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MOVING FORWARD IN A TIME OF CHANGE

In his 1967 speech to Philadelphia high school students, the civil rights leader Martin Luther King Jr. said: “If you can’t fly, run. If you can’t run, walk. If you can’t walk, crawl, but by all means, keep moving.”

Since March 2020, we have encountered many changes and obstacles. The “new normal” of the pandemic has caused pain and anxiety for so many, yet it has also compelled us to re-examine the world in which we live, on a personal and professional level. And though the future may feel uncertain at times, it is imperative for the College and its members to remain open, flexible and willing to adapt. Or, in the words of Dr. King, “to keep moving.”

Recently, the College implemented its return-to-office plan – a hybrid model approach which will see staff working in the College’s office in Toronto as well as at home. This approach is a major cultural and organizational design shift for the College, but it allows us to be more flexible and accessible for stakeholders and staff while also continuing to fulfill our important public protection mandate.

We recognize, too, that many of you – our members – have had to adapt many aspects of your practice, including the way you access the College and deliver your services. According to our COVID-19 Impact Survey conducted in November 2020, more than two-thirds of College members said that they or their organization will continue to offer electronic services – or use a hybrid approach – beyond the pandemic. This represents a dramatic shift from just two years ago.

In recognition of these changes for members, the College has prioritized the development of resources related to electronic practice, including our most recent Practice Notes which can be accessed in this newsletter. College members are also required to read resources related to communication technology and electronic services as part of the 2021 Continuing Competence Program (CCP).

In addition to new practice resources, we have changed the way we serve our stakeholders, with a focus on accessibility and equity. The 2021 Annual Meeting and Education Day (AMED), for example, was hosted entirely online and was by many accounts the most interactive AMED to date, attracting more than 2,000 participants, 98% of whom indicating they would attend the event next year.

We continue to move forward with our efforts to increase diversity, equity and inclusion – a strategic priority for the College – with the establishment of the Diversity, Equity and Inclusion (DEI) Task Group earlier this year. We are encouraged by the
work of the Task Group and look forward to its recommendations. You can read the latest updates from the Task Group in this newsletter.

I want to thank all College members for their continued commitment to ethical and professional practice. We have encountered many changes and obstacles over the past couple of years, but with open minds and flexible thinking, the future looks bright.

Sincerely,

Lise Betteridge, MSW, RSW
Registrar and CEO

A CONVERSATION WITH CHERYL MCPHERSON, RSW
This fall, the Ontario College of Social Workers and Social Service Workers will be conducting a video interview with Cheryl McPherson, RSW, which will cover the intersection of social work and social service work and Reconciliation.

McPherson is a proud Haudenosaunee woman who currently teaches at Centennial College’s Addiction and Mental Health Workers Program. She has been a practising social worker since 2005, primarily working with Indigenous clients and women who have been trafficked.

“Indigenous communities have faced extreme negative impacts as a result of colonization, and social work has been a key agent in that process,” said McPherson. “Everything I do is about advocating and transforming social work and social service work practice.”

The College’s conversation with McPherson will use a spoken-word format inspired by the rich storytelling traditions of Indigenous peoples living in Canada. “The oral traditions and storytelling are important to me,” said McPherson. “I believe using this format helps decolonize the College’s practice resources.”

As part of its 2020-2023 Strategic Plan, the College is committed to developing partnerships with Indigenous communities in order to begin to implement the Truth and Reconciliation Commission of Canada’s calls to action within the regulatory context. Please visit the College website to learn more.
The video interview with McPherson will be conducted by Christina Van Sickle, RSW, the College’s Director of Professional Practice.

“We look forward to this important and necessary discussion,” said Van Sickle. “We hope it will lead to thoughtful reflection and serve as a helpful resource for social workers and social service workers in Ontario.”

The College will inform members when the video discussion with Cheryl McPherson has been published on the College website and YouTube channel. For additional information, contact communications@ocswssw.org.

IN CASE YOU MISSED IT

COMING SOON! RENEW YOUR COLLEGE MEMBERSHIP FOR 2022

The College would like to remind all members that the renewal season for the year 2022 will commence in early November. The deadline for members to complete their membership renewal and payment for the year 2022 is December 31, 2021.

Members can renew their membership and pay their annual fee through the College’s online member services.

New members who were issued a certificate of registration at any time in 2021 are required to complete their 2022 annual renewal of registration and provide confirmation of participation in the Continuing Competence Program (CCP) for the year 2021. For more information about the CCP, please visit the College website.

For more information on the College’s renewal process, please visit the College website or contact renewals@ocswssw.org.
COMPLETE THE 2021 CONTINUING COMPETENCE PROGRAM!

As we’re nearing the last few months of the year, the College would like to remind members of their requirement to complete the 2021 Continuing Competence Program (CCP).

Participation in the CCP is a condition of registration and one of the ways that College members demonstrate their commitment to professional and ethical practice. All members (with the exception of those in the retired class of certificate of registration) are required to participate in the CCP, including those who are not currently practising, in the inactive class of certificate of registration, on maternity, parental or sick leave, or who registered late in the year.

As part of the 2021 CCP, College members are required to review (along with the Standards of Practice) the following five resources:

- Ethical and Competent Responses to Anti-Black Racism
- But “They” Told Me To! Ownong Your Professional Accountability
- Top 6 Considerations for Virtual Services
- Considerations for Using Communication Technology in Practice
- Communication Technology Practices and Policies for a Digital World

For more information on the College’s Continuing Competence Program, please visit the College website or contact ccp@ocswssw.org.

NEW COUNCIL ROSTER FOR 2021/2022

The Council is the 21-member governing body and board of directors that manages and administers College affairs.

**Durel Allen – Elected Social Worker**
Durel Allen is a registered social worker with almost 15 years of experience in social work, having practised in the United States, Jamaica and Canada. Her cross-cultural experience has afforded her a keen sense of cultural sensitivity that comes with working with various populations in a variety of social contexts, including intimate partner violence, adult and youth justice, and adult and youth mental health.

