GLOBAL MENTAL HEALTH CONGRESS: FOCUS ON THE NEVER SERVED

Since its founding in 2005, NBCC International (NBCC-I) is more committed than ever to advancing the counseling profession globally. Participating in several international partnerships has reinforced our understanding of the critical need for safe and effective mental health services beyond U.S. borders. Our discoveries and discussions have led to several exciting projects with tremendous potential for the counseling profession and mental health overall. The next step is to provide a forum for worldwide exchange regarding the progress and future stages of these projects.

NBCC-I is proud to announce the first “Global Mental Health Congress: Focus on the Never Served” scheduled for October 23–24, 2006, in New Delhi, India. Conceived as a result of our multiple projects with the World Health Organization (WHO), this groundbreaking event will provide a forum for international representatives of mental health organizations, ministries of health and education, and leading mental health researchers and policy makers to exchange knowledge and information about joint NBCC-I/WHO projects.

Dr. Benedetto Saraceno, director of WHO’s Department of Mental Health and Substance Dependence, and Harriet Mayor Fulbright, chair of the Fulbright International Center, will open the congress. Other distinguished speakers include Dr. Sonia Chehil, assistant professor, Dalhousie University Department of Psychiatry—International Section—Child and Adolescent Section, Nova Scotia; Dr. Stan Kutcher, professor of psychiatry, director of the WHO Collaborating Center in Mental Health Training and Policy and associate dean of International Medical Development and Research, Dalhousie University, Nova Scotia; and Dr. Srinivasa Murthy,
GLOBAL MENTAL HEALTH CONGRESS

From Page 1

Mental Health Eastern Mediterranean Regional Office of WHO, Cairo, Egypt. The conference will feature the launch of the Mental Health Facilitator (MHF) certification project. In addition, special attention will be given to the publications ATLAS: Country Resources for Counselling 2007 and Preventing Suicide: A Resource for Counsellors, both dedicated to the field of counseling.

Mental Health Facilitator

NBCC-I and WHO are also working to develop an elaborate system to increase access to trained mental health professionals around the world. The system establishes training for local responders to mental health needs. First responders in communities will receive a training curriculum including identification and referral for mental health needs in local populations. The curriculum for Mental Health Facilitators (MHF) will be developed as an international training mechanism that balances quality assurances with cultural sensitivity. Modeled after the Global Career Development Facilitator (GCDF) curriculum, this program will contain universal training modules as well as others that are culture specific.

ATLAS: Country Resources for Counselling 2007

ATLAS is a WHO publication based on the results of a survey of more than 190 countries designed to gather extensive data about a particular profession. Previously, WHO has released an ATLAS publication for professions such as psychology and psychiatric nursing. Now NBCC-I and WHO are partnering to publish the first ATLAS for the counseling profession, which will result in a systematic mapping of counseling as a separate mental health profession. Data from this edition of ATLAS will be presented at the New Delhi congress.

Preventing Suicide: A Resource for Counsellors

Preventing Suicide: A Resource for Counsellors is a collaborative publication between NBCC-I and WHO. Part of the Preventing Suicide series of prevention guides, this guide is written with counselors specifically in mind. Prior to this one, other guides for professional groups have included primary care physicians, teachers, and prison officers. The counselor edition of this tool, with useful information on prevalence, risk factors, and general intervention recommendations, will be printed in the six official World Health Organization languages.

The staff of NBCC International looks forward to this event as the start of a tradition for NBCC-I of gathering a worldwide audience for the purpose of advancing the profession and its capacity to serve.
NBCC ESTABLISHES NEW FIELD OFFICE IN MEXICO

The National Board for Certified Counselors, Inc. and Affiliates (NBCC) and NBCC International (NBCC-I) have established a new field office in Mexico. Dr. M. Sylvia Fernandez, chair of the NBCC Board of Directors, and Dr. Tom Clawson, NBCC president and CEO, signed agreements establishing NBCC-Mexico in January.

