



NATIONAL ASSOCIATION FOR SHOPLIFTING PREVENTION®

FOR IMMEDIATE RELEASE:

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NASP Partners with Corporate Counseling Associates to Provide Free Virtual Support Services for Retail Associates during Covid-19 Crisis

Melville NY – 4/16/2020– In a letter to its Retail Advisory Committee this week, the National Association for Shoplifting Prevention (NASP) announced a partnership with Corporate Counseling Associates (CCA) – an Employee Assistance Program provider to Fortune 500 companies. The partnership – born of the covid-19 pandemic – makes CCA’s virtual counseling and support resources readily available to retail associates at no cost to the retailer or their associates.

Bob Levy, chairperson of NASP’s Board of Directors and founder of CCA explained, “In more than 35 years working in behavioral health, we’ve never experienced a need for support and counseling as widespread as that created by the covid-19 pandemic. The true depth and breadth of this crisis is still being revealed and retailers and their essential workers find themselves on a new kind of ‘front line.’ Providing easy access to a wide variety of support services is paramount to keeping the retail workforce healthy – both physically and emotionally.”

To support the many retail associates serving us all every day, NASP reached out to Corporate Counseling Associates to brainstorm ways to provide access to behavioral health services for any retail employees in need. Caroline Kochman, Executive Director of NASP notes, “This crisis is unlike anything any of us have ever navigated before and NASP, like so many other organizations, has been struggling with how we can help and what we might contribute to support those on the front lines. This partnership with CCA was the answer.”

To give back to these essential retail workers, CCA is making its virtual resources available through its arrangement with the NASP organization throughout the COVID-19 crisis. CCA is offering free access to two of its most popular programs to all retail associates and their families.

- **Private, Company-specific Virtual Support Groups**—led by training professionals who are also licensed clinicians, these groups are designed to offer associates support by providing a forum for them to talk about the current crisis and its effects on their personal and emotional wellbeing.
- **Interactive webinars for employees and their family/household members** on topics including:
 - Working during a pandemic
 - Coping with crisis
 - Stress management & resilience

In addition, CCA can provide interested retailers with a 24/7 hotline to provide crisis counseling and emotional support for employees and their families. Retailers should contact NASP to get connected with the team at CCA to make arrangements for your retail organization and its valued employees.

About CCA:

For over 35 years, CCA has provided comprehensive EAP support enriched by HR consulting and in-depth management development. CCA positions its EAP to generate peak awareness and engagement, maximize savings, and raise ROI by resolving issues entirely within the short-term, solution-focused model. CCA services include enhanced EAP & Work-Life Programs, strategic HR/Organizational consulting, behavioral health, learning & development, and coaching solutions.

About NASP:

Incorporated in 1989 as a non-profit organization under IRS code 501(c)(3), the National Association for Shoplifting Prevention is the nation's leading provider of shoplifter education programs. Trusted by more than 4,000 criminal justice professionals in 2,000 jurisdictions around the U.S., NASP's offense-specific education programs have a court-documented recidivism rate of less than 3%. NASP's mission is to raise public awareness about the harmful effects of shoplifting on youth, families and communities, unite public opinion toward constructive solutions, deliver needed programs and services and engage community action in prevention efforts to improve the lives of those affected and reduce the number of people who become involved. All NASP efforts are driven by one overarching goal – to reduce shoplifter recidivism.

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