

Service
Social Justice
Dignity
Relationships
Integrity
Competence

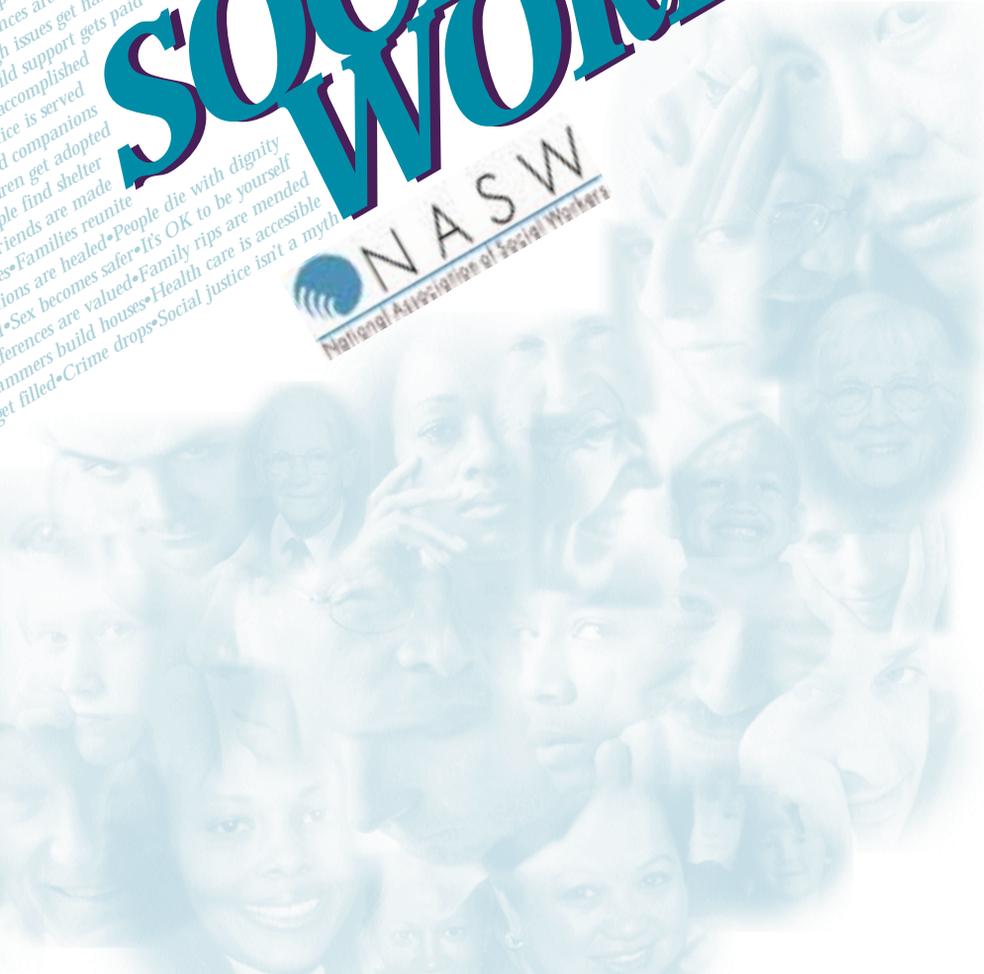
HOWEVER

SOCIAL WORK



s treatment
compromise
es stay heated
ple live normally
ple aren't abused
h support gets paid
ld support gets paid
accomplished
ce is served
d companions
ren get adopted
ple find shelter
riends are made
es Families reunite
ions are healed
Sex becomes safer
erences are valued
ammers build houses
get filled
Crime drops

• People die with dignity
• It's OK to be yourself
• Family care is mended
• Health care is accessible
• Social justice isn't a myth



*Social work is a powerful tool
for creative and positive change
in our world.*

NASW Mission

**The National Association of Social Workers (NASW)
is the largest and most recognized
membership organization of professional social workers
in the world. Representing 150,000 members
from 56 chapters in the United States and abroad,
the association promotes, develops and protects
the practice of social work and social workers.
NASW also seeks to enhance the well-being of
individuals, families and communities through its work
and advocacy. It was founded on October 1, 1955.**



Why Social Work?