Located in Mexico City, this office and its staff will work to promote the counseling profession in Mexico. Counseling is a relatively unfamiliar profession in Mexico despite the growing need for human service professionals. Typically, mental health services have been provided by psychologists (mostly bachelor's or master's level) and psychiatrists.

According to Eloísa Lara Portal, coordinator of NBCC-Mexico, these services are generally accessible only to the economically advantaged. Similarly, school counseling is not a part of the comprehensive curriculum for primary and secondary schools in Mexico. Recognizing the need to promote a countrywide understanding of counseling, professionals in Mexico approached NBCC for assistance in closing the gap between needs and available services. The newly formed NBCC-Mexico staff will work to accomplish these goals by promoting the benefits of counselors as providers of mental health and educational support.

As with other NBCC field offices, NBCC-Mexico will advocate for the counseling profession by introducing quality assurance mechanisms such as professional standards and certifications. A primary focus will be protecting the public from untrained professionals while protecting counselors from third-party regulation or imposition of standards.* In addition, the office will strive to raise awareness of the profession through promotional activities for relevant stakeholders. Finally, NBCC-Mexico will position itself as a research institute and help to explore the development of counselors who are trained to provide services in both Mexico and the U.S.

In April, NBCC and NBCC-Mexico will jointly present at the International Association for Educational and Vocational Guidance (IAEVG) conference in Cuernavaca, Morelos, Mexico. The presentation will outline the necessity of developing in-country certification guidelines prior to implementation of shared certification structures.

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* Note: In many countries, titles and scopes of practice are so vague that anyone can self-appoint themselves as an expert. Similarly, an ill-defined scope of practice can allow for counselors to be assigned tasks inconsequential to client and student development. Such situations may be contrary to client or student well-being.

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NBCC INTERNATIONAL WELCOMES NEW LEADER

Ted Iliff, former public member (2000–2006) and secretary (2005–2006) of the NBCC Board of Directors, has assumed the newly created position of Executive Vice President of NBCC International (NBCC-I). A career journalist, Iliff brings extensive international experience to NBCC-I. He has held leadership positions at such organizations as CNN, where he was the senior editor of all CNN news reports, and Voice of America (VOA). He has served as a consultant in the recent rebuilding of news media outlets in Iraq and the Balkans. His addition to the staff will enhance NBCC-I's effectiveness as a global leader in professional counseling.

Since the formation of NBCC-I in 2005, counselors from around the world have invited the NBCC Board and staff to participate in collaborative research and professionalization projects. With more than twenty years of experience in counselor certification, NBCC and NBCC-I are well positioned to provide assistance to local experts who determine certification requirements in a culturally meaningful way. As executive vice president, Iliff is responsible for planning the appropriate mix of services and resources for each area being served and directing NBCC-I staff with these projects.

The addition of Iliff, who is not a professional counselor, infuses innovation in NBCC-I’s approach to promoting counseling. Tom Clawson, NBCC president and CEO, notes, “Iliff brings a background of business, news media, and international experience that has never been seen in the mental health professions. We welcome his fresh and creative views.”

A native of Kansas, Iliff studied journalism at the University of Kansas and earned his degree from the State University of New York’s Regents College (Excelsior College). He has co-authored a history book, many magazine articles, and is fluent in German.
Virginia NCC in National Spotlight

Amy Dunne, NCC, a Fairfax County, Virginia, school counselor has become a celebrity of sorts. Since she and her program, “Chicks & Clique,” were featured in The Washington Post on February 10, 2006, the story has been picked up by newspapers throughout the nation. ABC’s Good Morning America planned to report on Dunne and her students in early April.