Durel obtained her MSW at McMaster University in 2010, where she researched how immigrant women experienced and perceived services for intimate partner violence. She is currently in private practice focusing on areas such as trauma (including racialized trauma), relationships and the self.

**Amanda Bettencourt – Elected Social Service Worker**
Amanda Bettencourt is a social service worker graduate from Mohawk College, mom to a beautiful little girl, and a current full-time advance standing BSW student at Ryerson University. She works part-
time as a family access worker with YWCA Hamilton. Prior to this, Amanda was working as a peer tutor while she attended Mohawk College, and went on to cover a medical leave at her last placement: The Hamilton Community Legal Clinic. Amanda seized the opportunity to become an OCSWSSW Council member as she believes in promoting registration with the College to fellow social service workers and hopes to advocate for policy-level change which will be seen not only in the field, but by the public as well.

Chisanga Chekwe – Public Member
Chisanga Chekwe brings a wealth of governance, development, business and legal expertise to College Council. Chisanga has served as Deputy Minister of Citizenship and Immigration, Women’s Issues, Seniors’ Affairs, and International Trade in Ontario; Chair and CEO of the Social Benefits Tribunal; Executive Director at Oxfam; and adjudication officer and United Nations observer support officer monitoring elections in South Africa; Supervisor of the post-war election in Bosnia and Herzegovina. He also spent six years with the Ontario Criminal Injuries Compensation Board, serving as a board member and Chair of the Board. Chisanga studied law at the University of Birmingham in England, before he received a master of laws degree from the University of London. He then read philosophy, politics and economics at the University of Oxford, resulting in BA and MA degrees.

Charlene Crews – Elected Social Service Worker
Charlene Crews is a mental health clinician with over 28 years of experience working with marginalized and homeless populations. She brings a diversity of experience and transferable skills developed through direct service and program development work across sectors of child and adult mental health and addictions, hospital and community health care, patient advocacy, corrections, homelessness and social housing. Charlene worked for 10 years with the CATCH Program at St. Michael’s Hospital and currently works in an adjudicator role with Toronto Community Housing. Charlene also continues to work as a Rights Adviser with the MOH LTC – Psychiatric Patient Advocates Office and as a course instructor for case management. Charlene maintains active roles on multiple community advocacy boards in the homeless and mental health sectors. Charlene holds a strong interest in health law, privacy and ethics. She holds certificates in advanced adjudication from Osgoode Hall, family therapy, dialectical behavioural therapy, interpersonal mediation and health service management and is currently pursuing a degree in health administration at Ryerson University.

Angèle Desormeau – Elected Social Service Worker
Angèle Desormeau is a registered social service worker and was first elected to the OCSWSSW Council in 2016 where she has participated on various committees, including the Discipline, Fitness to Practise, Registration Appeals and Standards of Practice Committees. Angèle graduated with a BA in psychology (University of Ottawa) in 1985 and a diploma in addictions studies in 1993 (McMaster University). From 1986 to 1990, she worked in child welfare and with youth. She has had the privilege of working with a great team at South Cochrane Addiction Services since 1990 and maintained a leadership role since 2006. She achieved a Program of Study in Leadership from the Canadian Management Centre in 2012. Angèle is an active member with many community, district and regional groups. In 2019/20, Angèle was presented with the opportunity to return to her love of teaching adult students at Northern College (Timmins Campus) on a part-time basis.

John Fleming – Public Member
John started his career as a social worker but rapidly rose through the management ranks of local and provincial governments as well as not for profits, achieving senior leadership positions in several organizations, including service as a municipal CAO, Deputy Minister in Ontario and as CEO of a national health charity. After completing his full-time career, he continued his leadership work by achieving the Chartered Director designation and opening his ‘occasional’ consulting practice. Since 2008, John has focused his work around governance teaching and advice, executive mentoring and coaching, and group facilitation, especially emphasizing his ability to help boards and teams work effectively to identify and achieve common goals. John is the Integrity
Commissioner for the Town of Caledon and Past Chair of the Board of Governors of Sheridan College; has and continues to serve on numerous other boards and committees, and is a past Chair of the Board of Directors of Halton Healthcare Services and of Ovarian Cancer Canada. He is also a past Director of OMERS Sponsors Corporation. He is currently the Co-Chair of the Greater Hamilton Health Network’s Partnership Council. John is now a Vice-President of the Council.

Judy Gardner – Elected Social Service Worker
Judy holds a bachelor of arts and also received a social service work diploma with honours in 2013. Her diverse educational background also includes administration, criminology, early childhood and women’s studies. She is currently a college instructor specializing in addictions and community service work. Judy has over 10 years of frontline professional experience supporting adults with developmental disabilities and has a passion to advocate for the marginalized. Judy was elected to Council in May 2014.

Sanjay Govindaraj – Elected Social Worker
Sanjay Govindaraj graduated with an MSW from TISS (1994) and a master’s in applied environmental studies from UW in 2004. Over the last 27 years, Sanjay has led projects related to poverty, food security, housing, child prostitution, Indigenous Reconciliation, accessibility and strategic planning. He is currently employed with the City of Waterloo as Director – Indigenous Initiatives, Anti-Racism, Accessibility and Equity, and also provides counselling on a part-time basis at Aligned Health in Waterloo for equity deserving group. Wilfrid Laurier University awarded Sanjay the title Associate Practicum Professor (part-time) for his years of supervising MSW students. Sanjay has been on numerous boards with not-for-profit organizations and is an active mentor for new immigrants/refugees. Sanjay was elected to the Council in 2018 and is currently the Co-Chair of the Diversity, Equity and Inclusion (DEI) Task Group.

