



**National Professional Social Work Month 2008**

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## Introduction

### **Celebrate Social Work Month – March 2008**

Each year social workers across the country celebrate the profession during March – National Professional Social Work Month. We reflect on the history of the profession, celebrate the important work that is currently being done and look toward a future of promise for the individuals, families and communities we serve.

Our focus for Social Work Month is a central tenet of social work – building on strengths. The foundation for growth and change in an individual, a family and a community are their strengths. More than 600,000 social workers are educated in the “strengths perspective” which emphasizes working with client or community resources, capabilities, support systems, and motivations to meet current challenges.

All individuals, families and communities have strengths. Understanding and utilizing these strengths are essential to improving emotional health and well-being.

The Social Work Month 2008 logo signifies the connections that social workers provide between the areas from which people draw their strength – home, health, family, friends, and communities.

### **Goals of Social Work Month 2008**

NASW, with the help of chapters and individuals, hopes to accomplish the following with Social Work Month outreach:

1. Expand the public perception of the breadth and depth of social work.
2. Reach out to the media, both nationally and locally, to promote the importance of social work services and social work professionals to society.
3. Promote a theme that resonates with and builds pride in social workers.
4. Increase understanding of social workers’ role in working with families and communities.

This online toolkit includes:

- History of Social Work Month
- Key messages for Social Work Month 2008
- Information on NASW year-round initiatives, such as the National Social Work Public Education Campaign and the Social Work Reinvestment Initiative
- Facts about social work and family strengths
- Press Release Template
- Sample Letter to the Editor
- Sample Op-Ed
- Social Work Month Proclamation
- Public Service Announcements
- Media Outreach Tips
- Suggestions for leveraging Social Work Month 2008

If you have any questions about Social Work Month 2008, please contact NASW Communications at [media@naswdc.org](mailto:media@naswdc.org).

## History of Social Work Month

The White House officially recognized National Professional Social Work Month in 1984. From 1984 until 1998 – the centennial year of the profession – NASW selected a social issue to promote every year. Topics included the health care crisis, hate crimes, violence prevention, racial and ethnic harmony, HIV/AIDS, children in poverty, aging parents, value of work, homelessness and more. From 1998 to 2004, Social Work Month themes promoted the profession with general campaigns about who social workers are and how they benefit society.

The [National Social Work Public Education Campaign](#), a multi-year effort to improve the public perceptions of social work, launched in 2005. Since 2006, NASW has combined these two approaches, coupling a specific area of practice with general promotion of the profession.

Here is a history of themes for Social Work Month since 1984:

- 1984 Listen to the Children
- 1985 Work is a Family Affair
- 1986 Aging Parents: Return the Gift of Caring
- 1987 Children in Poverty
- 1988 AIDS: We Need to Know. We Need to Care.
- 1989 There's No Place Like Home
- 1990 Strengthening America's Families
- 1991 Vital Signs of a Healthy Nation
- 1992 Global Family Ties
- 1993 National Health Care: Vital Signs of a Healthy Nation
- 1994 Stop the Violence with Justice for All
- 1995 Stopping the Violence Starts with Me
- 1996 Hate Crimes: Not in My Life
- 1997 Racial and Ethnic Harmony: Respect, Understanding, Cooperation and Peace
- 1998 Celebrating 100 Years of Social Work
- 1999 The Business of Social Work: Helping People Help Themselves
- 2000 Social Work 2000: Change Is Our Business
- 2001 The New Face of Social Work
- 2002 The Power of Social Work: Community Needs, Human Connections
- 2003 Preserving Rights, Strengthening Voices
- 2004 The Power of Social Work: Pass It On
- 2005 Social Workers. Help Starts Here
- 2006 Life's Journey. Help Starts Here
- 2007 Hope and Health. Help Starts Here
- 2008 Building on Strengths. Help Starts Here.

## Key Messages for Social Work Month 2008

When speaking to the media and others about Social Work Month 2008, the messages need to be comprehensive, but concise. We encourage you to use these key talking points when discussing Social Work Month 2008:

- The foundation for growth and change in an individual, a family and a community are their strengths.
- The “strengths perspective” – a central tenet of the social work profession – emphasizes resources, capabilities, support systems, and motivations to meet challenges and overcome adversity.
- The “strengths perspective” emphasizes the assets that are used to achieve and maintain individual and social well-being.
- Understanding and utilizing strengths is essential to improving the emotional health and well-being of individuals, families and communities.