“Chicks & Clique” was designed by Dunne to address the life-long importance of friendship skills while giving special attention to bullying, power struggles, and social hierarchy. The initial program was so successful that Dunne designed a second course called “Boy’s World.” Both workshops are offered during the two-week break between sessions at the year-round Parklawn Elementary School. Participation is voluntary, and space is limited. Despite the fact that students have a choice between a number of other fun activities such as sports, cooking, and art classes, many endure long waiting lists to participate in Dunne’s programs, both of which require intense self-examination.

What’s her secret? It’s Dunne’s enthusiasm and absolute love for children combined with inspiration from childhood experiences. As a young child, Dunne often wondered why girls were sometimes so mean to one another. Dunne’s mother says she has acted like a counselor since she was nine years old, frequently being a peacemaker between quarreling friends. A passion for teaching self-advocacy grew from these early experiences.

Through “Chicks & Clique” and “Boy’s World,” Dunne teaches ten- and eleven-year-olds how to choose good friends and how to cope when they are disappointed by the behavior of their peers. Understanding that healthy friendships have both good times and bad can be tricky for kids. Dunne’s programs equip the children with necessary tools to navigate through tough times and build long-lasting friendships.

Dunne received her master’s in counseling from Marymount University in Arlington, VA. The program focuses on field experiences as early as the first semester. Dunne credits the university’s emphasis on real-world experience as a factor in her success.

Dunne loves collaborating with parents, administrators, counselors, and other therapists on issues facing young students. In an effort to reach as many children, families, and professionals as possible, Dunne currently has plans to give talks across the country and discuss the methods she has found to be most successful. She also intends to create a professional Web site featuring her programs and making her curriculum and other pertinent resources more accessible. Dunne hopes one day to open her own center and run groups for both children and parents. She also hopes to spread the word through literature for children, parents, and other educators.

Dunne warns that this isn’t a one-size-fits-all program. What works for her may not work for another counselor. It is the passion, commitment, and love for children along with the program that make it a success. Dunne believes counselors have a special opportunity to reach people, regardless of age or situation. Counselors can do real work to help people grow. They can move their clients beyond the pretend or superficial to the place where they can work on real issues.

“If we don’t tackle the tough issues, we’re doing them a disservice.” Dunne says. “I look at each student holistically and advocate for each child’s personal, social, emotional, and academic needs. This is just a piece of what we do here at Parklawn; we cultivate life skills for children and their families.”
Because of the recognized quality of the National Board for Certified Counselors (NBCC) certification program, international counseling colleagues often approach this organization seeking assistance with professionalization. Most are familiar with U.S. credentialing structures and the ways mechanisms such as certification distinguish between the levels of preparation within a field. While NBCC does not encourage counselors abroad to adopt American-style standards for the profession, often they seek a similar structure. Their desire to implement country-specific counseling credentials is a force that drives NBCC International (NBCC-I)’s work abroad.

NBCC-I’s efforts center on the formation of structures needed to create a distinct professional group within each country. Project leadership and management are provided by native counselors who are most sensitive to local needs. As other countries undertake the creation of credentials, NBCC-I recognizes the importance of maintaining distance as an advisor to the process for two important reasons:

1. It is inappropriate to introduce a certification structure based on U.S. culture rather than the native culture.
2. Stakeholder involvement in the design of quality assurance measures is critical.

In the interest of space, we have highlighted NBCC-I’s general approach to providing professionalization assistance.

**Table 1:** Example of NBCC International’s stance on collaboration

<table>
<thead>
<tr>
<th>Counselors abroad wish to…</th>
<th>NBCC-I DOES…</th>
<th>NBCC-I DOES NOT…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a certification for their own country.</td>
<td>Work with local experts to develop country-specific standards and procedures for ethical practice.</td>
<td>Dictate what certification requirements should be for local counselors. Dictate that the National Certified Counselor (NCC-U.S.) be adopted.</td>
</tr>
<tr>
<td>Obtain the U.S. National Certified Counselor (NCC-U.S.) credential.</td>
<td>Respect U.S. educational and practice requirements.</td>
<td>Compromise the integrity of the NCC-U.S. credential.</td>
</tr>
</tbody>
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- Diversity
- Divorce
- Domestic Violence
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- Emotional Abuse
- Emotional Intelligence
- Ethics
- Grief & Loss
- Intimate Abuse
- Learning
- Lesbian, Gay And Bisexual Clients
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- Negotiation
- Obsessive Compulsive Disorder
- Organizational Psychology
- Peer Rejection
- Personality
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GENERAL TIPS (AND SOME QUESTIONS) ABOUT STARTING A PRIVATE COUNSELING PRACTICE

