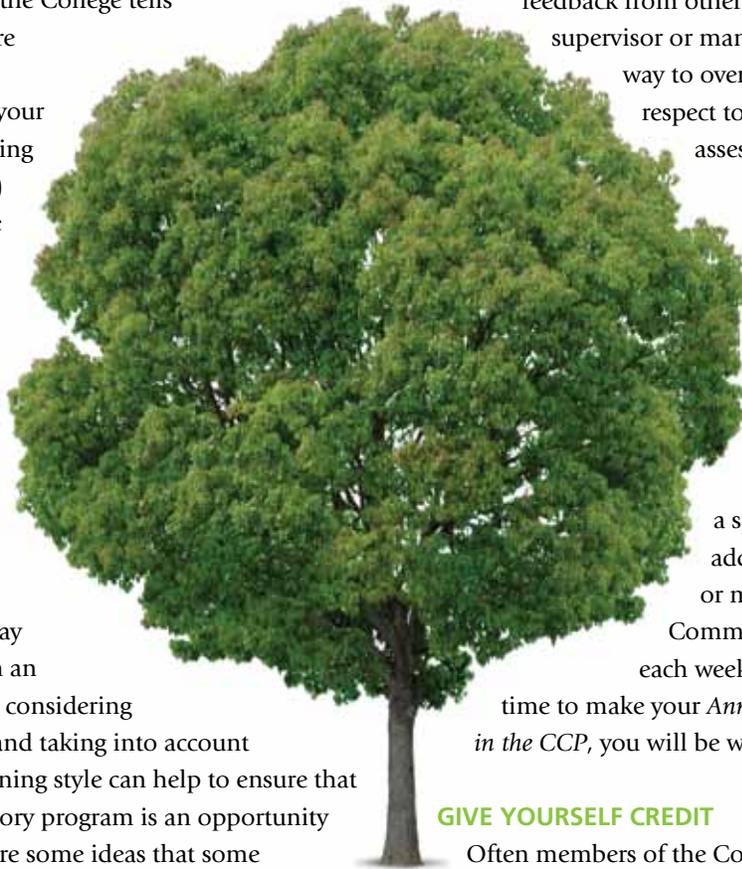
Everyone's schedule is overflowing, and the CCP may seem like one more thing on an endless list. Planning ahead, considering the demands on your time, and taking into account personal preference and learning style can help to ensure that complying with this mandatory program is an opportunity rather than a burden. Here are some ideas that some members have found helpful when completing their CCP:

DO IT EVEN IF IT'S OPTIONAL

The *CCP Work Sheet* may be optional, but it can be a valuable springboard for the remainder of the program. It might be an idea to include a copy of your job description here. Your job description may reveal many things: financial constraints, restructuring and reorganization can all affect your practice, both positively and negatively. Reflection on these issues may direct you towards new learning that is required to practise effectively, or even to change the direction of your practice.

DO IT WITH A COLLEAGUE

Some members have chosen to complete part of their CCP with a colleague or with a group. This approach enables them to give and receive feedback, and to generate new learning. While every member of the College is responsible for their own CCP, some members benefit from a more interactive approach. Completing the *Self-Assessment Tool* with some



feedback from others – peers, colleagues, your supervisor or manager – can be an effective way to overcome any blind spots with respect to your practice and your self assessment.

MAKE A DATE WITH YOURSELF

It is best to complete the *Self-Assessment Tool and Professional Development Plan* early in the year in order to focus your learning throughout the year. Reserving a specific time to update and add to your CCP on a weekly or monthly basis can be helpful.

Committing to a 15 minute review each week will ensure that when it is time to make your *Annual Declaration of Participation in the CCP*, you will be well-prepared.

GIVE YOURSELF CREDIT

Often members of the College accomplish much more than they are able to recall if they complete their CCP just before the annual renewal period. Even those who work on the CCP throughout the year may minimize or forget about some of their learning. You may want to try transferring items from your agenda to your CCP at the end of every week. These items could include preparation for meetings (a review of relevant documents or legislation, for example), presentations, formal and informal teaching, orientation/supervision of new staff or students, and much more.

USE TECHNOLOGY

Download a copy of the CCP documents from the website and open an electronic folder for evidence of your learning activities. This makes documenting and tracking your learning experiences easy and efficient. Once you have read an article, visited a website or participated in a webinar, make sure to note this activity in your *Professional Development Plan* and to list it in your learning activities folder. If you have created a PowerPoint presentation, for example, you may

Getting the most out of your CCP

choose to save a copy of it for future reference; you might even upload a Podcast you found valuable. Many academic websites and government agencies now offer a wider range of online learning opportunities at no cost. If you choose to complete the CCP electronically, make sure to save the documents to your own computer and to back them up!