## NASW Initiatives

Social Work Month is an opportune time each year to organize multiple outreach activities that enhance the public awareness of social work. It adds the value of timeliness to any information you distribute to the media and your community.

The National Association of Social Workers has year-round activities that promote awareness of social work every day. Work goes on all year long through National, NASW Chapters and individuals to promote and advance the profession.

Social Work Month is the time to combine these activities – highlighting ongoing activities of the Association with the timely local celebrations taking place in March.

### **Connection to the National Social Work Public Education Campaign**

[The National Social Work Public Education Campaign](#) is a multi-year effort led by NASW to improve the public perceptions of social work. The goals of the campaign are to:

1. increase the awareness of and respect for the social work profession
2. educate the public on the breadth and depth of social work practice
3. expand perceptions of who can benefit from social work services
4. attract young people and career changers to the profession

The tools for the campaign are designed to complement annual Social Work Month efforts. Feel free to integrate information that is provided through the campaign with the tools provided here for Social Work Month 2008 to offer the public the most compelling view of social work.

### *New video from the National Social Work Public Education Campaign*

*On Any Given Day: Social Workers Help. The Public Education Campaign recently created a five-minute video to educate people about all the important work that social workers do. It highlights three social workers who work to effect change with individuals, families and communities. Use this video to educate people about the importance of the social work profession. Email [media@naswdc.org](mailto:media@naswdc.org) for more information. Click [here](#) to obtain a copy.*

### **Connection to the Social Work Reinvestment Initiative**

2008 marks a major legislative initiative that the National Association of Social Workers will undertake to focus on the profession with the [Social Work Reinvestment Initiative](#) (SWRI). Social Work Month is a time when the profession receives increased attention from the media. As Social Work Month is our annual opportunity to educate people about the profession and issues important to social workers, there is a direct connection that can be made to the outreach surrounding SWRI. The goals of SWRI complement the goals of Social Work Month and the theme “Building on Strengths: Help Starts Here” provides a good frame from which to make the case for reinvesting in the profession.

The Social Work Reinvestment Initiative is a collaborative effort among social work organizations to secure federal and state investments to recruit, train and retain professional social workers – and to support research that improves social, human and health service outcomes.

NASW, with the ANSWER coalition acting in an advisory capacity, plans to introduce the Social Work Reinvestment Act, and to lobby for additional pieces of social work-specific legislation which will provide government support for the social work profession. This SWRI legislation will be introduced in early 2008.

## General Facts about Social Work

A 2006 study of licensed social workers conducted by the NASW Center for Workforce Studies revealed the following about the profession of social work:

- Social workers have advanced educational preparation and practice experience. A master's in social work is the predominant social work degree for licensed social workers (79% of active practitioners).
- Social workers' most frequent specialty practice areas are mental health (37%), child welfare/family (13%), health (13%) and aging (9%).
- Social workers spend the majority of their time providing direct client services (96%), followed by consultation (73%) and administration/management (69%).
- With 12% of respondents planning on leaving the workforce in the next two years and the increasing need for social work services, there will not be enough social workers to meet the needs of their clients.

Additional facts about social work:

- Social workers have the right education, experience, and dedication to help people help themselves whenever and wherever they need it. It takes a bachelor's, master's, or doctoral social work degree — with a minimum number of hours in supervised fieldwork — to become a social worker.
- More than 600,000 people in the United States hold social work degrees.
- Social workers help people in all stages of life, from children to the elderly, and in all situations from adoption to hospice care.
- You can find social workers in hospitals, police departments, mental health clinics, military facilities, and corporations.
- Professional social workers are the nation's largest providers of mental health services. Social workers provide more mental health services than psychologists, psychiatrists and psychiatric nurses combined.
- The Veteran's Administration – the largest employer of social workers in the country – employs nearly 5,000 social workers to assist veterans and their families with individual and family counseling, client education, end of life planning, substance abuse treatment, crisis intervention, and other services.
- Forty percent of mental health professionals working with the Red Cross Disaster Services Human Resources system are social workers.
- There are hundreds of social workers in national, state, and local elected office, including two U.S. Senators and eight U.S. Representatives.
- According to the Bureau of Labor Statistics, the need for social workers is expected to grow twice as fast as any other occupation, especially in gerontology, home healthcare, substance abuse, private social service agencies, and school social work.

For more information about social workers, please click [here](#).

