



*The BIG Initiative and the Center for Clinical Social Work  
Invite you to a Free Webinar*

***“EAP and Behavioral Health Professional’s Introduction to Screening, Brief Intervention and Treatment for Problem Drinking”***

**Date:** Thursday, April 14, 2011, at 12–2 PM EDT (includes Q&A)

**Price:** FREE

**Description:**

This “live” webinar will introduce promising approaches to implementing evidence-based alcohol screening and brief intervention (SBI) methods in work-related settings. Workplaces are ideal (although often under-utilized) for alcohol-prevention and early-intervention programs, carried out through resources including employee assistance programs.

The presenters will outline how to ask clients about their drinking habits and, if at risk, to help them change behaviors using Motivational Interviewing and cognitive-behavioral strategies. Other strategies will be discussed, toward the goals of supporting clients and referring to alcohol treatment professionals, performing case management, and following up post-treatment. After the live presentation, you may question the presenters and receive immediate answers.

This webinar is one component of The BIG Initiative and a joint production of the Center for Clinical Social Work, Employee Assistance Society of North America (EASNA), and others\* to adapt alcohol screening and brief intervention protocols developed by the World Health Organization for use in employee assistance programs. This webinar will present highlights from a larger training curriculum.

**Learning Objectives:**

As a result of participating in this webinar you will be able to:

1. utilize an evidence-based screening tool to identify risky alcohol use;
2. deliver effective brief interventions utilizing Motivational Interviewing and cognitive-behavioral strategies; and
3. know when to make an appropriate referral to alcohol treatment providers and resources and provide appropriate follow-up support.

**Target Audience:** Licensed Clinical Social Workers, Employee Assistance Professionals, Certified Employee Assistance Professionals, Addiction Professionals, Social Workers, Licensed Professional Counselors, and Labor Assistance Professionals.

**Registration:** *Availability is limited*, so register and sign in to the program early at :

<https://www2.gotomeeting.com/register/677013339>



**Continuing Education:** This webinar is approved for 2 continuing education hours through NAADAC and an application has been made for EACC-PDH (Employee Assistance Certification Commission Professional Development Hours).

**Presenters:**

**Tracy L. McPherson, PhD**, Assistant Research Professor at George Washington University. Dr. McPherson has led numerous workplace projects on substance abuse, mental health, and health promotion (funded by NIH, NHTSA, SAMHSA) involving the development and evaluation of training programs. She has focused on improving access to screening, brief intervention, referral to treatment, and follow-up care through evidence-based practice change in workplace settings. She co-leads the Brief Intervention Group (BIG) EAP Initiative, chairs EASNA's Knowledge Transfer & Research Committee, co-authors numerous articles, makes presentations, and serves as a reviewer for *Journal of Workplace Behavioral Health*, *Journal of Substance Use*, *American Journal of Health Promotion*, and *Journal of Occupational and Environmental Medicine*.

**Cynthia Moreno Tuohy, NCAC II, CCDC II, SAP**, is the Executive Director of NAADAC—The Association for Addiction Professionals. She previously served as the Executive Director of Danya Institute and administered multi-county publicly funded alcohol/drug prevention/intervention/ treatment centers. She is an experienced trainer in Domestic Violence/Anger Management and Conflict Resolution, has written training components and manuals, and has served NAADAC as president and in many other capacities.

\*Employee Assistance Professional Association (EAPA); NAADAC—The Association for Addiction Professionals; American Society of Addiction Medicine (ASAM); and American Academy of Addiction Psychiatry (AAAP).