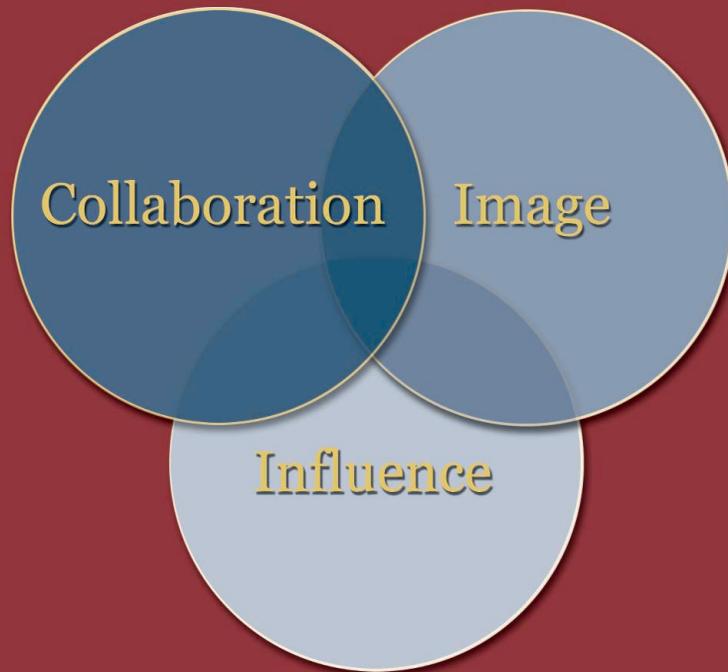


SOCIALWORK SUMMIT II



SOCIAL WORK PROFESSION: **A Call to Action**



SOCIAL WORK PROFESSION:
A Call to Action



COMMENTS FROM PARTICIPANTS:

“We are committed to working with NASW and Summit participant groups on the objectives outlined at the Summit.”

“The Summit was a positive opportunity to look at what we have in common.”

“It instilled in me a sense of energy and commitment.”

“The Summit provided renewed opportunities for collaboration and advocacy.”

“This was a step in the direction of creating and maintaining a critical, engaged relationship.”

“Collaboration is synergy.”

“In discussing our shared issues, we are standing together, speaking with one voice.”

“We look to NASW as our voice, and to keep this energy and continuity going.”

LETTER FROM NASW PRESIDENT



April 25, 2003

Dear Social Work Leader:

On behalf of the National Association of Social Workers, I want to thank you for participating in the Social Work Summit II on December 5 and 6, 2002. We value your expertise as a leader of an important social work organization, and we appreciate your interest in building a positive image and greater influence for the social work profession through improved social work advocacy, practice, education and research.

At the Summit, we exchanged many ideas and experiences and enhanced our skills. We also identified a proactive agenda for strengthening the profession through collaboration. We hope the resources you obtained in December will enhance your organizations' leadership, membership outreach, advocacy, social policy, and public relations capacity.

This report provides a summary of our discussions, workshop notes, a list of participating organizations, and proposed action items. With your organizations' continued leadership, NASW is committed to making our agreed upon action plan a reality.

Social workers need to become part of the debate, and to make our voices heard. We need to be at the right table and, if we aren't invited in, we need to be at the door. It is also critical that we work toward the day when we are creating our own tables, and those in power are coming to us.

These are challenging times for the profession and for the constituencies that social work serves. Social workers are on the front lines—we are there when it counts. Only by joining together can we increase the power of social work. Thank you for your commitment!

Sincerely,

A handwritten signature in black ink that reads "Terry Mizrahi". The signature is written in a cursive, flowing style.

Terry Mizrahi, PhD, MSW
President, National Association of Social Workers

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SOCIAL WORK LEADERS CONVENE IN WASHINGTON FOR SUMMIT II

On December 5 and 6, 2002, in Washington, DC, the National Association of Social Workers hosted leaders in the social work community at Social Work Summit II. In spite of the inclement weather, 68 leaders representing 42 national social work membership organizations participated. The theme of the Summit was building a positive image and greater influence for the social work profession through social work advocacy, practice, education, and research.

