Is Counselling an International Concern?

Thomas W. Clawson, NBCC Executive Director

In the Volume 18, Number 1, Summer/Fall 2001 issue of this newsletter, I set out some of the board’s reasons for exploring ways for NBCC to expand counselor credentialing and, therefore, counseling to more countries. The enormity of that task is underscored by the fact that even here in the United States we have been pursuing licensure since the early 1970s. Since the Virginia counselor law passed in 1976, we now have a twenty-eight-year expanse of gaining licensure. California, Hawaii, and Nevada still elude us.

When we think of the combined millions of dollars raised by counselors to achieve licensure in all states (the District of Columbia, Guam, and Puerto Rico also have passed legislation), considering institutionalizing counseling in more than 200 nation states is daunting. Yet, two facts remain evident to the NBCC Board. The more countries that formalize the practice of counseling, the better position American counseling will have for future import and export of counseling services as well as enhanced professional prestige here in the United States.

WHERE IN THE WORLD ARE WE GOING?

We began with lofty goals, and we are proud to have accomplished more since our 2001 resolve to expand than we ever would have expected. We were intent not to spend much money on our goals so that our major resources continued toward domestic issues. So, we looked to organizations that have already made significant strides in the worldwide scene.

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First came the familiar.

COUNSELOR ASSOCIATIONS ARE FAMILIAR FRIENDS

There are relevant counselor associations which have been in existence for years. NBCC has sent representatives to the meetings of the International Association for Counselling (IAC) continuously for the last seven years. Our affiliate, the Research and Assessment Corporation for Counseling, Inc. (RACC) sponsors, in its entirety, the attendee fees for IAC’s International Research Seminar. We offer presentations on NBCC standards and certifications to a broad spectrum of international counselors. NBCC is interested in continued cooperation with IAC. Having the familiar face of Courtland Lee, an American Counseling Association past president and international visionary, on the IAC board is always a pleasure. (See www.iac-irtac.org for more information.)

Many of you may not know the works of the venerable International Association for Educational and Vocational Guidance (IAEVG). For more than fifty years, this group has spearheaded multiple yearly conferences in all corners of the world, stressing career development in educational, governmental, and private settings. Like IAC, IAEVG boasts an international board and a commitment to an international focus on counseling and educational guidance. We have a joint committee studying a method for incorporation of certification to the recently developed standards of practice and training that IAEVG announced in September 2003. Our work with IAEVG includes multiple face-to-face board and staff meetings as well as NBCC’s agreement to sponsor a plenary session at the upcoming IAEVG-NCDA Symposium, June 29–30, 2004. NBCC has invited a panel of five experts from four continents outside North America for this San Francisco conference. (See both www.ncda.org and www.iaevg.org for information about the San Francisco Symposium and backgrounds of the organizations.)

After a full NBCC Board attendance at a prearranged meeting with the staff of the British Association for Counselling and Psychotherapy (BACP) certification staff, NBCC and BACP traded staff for a few days to explore our different ways of credentialing counselors. CACREP’s executive director, Carol Bobby, joined us in Greensboro for part of a meeting with BACP’s staff.

NBCC will continue to seek information and professional relationships with organizations outside the United States. We will study other methods of credentialing and practice while being available to share our own expertise. There are correspondent counselor standards boards in Britain, Ireland, Australia, New Zealand, Canada, and the United States. Many more countries are exploring certifying counselors.

ON TO THE FAMILIAR

At an IAC conference several years ago, I was struck by a United Nations Educational, Scientific and Cultural Organization (UNESCO) speaker who was clear about what counseling is. Over the years at conferences of the Center for Quality Assurance in International Education (QA) we became aware that many professions have globalization strategies, but that mental health in the United States has been slow to develop a plan. Here was a key. An international giant, UNESCO, was already understanding who we are!

The logical plan on NBCC’s part is to seek the expertise of global agencies that already have all countries in their infrastructure. Originally, we thought that we may get funding from them—but quickly we realized that we need our own funding to reach out. We enter our discussions with a clear message that we are not seeking funding. We are on our way to recognition with two major agency agreements that follow.

UNESCO’S REQUEST

The chief of primary education of UNESCO in Paris turned to me at the end of a panel presentation and
IS COUNSELLING AN INTERNATIONAL CONCERN?