The primary purpose of the social work profession is to enhance human well-being. Social workers help meet the basic human needs of all people and empower those who are vulnerable, oppressed, or living in poverty. A historic and defining feature of social work is the profession's dual focus on the individual in a social context and the betterment of society.

Social workers help people identify and manage the environmental forces that create, contribute to, and address problems in living.

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The social work profession was founded on a set of core principles that still guide its unique purpose and perspective today. For over 100 years, social workers have helped millions of people challenge their circumstances and change their lives, and pushed institutions to value and support families in need.

The Power of Service

Everywhere, social workers provide practical and compassionate guidance to individuals confronting and resolving personal dilemmas. Everyday, over half a million professional social workers bring hope, help, and opportunity for success into people's lives.

Community. To increase the capacity of individuals to address their own needs, social workers frequently connect people with critical community resources. They are skillful at providing the right tools to help their clients cope with and solve life's most severe challenges.

NASW members assist people of all ages in many different situations, and can be found working in a variety of settings:

<i>Elementary, Middle and High Schools</i>	<i>Child Welfare Agencies</i>
<i>Public Health Agencies</i>	<i>Psychiatric Facilities</i>
<i>Family Service Agencies</i>	<i>Rehabilitation Facilities</i>
<i>Community Action Agencies</i>	<i>Emergency Assistance Organizations</i>
<i>Child and Adult Care Centers</i>	<i>Drug Treatment Clinics</i>
<i>Private Clinical Practices</i>	<i>Home Care Agencies</i>
<i>Foundations</i>	<i>Community Mental Health Centers</i>
<i>Armed Forces</i>	<i>Senior Citizen Centers</i>
<i>Policy Making Organizations</i>	<i>Developmental Disabilities Centers</i>
<i>Vocational Rehabilitation Services</i>	<i>Youth Development Programs</i>
<i>Corporate Employee Assistance Programs</i>	<i>Jails and Prisons</i>
<i>Disaster Relief Organizations</i>	<i>Colleges and Universities</i>
<i>Veterans Services</i>	<i>Career Centers</i>
<i>Local, State and National Government</i>	<i>Legal Service Agencies</i>
<i>Hospitals</i>	<i>Homeless Shelters</i>
<i>Domestic Violence Shelters</i>	<i>Hospices and Nursing Homes</i>

Network. Whether our members work in community organizing, therapy, supervision, consultation, administration, advocacy, social and political action, policy development and implementation, education, or research and evaluation, they have excellent opportunities to network with colleagues in their specific areas of practice.



FACT: Nearly 40% of NASW members list mental health as their primary area of practice.

The Power of Social Justice

Social workers are advocates for change. They strive to ensure access to needed information, services and resources. They champion equality of opportunity and meaningful participation in decision making for all people. Our members work to end discrimination, oppression, poverty, and all forms of social injustice.

Policy. This level of commitment to the social good is significant, and provides an important perspective to numerous policy debates. That is why so many state and federal agencies have appointed social workers to lead multi-million dollar public health and social service initiatives.

Legislation. NASW works diligently to shape legislation that protects and strengthens the social work profession; promotes health, welfare, and education; or in some way strengthens opportunities and social supports for individuals and families. The association is proud to be actively involved in state and national legislation that seeks to improve and expand mental health access, civil rights, child protection services, health care provisions, and school social work services.

Advocacy. NASW also works to build political power for social workers on Capitol Hill and in state legislatures. Our 150,000 members can influence political action by e-mailing U.S. Representatives and Senators through the association's Congress Web service. They frequently receive alerts on state and federal legislation affecting their work. And our members know the voting records for all elected officials. NASW's political action arm supports candidates for office who advocate for social justice.



FACT: There are over 150 social workers in national, state and local elected office, including two U.S. Senators and four U.S. Representatives.