It had been four years since NASW convened the first summit in October 1998. Summit I was attended by representatives from more than 40 social work organizations. The Summit resulted in the identification of a number of strategies, including working together to enhance the political power of social work; strengthening social work education and research; and laying groundwork to enable the wide variety of social work organizations to work together more effectively to gain recognition for the contributions made by social workers.

Social Work Summit II, which took place on December 5 and 6, 2002, once again brought together a variety of social work organizations to explore the theme of building a positive image and greater influence for the social work profession through social work advocacy, practice, education, and research. Participants were asked to provide information about their organizations in advance, and to complete a survey including the skills they would most like to gain from the training; their organizations' top priorities; and the promotional activities they use to increase visibility for their organization, social workers, and the social work profession.

The Summit generated a renewed sense of partnership and collaboration among key social work groups. Participants exchanged ideas and experiences, obtained resources for their organizations, and identified a proactive agenda for strengthening the profession. The meeting launched the development of a collaborative action plan by all the organizations.

Terry Mizrahi, NASW president, and Elizabeth Clark, NASW executive director, provided welcoming remarks on Thursday, December 5, to kick off the

Summit. Heather Booth, an experienced organizer for social and economic justice issues and electoral politics, later addressed the group about building influence in the advocacy and political/policy arenas by focusing on the “five M’s:” message, messenger, money, mobilization and movement.”

A working group lunch, facilitated by NASW staff, explored strategies for political and legislative advocacy, branding an organization, fundraising, grant seeking and professional networking and collaboration.

In the afternoon, Nan Tolbert, with Susan Peterson Productions, Inc., provided media training to the group. Participants learned about what information the media is looking for from organizations and also worked on ways to improve messages social workers provide to the public.

Summit participants met on Friday, December 6, in four groups to generate concrete ideas for improving the social work profession's image and influence, and to build collaboration among organizations.

Guest speaker Robin Roberts, a news anchor for ABC's Good Morning America, spoke Friday afternoon about positioning participant organizations and ways to pitch interesting social work stories to the media. She provided pertinent tips on working with television producers and gave examples of successful news stories and public education campaigns.

NASW President Terry Mizrahi provided closing remarks. She emphasized NASW's commitment to continuing the dialogue and collaboration from the Summit, establishing an interactive listserv, and moving forward on a formal action plan. Major themes that emerged from the Summit included launching a national image campaign to increase the visibility and voice of social work; developing a Social Work Coalition with a common advocacy agenda; and establishing a National Commission on the Economics and Value of Social Work—all of which will build the power of social work.

SOCIAL WORK SUMMIT II

Report Overview

From the many issues discussed, three organizing themes emerged:

1. We must clearly define the profession and demonstrate the economic value of professional social workers to society and employers.
2. We must strategically communicate to the public, media, allied professions, legislators, and employers the importance of social work practice to society.
3. We must build and nurture an effective inter-organizational coalition that promotes shared priorities, and mobilizes our collective memberships into action around common issues and concerns.

This report summarizes multiple Summit II discussions based on these conclusions.