From Page 2

asked if NBCC could help Africa with creating certification standards for counselors. Within minutes, I had reported this to our board chair and executive committee. We all knew this was both a compliment to NBCC’s international reputation in certification and a challenge to our resources. Our new Internet-based job analysis system and years of experience in creating standards made it easy to set forth a proposal to UNESCO. In short, after our first meeting with the president of the African Association for Guidance and Counselling, we are certain that we can create an African-based standard with large scale international cooperation. And, we can do it with a low budget paid for by non-certification NBCC and Affiliates enterprises like testing in other professions and association management.

In short, the letter following this article tells the story.

THE WORLD HEALTH ORGANIZATION (WHO) AND MENTAL HEALTH

As the new century dawned, a major effort began to make mental health more known as a WHO priority. (See www.who.org.ch.)

Before hearing Benedetto Saraceno, WHO’s director of mental health and substance dependence, speak at an IAC conference in Geneva last spring, NBCC Chair Wayne Lanning, NBCC’s Global Committee Chair Tom Collins, and I met with Saraceno. Our reason for meeting with him was to explain who counselors are and what we can do. His opening remarks shocked us out of our planned script for him. He simply said, “I have 450 million poor people to bring mental health services to. Counselling is the profession that I think can reach the most people.”

The ensuing conversation led to another meeting (this one six hours long) of the entire NBCC Executive Committee and the WHO mental health substance dependence executive staff. The end product of that meeting led to an agreement to begin a long-term relationship between NBCC and WHO. As a beginning, we have agreed:

1. To write a booklet in a series of suicide prevention materials to explain suicide potential and treatment to counselors in the WHO system.
2. To give expert opinion for standards of practice and credentialing of addiction workers.
3. To begin a collection of data to identify counselors and counselor training sites globally to be included in WHO’s Atlas project (see www.who.int/mental_health/media/en).
4. That NBCC’s executive director, Thomas Clawson, will be a professional discipline representative to WHO’s newly established Global Council on Mental Health (see www.who.int/mental_health/advocacy/council.descriptions/en).

This beginning with WHO and the major project with UNESCO are the most significant international steps in NBCC history. We are proud to represent the ideas of counselor certification and ethical practice to the global community.

BUT ARE WE INTERNATIONAL?

NBCC is based in the United States. UNESCO and WHO know this and would like us to expand. So, we needed yet another strategy. In order to have United States-based sensitivity to global issues (and to remember that our main goals are domestic), NBCC has elected a diverse board over the past few years. The board has foreign-born, first-generation Americans, people of color, and people who have lived and traveled extensively abroad. Our past two public members (noncounselors on the NBCC Board) have been carefully selected to give us advice. One member was elected who lived in Greece. She was succeeded by Ted Iliff, former ten-year CNN executive editor, who at this writing is living in Baghdad and is the general manager of all broadcast, radio, and print media in Iraq. He also never misses a board meeting and is helpful with his insight.

More on Page 4
In November, NBCC established a new division with oversight by a standing committee. NBCC International™ will house the WHO and UNESCO projects, all new international issues, international organization relations, and two more newly created projects that follow: the International Vanguard of Counselors and NBCC International Secretariats.

**THE VANGUARD**
In the fall of 2002, NBCC instituted a program at the Association for Counselor Education and Supervision (ACES) conference, bringing in eleven international fellows to discuss counseling in other countries and plans for future interaction. These NBCC international fellows are already providing us with substantial leadership. All are doctoral students or post-doctoral students, and all are citizens around the world.

One of the ideas brought forth from that forum was to create an avenue for many international counseling students to connect, while students, and then have a way to continue that connection.

In January 2004 a poster will be sent to all United States counselor education programs with a tear-off information sheet. We will collect as many addresses as possible of international counseling students studying in the United States, counseling students studying outside the United States, and mentors who would be willing to interact in forums and chat rooms. The NBCC International Fellows then will become part of the larger group of International Vanguard of Counselors™. This will be a free Web-based coalition with the express purpose of keeping a global dialogue about theory, technique, and practice fresh and open to many perspectives (see www.vanguardofcounsellors.ch).