By J. Scott Hinkle, PhD, NCC

J. Scott Hinkle, PhD, NCC, is NBCC’s coordinator of clinical training. He is currently investigating the clinical practice of counselors around the world in collaboration with the World Health Organization’s (WHO) Department of Mental Health and Substance Abuse in addition to directing its International Mental Health Facilitator Project. Hinkle maintains a limited private practice where he provides couples and family counseling as well as clinical supervision.

As a counselor educator and private practitioner, I am often asked how to start a private counseling practice. Since there are no classes in “private practice” and few professors with this area of expertise, I have assisted several recent graduates in establishing their own businesses. Actually, the first thing to consider is how to operate a business. Helping others is the driving force for most counselors, but to be successful as a private practitioner, counselors must find a reasonable balance between being effective clinicians and businesspersons. (Yes, that means making money.)

I recommend two publications for solo practice counselors attempting the “all by myself” route to practice. Harriet Rubin’s Solving and Terri Lonier’s Working Solo cover a wide range of topics from myths about working alone to writing a business plan to developing a practice without a formal organizational structure (as in an agency setting).

When contemplating a private counseling practice, it is wise to ask these questions:

- Is private practice consistent with my professional competencies and strengths?
- Can I develop a competitive edge in a difficult marketplace?
- Are my services needed in the community?
- How attractive is the market in which I propose to offer services?
- Do I have the necessary startup resources and time? (Good Practice, 2006).

As a private practitioner, it is important to understand NBCC ethical codes in the context of making good clinical decisions as well as how to operate a business. Questions such as: “Can I help this person?” “Should I refer this person to another practitioner?” or, “Do I have the skills to competently treat this person?” are commonplace in private practice counseling (Buckner, 1992). Various clinical, legal, and business professional organizations can offer guidance and resources for operating a private counseling business in an ethical and productive manner.

The decision to work alone or with partners is as important as choosing a location. Some counselors will opt for a solo private practice while others will be interested in joining an established group, starting a group practice, or buying a practice. In general, a beginning counselor would be wise to join an established practice and gain valuable clinical and business experience prior to attempting a solo private practice. However, a solo practice may be feasible if renting space from an established clinician or professional who can also serve as a mentor. For example, many counselors have successfully leased space at a physician’s office or church. Obviously, as one’s client base grows, securing space becomes more financially viable.

Although buying an established practice may be an option for some counselors, I believe this is a business venture best accomplished after a few years of part-time solo or group practice. However, if buying a practice is a serious consideration, the practice must be appraised or valued by an expert.

After determining compatibility with the “business aspects” of private practice, there are other questions to be answered:

“Should I consider private practice as a part-time activity?”

Whether deliberately planned or a matter of circumstance, part-time or limited practice is a common approach for the new counseling professional. Many counselors maintain an agency job while developing a client base and learning the nuances of managing a private practice business.

“At the beginning of private practice, who will I need for support?”

Support personnel may include an accountant who understands the type of work (counseling) and knows how to navigate taxes, business deductions, and social security payments within the practice parameters. Legal, financial, and technical support are also necessary as the practice expands (Buckner,
“Do private practitioners need to comply with the Health Insurance Portability Accountability Act (HIPAA)” Yes, independent practitioners need to provide all clients with documentation on how their information is kept private as well as their rights about personal information. It will be important to review information about HIPAA before implementing the practice’s business plan (see www.cms.hhs.gov/HIPAAgeninfo/).

