

THE SOCIAL WORKERS MOVEMENT

Inspired by, Led by, and Activated by Social Workers

Transforming the ways organizations integrate and sustain
Social Workers in their programs.

**Is your organization considering hiring a Social Worker?
Do you operate programs that involve Social Workers?**

Use this technical assistance guide to walk you through
considerations and steps to strengthen programs and
service models that involve the Social Work profession.

Social Workers are uniquely skilled as generalist providers who are intimately trained to exercise social justice values in all their levels of work including clinical practice, program design, organizational change, case management, and advocacy to promote and advance the health and wellness of individuals, families, and communities.

What is the training of Social Workers?

Social Workers as defined as professionals who have a Bachelor's or Master's level degree from an accredited school of social work (BSW or MSW). An accredited social work program ensures the highest standard of education for a Social Work professional by ensuring quality and core competencies are met through both coursework and field experience, which include abilities to:

- 
1. Demonstrate Ethical and Professional Behavior
 2. Engage Diversity and Difference in Practice
 3. Advance Human Rights and Social, Economic, and Environmental Justice
 4. Engage In Practice-informed Research and Research-informed Practice
 5. Engage in Policy Practice
 6. Engage with Individuals, Families, Groups, Organizations, and Communities
 7. Assess Individuals, Families, Groups, Organizations, and Communities
 8. Intervene with Individuals, Families, Groups, Organizations, and Communities
 9. Evaluate Practice with Individuals, Families, Groups, Organizations, and Communities

Professional ethics are at the core of Social Work. All Social Workers are taught and obligated to abide by the highest of ethical standards as codified by the largest professional association representing the profession, the National Association of Social Workers (NASW). [The NASW Code of Ethics can be found here.](#)

Social workers value:

1. Service
2. Social Justice
3. Dignity and Worth of the Person
4. Importance of Human Relationships
5. Integrity
6. Competence

What is the scope of services offered by Social Workers?

Social Workers are trained to challenge injustice. They are uniquely qualified to help people in their own environment, by looking at all the aspects of their life and cultures. Social Workers work to ensure individual and collective well-being, to prevent crises and/or harm, to counsel and provide therapeutic support to individuals and families, and to help build strong communities. Social Workers are also well versed in systems of care and community-based resources, and astute ways to translate social need into necessary systemic change. They are behavioral health clinicians, case managers, advocates, politicians, diversity and equity leaders, and movement builders. The profession, its work, services, and strengths can be integrated into all public and private sector settings including:

- Schools and Universities
- Justice Systems
- Private Practice
- Nonprofit Organizations
- Libraries
- Government Institutions
- Child, Family, and Adult Services
- Accessibility and Equity Supports
- Startups and Corporations
- Healthcare
- Faith-based Institutions
- Integrated Behavioral Health
- Advocacy Organizations
- Political Office
- Public Safety Services



Wherever there is human impact, Social Workers are needed and can create positive change.

What makes Social Work unique?

The profession of Social Work remains to be unparalleled in its well-established capacity to address social need. Social Workers take pride in being the only professionals trained to work with people in their environment, looking at all dimensions of the individual's life. The profession's training comes from a nationwide system of accredited education programs, and is reinforced with practice standards, credentials, and state licensing regulations that reflect all levels of micro, macro, and mezzo integrations. Of note, there is validated data demonstrating the preference for the BSW and MSW degree based upon years of proven better social outcomes from those workers with the degree.

When looking to recruit Social Workers, consider:

Social Workers are a competitive resource given the depth of their training and expertise. Their **salaries, benefits, and supports** should reflect this high level of experience and worth. Social Workers should **always be supervised by Social Workers**. Given the profession's unique strengths, program models will inevitably suffer should you assign other disciplines to design and/or lead the services Social Workers participate in. **Name your salaries, name your benefits, and name your organizational culture** in your job descriptions and announcements. If you want the right talent, your opportunities will more likely attract competitive candidates if you follow transparent practices. Social Workers are advocates and they will and deserve to seek working environments that are conducive to their well-being and ongoing care to sustain in their work.

When looking to design programs that involve Social Workers, consider:

Integrating Social Workers into your organization, regardless of sector and industry, should be planned, funded, and implemented in a thoughtful manner. Always have experienced Social Workers with relevant industry experience at the planning tables. Experienced Social Workers will be able to provide you with the consultation necessary to assess community needs, develop relevant and responsive program ideas and models, build the necessary infrastructures, and implement and evaluate services to ensure quality control and ongoing improvement.

Why the Social Workers Movement? This training and technical assistance program is inspired by, led by, and designed by Social Workers with the community needs in mind. The [National Association of Social Workers, California Chapter](#) (NASW-CA) is a leading association representing the field for over 60 years. If your organization is interested in consultative and training services from NASW-CA, please email contact@naswca.org to schedule a free consultation. All types of organizations are welcome to reach out including for-profit, health care, technology, not-for-profit, and others who are actively seeking guidance around the design of their social programs.