**SECRETARIATS—WHAT ARE THEY?**
In order to respond to regional questions and provide a point of operation for future initiatives, NBCC International will begin to look and feel that way. We plan to have e-mail addresses, mail addresses, and phone numbers for contact people who understand credentialing in the United States and their region, hence secretariats. Our many contacts have created a network of NBCC friends who are volunteering for these positions. We will have a more formal office in an international organization center in Geneva, Switzerland. Note that when you see .ch at the end of one of our Web sites, that site is registered for Switzerland. “CH” Canton Helvetia is the country code for Switzerland. At this writing, we plan secretariats in Lilongwe, Malawi; Geneva, Switzerland; Bucharest, Romania; Ankara, Turkey; Venezuela; Mexico City, Mexico; Japan; India; and Washington, DC. These “virtual” costs will be minimal.

**HAVE WE BEGUN?**
Just barely. We’ve achieved much, but have much more to do. Our success and luck with UNESCO and WHO make it clear that other world organizations could be valuable resources. We also know that in October, the first master’s program was given “licensure” status by the Ministries of Education and Health in Mexico. This CACREP-style program is a joint program with the University of Scranton. We are in contact with counselor educators and counselors in many countries. Unfortunately, space in this newsletter doesn’t permit full discussion. We will, however, continue our work and “mind the store” at home.

We remain aware that issues like military recognition of counselors, strong certification of school counselors, better services to NCCs, and continued contact with counseling and mental health organizations are our first priority. Our international gains are meant to strengthen the profession and serve more people.

As I write this, I realize that there are details of the above and many more projects not mentioned. We’ll continue to update global issues.

And one last thought, years ago NBCC tested United States waters by adding an “l” to counseling on the front page of our Web site. Either nobody noticed or most of you “got it.” The response from many abroad was that NBCC was respectful of the more common spelling. We won’t debate the one el/two el issue. We’ll just use one or the other when we think it’s right. For safety though, we’ve been buying Web sites that contain both spellings and linking them so it is seamless. We think the least of our worries is to decide which is right. We’ll settle for both as long as more people get the message of counseling worldwide.
COUNSELOR LICENSURE UPDATE

California

Dean Porter, NCC, NCCC, of Long Beach, CA, is the chair of the California Registry for Professional Counselors and also serves as the chair of the California Coalition for Counselor Licensure (CCCL). She updated us on counselor licensure in California.

“The CCCL, comprised of twelve professional counselor associations, is an organization formed in 2002 and is now a California corporation with its own bylaws and board of directors. It has applied for 501 (c)(6) tax-exempt status.

“California is one of only three states that does not license professional counselors. The CCCL has a counselor licensure bill ready to be introduced in the legislature, but it must first hire a lobbying firm to guide the bill through the process. CCCL has recently launched a fund-raising campaign in order to be able to hire a lobbying firm. ACA and NBCC have made contributions to get our fund-raising started. Now we need every counselor in California to join in the support of our profession. Please join your colleagues in making a contribution.” Send contributions to: CCCL, P.O. Box 5421, Fullerton, CA 92838. For more information, e-mail Porter at deanporter@aol.com or attend one of CACD’s regional conferences next spring, where there will be a presentation on California’s licensure effort at each conference.

Hawaii

Sandra-Joy Eastlack, NCC, of Honolulu, HI, has been one of the primary leaders working on the licensure effort in Hawaii for the last several years. She reports that “We are still alive and working on licensure for the 2004 session. It is not going to be the constant committee hearing testimony as it was before because the bill only needs to pass through conference, the floor of the House and Senate, and the governor. While I say only, we still need to keep it in everyone’s mind and on the front burner. It will still require some work! We urge all NCCs in Hawaii to contact their state legislators to voice support for the bill (HB 1412). We need all the support we can get.

“There will likely be some minor changes made in conference; however, nothing that will materially affect the substance of the bill. NCCs in Hawaii can also help by assisting us with what I call the ‘onslaught to the governor’ of requests to pass the bill into law once it passes conference and the floor of the House and Senate. We will certainly let you know when it’s time to write letters, send e-mails, and make phone calls. Everyone’s help in the past has been appreciated greatly, and this is the last leg of a journey that started in earnest in 1997.” Contact Eastlack at seastlack@cfs-hawaii.org if you would like to help support the counselor licensure effort in Hawaii.