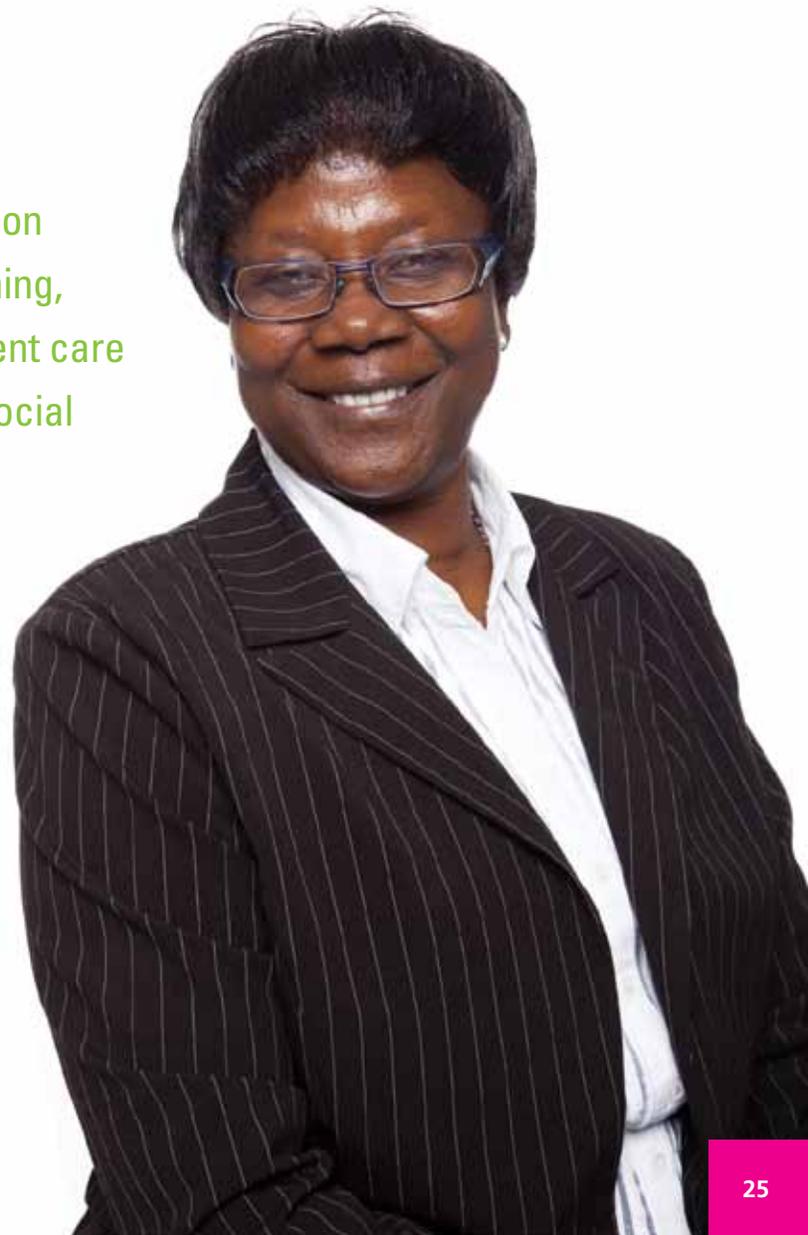
REMEMBER...

Whether or not this is your first experience with the CCP, you might still benefit from reviewing the *Instruction Guide* and the CCP webcast, which are available on the College website www.ocswssw.org. You can also contact the Professional Practice Department for support.

The Continuing Competence Program (CCP) was launched in April 2009. It is one way that the College fulfills its mandate of public protection. The program promotes quality assurance with respect to the practice of social work and social service work, and encourages members to strive for excellence and enhance their practice in an ongoing way.

For further information or assistance, please visit the College website www.ocswssw.org, or contact the Professional Practice Department at ccp@ocswssw.org.

“Through my specialized education and continued professional learning, I am **qualified** to provide excellent care to my clients. I am a registered social worker.” – PATRICIA WILLIAMS, RSW



Q & A



Q & A is a feature appearing in *Perspective* that answers members' questions on various topics relating to the College and the practice of social work and social service work. If you have any questions you would like answered, please send them via e-mail to Yvonne Armstrong, Communications Manager at yarmstrong@ocswssw.org. Although not all questions will be published in subsequent issues of *Perspective*, all will be answered.

The following is a letter to the complaints department from a College member who wished to share their thoughts regarding the College's complaints process.