The Power of Dignity

Social workers strongly believe in basic human rights, that each person is special and that everyone deserves to be treated equally. No matter where they choose to practice, social workers want to help people, from all walks of life, function the best way they can in their environment.

Resilience. Our members understand that every person who seeks their services has a unique combination of strengths, talents, and challenges. Social workers know how resilient the human spirit can be. They also know that hope and help can be powerful antidotes to adversity.

Diversity. To promote continuous learning, NASW produces a series of practice updates and standards for its members. One area of increased interest among social workers is cultural competence.

In response, NASW has published *Standards for Cultural Competence in Social Work Practice* – the first publication of its kind for human service workers. It gives social workers ideas for serving individuals from different backgrounds more effectively, and challenges them to learn more about the increasingly diverse communities and people they assist. This and other NASW standards have been adopted by numerous employers to improve service quality in their organizations.



FACT: Professional social workers are often the only mental health care providers serving residents in rural communities.

The Power of Relationships

Social workers are trained to make a positive impact in difficult situations. They do it because they want to improve lives. And they know that when social work succeeds, a lot of good things can happen:

Problems get solved
Prevention outweighs treatment
Families function
Children find parents
Sex becomes safer
Lights stay on
Stress is managed
Communities unite
Neighbors compromise
Life gets manageable
Homes stay heated
Education is valued
Fears shrink
Sympathy becomes empathy
Prisoners don't go back
Exceptional people live normally
Battered people find shelter
Children are immunized
Drugs aren't abused
Doors are opened
Kids get clothes
Houses become homes
Abuse is exposed
Teens come off the streets
Goals are accomplished
Marriages are restored
Justice is served
Beliefs are respected
Seniors find companions
People learn to love
Loneliness is lifted
Children get adopted
People stay sober
Children play safely

Anxiety decreases
Homeless people find shelter
Immigrants are welcomed
Self-esteem increases
Friends are made
People help themselves
Families reunite
Barriers are hurdled
Emotions are healed
People die with dignity
Hopes are restored
Differences are valued
Violence stops
Hammers build houses
Health care is accessible
Disabilities are surmounted
Jobs get filled
Relationships work

List provided by the
University of Indianapolis
School of Social Work.



**Profiles of
outstanding social workers
and programs are featured on
the NASW Website**

The Power of Integrity

Professional social workers practice in a manner consistent with the profession's mission, values, principles, and standards. NASW members, in particular, adhere to the highest legal and ethical standards, and sign a *Code of Ethics* to protect the public and hold the profession accountable. *The Code* is relevant to all social workers and social work students, regardless of their professional functions, the settings in which they work, or the populations they serve.

Peer Review. In addition to the *Code of Ethics*, the association administers a comprehensive peer review process that sanctions professionals who breach the public's confidence. NASW members know that their membership has many privileges – and undeniable responsibilities.

Risk Management. Social work is a complex discipline where ethical decision making, especially in times of crisis, is an intricate process. Social workers help people overcome some of life's toughest challenges: poverty, discrimination, abuse, addiction, physical illness, divorce, death, unemployment, educational failure, disability, and mental illness.

There are many instances in a social worker's career where there are no simple answers. NASW is ready to help. Members can call the national office when they need assistance interpreting the *Code of Ethics*. They have access to malpractice and other insurance protection, as well as risk management workshops. Also, NASW members may be eligible for financial legal assistance.



FACT: According to the Substance Abuse and Mental Health Services Administration (SAMHSA), social workers are the largest group of licensed mental health providers in the United States – larger than psychologists, psychiatrists, and psychiatric nurses combined.

The Power of Competence

NASW members are advocates and leaders in every community. As trained problem solvers, they are some of the most effective mental health and social service professionals in the nation. Our members hold BSWs, MSWs or doctorates from accredited colleges and universities. Social work practice in most states also requires licensure.