NBCC wishes the efforts in California and Hawaii every success. The effort this takes is enormous, and we congratulate the NCCs who have been and are still working to make counselor licensure in their states a reality. Here’s to success in 2004! ☑

NCCs: PROMOTING THE COUNSELING PROFESSION

Rita Maloy, NBCC Certification Administrator

There are now more than 36,000 National Certified Counselors. Each time a numeric milestone is reached, we reflect on the growing strength of counseling as a profession. Each and every individual who holds the NCC credential is a part of a force that is constantly propelling the profession toward the day when counseling will be understood and when there will be parity with social workers, psychologists, and other allied mental health professions.

As a National Certified Counselor, you assist your profession’s growth in several ways. You follow a Code of Ethics that protects you, your clients, and your community. You complete continuing education in order to stay current regarding new ideas and knowledge in the profession. Your annual maintenance fees are utilized in many ways to build the profession—to support legislative initiatives that promote counseling, to investigate challenges to counselors’ rights, and to educate the public and other professions about counseling. NBCC is always looking for opportunities to inform others of the high level of service you provide in your various counseling roles. We will never stop working for you, as a strong component of NBCC’s mission is promoting counseling as a profession.

Many of you are already helping grow the counseling profession by encouraging your colleagues to consider certification. If you’re not already doing this, we’d like to make them aware of NBCC and of

More on Page 8
Have You Sent Your New ACEP Logo Use Application/Agreement?

NBCC recently approved a new logo for NBCC Approved Continuing Education Providers (see below). Even if you choose not to use the new logo, please return the Logo Use Agreement Form. It is your acknowledgment that you have read the rules and are aware of them. We encourage you to consider using the new logo. We feel that it is a convenient way of advertising your ACEP status with NBCC. As time goes by, we anticipate that this logo will become well recognized and will increase attention to your advertising materials.

Have You Sent in Your Annual Update or Fifth Year Renewal?

NBCC ACEPs are required to send in the Annual Update or Fifth Year Renewal depending on where you are in your cycle. If you have not already done so, you may still send it in but you must send a $50 late fee, which would make your total $150 due for maintaining NBCC ACEP status. Please contact the NBCC Recertification Department with any questions regarding your ACEP status.

Kannenberg Book Focuses on Case Management

Rand L. Kannenberg, executive director of Criminal Justice Addiction Services in Lakewood, CO, and an NBCC ACEP, has recently written *Case Management Handbook for Clinicians*. To order: contact PESI HealthCare LLC, Eau Claire, WI, at 800-843-7763 (telephone), 800-675-5026 (fax), or hcinfo@pesihealthcare.com (e-mail).

NEW LOGO APPROVED FOR ACEPs

The NBCC Board of Directors has approved a new logo to be used only by NBCC Approved Continuing Education Providers (ACEPs). It is a sign that these continuing education providers have been through an extensive review and approval process and that NCCs and other professional counselors may rely on the quality of the programs sponsored by them. Even though NCCs are allowed to take non-approved continuing education hours for recertification purposes, most prefer to attend or purchase programs that carry NBCC approval.

Here is the new symbol to look for. NBCC ACEPs are not required to use this logo, but many are electing to do so we hope to be seeing a lot more of it in the near future.
CCE ANNOUNCES A NEW DISTANCE COUNSELING CREDENTIAL

Susan P. Shafer, CCE Director of Corporate Services.

Distance counseling is becoming a recognized tool for use in the field of counseling. The computer and telephone have long been invaluable tools in the workplace and in the home. It’s not surprising that they have emerged as invaluable tools in the world of counseling as well. As distance methods have grown in popularity, the need for standards of practice and specialized counselor training has grown.

Distance counseling is an approach that takes the best practices of traditional counseling as well as some of its own unique advantages and adapts them for delivery to clients via electronic means to maximize the use of technology-assisted counseling techniques. The technology-assisted methods may include telecounseling, secure e-mail, chat, videoconferencing or computerized stand-alone software programs.

There are several advantages of using distance counseling methods. I can help a counselor reach a greater number of clients who need assistance. There will be times when clients cannot see counselors face to face, and it will be necessary to help them using distance counseling methods. It has been established that certain clients actually seek distance counseling services for both practical/logistical and personal preference reasons.