Shelley Hale – Elected Social Service Worker
Shelley is a registered social service worker and registered social worker with over 20 years of experience in the field of mental health. She graduated from Algonquin College’s Intensive Social Service Worker Diploma Program and has been registered with the College since its inception. Shelley previously served on the OCSWSSW Council for the first 10 years and was re-elected to Council in 2016.

Frances Keogh – Elected Social Worker
Frances recently retired from social work practice with a not-for-profit agency in London after 20 years working with employee assistance programs and a community team. She was born in Ireland and attended universities in both Ireland and Scotland, graduating with the equivalent of an MSW, before emigrating to Canada and then living and working in two provinces - Saskatchewan and Ontario. Her previous professional social work employment has included child welfare, in/out-patient mental health services, family services, and community outreach and development. During 33 years of practice, she has had many diverse cross-cultural experiences ranging from providing frontline social work services in the midst of a civil war to supporting marginalized youth through the justice system to engaging in a research project with disadvantaged families. She has lived in seven countries and has had both clinical social work experience and training in five countries. Frances was elected to Council in 2016.

Mukesh Kowlessar – Elected Social Service Worker
Mukesh Kowlessar is currently Council President, having returned to the College Council in 2016 after serving previously on Council from its inception until 2013 and as Council President for four years. Mukesh has served on many of the College’s committees including the Executive and Finance Committees. Following his retirement, he has continued to play an active role at the College and to pursue other interests in improving governance in the public service. Mukesh has over 30 years of leadership experience in the municipal and provincial sectors in social services. Mukesh was formerly an adjudicator with the Landlord and Tenant Board and a Registrar at the Ontario Superior Court of Justice; he is also currently a consultant in strategic planning. Mukesh is a strong proponent in ensuring a diversity, equity and inclusion lens in the business of governance and in society in general. He holds certificates
in mediation, alternative dispute resolution and executive management from Western University, and certification in crisis and critical incident stress management and a social service worker diploma from Fanshawe College.

Carrie McEachran – Public Member
Carrie McEachran is the Executive Director of Sarnia-Lambton Rebound. Mrs. McEachran carries a master’s degree in leadership from Royal Roads University, a developmental services worker diploma from Loyalist College and a non-profit management certificate from Western University. Her community involvement includes being an active Rotarian for 16 years including a term as President of the Rotary Club of Sarnia. She has served previous terms on boards of directors for North Lambton Community Health Centre, Sarnia-Lambton Physician Recruitment Taskforce and a provincial board member for PAVRO (Professional Association of Volunteer Leaders-Ontario). She is an active member and volunteer of the Sarnia-Lambton Chamber of Commerce, Arlanxeo Community Advisory Committee and the current chairperson for the Sarnia-Lambton Social Services Network.

Christopher McIntosh – Elected Social Worker
Christopher McIntosh serves as the Chief Executive Officer of Pinecrest-Queensway Community Health Centre and works alongside dedicated employees, volunteers and resident leaders to enhance the health and safety of those living in western Ottawa. Christopher’s professional and volunteer contributions have included working in the areas of primary care, housing, and mental health for organizations across Alberta, British Columbia and Ontario. These experiences are enhanced by his academic credentials including a master’s degree in social work and a certificate in health care leadership. Dedicated to bringing people together to solve problems collectively, Christopher is energized by helping others discover their passions and removing barriers for both clients and colleagues. Christopher’s approach is often characterized as quiet and reserved, yet relentless in addressing the social determinants of health. Overall, Christopher is committed to improving the spectrum of support and access for all clients.

Sue-Ellen Merritt – Elected Social Service Worker
Sue-Ellen Merritt graduated with honours from Niagara College’s Social Service Worker Program in 1996. She has served on the Niagara College Social Service Worker Advisory Board for 15 years, and was Chair of the Board’s Legislation Sub-Committee. Currently retired, Sue-Ellen was employed for 20 years by Niagara Health System, Mental Health and Addictions, where she provided direct client support and held the positions of Smoking Cessation Coordinator and Gambling Coordinator. Sue-Ellen was also a small business manager for 15 years for a privately owned natural gas company, and served as an elected official for Township West Lincoln from 2003-14. Prior to 2003, she served as Chair of the Township’s Committee of Adjustment for 10 years. Sue-Ellen was an OCSWSSW Council member from 2000-2010, during which she was elected to the Executive Committee for those same years and held a Vice-President position from 2001-2010.

Pamela Murphy – Public Member
Pamela Murphy is the retired Manager, Housing Service, Community and Human Services, Hastings County. Pam has worked for more than 25 years in the social services field, first as the Executive Director for Prince Edward Child Care Services, then in social housing where she worked on site as the housing administrator for a cooperative housing provider in Belleville. She joined the Hastings County Housing Services Department as the Supervisor of Non Profit Housing in 2004 and became Manager of Housing Services in 2013. During her career in housing, Pam sat on a number of provincial housing committees. She has been actively involved in her community as a member of the Board of Directors for Three Oaks, an organization whose mandate is to end violence against women. She has also served as a Board member for The Abigail’s Learning Centre, an organization for children and their parents. Pam is a graduate of the Ontario Business College.

Lisa Seburn – Elected Social Worker
Lisa Seburn was first elected to the OCSWSSW Council in 2016. She is a graduate of the Honours Bachelor of Social Work Program at the University of Western Ontario, as well as the Master of Social Work Program from Lakehead University. Lisa was
cross-appointed as both the Professional Practice Leader for Social Work and as a Social Worker on a community-based mental health team at St. Joseph’s Care Group in Thunder Bay for 20 years. From September 2020 to October 2021, Lisa worked as a Psychiatric Emergency Social Worker at London Health Sciences Centre. As of October 2021, she is working in inpatient social work at the Middlesex Hospital Alliance (Strathroy Middlesex General Hospital and Four Counties Health Services).