Dear Ms. Zagdanski,
Director, Complaints & Discipline

A number of years ago, at a time when I was employed by a small-size agency, I was informed by the OCSWSSW that a complaint had been filed against me by a client. The details of the complaint are not relevant at this time, though it should be noted that in the end, the complaint was dismissed. Given that much time has gone by, I would like to share with you my experience as a College member, having gone through this complaints process. The most accurate way to define this experience would be to refer to it as "bittersweet". The "bitter" being the trauma of going through it, the "sweet" referring to the unexpected outcomes and learnings.

I recall the day I received the package from the College via Registered Mail, to inform me of the complaint – that was when the nightmare began. I experienced shock, confusion, fear of the unknown, anxiety, and feelings of being overwhelmed by a process with which I was not familiar. Added to this was the personality of the complainant, her determination to "have my license removed so I could not ever practice again as a SW" – this was nothing short of frightening. Also, the fact that the process, from start to finish, took one and a half years, seemed like a "lifetime of living in limbo and high-stress". By the time I was informed by the College that the complaint had been dismissed against me, it was almost anti-climactic.

During that extremely stressful time I had need to contact the College, on a number of occasions, to seek clarification on the process and related questions. My first call to the College was

to a Ms. Kokolakis, Administrator, Complaints and Discipline. I was struck by the fact she consistently treated me in a gentle, respectful yet wholly professional manner – this surprised me as I felt at the time that I was on the College's "Most Wanted List". I had occasion during the process to also call and speak with you to seek further clarification, and was struck by how helpful you were and the time you took to explain certain issues to me about the complaints process.

I did not begin this complaints process realizing that at some point in time, I would look back and realize that aside from the profound stress, there were unexpected positive outcomes and learning. For example, I used this experience to review again all the "SW Code of Ethics and Standards of Practice", and this "refresher course" has served to make my awareness of them even more of a guiding influence in my practice – this can only be of benefit to the clients I serve, and thus to myself. Secondly, it re-enforced the critical importance of appropriate, careful documentation re: my work with clients and their families, a fact that at times one can, when very busy, perhaps only pay lip-service. Another unexpected positive-learning experience came through the lawyer I hired to assist me in my defense. Because of his expertise and experience in being on both sides of a College complaint, either to defend a professional or to pursue a complaint against one, I have developed an understanding and wisdom about this experience which I did not possess prior to the filing of the complaint. His advice, guidance and wisdom served to further my understanding on the role, importance and significance of the College, as well as enhance my understanding of "my rights and obligations" as a College member. Since this experience, I have found myself conducting more of a consistent

Bulletin Board

“self-peer review” of my practice which has contributed to a greater personal and professional insight. Lastly, but certainly not least significant, was the ongoing support, validation and encouragement provided to me by friends, family, colleagues and my Manager – this truly sustained me through this ordeal.

In closing, I would like to say that I dearly wish that no other Social Worker goes through a complaints process, however, I know that this is unrealistic in today's world. I believe the reality for each of us is “not if a complaint will be made, but when”. I hope that my letter may be of some assistance to other Social Workers currently in the midst of a complaint, or in dealing with one in the future.

CHANGE OF INFORMATION NOTIFICATION

If you change employers or move, please advise the College in writing within 30 days. The College is required to have the current business address of its members available to the public. Notification of change of address can be done through the website at www.ocswssw.org, emailed to info@ocswssw.org, faxed to 416-972-1512 or mailed to the College office address. In addition to providing your new address, please also provide your old address and College registration number.

If you change your name, **you must advise** the College of both your former name(s) and your new name(s) in writing and include a copy of the change of name certificate or marriage certificate for our records. The information may be sent by fax to 416-972-1512 or by mail to the College office address.

PARTICIPATION IN THE WORK OF THE COLLEGE

If you are interested in volunteering for one of the College's committees or task groups, please e-mail Trudy Langas at tlangas@ocswssw.org to receive an application form. The College welcomes all applications, however, the number of available positions for non-Council members is limited by the statutory committee requirements in the *Social Work and Social Service Work Act* as well as the by-laws and policies of the College.

COUNCIL MEETINGS

College Council meetings are open to the public and are held at the College office in Toronto. Visitors attend as observers only. Seating at Council meetings is limited. To reserve a seat, please fax your request to the College at 416-972-1512 or e-mail Trudy Langas at tlangas@ocswssw.org. Please visit the College's website for the dates and times of upcoming meetings.





Ontario College of
Social Workers and
Social Service Workers

Mission Statement:

The Ontario College of Social Workers and Social Service Workers protects the interest of the public by regulating the practice of Social Workers and Social Service Workers and promoting excellence in practice.

Vision Statement:

The Ontario College of Social Workers and Social Service Workers strives for organizational excellence in its mandate in order to:
Serve the public interest; regulate its members; and be accountable and accessible to the community.

