



ADDICTION PROFESSIONALS ADVERTISING AND PRACTITIONER DIRECTORY POLICY



PRACTITIONER ADVERTISING AND PRACTITIONER DIRECTORY POLICY

1. Inclusion in the practitioner directory is voluntary and can be a valuable aspect of membership in terms of evidencing to the public that you are working to the Standards of Conduct and Ethics.
2. For the practitioner directory and for advertising services in general practitioners wanting to use the term 'counselling / counsellor and/ or therapy/ therapist' will be required to have completed and graduated from a counselling / psychotherapy practitioner training course at educational level 4 or above*. Your course must have involved at 400 hours classroom-based tutor contact.

You must also have completed a supervised placement of at least 100 client contact hours as an integral part of your course. Your placement hours must have been:

- a. **carried out with genuine clients**, rather than peers from your course, for example
- b. **in an appropriate setting with appropriate clients**. Counselling services are an ideal setting as they are likely to assess whether clients are suitable for your level of competence. Your training provider should not allow placement hours through private practice or with client groups that have not been pre-assessed as suitable - such as children and young people or those with complex mental health needs.
- c. **assessed (or marked) as an integral part of your training**
- d. **supervised**. Supervision is important at all stages of seeing clients.

*For students completing the University of Bath Addiction Counselling Foundation Degree or the LSBU Addiction Counselling and Psychology MSc; these courses provide a strong basis for practitioners to develop skills to become addiction counsellors. In order to advertise on the Practitioner Directory as an Addictions Counsellors graduates are required to complete the [National Counsellor Accreditation Certificate](#), or provide evidence of additional counselling qualifications.

3. In order to advertise services on the practitioner directory you must be in practice or have practised within the past three years.
4. You will list services that you are competent to deliver. Listing services that you are not competent to deliver could lead to disciplinary action.
5. Withdrawal and/or suspension of membership as a result of complaints and disciplinary procedures or failure to comply with membership requirements will result in the withdrawal or suspension of accreditation and the removal of your name from the practitioner directory. This may also result in the termination of your membership.
6. With regard to inclusion in the Practitioner Directory, or for advertising services to the public in general we may ask for provision of qualifications, and references and reports from your workplace manager and/or supervisor.
7. Practitioners who are accredited with National Counsellor Accreditation Certificate can have 'NCAC' after their names. Practitioners who have the Drug and Alcohol Professional Certificate can have 'ADAP' after their names.
8. Practitioners wishing to advertise as psychologists must be registered with the HCPC.

9. Practitioners wishing to advertise as nurses must be registered with the NMC.
10. Practitioners wishing to advertise as medical doctors must be registered with the GMC.
11. Practitioners wishing to advertise as psychiatrists must be registered on the GMC specialist register in General Psychiatry.
12. Practitioners wishing to advertise as social workers must be registered with Social Work England, the Scottish Social Services Council, Social Care Wales, or the Northern Ireland Social Care Council.
13. Practitioners wishing to advertise as pharmacists must be registered with the General Pharmaceutical Council.