**Elayne Tanner – Elected Social Worker**

Dr. Elayne Tanner is a registered social worker with over 30 years of professional experience. She continues to be a sessional graduate professor for the University of Windsor and has published on topics including anti-oppressive practice, social work ethics and hypnosis. Elayne is the sole practitioner in a thriving private practice with areas of expertise that include sexual abuse, trauma, childhood disorders, relationship counselling, parenting and divorce. As a leader in private practice, many have sought her guidance in establishing their own private practices. An active volunteer, Elayne strives to give back to her community and her profession. She has supported many volunteer boards and has been awarded Business Woman of the Year, Volunteer of the Year, and Best Counsellor in communities of Milton and Halton Hills. On a personal level, Elayne lives with her husband, Great Dane, annoying cat and two horses on their property in North Halton.

**Beatrice Traub-Werner – Elected Social Worker**

Beatrice Traub-Werner is a social worker with over 30 years of experience as a clinician, an administrator and an educator. She taught at York University’s BSW Program and was the Director of Admissions at the Faculty of Social Work, University of Toronto for 15 years. Beatrice founded TAPE Educational Services, a continuing education program for clinicians. In 2009 she became the academic director of the Bridge Training Program for Internationally Educated Psychologists and Allied Mental Health Professionals (renamed as BREM). Currently, Beatrice is the Dean of Continuing Education at Adler Graduate Professional School. She teaches in the Addictions Studies Program at Adler. Beatrice has worked on contract for various projects at several community colleges in Ontario. She is currently a director on the Board of the Association of Social Work Boards (ASWB). She is a former director of Jewish Vocational Services, and Jewish Immigrant Aid, Eli’s Place and currently serves on the Allocations Committee of the Catholic Charities and the Quality Assurance Committee of the Jewish Child and Family Services in Toronto. She served as a member of the OCSWSSW Council (2010-2017 – three terms as President) and was recently re-elected.
Mukesh Kowlessar, RSSW, President, provided his report to Council.

Lise Betteridge, RSW, Registrar and CEO, presented her report to Council. The report provided updates under each strategic priority in the College’s 2020-2023 Strategic Plan and included information about the following: the Professional Practice Department, ongoing practice consultations and an update on the Continuing Competence Program; the upcoming 2021 Annual Meeting and Education Day for members; the College’s ongoing communications initiatives, including its member newsletter Perspective, the College website and social media platforms as well as its public and employer campaigns; registration and membership updates; government relations, including ongoing engagement with the Ministry of Children, Community and Social Services; election of members in Electoral District No. 4; the Complaints and Discipline Department, including the College’s newly launched online complaints form; and an update on the College’s multi-year records management initiative.


Council received the 2020 audited financial statements, as approved by the Executive Committee.

Council approved the recommendation of the Finance Committee that there be no increase to registration and member fees in 2022.

Council discussed next steps in relation to the Association of Social Work Boards (ASWB) entry-to-practice exams, including a facilitated discussion at the September Council meeting.

Council did not approve the application from the Mental Health and Addiction Worker Program at Canadore College to be equivalent to a social service work program offered in an Ontario college of applied arts and technology as they did not provide additional information requested by Council.

Reports were received from the following statutory committees: Executive; Complaints; Discipline; Registration Appeals; and Fitness to Practise.
• Council reviewed and approved revisions made to Policy B-028: Council Evaluation Policy and Evaluation Template.

• Council received an update regarding the Diversity, Equity and Inclusion Task Group, including the selection process for non-Council members of the College who submit expressions of interest.

• Reports were received from the following non-statutory committees: Standards of Practice; Election; Nominating; Finance; Governance; Corporations; and Titles and Designations.

COUNCIL MEETING HIGHLIGHTS FOR SEPTEMBER 9 AND 10, 2021

September 9, 2021

• The following Council members were elected by Council to the Executive Committee:
  – Mukesh Kowlessar, RSSW – President
  – Lisa Seburn, RSW – Vice-President
  – John Fleming, Public Member – Vice-President
  – Sanjay Govindaraj, RSW – Executive Member
  – Shelley Hale, RSSW – Executive Member
  – Pam Murphy, Public Member – Executive Member

• Mukesh Kowlessar, RSSW, provided his President’s Report to Council and gave an update on the establishment of a working group to develop governance training.

• Council received orientation and training from Crowe Soberman LLP regarding financial reports and Council responsibilities.

September 10, 2021

• Council approved the recommendations of the Nominating Committee with respect to the member composition and chairs of statutory and non-statutory committees.

• Council engaged in a facilitated discussion on the Association of Social Work Boards (ASWB) entry-to-

• Council engaged in a facilitated discussion on the Association of Social Work Boards (ASWB) entry-to-
practice exams and passed a motion to adopt, in accordance with the ASWB’s timeline:

- entry-to-practice exams for both social work and social service work;
- French versions of both exams;
- a practice analysis for social service work and the development of a social service work exam; and
- support the development of an implementation plan.

• Lise Betteridge, RSW, Registrar and CEO, and Denitha Breau, Deputy Registrar, presented their report to Council. The report provided updates under each strategic priority in the College’s Strategic Plan and included information about the following: registration efficiencies associated with the online application process; registration and membership, including the milestone of reaching over 25,000 members; the Professional Practice Department’s continued practice support with an ongoing focus on technology and practice; the College’s upcoming fall Educational Forum; an overview on the College’s strategic communications approach and efforts; and complaints and discipline, including title protection.

• Council reviewed the Statement of Financial Position as of June 2021.

• Council reviewed the Statement of Operations as of June 2020.

• Council reviewed and approved in principle the 2022 Budget and Work Plan.

• Reports were received from the following statutory committees: Executive; Complaints; Discipline; Registration; and Fitness to Practise.

• The President provided a verbal update on Council Evaluation by the Governance Committee.

• Council reviewed the College’s Risk Register.

• Reports were received from the following non-statutory committees: Standards of Practice; Election; Nominating; Finance; Governance; Corporations; and Titles and Designations.
The College’s Diversity, Equity and Inclusion (DEI) Task Group is making progress on its mission to help the College achieve its strategic priority of increasing diversity, equity and inclusion.