Certification. To advance professional skills and practices, NASW certifies social workers who have demonstrated their expertise and knowledge of the field. The Academy of Certified Social Workers (ACSW); the Qualified Clinical Social Worker (QCSW); and the Diplomate in Clinical Social Work (DCSW) designate a higher level of competence and go beyond a social work degree or state license. Over 70,000 members have earned these credentials. A searchable list of clinical social work experts is available online through the NASW Register of Clinical Social Workers.

Research. NASW also produces some of the most respected scholarly publications in the social work field. The *NASW NEWS* has received multiple awards, and books and journals from the NASW Press are essential learning tools for undergraduate and graduate level social work programs, nationwide and abroad. They are published by our members for the social work community.

NASW recommends that members attend continuing education courses, conferences and workshops, as well as regulatory seminars on a variety of practice issues. Many of these opportunities are available through NASW. In addition, the association offers employment search tools, promotional discounts, and the NASW library and archives.



FACT: Journals published by the NASW Press consistently rank at the top of all citation ratings for social service and social work research by the Institute for Scientific Information—Social Sciences Citation Index®.

NASW Leadership

NASW strives to improve the quality of social work practice and to promote public policies that improve society – all from a unique problem solving perspective.

An elected representative body establishes the association's overall goals. A national board of directors provides strategic oversight and has fiduciary responsibility for NASW activities. In addition, each of NASW's 56 chapters has a local board of directors and chapter staff that guide the priorities of state initiatives, and ensure quality services for members. At all levels, various association committees, councils, and task forces debate and recommend action to advance the mission of NASW.

The newly launched NASW Foundation administers a wide variety of education and research projects. Foundation assets total more than \$2.9 million including the NASW Foundation Endowment. Funded by generous contributions from members and the public, it provides scholarship funds, manages historical preservation projects, coordinates disaster relief training and assistance, honors social work pioneers, and seeks to raise visibility for the social work profession.



Social work pioneer Jane Addams is recognized as one of the founders of social work. She was a community organizer, peace activist, and leader of the settlement house movement for immigrants in the early 1900s. She received the Nobel Peace Prize in 1931.



The first female appointed to the cabinet of a United States President was social worker Frances Perkins. President Franklin D. Roosevelt appointed her as his Secretary of Labor.



Civil rights leader and social worker Whitney Young was an expert in American race relations and is considered to be a key inspiration for President Lyndon B. Johnson's War on Poverty.

We hope this brief introduction to the National Association of Social Workers gives you a better understanding of how social workers are working to improve lives and communities everywhere. For additional information about the social work profession, we offer the following resources:

- ***Who We Are: A Second Look***
- ***What Social Workers Do***
- ***The Encyclopedia of Social Work***
- ***NASW Code of Ethics***
- ***NASW Procedures for Professional Review***
- ***Choices: Careers in Social Work***
- ***Milestones in the Development of Social Work & Social Welfare***
- ***Legacies of Social Change: 100 Years of Social Work in the United States***



All materials are available through the NASW Press.

Please visit

www.socialworkers.org

for details.

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Problems get solved•Families function•Children find parents•Prevention outweighs
Stress is managed•Communities unite•Employment opportunities happen•Harassment halts•Neighbors
Life gets manageable•Children don't have guns•The lights stay on•Color is respected•Assertiveness increases•Home
Education is valued•Fears shrink•Sympathy becomes empathy•Prisoners don't go back•Exceptional po
•Battered people find shelter•Sexual preferences are honored•Children are immunized•Substa
Kids get clothes•Houses become homes•Abuse is exposed•Toug
Youngsters get a head start•Doors are opened•Chi
Marriages are restored•Children smile•Just
Values are examined•Beliefs are respected•Seniors fin
Teens come off streets•Roles are changed•Families are enriched•Goals are a
People learn to love•Loneliness is lifted•Basic needs get met•Child
People stay sober•Children play safely•Self-esteem increases•Parents reach children•F
Immigrants are welcomed•Lines of communication open•People help themselves
Toddlers thrive•Hopes are restored•Trust develops•Emot
Barriers are hurdled•Services protect•Compassion is shared
Empowerment is real•Oppression ends•Dif
Violence stops•Ho
Disabilities are surmounted•Jobs g