“Are there mandatory forms for private practice in counseling?” Unfortunately, yes—but the paperwork can be streamlined by following certain guidelines of private practice. Robert Walsh and Norman Dasenbrook have co-authored The Complete Guide to Private Practice for Licensed Mental Health Professions, now in its third edition which can be found at: http://counseling-privatepractice.com/. This book includes a CD-ROM of sample forms such as the Informed Consent which includes the client’s identifying information, limitations to confidentiality, emergency procedures, a notice of privacy concerns and client rights, as well as information regarding payment and financial issues. This critical document must be informative as well as easily understood by your clients.

“How do I market myself?” Once a business model has been developed, office space secured, and the right forms developed, it is time to focus on marketing. There are various ways to approach this, but a few steps in the right direction can save time and energy down the road. First, market yourself, not the group practice or practice name. Businesses and partners come and go, but you will still be providing professional services in your community. It is important to market your name and credentials (especially your NCC!). I recommend developing an easy-to-read brochure to promote yourself as a counselor in private practice. A graphic artist’s fee for this service is generally well worth the cost. A professional “flyer” designed to market the practice can be dropped off at doctors’ offices, schools, United Way agencies as well as various treatment centers. Read professional trade publications, talk with local newspapers about potential ad space, consult community bulletin boards and Web sites, and meet potential referral sources. Be careful not to underestimate the amount of time it will take to market a new practice.

“Should I give public presentations to market my private practice?” Yes, but be sure to develop a plan that considers your expertise or niche and your potential audience. For instance, if you work with children, consider a public presentation on ADD/ADHD or the effect of divorce on children. More information on effective marketing and advertising a new practice can be found in Walsh and Dasenbrook’s guide.

Who should I seek out for supervision? For private practitioners, a supervisor or consultant who is familiar with their preferred counseling approach as well as experience level is critical. All too often counselors-in-training receive less than desirable supervision from academics who are not clinicians. This creates a cascading series of less than adequate supervision expectations in the “real counseling world.” Find a supervisor or consultant whose work is respected and develop a long-term collegial relationship.

Is private practice lonely? Yes, certainly it can be. Private practitioners need to establish a network of professional colleagues, make time in a hectic schedule for friends and family, and carve out quality personal time (Buckner, 1992).

SPHERES OF MANAGEMENT
Be sure to consider the three spheres of management—case management, self-management, and stress management—in order to practice counseling comfortably within the private healthcare sector (Buckner, 1992). For example, case management can require making quick decisions, which can impact self-management, which can influence one’s level of stress management.
STARTING A PRIVATE COUNSELING PRACTICE

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One aspect of self-management is time management. Private practice can require a lot of unanticipated time which may cut into time designated for counseling research, supervision, social, or family life. Time contributed to the science of counseling and continuing education is a critical area of a private counseling practice that are often ignored. Develop a plan to be accountable for professional work and connect with a mentor or supervisor. Managing oneself includes guarding against burnout. (Buckner, 1992). The goal must be to effectively balance private practice and private life.

Although this is a cursory depiction of starting a private practice in counseling, the questions and answers herein may help make clinical life more satisfying and business more successful. ❑

Resources


NCC NETWORK

Mathew E. Balcetis, NCC, of Omaha, NE, has developed After the Storm (Centering Corporation), a healing workbook for children and adults whose lives have been affected by severe weather. The book invites expression through drawing, coloring, and writing. Because of donations made by Alegent Health, Week of Compassion Christian Church (Disciples of Christ), the book is available free of charge while supplies last. You may request the book online at www.alegent.com (search for After the Storm).

Audrey McDonald Carney, NCC, of Shepherdsville, KY, published Holding on to Faith: Hope after Miscarriage and Loss. The author started the book as a form of therapy, then decided to publish this account of her experiences as a way to help others process their “silent grief.” More information about this book can be found at www.holdingontofaith.com. Visit www.amazon.com or www.publishamerica.com to order a copy.