The Task Group consists of five Council members and five non-Council members of the College, who were selected from among the 112 expressions of interest which were submitted by College members. While it was not possible to fully represent the diversity of the Ontario public and of College members, the Task Group includes representation from Black, East/Southeast Asian, Indigenous, LGBTQ+, South Asian, and Muslim communities, as well as persons living with a disability. The Task Group’s members’ bios are available on the College website.

Since its formation earlier this year, the Task Group has selected as its co-chairs Sanjay Govindaraj, RSW, a Council member from the Waterloo region; and Brian Seng-Low, RSSW, a non-Council member from Toronto.

The Task Group has held three meetings to date, on June 29, August 17 and September 15, with more scheduled in the future. Many items were discussed during these meetings, including accessibility and inclusivity; the importance of language; the engagement of a consultant; the collection of race-based data; the scope of a review of bylaws, policies, processes and resources; and meaningful engagement, particularly with Indigenous communities.

In accordance with its Terms of Reference, the Task Group provides recommendations and advises Council on:

- the potential for, and/or existence of, systemic and structural racism, discrimination and/or bias within the College’s statutory, regulatory and governance policies and processes;
- strategies, including bylaw and policy amendments, standards, guidelines and other tools to address any identified issues;
- an approach to the development of partnerships with Indigenous communities to begin to implement the Truth and Reconciliation Commission of Canada’s calls to action within the regulatory sector; and
- the engagement of community groups and leaders in the activities of the Task Group.

To learn more about the Task Group, including its mandate, members and meeting highlights, please visit the College’s regularly updated Diversity, Equity and Inclusion Task Group webpage, or contact Amy Vranchidis at avranchidis@ocswssw.org.
THE EVOLVING LANDSCAPE OF ELECTRONIC PRACTICE
THE EVOLVING LANDSCAPE OF ELECTRONIC PRACTICE

BY CHRISTINA VAN SICKLE, MSW, RSW, DIRECTOR, PROFESSIONAL PRACTICE

Practice Notes is an educational tool designed 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 College members with specific practice inquiries should consult the College, since the relevant standards and appropriate course of action will vary depending on the situation.

The global pandemic has required major adjustments in nearly all facets of life, and social work and social service work practice has also shifted accordingly. The College’s Professional Practice and Complaints and Discipline Departments have been contacted on a frequent basis during COVID-19 about new ideas for electronic services. College members are reaching out to understand their professional and ethical obligations as they look for innovative ways to support and connect with clients. Although electronic practice is not new, the context of how services are offered has changed rapidly in the wake of the pandemic.

Throughout the pandemic, the College has posted information and resources on the COVID-19 Updates webpage to assist members who are navigating online practice. Members have been encouraged to review resources such as the “Top 6 Considerations for Virtual Services” and the following Practice Notes: “Communication Technology Practices and Policies for a Digital World,” “Communication Technology and Ethical Practice” and “Social Media and Practice.” These resources examine the ethical uses of technology in social work and social service work practice. They provide a helpful context for members as they consider the scenarios below.

These Practice Notes explore how the increasing prevalence of electronic practice has led to members contemplating new models of service delivery – a shift which requires engaging in further conversations about ethical and professional practice.

SCENARIO 1 – CRISIS MANAGEMENT IN ONLINE GROUPS

A member contacted the Professional Practice Department after starting an online mental health program with a colleague, designed to assist isolated individuals during COVID-19; the member reported
that during a group session, a client presented with active suicidal ideation. The member indicated that this event left them concerned about several factors, including effective crisis management, their potential duty to report, and the challenges associated with simultaneously supporting the client in crisis and the rest of the group in an online forum.

Professional Practice staff suggested that the member reflect upon their initial conversations with group members, during which the parameters of service, group norms and the limits of confidentiality were discussed. The Standards of Practice state that, “College members provide clients with accurate and complete information regarding the extent, nature, and limitations of any services available to them”\(^1\) and that clients should be informed “of foreseeable risks as well as rights, opportunities, and obligations associated with the provision of professional services.”\(^2\)

While electronic services provide an opportunity for members to connect with clients during lockdowns, members must also consider and discuss the limitations with clients prior to service. For example, establishing clear boundaries and managing crises may be more challenging in an online environment. Developing agreed upon safety and/or crisis plans with group members and discussing how to proceed in the event of technical difficulties or power failure may mitigate the risks that could arise.

The Standards of Practice also require members to “inform clients early in their relationship of the limits of confidentiality of information.”\(^3\) In this scenario, the member may need to consider their duty to warn/protect in relation to the client’s suicidal ideation, a concept that is more fully explored in the Practice Notes “To Report or Not to Report: When That Is the Question” and “Meeting Professional Obligations and Protecting Clients’ Privacy: Disclosure of Information Without Consent.”

Lastly, Professional Practice staff encouraged the member to reflect on their competency with respect to the online group therapy platform that they were using; this platform had a function where participants could be moved into a breakout room, but neither the member nor the co-facilitator of the group was familiar with using this feature. During the consultation with Professional Practice staff, the member realized that this feature could have assisted them in providing more intensive support to the client in crisis, while the other facilitator could have continued to lead the group session. The member was reminded that the Standards of Practice state that “College members are committed to ongoing professional development and maintaining competence in their practice.”\(^4\)

SCENARIO 2 – GROUP CHATS
A member contacted the Professional Practice Department to explain that they were planning to dedicate a social media page to mental health and wellness during COVID-19. The member wanted to indicate on the page description that they were a social worker, and that they would initiate chats and reply to comments and visitors to the page. The member wanted to discuss the ethical considerations if individuals contacted them directly with therapy requests as a result of this approach to service.