## Facts about Social Work and Family Strengths

A 2006 study of licensed social workers conducted by the NASW Center for Workforce Studies revealed the following about social work and families:

- The most common setting for social workers providing services to some children and adolescents is private practice (21%), followed by social service agencies (15%), hospitals (12%), and schools (12%).
- Social workers who serve children and families are most likely to be satisfied with the amount of their time to provide clinical services and address presenting problems, and most likely to be dissatisfied with their time to perform administrative tasks and conduct investigations.
- Based on caseload estimates gleaned from this study, it is estimated that the study respondents provided services to more than 115,000 people. Projecting those caseloads to the broader population of licensed social workers, we estimate that licensed social workers provide services to more than 10 million people each day.

Additional facts about social work and families:

- According to the Bureau of Labor Statistics, there are 272,000 child, family and school social workers.
- The first professional journal in social work was *The Family*.
- According to the last US Census, there are almost 72 million family households.
- According to the Bureau of Labor Statistics, child and family social workers provide social services and assistance to improve the social and psychological functioning of children and their families.
- According to *Homeland Insecurity...American Children at Risk*, in 1996 there were 4.4 million families on welfare. Today there are 1.9 million.

For more information about social workers and families, please click [here](#).

Press Release Template

For Immediate Release  
[Date]

Contact: [Name]  
[Phone Number]  
[E-mail Address]

**[Insert Organization] and National Association of Social Workers Celebrate  
National Social Work Month in March 2008**

[Insert City] – Who in your life do you consider to have strengths? The answer is simple – every person, family and community has strengths from which they can draw when times are difficult. And social workers can help build upon those strengths.

[Insert Organization Name], along with the National Association of Social Workers, proudly announces National Social Work Month 2008.

This year’s theme – *Building on Strengths: Help Starts Here* – focuses on the important strengths inherent in each individual, family and community. Understanding and utilizing these strengths are essential to improving the emotional health and well-being of society.

“The foundation for the growth and change in any individual, family or community is existing strengths,” says Elizabeth Clark, PhD, ACSW, MPH, executive director of NASW. “Social workers are trained from the ‘strengths perspective,’ emphasizing the assets and resources available, and using those assets to reach their goals.”

Strengthening people and providing support are priorities of the social work profession. Wherever there is a problem with an individual, family or community, social workers look for the inherent strengths that can be used as a starting point for further growth.

“The strengths perspective approach fosters hope by focusing on the positive, rather than on feelings of helplessness,” says [name, title] of [local chapter or organization]. “Individuals, families and communities can feel empowered by looking working with their strengths.”

Social Work Month also provides an opportunity for social workers to highlight the essential role they play in alleviating some of America’s most difficult problems. Through education, training and dedication, social workers provide assistance in many different areas of practice including health, aging, mental health, child welfare, cancer, end of life, adolescent health, HIV/AIDS and family violence.

To find comprehensive information about the role of social work and where to go for assistance for these and other issues, visit [www.HelpStartsHere.org](http://www.HelpStartsHere.org).

[Optional section]

To honor the achievements of its members and to bring to light the important work of social workers, [Organization Name] is celebrating Social Work Month by:

- 1-3 bullets mentioning specific activities/events planned in your area/by your organization to celebrate Social Work Month

[Insert quote from logo representative of organization about the role of social work in the local community.]

For more information on how [name of organization] is supporting National Social Work Month, please contact [name] at [phone number] or via e-mail at [e-mail address]. Or visit [Insert URL].

[Insert Boilerplate information. Note: A boilerplate is a short paragraph that best summarizes who you are and your mission as an organization or chapter. The paragraph should remain constant throughout all media information. See example below.]

#### [About the National Association of Social Workers](#)

The National Association of Social Workers (NASW), in Washington, D.C., is the largest membership organization of professional social workers with 150,000 members. It 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 advocacy.

###

Letter to the Editor

Dear Editor:

Who do you consider to have strength? Every individual, family and community has strengths that help them face life's difficulties.

Everyone can use help overcoming challenges, and that's why many turn to a social worker. Social workers help identify, harness and build upon strengths and abilities to overcome challenges.

Social workers support American families and communities by providing connections between the areas from which people draw their strength – home, health, family friends, and community. Social workers provide assistance with mental health issues, disaster relief, cancer care and much more. Each challenge brings the opportunity for social workers to help families and communities to understand their strengths and to use them to overcome obstacles.