THE SOCIAL WORKERS MOVEMENT

Infusing Social Work into Service Training & Technical Assistance Menu of Options

1. Recommended Foundational Training + Consultation

TRAINING PURPOSE & CONTENT:

"The Value of Social Work"

A framework for organizations who want to better understand the education and depth of skillsets a Social Worker will bring to their organization, and how their work can contribute to existing and desired organizational advancements.

TRAINING DELIVERY METHOD: In

Person or Virtual

TRAINING LENGTH: 2-4 hours

PARTICIPANTS: Organizational Leaders who will participate in decision-making around potential change

2. Additional Training Options: Social Programming

2.1 Community Opportunities

TEACHING PURPOSE & CONTENT:

"Identifying your Community's Needs"

Developing a clear plan for community assessment and evaluation to ensure your program designs reflect the needs and strengths of the communities you intend to serve.

TRAINING DELIVERY METHOD: In Person or Virtual, Training or Consultative

TRAINING LENGTH: 2 hours

PARTICIPANTS: Organizational Leaders who will participate in decision-making around potential change

2.2 Program Designs

TEACHING PURPOSE & CONTENT:

“Program Designing to maximize social impact”

Based upon the opportunities an organization has identified in their community, it is imperative to design and co-design programming that is reflective of the social need AND the diversity of the individuals and families being served. This training articulates the deeper dive considerations organizations need to integrate to create a program or set of programs that center community need and are driven by evidence-informed models of care. This education process also involves technical assistance around evaluating efficacy of programs, including models for quality improvement/assurance and reflective leadership.

TRAINING DELIVERY METHOD: In Person or Virtual, Consultative

TRAINING LENGTH: 2-16 hours

PARTICIPANTS: Organizational Leaders who will be actively engaged in programming

2.3 Sustainability Models

TEACHING PURPOSE & CONTENT:

“Human Centered Programming”

Infrastructure and sustainability matters when designing systems of care. This education process involves technical assistance around program infrastructure including personnel considerations, structures of support, professional development opportunities, and sustainability and inclusion models of maintaining health and wellness within the team.

TRAINING DELIVERY METHOD: In Person or Virtual, Consultative

TRAINING LENGTH: 2-8 hours

PARTICIPANTS: Organizational Leaders who will be actively engaged in programming

2.4 Transforming Theory into Practice

TEACHING PURPOSE & CONTENT: “Reflective Programming”

Some organizations will have target populations in mind for their social programs, such as those living with complex mental health illness, those struggling with homelessness, or those experiencing intimate partner violence or human trafficking. Programs must be tailored for those communities and with the application of the most up-to-date data and with social work experts at the table in the design of service models. This opportunity offers organizations the ability to strategically align service plans with the greatest potential for positive impact for your target population.

TRAINING DELIVERY METHOD: In Person or Virtual, Consultative

TRAINING LENGTH: 5-24 hours

PARTICIPANTS: Organizational Leaders who will be actively engaged in programming

3. Additional Training Options: Activating Social Work

3.1 Inspiring your Workforce

TEACHING PURPOSE & CONTENT: “Activating the Social Work Within”

An opportunity for organizations to invest in the empowerment of their service providers. This training creates a space for more in-depth capacity building for providers, Social Workers and allied fields alike, to learn about the complexity of social and behavioral health policy at the organizations, local and state levels and edify their workforce to have the tools to impact change when they see a need. Many Social Workers on the frontlines struggle with frustrations around limited social resources and this training provides them with the tools to understand relevant political frameworks and learn how to navigate and participate in change on these various levels. This training can be tailored based upon issue area including areas such as gender-based violence, behavioral health, housing, and others.

TRAINING DELIVERY METHOD: In Person or Virtual

TRAINING LENGTH: 2-4 hours

PARTICIPANTS: Frontline Providers and Program Leaders

3.2 Applications of DEI principles

TEACHING PURPOSE & CONTENT: "Embedding Diversity, Equity, and Inclusion in Social Programs"

This educational opportunity raises the capacity of service providers and program leaders to think critically and practically about the application of diversity, equity, and inclusion principles in social programming as it relates to the entirety of the work. DEI values apply to every point of process and progress from the time of ideation, conception, strategic planning, and through implementation of any and all social work programming. DEI principles also apply to the ways in which we engage those most impacted at the decision-making tables including staff of all levels and those who are recipients of a service. This learning space can be tailored to a general audience, a targeted leadership or stakeholder group, and/or to specific types of programs and/or specific phases of programming.

TRAINING DELIVERY METHOD: In Person or Virtual

TRAINING LENGTH: 2-40 hours

PARTICIPANTS: Frontline Providers, Program Leaders, and Organizational Leaders

Ready to get started?

Receive a free consultation about the types of training and technical assistance that works for your agency. Email contact@naswca.org to make a request.