As in the first scenario, Professional Practice staff suggested that the member consider that the Standards of Practice require them to provide clients “with accurate and complete information regarding the extent, nature, and limitations of any services

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available to them”5 and to describe the “foreseeable risks as well as rights, opportunities, and obligations associated with the provision of professional services.”6 The member was also encouraged to consider, among other issues:

- whether initiating and commenting on posts and chats were considered to be the provision of social work/social service work service;
- the ability to appropriately identify and assess (as required) any clients to whom social work/social service work services might be provided through the social media platform, and to address any related confidentiality or conflict of interest issues;
- the frequency with which they would respond to posts on their site;
- how closely they were going to monitor and moderate the page; and
- how they could clearly communicate all of the above to site visitors.

The Standards of Practice state that “College members may advertise their services through public statements, announcements, [and] advertising media,”7 provided that these “are not false or misleading.”8 The member was asked to consider whether potential clients or other visitors to the site might find the social media page misleading or unclear with respect to the boundaries of the services offered.

The member was also asked to consider how they would communicate on the website, and whether site visitors might be unduly influenced to seek their counselling and therapy services. Urging or coercing site visitors to use the members services would pose ethical challenges and concerns. Professional Practice staff noted that the Standards of Practice require that “College members distinguish their needs and interests from those of their clients to ensure that, within professional relationships, clients’ needs and interests remain paramount.”9

Finally, the member was asked to reflect on the nature of the information and guidance offered on their site and to consider whether the “professional recommendations or opinions they provide are appropriately substantiated by evidence and supported by a credible body of professional social work knowledge or a credible body of professional social service work knowledge.”10 The member was reminded that “College members are responsible for being aware of the extent and parameters of their competence and their professional scope of practice and limit their practice accordingly.”11

SCENARIO 3 – CROSS-JURISDICTIONAL PRACTICE AND ONLINE MODULES

A member contacted the Professional Practice Department for guidance as they had been asked to provide online education and training to social workers across Canada. Some of what they had been asked to provide would include self-directed, asynchronous, psychoeducation modules which the member would offer for sale on their website. The member was uncertain whether they were permitted to provide these services and wanted to determine next steps.

The College has developed FAQs on cross-jurisdictional practice to assist members in understanding legislative requirements and other obligations related to providing services to clients in other provinces. The member was advised that if they want to provide social work education and training in other provinces, they should contact the regulatory bodies where the prospective clients are located to obtain accurate information as to the regulatory requirements in that area. They were also advised to consult their professional liability insurance provider and to consider whether to obtain legal advice, as legislation and professional requirements may be different in each jurisdiction. For instance, members of the College, while they may be familiar with privacy and reporting requirements in Ontario, may not be familiar with similar legislation or obligations in other provinces.

Offering psychoeducational videos or modules on a member’s website presents an expanded opportunity for service provision. By purchasing videos or modules, clients may be able to access helpful information which they can watch on their own time, whenever needed. As previously mentioned, members who are considering offering this service should clearly communicate to clients “complete information regarding the extent, nature, and limitations of any services available” and describe the “foreseeable risks as well as rights, opportunities, and obligations associated with the provision of professional services.”

In this scenario, the member may wish to obtain a legal consultation to discuss potential risk and liability and carefully consider how to communicate to clients that:

- the information contained in the video or module is based on the Ontario context and on legislation in Ontario;
- the module is not intended to be a form of therapy; and
- by purchasing the video or module, the client is not initiating or engaging in a therapeutic relationship with the member.

**SCENARIO 4 – USE OF TESTIMONIALS AND ENDORSEMENTS**

A member contacted the Professional Practice Department with concerns about clients having left Google reviews on their website, and colleagues having provided endorsements on their LinkedIn account. The member was aware that the Standards of Practice do not permit the use of testimonials and was unsure how to manage this issue.

Many members have shifted to providing their services using online platforms; it has become increasingly complex for them to decide how to manage issues associated with website reviews and social media endorsements. The Standards of Practice state that “College members may advertise their services through public statements, announcements, advertising media and promotional activities” provided that these “do not include any endorsements or testimonials.” The article, “Testimonials Did You Know,” further explains why testimonials are prohibited, in part because they may create a power imbalance or blur boundaries.

This issue of whether recommendations might be viewed as testimonials is more fully discussed in the aforementioned Practice Notes, “Social Media and Practice,” which states, “[t]estimonials 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

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12 This scenario applies specifically to social workers as social service workers are only regulated in Ontario.
have provided.” Members should carefully consider the endorsements or recommendations function on sites like LinkedIn, which allow users to disable the recommendations section on their personal profile.

Even when members are aware that the Standards of Practice do not permit the use of testimonials or endorsements, unsolicited testimonials, reviews, endorsements, and “like,” “share” and “subscribe” requests on many professional websites, and the built-in review capabilities on many online sites and search engines can pose significant challenges. Members may not have control over who leaves a Google review on their website, for example. When considering this complicated issue, members may wish to consult with an IT professional and/or the person who designed their website to see if these functions can be removed or disabled.

It may be advisable for members to keep a detailed record of the IT professionals, web designers and other relevant professionals with whom they consulted in the event that they are required to demonstrate how they made efforts to address these issues. Members may also consider informing clients about the restrictions on testimonials and suggest that they therefore not post them on search engines or social media sites.

SCENARIO 5 – INCORPORATING ADJUNCT PRACTICES

The Professional Practice Department received an inquiry from a member who indicated that they were a certified life coach who wanted to offer life coaching as part of their online social work practice. While the member felt that this service may benefit some clients when offered in conjunction with their traditional model of service provision, they wanted to ensure they were following the Standards of Practice.

The Standards of Practice state that, “College members are responsible for being aware of the extent and parameters of their competence and their professional scope of practice and limit their practice accordingly.” Members who are considering incorporating adjunct therapies, techniques, or skills into their practice should give this careful thought, ensuring “that any professional recommendations or opinions they provide are appropriately substantiated by evidence and supported by a credible body of professional social work knowledge or a credible body of professional social service work knowledge.”