COLLABORATION

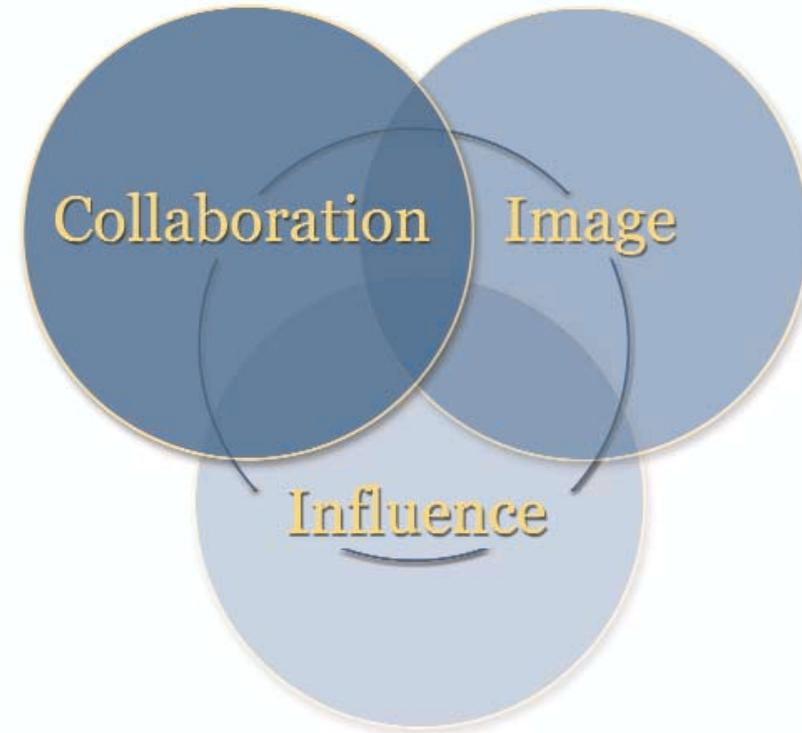
- Developing a Model for Coalition Leadership
- Collaborating to Accomplish Our Mutual Goals
- Defining a Common Agenda

IMAGE

- Improving the Public's Perception
- Proving Social Work Value
- Showcasing all Areas of Social Work Practice
- Defining Key Messages

INFLUENCE

- Attracting New Allies
- Mobilizing Social Workers for Action
- Recruiting New Social Workers to the Profession
- Engaging Social Workers to Support the Cause



COLLABORATION

Defining a Common Agenda

The ultimate goal of the proposed coalition is to ensure respectful mutuality among organizations. Coming together as a profession is critical in attaining legislation, regulations, and funding that advances social work policies and practice. We must work to ensure proactive professional advocacy on issues that concern our profession.

Developing a Model for Coalition Leadership

Participants urged NASW not to shy away from its natural role as leader of the coalition, but also cautioned NASW leaders not to diminish the unique contributions and valuable input of each separate organization. Inclusion was a key concept in many discussions.

Collaborating to Accomplish Our Mutual Goals

Communication is key to effective collaboration. The group discussed ways to keep Summit participants engaged over the next 12-18 months. Some ideas included developing an e-mail Listserv, hosting a follow-up Summit meeting, planning federated conferences, and using organizations' Web sites and newsletters to promote coalition activities to the broader social work community.

At the end of the Summit, most participants commented positively about their experience, and several made specific commitments to developing the social work coalition.

ACTION ITEMS

1. NASW will coordinate the Social Work Summit Listserv. Instructions are in the report appendix. Each organization will commit to updating the social work leaders' database by communicating election results and informing the Listserv of new leadership.
2. Summit organizations may develop memoranda of understanding with each other and allied organizations to achieve specific goals that advance the profession.

IMAGE

Improving the Public's Perception

“The image of social workers and that of the social work profession are not the same,” said one participant. While millions of individuals and families have interactions with social workers in multiple settings every day, the overwhelming public perception is that social workers primarily work in child welfare and public welfare agencies. We should strive to build confidence and professionalism for those most visible areas of social work, but also work to expand recognition of other practice areas. We need to bring our other methods like group work, community organizing, and our work in the policy arena to the forefront. We also need to promote the importance of professional education and research.

Participants agreed that we should address any negative image of the profession head on, and that we should go back to our roots as a source of inspiration. There was consensus that a large-scale, professional multimedia campaign is required to get results.

Demonstrating Social Work Value

Summit participants agreed that any efforts to change public perceptions and to influence the media and other stakeholders would require a clear explanation of why social work matters to society in economic terms. Many participants supported the idea of creating a National Commission on the Economics and Value of Social Work.