To recognize this special skill, the Center for Credentialing and Education, Inc. (CCE), an affiliate of NBCC®, has established a new credential for counselors—the Distance Credentialed Counselor (DCC). NCCs and individuals licensed to practice counseling or a related field in the State or Country in which they reside or work are qualified to apply for the credential after they successfully complete the required two-day, fifteen-hour DCC training offered by ReadyMinds, the leading provider of Distance Career Counseling.

The Distance Credentialed Counselor Training Program has been developed to address the skills needed for delivering distance counseling. The following are some of the major areas covered in the training program:

■ The rationale for distance counseling services.
■ Building a strong working relationship using distance counseling methods.
■ Planning and stages within distance counseling relationships.
■ How to incorporate distance counseling methods within the current work setting.
■ Distance counseling case management.
■ Ethical and legal issues.
■ Approaches to difficult situations, technology methods, and assessing outcomes and client satisfaction.

ReadyMinds is conducting DCC Training Programs throughout the country. To learn more about the training or to register for a training program, visit www.readyminds.com dcc. For more information about the DCC credential, visit www.cce-global.org or contact CCE at 336-482-2856.

NCC Network

Correction: In the last newsletter, we incorrectly reported that Hugh Gunnison, NCC, was from Canton, OH. While that is a wonderful city, Hugh actually hails from another great city, Canton, NY! Pardon our error.—Editor

■ Thomas W. Clawson, NCC, NCSC, LPC, and Wendy K. Schweiger, NCC, both of Greensboro, NC; Donna A. Henderson, NCC, of Winston-Salem, NC; and NBCC consultant Daniel R. Collins are co-editors of the newest edition of Counselor Preparation: Programs, Faculty, Trends, published by Brunner-Rutledge. Clawson is executive director of NBCC, and Schweiger is a doctoral student at the University of North Carolina Greensboro. Henderson is on the faculty of Wake Forest University.

■ Michael Ruth, NCC, of Knoxville, TN, has published a book, Shadow Work: A New Guide to Spiritual and Psychological Growth. Topics include “how the shadow is an integral part of the personality, how to combine the psychology of Carl Jung with ancient studies to obtain psychospiritual maturity, how others have fought the good fight and won, and how the novel Dr. Jeckyl and Mr. Hyde relates to the contemporary struggle for growth.” Ruth is a psychotherapist, speaker, and consultant. The book is available on www.amazon.com.
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!

Virginia S. Atkinson, Greenville, SC
Daniel R. Bogart, Evanston, WY
Suzanne D. Clark, Lake Orion, MI
M. Susann Hill-Mangan, Yuma, AZ
Oliver J. Morgan, Clarks Summit, PA
Evan W. Sexton, Kotzebue, AK
LeeAnne Simmons, Devonshire, Bermuda
Stephen M. Timchack, Wyoming, PA

National Certified School Counselors (NCSCs) from all over the country took the pilot test of the National Certified School Counselor Examination on January 17, 2004. The examination was given to more than 540 NCSCs in more than forty-five cities around the country.

The NCSC examination is just one of several steps that have been taken recently to strengthen the already powerful NCSC credential. Linda Foster, NCC, NCSC, of McCalla, AL, has served as the chair of the NCSC Examination Committee and also on the NCSC Standards Committee. She explains how this updated credential and new exam were launched: “Early in 2000, I was fortunate to be asked to participate in the Standards Review process for the NCSC, and what a unique group of experienced school counselors, counselor educators, and counselor supervisors from around the country! The Standards Review Committee worked hard updating the standards for the NCSC, and strengthening the requirements for this specialty credential.

“Next, the task of creating a new examination process aligning with the new standards began. The Test Development Committee created and conducted a national Job Analysis Survey of practicing school counselors as the first step in creating a new exam. This survey revealed the unique and special role that school counselors play in the academic, career, and personal/social development of students. The exam’s five content areas—school counseling program delivery; assessment and career development; program administration and professional development; counseling process, concepts, and applications; and family-school involvements—are based on the daily work activities of practicing school counselors.