Mary E. Ghilani, NCC, of Sweet Valley, PA, recently published Web-Based Career Counseling (University of Scranton Press), a guide to using Internet resources with high school and college students who are researching careers and majors. The book may be ordered through the Chicago Distribution Center at 1-800-621-2736.

Phyllis-Terri Gold, NCC, CCMHC, of Long Island, NY, recently published Loving Grace: The Journey Continues (Infinity Publishing), the sequel to her novel Saving Grace: A Spiritual Love Story. Although written as fiction, both books contain easy-to-follow lessons toward a happy, fulfilling life. The books may be purchased from the publisher by calling 1-800-BUY-BOOK or through your favorite bookseller. Gold is the founding director of the Alliance for Helping Autistic Persons Participate Independently, an organization that takes a positive approach to autism. She also authored the first published book explaining autism to children, Please Don’t Say Hello.

Peggy Sandin Hustad, NCC, of Winston-Salem, NC, recently completed Pilgrimage, a CD of eight original, inspirational songs. As a singer-songwriter and counselor, she taps into the spiritual side of life’s sorrows and joys. More about the artist and her music, including music clips, is on her Web site, www.peggyhustad.com. The CD is available at www.cdbaby.com/peggyhustad.

Got News?
If you would like to submit an item for NCCs of NOTE or NCC NETWORK, please refer to the guidelines and deadlines on our Web site: www.nbcc.org/newsletter/guidelines.
The following NCCs have passed the NBCC® Voluntary Audit for special recognition in continuing education. While 100 hours of continuing education are required for recertification, these NCCs have completed and documented more than 130 hours in the five-year certification period. They have received a special certificate citing this achievement and are to be congratulated for their dedication to excellence. NBCC salutes them!

Mark D. Nelson, NCC, NCSC, ACS, of Bozeman, MT, has recently published three school counseling guidance curricula (Hyalite, LLC) based on the National Standards of the American School Counselor Association (ASCA). The Guide: Guidance Curriculum Activities is available in three separate books for elementary, middle, and high school. With The Guide, school counselors can deliver a guidance curriculum that is based on ASCA National Standards and Indicators. Each curriculum has nearly 100 activities that will enhance student development. Assessment instruments designed to measure guidance curriculum effectiveness are also included. More information, including sample activities and ordering information, can be found at www.hyalite.biz.

Heidi Nicolini, NCC, of Houston, TX, wrote a children’s book called Faithful Fables that uses nature and whimsical characters to teach important life lessons. While working with foster children, Nicolini was inspired to publish her stories with the purpose of increasing children’s self-esteem. To read each of the four short stories that are found in Faithful Fables, visit her blog at http://kidsfiction.blogspot.com and view each posting. To buy this hardcover book with colorful illustrations by an awarding-winning artist, visit www.amazon.com.

Kelly L. Stone, NCC, of Atlanta, GA, published an article on the psychology behind animal hoarding in the March 2006 edition of Cat Fancy magazine. For more information or to request a copy of the article, visit www.kellylstone.com.

Tammy Summers, NCC, LPC, of Raleigh, NC, has published her first book Authentic Soulmates: Tips on the Journey to Intimacy. This book reflects behavioral, cognitive, and psychodynamic schools of thought and consists of fifty-two “tips” that provide the reader with thought-provoking ideas for real-life application over the span of a year. Authentic Soulmates also may be useful in premarital or couples counseling. Limited copies of the book are available for $19.95 by contacting the author at Taslpc@earthlink.net.

If you are interested in applying for a voluntary audit, go to www.nbcc.org/audit and click on “Download the Voluntary Recognition Audit” form.
The National Board for Certified Counselors, Inc. (NBCC®) values diversity. There are no barriers to certification on the basis of gender, race, creed, age, sexual orientation, or national origin.