The social work profession can help articulate a vision for a better society by showcasing its historical and modern leadership roles at all levels of society. We also must be able to show the impact social workers and social work programs will continue to make with increased

support. “We must educate with facts, context and stories,” said one participant. “We should connect social work problems and data with real people.”

Promoting the results of evidence-based practice is another important strategy for validating what social workers do. Other professions derive much of their credibility from the visibility of their research, which educates the public, informs the scientific community, and influences policy makers. We must advance our collective ability to present social work contributions in a comparable manner.

Showcasing all Areas of Social Work Practice

The public has a limited view of social work. For example, the majority of mental health professionals in the U.S. are social workers (as reported by HHS/SAMHSA), however, the media, many policy makers, and the public have not yet recognized this fact. Social workers practice in areas including gerontology, end-of-life care, disaster relief, adoption and foster care, employee assistance, veterans’ services, domestic violence, and political development. Other professions, however, are more visible with these populations than social workers.

Summit participants wanted to ensure that any image campaign is balanced in its representation of diverse practice areas. While we should convey the commonality among all social workers, we should also showcase the full variety of social work positions in traditional and nontraditional settings. One Summit participant suggested that we develop a tree-like graphic in future communication materials to help explain the branches of the social work profession.

IMAGE

Defining Key Messages

Summit participants repeatedly said that the definition of social work must be consistent. “We should speak with one voice,” said one participant. “We all have to be clear on at least two questions—who is a social worker and what does a social work professional do?” Another participant suggested that we build on an existing local campaign called “Social Work is...” or “A Social Worker is...” to celebrate the profession’s values and unique contributions in improving people’s lives and social conditions. Other campaign ideas included: “Social Work: A Higher Calling” and “Social Work: Making the World a Better Place.”

The group explored specific message points:

- Identify how professional social workers distinguish themselves from other social service and allied professions. Be clear about the professional education and credentials needed to practice social work. One participant noted, “It takes more than a good heart to make a difference.” Another said, “We should make the distinction by saying ‘professional social worker’ or ‘licensed social worker’ when we identify ourselves.”
- Social workers help people help themselves. We should reinforce social work’s strength in helping individuals deal successfully within the context of their families, communities, and cultures. Promote what makes social work different: Self-determination, a strengths perspective, and a “person-in-environment” framework.
- Participants identified several key words that should be conveyed about the social work profession. These include: competent, caring, professional, educated, skilled, specialized, helping, and committed. Everyone agreed that we should use words that the public understands, and avoid social work jargon.

- Social work is often considered a “value-added” service in many practice settings. Define WIIFM (“What’s in it for me?”) for targeted allies, including employers and legislators, so that social work is redefined as an “essential” service.
- Address salary and other workplace issues in the context of our value to employers and society. We cannot sell ourselves short and then expect others to respect or compensate us adequately. Nurses and teachers made salaries a central part of their public education efforts and it has worked to their advantage.

ACTION ITEMS:

1. Increase each social work organization’s active participation in media outreach at the national, state, and local levels. Add Summit participants to the NASW media referral database, and use the Summit Listserv to share press releases among organizations.
2. Create a National Commission on the Economics and Value of Social Work. Participant organizations will self-fund or help raise funds to establish the Commission and convene in Spring 2004. The goal is to have 25 members who will determine the scope and focus of the Commission’s work.
3. Engage a national public relations firm. NASW will work with the firm to review the scope, cost, and funding options for launching a comprehensive social work image campaign.

INFLUENCE

Recruiting New Allies

We must identify and educate key stakeholders, information gatekeepers, and policy makers. Collaboration with other disciplines and organizations with common interests is critical to our success. The social work community must broaden its reach and consider new alliances with non-social work organizations that share our mission or values. Collaborative advocacy on a larger scale could be a useful strategy, but we must become more proactive and unified to be effective.

There was also some discussion about developing a “celebrity PSA” (public service announcement) campaign that would highlight the work of social workers in the lives of famous and influential people. For example, a TV spot or print advertisement could feature celebrities saying such things as, “When I was young, a social worker did... It changed my life.” The group also agreed that influential individuals other than social workers should be part of a social work image campaign advisory board.