“I think school counselors will find this exam challenging and different from other examinations. Again, the exam contains real-life simulations. This will allow school counselors an opportunity to put their practical experience together with their educational experience to display their knowledge, skills, and abilities as a National Certified School Counselor.”

NBCC is in the process of executing a long-range plan to promote the NCSC credential to state boards of education all over the country. The new standards and examination will aid state school counselor associations and NBCC in the task of convincing state legislatures to honor this credential for salary increase just as they are now recognizing the NBPTS certification for teacher salary supplementation.

Send your request for reprinting articles from The National Certified Counselor to nbcc@nbcc.org. Please state the purpose and in what publication the articles will be reprinted.
NCCs of Note

Three NCCs from Cumberland County, NC, were honored by their peers at the annual school counselor’s meeting. Tonie Neal, NCC, of Hope Mills, NC, was elected as “2003–2004 Cumberland County Middle School Counselor of the Year.” She has been at Hope Mills Middle School for twenty-two years. Also honored were Barbara Nubin, NCC, of Fayetteville, NC, who works at Rockfish Elementary and was recognized as “2003–2004 Cumberland County Elementary Counselor of the Year,” and Charles Brown, NCC, of Hope Mills, NC, who was named “2003–2004 High School Counselor of the Year.” Brown recently moved from Westover High School and is now at Westover Middle School.

Andrea Campbell, NCC, LPC, of Red Bank, NJ, has been appointed a permanent member of the UNESCO Global Leadership Committee at the annual UNESCO Global Leadership Forum in Istanbul, Turkey. At the forum, Campbell presented a paper titled “Toward a Universal Language of Reconciliation.” It will be published in the 2003 Global Leadership publication edited by Dr. Adel Safty, forum chairperson. Campbell is former president of ASERVIC and former treasurer of the New Jersey Counseling Association and ASERVIC. She has a full-time private practice in Red Bank.

Judith Gerberg, NCC, CCMHC, of New York, NY, was recently quoted in the New York Times “Working” section on her expertise in working with twenty-thirty somethings, and how employers can best supervise them. Gerberg also was interviewed recently on National Public Radio’s Marketplace radio show; she discussed finding your passion. She is president of her own New York-based career counseling service (www.gerberg.com) and has just finished a three-year term as the president of the Career Counselors’ Consortium (www.careercc.org) and continues as the organization’s director of communications.

CE Provider Update

NEW NBCC APPROVED CONTINUING EDUCATION PROVIDERS (ACEPs)

- aha! Process, Inc., Highlands, TX, #6119
- American Foundation for Addiction Research (AFAR), Wickenburg, AZ, #6124
- American Hospice Foundation, Washington, DC, #6122
- Augusta State University, Augusta, GA, #4496
- Carlow College, Pittsburgh, PA, #4494
- Center for Story and Symbol, Santa Barbara, CA, #6118
- Harvard Medical School, Division on Addictions, Boston, MA, #6121
- Homestead Schools, Inc., Torrence, CA, #6117
- Midwest Association for Professional Education, Shawnee Mission, KS, #6120
- North Carolina Central University, Durham, NC, #4495
- Northern Virginia Licensed Professional Counselors, Fairfax, VA, #6130
- Point-to-Point Learning, Inc., Blue Bell, PA, #6126
- Private Practice Success, Silver Spring, MD, #6129
- SAMHSA’s Center for Substance Abuse Prevention, Rockville, MD, #6128
- UAMS-AHEC South Arkansas, El Dorado, AR, #6123

HOME STUDY PROGRAMS

For complete information on home study programs, you must directly contact the NBCC Approved Providers who have been approved for home study programs. We are now maintaining a list of these providers on our Web site (on the Continuing Education page) and on the NBCC Fax Information Line (1-800-324-6222, request document #4001). Please take advantage of this convenient list to contact these providers and see what they have to offer.
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AATBS has released the most recent revision to the NCE® Study Program, with new Post Test exam questions on topics that are not covered in previous versions, including:

- Additional theorists (Havighurst, Vygotsky, Stampfl) have been included in the Human Growth & Development and Helping Relationship sections.
- Revised NBCC Code of Ethics has been updated in the Professional Orientation section.
- Descriptions of anecdotal and cumulative folders added in the Helping Relationship section.

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