While there may be some aspects of life coaching that appear similar or even complementary to social work or social service work practice, members should be very cautious about incorporating any other “helping” or wellness-related techniques into their practice.

The Standards of Practice require that “College members establish and maintain clear and appropriate boundaries in professional relationships for the protection of clients.” This means that members must themselves understand, and be very clear with their clients about, the boundaries and limits of each type of service that they are providing.

Members must also ensure that they are distinguishing “their needs and interests from those of their clients to ensure that, within professional relationships, clients’ needs and interests remain paramount.” Members should be able to demonstrate that the services they recommended and/or provided were supported by evidence and in the best interests of the client.


There are many factors that members should consider when they are deciding whether to offer adjunct services within their practice; this topic is more fully explored in the Practice Notes, “Incorporating Adjunct Techniques – What Are The Considerations?”

In addition to the strategies discussed, members may wish to consider the following:

- ensuring that their advertising, billing, consent forms and service agreements are clear about the nature of the services they are providing;

- not offering different services within a single session;

- having a separate website for each service;

- not referring clients from one practice to the other;

- not using their professional title or designation in connection with the adjunct or additional service;

- setting up appropriate supervision, regardless of the services provided; and

- discussing these issues with their professional liability insurance provider and obtaining a legal consultation.

In the scenario above, the member decided to create two separate websites – one for their social work practice and the other for their life coaching services. The member also decided not to refer to themselves as a social worker on their life coaching website, and to avoid informing clients about, or referring clients to, their other practice. Lastly, the member decided that they would respond to any clients who expressed an interest in their other area of practice by referring them to a colleague or other professional.

CONCLUSION

The shift to electronic social work and social service work practice normalized by the pandemic has proven in many instances to be client-centered, increasing timely access to services. Many barriers faced by clients and prospective clients have been removed or eliminated, and there are more opportunities for members to offer the counselling and psychotherapy, support, training, supervision, and other professional services which are preferred by many service users and providers.

Despite the many positives associated with this transformation, members must continue to use their professional judgment when facing the ethical dilemmas and challenging practice scenarios described in these Practice Notes. They must also give careful consideration to how they will ensure their competence, establish and maintain boundaries and practise ethically and professionally in the online environment.
The College publishes summaries of decisions of the Discipline Committee and/or provides links to full-text, neutralized versions of its decisions. Information that is subject to a publication ban or that could reveal the identity of witnesses or clients, including the name of the facility, has been removed as necessary, or has been anonymized. As of January 2019, decisions are also available via the Canadian Legal Information Institute (CanLII).

By publishing decisions, 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.
- Provide social workers, social service workers and members of the public with an understanding of the College’s discipline process.

**NOVEMBER 4, 2019, JANUARY 20, 21, FEBRUARY 6, 2020, DECEMBER 7, 2020**

**HO CHEUNG YU, #814077**

The Discipline Committee of the Ontario College of Social Workers and Social Service Workers found that Ho Cheung Yu is guilty of professional misconduct in that he violated sections 2.2, 2.5, 2.6, 2.10 and 2.36 of O. Reg. 384/00 (Professional Misconduct) and Principles I, II, III, and VIII and Interpretations 1.5, 1.6, 1.7, 2.2, 2.2.1, 2.2.2, 2.2.3, 2.2.8, 3.7, 8.1, 8.2, 8.2.1, 8.2.2, 8.2.3, 8.3, and 8.6 of the College’s Code of Ethics and Standards of Practice Handbook.

*Ho Cheung Yu, #814077 (Discipline Decision Summary and Reasons)*

*Ho Cheung Yu, #814077 (Penalty Order)*

**JANUARY 26, 28 AND JULY 15, 2021**

**PATRICK SEAN SCALLY, #820406**

The Discipline Committee of the Ontario College of Social Workers and Social Service Workers found that Patrick Sean Scally is guilty of professional misconduct in that he violated sections 2.2, 2.20, 2.28 and 2.36 of O. Reg. 384/00 (Professional Misconduct) to the Social Work and Social Service Work Act (the Act), s. 26(2)(a) of the Act, Principles I, II, IV, VIII of the Code of Ethics and Standards of Practice Handbook (Standards
Patrick Sean Scally #820406 (Discipline Decision Summary and Reasons)

Patrick Sean Scally #820406 (Penalty Decision)

*Attachments referenced have not been included.

FEBRUARY 4, 2021
PAUL SCHAUBER, #818249

The Discipline Committee of the Ontario College of Social Workers and Social Service Workers found that Paul Schauber is guilty of professional misconduct in that he violated sections 2.1, 2.2, 2.19, 2.28, 2.29, 2.34, and 2.36 of O. Reg. 384/00 (Professional Misconduct) to the Social Work and Social Service Work Act, Principle II of the Code of Ethics and Standards of Practice Handbook (Standards of Practice), and Interpretations 2.2.7 and 2.2.8 of the College’s Standards of Practice.

Paul Schauber #818249 (Discipline Decision Summary and Reasons)

WHAT YOU NEED TO KNOW: ALL ABOUT PROFESSIONAL CORPORATIONS

Are you a social worker or social service worker who is interested in establishing a professional corporation in Ontario?

Under the Social Work and Social Service Work Act (SWSSWA), its bylaws and the Business Corporations Act, members of the Ontario College of Social Workers and Social Service Workers are permitted to incorporate for the purpose of practising social work or social service work. To do so, College members must adhere to all conditions and requirements in both the Business Corporations Act and the College bylaws (Bylaw No. 46) which includes obtaining a
Certificate of Authorization from the College.

**Important Note:** The College does not provide any legal, accounting, tax or financial advice related to the professional corporations and the issuance or renewal of Certificates of Authorization. We recommend that members of the College seek appropriate professional advice to decide whether to practise social work or social service work through a professional corporation.

**GENERAL OVERVIEW OF PROFESSIONAL CORPORATIONS**

The Business Corporations Act allows a number of regulated professionals, including social workers and social service workers, to incorporate their practices in Ontario.