Engaging Social Workers to Support the Cause

Building professional pride is a key goal for any public image campaign. It is also an important strategy for finding resources to sustain these costly efforts. One discussion group

recommended a fundraising campaign through the proposed National Commission on the Economics and Value of Social Work that would solicit a nominal donation per interested social worker. For example, collecting \$10 from even a fraction of the 600,000+ professionally trained social workers in the U.S. could help support the proposed professional image campaign. We should also seek donations of in-kind services and direct financial support from allied organizations, such as corporate foundations and advocacy agencies.

We also must help social workers in the field who are leading grassroots advocacy efforts to present themselves in the most professional manner. Resources such as NASW’s Social Work Month Toolkit and Lobby Day Toolkit should be widely disseminated in the social work community. As one participant observed, “We need to tell our social work students to ban T-shirts and jeans on lobby visits to the state capitol.” We’re fighting to change perceptions that social workers are well meaning, but “unpolished” advocates for causes that matter.

We need to find new ways to help typical social workers become more active in promoting social work, including advocating in the workplace for salary and safety issues. It’s going to take many voices raised in concert to re-shape perceptions and gain increased and stronger support for the social work profession. Everyone has a role to play.

Attracting New Social Workers to the Profession

Increasing the number and diversity of people entering and staying in the profession is another important goal. Part of the public education campaign should focus on introducing young people, especially high school students, to social work careers. One participant said, “Think of what first brought us to social work, what inspired us, and convey that sense of mission to a new generation.”

In addition, several participants commented on the lack of younger social workers in leadership forums, such as this Summit. Identifying and mentoring the next generation of social work leaders must be a priority for all professional social work organizations.

ACTION ITEMS:

1. Explore the creation of a Social Work Council. A representative from each Summit organization will be invited to participate in quarterly meetings held at the NASW national office in Washington. While participants will need to be self-funded, NASW Government Relations staff will provide updates and organize the meetings.
2. Start and sponsor a Social Work Day on Capitol Hill in fall 2003. NASW Government Relations will organize materials and coordinate appointments on The Hill. Two leaders from each organization will be invited to attend at their own expense. A related press conference will be coordinated through the NASW Public Affairs Office.

HEATHER BOOTH, DIRECTOR

NAACP National Voter Fund, Summary Remarks from Social Work Summit II

December 5, 2003

Many of the things we care about are under attack. We should expect worsening conditions and understand that it takes hard work to change. Funding for social services is at major risk—health care, education, civil rights are all targets.

This environment means that we must deal with issues strategically. We have to promote our impact on individuals, build coalitions and join forces. Numbers can be powerful. There are 150,000 NASW members; 300,000 social workers are licensed. There are 600,000 trained social workers. These impressive numbers are magnified when you consider the impact this network of professionals has on millions of people every year. Social work organizations serve the profession and their clients simultaneously, and must organize for power.

Social work organizations should educate themselves about influence, and then recruit allies to their cause. Social workers know many people, but these individuals need to be asked to get involved. Leverage the power of your contact lists to your advantage.

Look at the substance of social work for your collective agenda. Look at a small number of issues, provide a plan, and then fight for results. Frame the scope of social work's influence for others. Think about positioning the profession as follows: "Social work: A profession that gets things done for people."

To build image, you have to first build influence. You have to be in meetings with those with power to win. Who do you need to influence? Who will they listen to? Never ignore this second tier of influence or overlook unexpected allies who share your concerns. Take risks together. Enjoy the wins and setbacks together. And take a lesson from Howard Zinn's book title, *You Can't be Neutral on a Moving Train*.