Perspective is the official publication of the Ontario College of Social Workers and Social Service Workers. It is published twice a year.

Editor:

Yvonne Armstrong

Design:

LAM Marketing & Design
www.lam.ca

Publication mail agreement: 40712081
Printed in Canada

If you require this publication in an alternate format, contact the College at 1-877-828-9380 or info@ocswssw.org.



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HOW TO REACH US:

The College is open Monday to Friday from 9 a.m. to 5 p.m.

250 Bloor Street East
Suite 1000
Toronto, Ontario M4W 1E6

Telephone: 416-972-9882
Toll-Free: 1-877-828-9380
Fax: 416-972-1512
Email: info@ocswssw.org
www.ocswssw.org

WHO TO CONTACT AT THE COLLEGE:

OFFICE OF THE REGISTRAR

Glenda McDonald
Registrar
Ext. 201 or e-mail:
registrar@ocswssw.org

Pamela Blake
Deputy Registrar
Ext. 205 or e-mail:
pblake@ocswssw.org

Trudy Langas
Executive Assistant
Ext. 219 or e-mail:
tlangas@ocswssw.org

Pat Lieberman
Manager, Council & Employee Relations
Ext. 207 or e-mail:
plieberman@ocswssw.org

Contact Pat for Council information.

REGISTRATION

Susanne Pacheco
Registration Coordinator
Ext. 213 or e-mail:
spacheco@ocswssw.org

Tracy Raso
Registration Coordinator
Ext. 408 or e-mail:
traso@ocswssw.org

Ema Sevdina
Registration Administrator
Ext. 204 or e-mail:
esevdina@ocswssw.org

Elaine Hall
Registration Administrator
Ext. 214 or e-mail:
ehall@ocswssw.org

Phil Walsh
Registration Analyst
Ext. 414 or e-mail:
pwalsh@ocswssw.org

Bea Bindman
Credential Evaluator
Ext. 417 or e-mail:
bbindman@ocswssw.org

Contact Susanne, Tracy, Ema or Elaine when inquiring about the registration process.

Frances Ma
Registration Assistant

For general registration inquiries, please e-mail:
registration@ocswssw.org

MEMBERSHIP/ADMINISTRATION

Lynda Belouin
Office Manager (bilingual)
Ext. 212 or e-mail:
lbelouin@ocswssw.org

Anne Vezina
Membership Administrator (bilingual)
Ext. 211 or e-mail:
avezina@ocswssw.org

Barbara Feller
Information Assistant

Dolores Bautista
Information Assistant

Contact Lynda, Anne, Barbara and Dolores for general information, status of application inquiries, register requests, as well as fees information and address changes. For general inquiries, please e-mail:
info@ocswssw.org

Contact Lynda for information and inquiries about professional incorporation.

COMPLAINTS & DISCIPLINE

Marlene Zagdanski
Director
Ext. 208 or e-mail:
mzagdanski@ocswssw.org

Lisa Loiselle
Case Manager/Investigator
Ext. 221 or e-mail:
lloiselle@ocswssw.org

Anastasia Kokolakis
Administrator, Complaints and Discipline
Ext. 210 or e-mail:
akokolakis@ocswssw.org

Contact Marlene, Lisa or Anastasia for information on complaints, discipline and mandatory reporting.

FINANCE

Eva Yueh
Financial Administrator
Ext. 209 or e-mail:
eyueh@ocswssw.org

COMMUNICATIONS

Yvonne Armstrong
Communications Manager
Ext. 220 or e-mail:
yarmstrong@ocswssw.org

Jolinne Kearns
Communications Coordinator
Ext. 415 or e-mail:
jkearns@ocswssw.org

Contact Yvonne or Jolinne regarding the College's website, newsletter, Annual Report and other publications.

Nadira Singh
Administrator, Communications and Professional Practice
Ext. 200 or e-mail:
nsingh@ocswssw.org

PROFESSIONAL PRACTICE

Lise Betteridge
Director
Ext. 225 or e-mail:
lbetteridge@ocswssw.org

Ellen Kampf
Professional Practice Associate
Ext. 224 or e-mail:
ekampf@ocswssw.org

Contact Lise or Ellen with professional practice questions.

INFORMATION TECHNOLOGY

Cristian Sandu
IT Support Specialist
Ext. 115 or e-mail:
csandu@ocswssw.org

Angella Rose
Office Clerk

If you change employers or move, advise the College in writing within 30 days. We are required to have the current business address of our members available to the public. Address change information can be e-mailed to info@ocswssw.org, faxed to 416-972-1512 or mailed to our office address. Changes of address must be made in writing and include your registration reference number, your old address and your new address information.