Although framework legislation is in effect, the ability to practise by means of a professional corporation will depend on whether the profession in question has had the necessary regulations and bylaws enacted.

For further information about professional corporations, please visit the ServiceOntario website.

**HOW DO I ESTABLISH A PROFESSIONAL CORPORATION?**

College members who intend to incorporate must first apply for a professional corporation name and incorporate with the Ontario Ministry of Government and Consumer Services (MGCS). These steps must be completed before applying for a Certificate of Authorization with the College.

The following steps outline the general process to obtain a Certificate of Authorization, which permits College members to practise social work or social service work through a professional corporation:

**STEP ONE: APPLY FOR A PROFESSIONAL CORPORATION NAME**

College members must first apply for a professional corporation name by strictly following the Business Corporations Act naming convention. Please note that this must be done before incorporating with the MGCS.

**Naming convention for a professional corporation**

The name of the professional corporation must include the surname of one or more shareholders of the corporation, as the surname is set out in the College’s Online Register. The name of the corporation may also include the shareholder’s given name, one or more of the shareholder’s initials or a combination of given name and initials. **Please note that all shareholders must be registered members with the College.**

In addition, the name must include “Social Work Professional Corporation” / “travail social” or “Social Service Work Professional Corporation” / “techniques de travail social”. The College will confirm if it objects to the establishment of a professional corporation under the proposed name.

Should a corporation propose to practise under a name other than its professional corporate name, evidence that the corporation has registered the practice name which is to be used by the corporation under the Business Names Act must be provided to the College.

If a professional corporation practises in a name other than its corporate name, the professional corporation shall include its corporate name in all written, electronic and other communications.

**STEP TWO: INCORPORATE WITH THE MGCS**

After selecting a professional corporation name, College members must then incorporate with the Ontario Ministry of Government and Consumer Services (MGCS). For assistance incorporating with the MGCS, please contact the Companies Branch Help line at (416) 314-8880 or toll free at 1-800-361-3223 or at www.mgs.gov.on.ca.

**STEP 3: APPLY FOR A CERTIFICATE OF AUTHORIZATION WITH THE COLLEGE**

College members interested in the process of incorporation must review and complete the
applicable forms, which can be accessed on the College website.

The application fee for a Certificate of Authorization is $500. To be issued a Certificate of Authorization, the following documents are required as part of the application form:

- Completed application for proposed name (if applicable)
- Undertaking signed by each shareholder
- Statutory declaration of director
- Certificate of status issued by the MGCS
- Copy of Certificate of Incorporation
- A copy of every certificate of the corporation endorsed under the Business Corporations Act on the day the application is submitted (i.e. articles of incorporation, articles of amendment, etc.)

The College strongly recommends that applicants review all instructions found in the Certificate of Authorization Application Package before filing for incorporation.

MORE INFORMATION

For legal or accounting questions, College members are advised to seek advice from an appropriate professional. The College does not provide any legal, accounting, tax or financial advice.

For questions regarding the College’s professional incorporation process, please visit our Professional Incorporation webpage.

QUICK FACTS ABOUT PROFESSIONAL INCORPORATIONS

- Under the Social Work and Social Service Work Act, a professional corporation cannot practise social work or social service work without a Certificate of Authorization issued by the College.
- A social work professional corporation may only carry on the business of social work practice.
- A social service work professional corporation may only carry on the business of social service work practice.
- Shareholders and directors of a social work professional corporation must all be registered social workers with the College.
- Shareholders and directors of social service work professional corporations must be registered social service workers with the College.
- Certificates of Authorization for a professional corporation must be renewed on an annual basis with the College.
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 by sending the new employer address to info@ocswssw.org, faxed to 416-972-1512 or mailed to the College office address. In addition to providing your new address, please 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 or other official government document for our records. The information may be sent by email to info@ocswssw.org, or by fax to 416-972-1512 or by mail to the College office address.

If you wish to update your education, you must ask your academic institution to forward an official transcript with the institution seal and/or stamp directly to the OCSWSSW by regular mail or by email to info@ocswssw.org.

PARTICIPATION IN THE WORK OF THE COLLEGE
If you are interested in volunteering for one of the College’s committees or task groups, please email Amy Vranchidis at avranchidis@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 bylaws and policies of the College.

COUNCIL MEETINGS
As a result of the ongoing impact of COVID-19, all College Council meetings are being held virtually until further notice. To attend a meeting virtually, please email Amy Vranchidis at avranchidis@ocswssw.org. Please visit the College’s website for the dates and times of upcoming Council meetings.

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 ethical and professional 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.
**WHO TO CONTACT AT THE COLLEGE**

**MEMBERSHIP/ ADMINISTRATION**
For general membership inquiries, please email: info@ocswssw.org

For renewal inquiries, please email: renewals@ocswssw.org

**OFFICE OF THE REGISTRAR**
If you wish to contact the Office of the Registrar, or are seeking information related to the College Council, please email Amy Vranchidis, Senior Executive Assistant, at avranchidis@ocswssw.org

**PROFESSIONAL PRACTICE**
For professional practice inquiries, please email: practice@ocswssw.org

For inquiries related to the Continuing Competence Program (CCP), please email: ccp@ocswssw.org

**COMMUNICATIONS**
For inquiries regarding the College’s website, newsletter, Annual Report and other publications, please email: communications@ocswssw.org

**REGISTRATION**
For general registration inquiries, please email: registration@ocswssw.org

If you are a graduate of a program not in social work or social service work and have a registration inquiry, please email: equivalency@ocswssw.org

**COMPLAINTS AND DISCIPLINE**
For information on complaints, discipline and mandatory reporting, please email: investigations@ocswssw.org

If you are aware of any individual who is illegally using a protected title and/or holding themselves out as a social worker or a social service worker, you may report this information to the College at titleprotection@ocswssw.org