Five M's of Effective Organizing

1. **MESSAGE** – What's going to resonate with others and your own constituency?
2. **MESSENGER** – You're all leaders, but make sure you're trained to deliver the right message.
3. **MONEY** – You will need resources for organizing and to develop an effective and sustained image campaign.
4. **MOBILIZATION** – Reach out to partners and be accountable to them.
5. **MOVEMENT** – The cause should be larger than your organization; it's about people and values within society.

Key Steps for Building Influence

- 1 – Choose an issue that broadly affects the public.
- 2 – Find out who has the power to grant your demands. What will convince them? What are their vulnerabilities?
- 3 – Define the messages, actions, resources, and timelines?
- 4 – Develop a two-year plan.
- 5 – Identify allies to help you promote the issues. Don't just take your own people to meetings.
- 6 – Explain what budget cuts and decisions mean for citizens. Do state-by-state research. Tell legislators that social workers know what's going on. Position the profession as a valued information resource.
- 7 – Know what you're about, but connect with issues bigger than your own.
- 8 – Remember that vision with no action is a dream and action with no vision is a waste of time.

NAN TOLBERT, TRAINING DIRECTOR

Susan Peterson Communications, Summary Remarks from Social Work Summit II

December 5, 2003

The following are tips for responding to the media. These include improving communication skills, staying on message during interviews, and working with the media.

TOTAL COMMUNICATION

Do you know what people pay attention to?

7% **Word Choice**

38% **Voice Tone**

55% **Body Language**

This is not to say that “style” is more important than “substance.” Rather, it underscores the fact that our tone and body language support our words. People are more strongly influenced by what they see than what they hear. You should watch these body cues to improve your communication:

Locked: Crossed arms, hands in pockets, “at ease” position, sloping shoulders, “fig leaf” hand clasp. These positions convey distrust, and make you look nervous.

Unlocked: Hands at side, gesturing normally. Your hands shouldn’t rise above your shoulders. Provide good eye contact and smile in a relaxed way. This conveys an open style and confidence.

Media Interviews

Preparing for the Interview

- Interview the reporter first. Who is the reporter? When and where is the interview? What is the topic or angle they’re looking for? Who else are they interviewing about this?
- Set limits. 20 minutes is probably long enough unless you’re providing background information.
- NEVER go “off the record.” There is no such thing.
- Plan your “commercials” ahead of time. These are brief, positive messages you hope the reporter and his or her audience will take away from your conversation.

Fielding Calls and Questions

- Never take a call “cold.” Ask: “What’s your deadline?” Say: “I’ll get back to you right away.” Then make sure you follow-up when you say you will.
- If you have to take the call directly, pause for a moment. Collect your thoughts.
- Cue the listener so they’ll get your message. Preface your most important points with something like: “If you hear nothing else I’ve said today...” or “The two critical points most overlooked about this issue are...” or “What social workers do best is...”
- If you are asked two questions, choose the one that allows you to answer with your most important message.

Using the Power of Example

- Life experience is irrefutable. The real-life experiences of people are sources of powerful examples. Draw on family stories, case experiences, or client examples to provide compelling examples that support your position.
- Treat every interview like a broadcast interview. Be focused and attentive.
- If you're on a phone interview, STAND UP. You'll have more energy in your statements.
- The audience listens to "WIIFM (What's In It For Me) Radio. What are the issues and attitudes that most concern your listeners? Why should they care about your issues?

Crafting Your Message

- Not crafting your message is like sending a letter "To whom it may concern."
- Edit yourself, rather than be edited by the reporter or listener.
- Leave well enough alone. Be redundant and repeat your key messages.
- Don't be tempted to fill a void or lull by continuing to talk. Reporters use this strategy to get you to keep talking, especially on controversial or dicey issues. You're more likely to say something you didn't intend to say.

Staying on Message

- Understand that a media interview is not the place for original thought.
- Prepare your message in advance, and stay on your message.
- Prepare key phrases to convey your message. Create a "tickler file" of brief statements you can use to underscore your message anywhere with anyone.

- Have a couple of different ways of saying the same thing, but always go back to your message.
- You can anticipate most of what you'll be asked. Know what you want to say before they ask.