Throughout the year and during National Social Work Month, social workers encourage individuals, families and communities to focus on the strengths and resources they have to solve problems and to achieve their goals. This year's Social Work Month theme – "Building on Strengths: Help Starts Here" – highlights the unique education and training of the nation's 600,000 social workers to work with individuals, families and communities to assist them during challenging times.

Information about social workers and strengths can be found at [www.HelpStartsHere.org](http://www.HelpStartsHere.org).

Signed,  
[Name]  
[Title]  
[Chapter/Organization Name]  
[Phone Number]  
[E-mail address]

## Sample Op-Ed

Who do you consider to have strength? Every individual, family and community has strengths that help them face life's difficulties.

When challenges loom for an individual, family or community, the tendency is to focus on what is wrong and how it got that way. Social workers look at challenges through a unique lens. By focusing on the abilities, resources and supports that are available, social workers assist people during challenging times.

Social workers support American families and communities by providing connections between the areas from which people draw their strength – home, health, family friends, and community. Social workers have the unique ability to look at the whole individual, family or community to identify factors that can contribute to success.

Throughout the year and during National Social Work Month, social workers encourage people to focus on the strengths and resources they have that will enable them to achieve their goals. This year's Social Work Month theme – “Building on Strengths: Help Starts Here” – highlights the unique education and training of the nation's 600,000 social workers who work with families and communities to assist them during challenging times.

[Optional section: provide an example of a local social worker who is building on the strengths of an individual, family or community to bring about positive change.]

Information about social workers and strengths of individuals, families and communities can be found at [www.HelpStartsHere.org](http://www.HelpStartsHere.org).

By [Name, Title, Organization]

[Insert the word “SAMPLE” behind background of this proclamation]

Social Work Month Proclamation

**WHEREAS** social workers have the right education and experience to guide individuals, families, and communities through complex issues and choices;

**WHEREAS** social workers connect individuals, families, and communities to available resources;

**WHEREAS** social workers are dedicated to improving the society in which we live;

**WHEREAS** social workers are positive and compassionate professionals;

**WHEREAS** social workers stand up for others to make sure everyone has access to the same basic rights, protections, and opportunities;

**WHEREAS** social workers help people help themselves, whenever and wherever they need it most;

**WHEREAS** social workers have been the driving force behind important social movements in the United States and abroad;

**NOW, THEREFORE**, in recognition of professional social workers and their commitment and dedication to individuals, families, and communities everywhere through service delivery, research, education, and legislative advocacy.

I, \_\_\_\_\_, proclaim the month of March 2008 as **Professional Social Work Month** and call upon all citizens to join with the **National Association of Social Workers** and \_\_\_[your organization]\_\_\_ in celebration and support of social workers and the social work profession.

Public Service Announcements

**“Social Work – Help Starts Here”: 15 Second Spot**

[Local Chapter or Organization Name]  
[Local Chapter or Organization Address]  
[Local Chapter or Organization City, State, Zip]  
[Local Chapter or Organization Contact – Name, Phone, E-mail]

(Announcer): FROM ADOPTION TO GERIATRICS. FROM SUBSTANCE ABUSE TO DISASTER RELIEF. IN SCHOOLS AND HOSPITALS, BATTLEFIELDS AND COURTROOMS. SOCIAL WORKERS HELP. TO FIND A SOCIAL WORKER, VISIT HELP-STARTS-HERE-DOT-ORG. SOCIAL WORKERS. HELP STARTS HERE.

(Announcer): IN HOSPITALS AND SCHOOLS. IN CORPORATIONS AND THE MILITARY. IN SENIOR CENTERS AND ADOPTION AGENCIES. ANYTIME, ANYWHERE. HELP STARTS WITH A SOCIAL WORKER. VISIT HELP-STARTS-HERE-DOT-ORG TO FIND OUR MORE. SOCIAL WORKERS HELP STARTS HERE.

(Announcer): SOCIAL WORKERS HELP. IN HOSPITALS AND SCHOOLS. ADOPTION AGENCIES AND SENIOR CENTERS. ANYTIME, ANYWHERE. TO FIND A SOCIAL WORKER FOR YOU, YOUR PARENTS, YOUR CHILDREN, VISIT HELP-STARTS-HERE-DOT-ORG. SOCIAL WORKERS. HELP STARTS HERE.

