

SOCIAL WORKERS *generations* STRONG

THEME & RATIONALE FOR SOCIAL WORK MONTH — MARCH 2020

Whether newly in the profession or seasoned professionals, social workers make a positive impact on society throughout their careers.

For example, younger social workers such as Erin Merryn and Rodney Smith are making tremendous strides. Merryn, 34, is pushing states to pass laws to educate children on how to avoid sexual abuse while Rodney Smith Jr., 29, travels nationwide urging youth to volunteer and help neighbors by doing activities such as cutting grass.

Seasoned social workers like Ruth A. Brandwein received an NASW Lifetime Achievement Award for her work advocating for children, the homeless, women and people of color. Dana Courtney, a North Carolina social worker, goes to cookouts and fish fries to encourage thousands of people to register to vote.

During Social Work Month 2020 the National Association of Social Workers will celebrate the profession with the “Social Work: Generations Strong!” campaign. As we enter a new decade, the campaign will spotlight social workers from various generations, use new tools to educate the public about the invaluable work that social workers do, and encourage social workers to uplift the profession by joining organizations that benefit social work.

WHY THE THEME MATTERS

Social work is one of the fastest growing professions in the United States. Today, there are more than 700,000 social workers in our nation and that number is expected to rise 11 percent in the next decade, according to the Bureau of Labor Statistics.

Social workers are present throughout our society. You can find them in hospitals, schools, centers for veterans and in state, local and federal government. They are trained to work in a holistic way to bring about positive changes on an individual, family, community and even societal level.

This year’s theme Social Work: Generations Strong highlights the fact that social workers have been working for generations to improve the lives of every single American. Many of the myriad benefits Americans enjoy today—including more access to health and mental health care, a minimum wage and Social Security—are because of the work of social workers and others.

Social work is also a profession that allows people across many generations to make a profound, positive impact on the lives of millions of people each and every day. You will find social workers from The Silent Generation and Baby Boomers to Generation Z who are doing the hard, often unsung work to make our nation and the world a better place.

During Social Work Month NASW will celebrate social workers and give them and their allies tools to elevate the public image of the great social work profession.

2020 CAMPAIGN HIGHLIGHTS

- » **Downloadable Fact Sheets and Infographics**
that highlight different areas of social work
- » **Brief videos on different types of social work**
that can be used for educational purposes.
- » **Public Service Announcement Videos**
- » **Suggested Pop-Up Social Work Parties**
NASW will host a party bringing together social workers of all ages to celebrate the profession.
- » **Draft Press Release and Draft Letter to the Editor**
Use the release and letters to the editor to inform your local media about Social Work Month.
- » **Merchandise**
Social Work Month merchandise will be used to promote the Social Work: Generations Strong theme. Jim Coleman LTD is our official vendor.
- » **Media Awards**
NASW will award reporters, TV shows, film and other mediums that positively portrayed social work or issues important to social workers.

» **Proclamations**

The Social Work Month online toolkit will also include a sample proclamation that social workers can send to city, local or state government officials. The proclamation will include information on the contributions of social work and why the social work title is so valued.

» **Logos**

NASW will offer logos the public can use on Social Work Month promotional materials.

» **Social Media Campaign**

NASW will provide social media messaging to help you celebrate the month.

» **Social Work Talks Podcast**

A special Social Work Month episode.

For more information on the 2020 Social Work Month “Social Work: Generations Strong!” Campaign contact NASW Public Relations Manager Greg Wright at gwright.nasw@socialworkers.org.