Supporting Your Messages

For each major message, supplement and support it with specifics to fit your situation.

Here are two examples:

General Statement:

"Clinical social workers provide the majority of mental health services in this country."

Supporting Facts or Data:

"There are almost 200,000 clinically trained social workers in the United States. That's more than psychiatrists, psychologists, psychiatric nurses, and counselors COMBINED."

Personal Example/Anecdote:

"Did you know there are ___ clinical social workers in our town?"
At _____ center, professional social workers help hundreds of individuals and families every month. One family said "..."

General Statement

“Without a tobacco tax increase of at least 55 cents, health care in our state will cost more, fewer families will have coverage, jobs will be lost, and already struggling families will suffer more.”

Supporting Facts or Data “The Medicaid program provides health care for over 285,000 people in West Virginia. Eleven percent are elderly, and 35 percent are children.”

Example/Anecdote “West Virginia will have to spend more on uncovered health costs and dedicate it to Medicaid. Sally Brown, 74, is one West Virginia resident who is at risk. She regularly visits the _____ center, which will be closed if Medicaid dollars are cut. She says, “...”

Dealing with Difficult Situations & Investigative Reporters

- Take the high road, even when the reporter is taking you down the low road.
- Sometimes, it’s OK to snub a reporter. If you know you’re probably being set up, for example. Tell them you don’t have any information for them and refer them to someone else.
- If something awful has happened, you need to anticipate your answers to the tough questions.
- Always pause to organize your thoughts and answer the question with brief, to-the-point answers.
- Create a positive message to conclude your statement.

Reframing Misleading Questions

- Reporters sometimes use words they want you to use, so it appears you said or denied them.
- For example, a reporter may say: “Wasn’t it incompetent of that social worker to...”

- You may be tempted to say that the social worker was NOT incompetent. Unfortunately, if you say this, the headline will read: “Social Worker Denies Incompetence.”
- Never repeat the reporter’s words. Instead replace the statement.
- What you want the reporter to hear in these situations is usually in the second sentence, after you mistakenly make the denial. Instead of saying, “No, social workers are not incompetent,” try replacing it with your second sentence, “Social workers are incredibly well trained, caring professionals working with very difficult problems experienced by real people.”

Using Transitional Phrases

- “Bridging statements” help you buy time, gain control, and stay on message.
- REFOCUS – Acknowledge the complexity of the issue, then restate your position.
- DENY – Tell them what they said is inaccurate, then tell them the real facts.
- ASSESS – Ask for clarification and reframe from the public’s perspective.
- ACKNOWLEDGE and MOVE ON – Acknowledge past problems, then share plans.

Wrapping Up the Interview

- If you are asked if there is anything else you would like to add, always say “yes!”
- Use this time to repeat your main message before concluding the interview.

Presentation summary provided in part by the NASW West Virginia Chapter.

ROBIN ROBERTS, ANCHOR

ABC News, "Good Morning America", Summary Remarks from Social Work Summit II

December 6, 2003

I came here to show my support. I know the tireless efforts of social workers. Both my mother and sister are professional social workers. Getting noticed by the media is all about positioning. If people don't know what you're doing, then your efforts are not going far. Like anything in life, you need to first identify what you want and where you want to get. Understand the importance of changing the image you have.

Media tips for organizations:

- February and May are "sweeps months." These generally are not the best times to pitch general interest stories, unless you pitch them far in advance. But summer is slow time and provides many opportunities. Make sure your story is newsworthy. Tell me why I should do your story and why my audience would be interested.
- Establish media relationships locally and nationally. National media coverage is difficult to get, but more human-interest stories are being put on TV. Don't just focus your efforts on the national level. Establish relationships in your respective communities. Local papers are part of Associated Press and their stories can be picked up by national news.
- Your first call should be to introduce yourself, not to ask for something. Do a little homework about the person you are establishing a relationship with; see what interests them. Write "thank you" notes.
- Think big, but focus small. Targeted pitches get more mileage.
- Educate the public and the media on the "new role of social workers."
- March is a big month for social work. Don't wait until late February to tell media people about it. Start now. Your success in getting the message out is determined by how well you package it and how it is presented to the audience. Your argument should be compelling and you have to be ready to answer the tough questions. Why are kids in foster care suffering? What is it going to take to end homelessness? Focus on the good and explain how social workers are trying to eliminate these problems.
- ABC has three newscasts, and there are different contacts for each. The largest viewing audience is from the morning newscast. You should contact story editors for the morning and evening news. E-mail is the best way to contact people and follow-up with phone calls. Don't be afraid to keep trying; we're not sitting around counting the number of times someone e-mails or calls us.
- Be patient. And be ready to take advantage of breaking news. Priorities change daily based on what is happening that week in the world.
- News reporters will keep working until they have a client/consumer that says "yes" to an interview. Social workers need to help identify people willing to tell their story. Social workers have to get more comfortable asking people to speak on their behalf because viewers need to see the face of a story. It's more powerful to see a person helped by a social worker. TV is about storytelling.

Q&A:

Why do media people choose to do one story and not another?

In broadcast journalism, the story is all about the camera. Every story needs a face to it. Numbers and figures are not good enough for television. Viewers want to care and the reporter has to convey the message. A reporter may also have a personal connection to the story. I got involved with the Stroke Association because the disease touched my family. When you're pitching stories to the media, your job is to look for connections and keep making suggestions about how we can run the story. Perseverance is key; take the time and do not take "no" for an answer.

How are social workers perceived by media professionals?

Unfortunately, most perceptions are not accurate. I asked several colleagues what they thought of the social work profession, and the first thing most of them mentioned was the Florida incident with a foster child. These big stories can undo a lot of good media outreach work. On the positive side, most journalists do understand that social workers don't make a lot of money, they sacrifice a lot to help others, and their heart are good.

How should we respond to media when negative stories break about social work?

State issues in a positive way. Explain what social workers do and why that's important. News directors keep contact lists, so you want to be in their files before the story breaks.

What professions have changed their image within the last ten years?

Teachers. We do many more media stories about education because of their outreach efforts. People are interested in these stories because educating your children is very important. Also, more young people are now attracted to careers in education.

What do you think is the value of celebrity endorsements?

It helps. Look to your local TV stations and community celebrities first. National figures are okay, but you need to identify a spokesperson who really cares and has a connection with your issue.

How does the political climate affect our ability to get media coverage?

It can make the process more difficult, but do not let it dictate your actions.

Could creating our own TV show help?

There's no telling. The "Judging Amy" show has received mixed reviews from social workers and the public. You don't control how the information and stories are packaged—or whether people will watch it.

APPENDICES

APPENDICES

- List of Summit II participants

PARTICIPANT LIST*

American Association of Spinal Cord Injury Psychologists and Social Workers (AASCIPSW)

Romel W. Mackelprang, DSW, MSW, LICSW

Liaison to NASW

American Board of Examiners in Clinical Social Work (ABE)

Drayton Vincent, LCSW

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Sharon Mass, PhD, LCSW

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Gail M. Gill, LCSW

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Action Network for Social Work Education and Research (ANSWER)

Ira Colby, PhD, ACSW

Co-Convenor

Kenneth I. Millar, PhD, MSW

Co-Convenor

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Reg Hutchinson, MSW, LISW*

Chair-Elect

Edward Saunders, MSW, MPH, PhD

Immediate Past-Chair

Association for Community Organization and Social Administration (ACOSA)

Cheryl Hyde, PhD*

Chair-Elect

John D. Morrison, PhD

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Association for Gerontology Education in Social Work (AGE-SW)

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Treasurer, Board Member

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Association of Baccalaureate Social Work Program Directors, Inc. (BPD)

Spencer Zeiger, PhD, MSW

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**Invited and confirmed intention to participate, but unable to attend due to extenuating circumstances.*



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