**“Social Work – Help Starts Here”: 30 Second Spot**

[Local Chapter or Organization Name]  
[Local Chapter or Organization Address]  
[Local Chapter or Organization City, State, Zip]  
[Local Chapter or Organization Contact – Name, Phone, E-mail]

(Announcer): FROM HELPING A SENIOR CONNECT WITH NEW FRIENDS, TO HELPING A YOUNG COUPLE ADOPT A CHILD. FROM HELPING DISASTER VICTIMS REBUILD THEIR LIVES, TO HELPING TEENAGERS RESIST DRUGS. IN SCHOOLS AND HOSPITALS, NURSING HOMES AND CORPORATIONS, HELP STARTS WITH A SOCIAL WORKER. IF YOU’D LIKE TO FIND A SOCIAL WORKER FOR HELP AND ADVICE, WHETHER IT’S FOR YOUR SPOUSE, YOUR PARENTS, YOUR CHILDREN, OR YOURSELF, YOU’LL FIND A WORLD OF HELP ONLINE AT HELP-STARTS-HERE-DOT-ORG. SOCIAL WORKERS. HELP STARTS HERE.

## Media Outreach Tips

### *General Media Tips*

- **Seek out journalists who have written about your issue or topic recently.** These individuals will be more likely to cover the topic again.
- **Double check your contacts.** Journalists, especially those in smaller media outlets, tend to change beats and outlets frequently. Those who you spoke with for last year's Social Work Month may not be the appropriate contacts this year. The media organization's Web site can be an excellent resource for contact information and beat information for journalists.
- **Use the local angle.** All of the materials NASW has provided can be modified to include local information or activities. Local media are more likely to cover a local angle to a national observance.

### *Tips for Facts Sheets about Social Work*

- **Make Fact sheets available for the press.** They are good items to have on hand to provide to reporters.
- **Include local facts about social work in your fact sheets.** Local reporters gravitate toward facts that have a local angle.
- **Include local facts.** When holding an event, conference or presentation, have local social work facts on hand to provide to attendees.
- **Make sure to include these facts in your press kits.** A press kit is a collection of background materials that you can send to media outlets. Other items to include in a press kit can include a press release about the event and bios of key spokespeople for your organization.

### *Tips for Press Releases*

- **Send email.** Most journalists prefer to receive press releases via e-mail. This gives them the opportunity to read all the information and quickly respond if they want more details. Many news outlets list reporter's names with their stories or in the "Contact Us" section of their Web site. If you can't find their e-mail address, faxing or mailing can be a second option.
- **Write a clear subject line.** Include information in the subject line of an e-mail that will catch their attention. It is also helpful to include a short e-pitch – a paragraph or two describing the press release and why this reporter should cover this story. Think WIIFM – What's in it for me (and my readers, viewers or listeners)?
- **Don't attach a press release to your e-mails.** Copy and paste the document into the body of the e-mail. Most journalists will not open e-mails with attachments for fear that they may open themselves up to viruses. If you have pictures or graphics to offer to a journalist, ask for their permission to send.
- **Be available for interviews.** When you send out a press release, make sure that your spokesperson will be available for interviews. Keep in mind a back up for an interview in the event that your first choice is not available.

- **Follow up.** Following up with a reporter is a delicate balance between ensuring your success and annoying the reporter. You should only follow up when you have new information to provide or when you have breaking, timely news.

### *Tips for Interviews*

- **Know your message.** Before your interview, review your key message points, such as those provided in this toolkit for Social Work Month. Identify two or three essential points that you must get across during the interview.
- **Be prepared.** Prepare several facts and anecdotes from your experience that you can share to underscore your main points.
- **Try to avoid space fillers, such as “um” and “ah.”**
- **Be engaging, natural and firmly in support of your message.**
- **Make sure your message is simple and compelling.** Focus on answering questions succinctly, but don’t leave key points out to save time.
- **Try to incorporate one key theme in all of your responses to a journalist.**
- **Avoid speculation and hypotheticals.** It may lead to being misquoted.
- **Avoid technical terms, jargon and acronyms.** Only people who are familiar with your program are familiar with your terms.
- **Do not say “no comment.”** If you cannot answer, explain why.
- **Do not be afraid to say, “I don’t know...but I will find out for you.”**
- **Prepare for a live or broadcast interview.** In most broadcast interviews, you will be taped and will have the opportunity to restate your comment if something doesn’t come out quite right. Thoroughly review your key talking points for a live interview because there are no “do overs.”
- **Be confident.** You’re the expert in the interview!

### *Tips on Placing Letters to the Editor*

- **Learn how to submit.** Visit the newspaper or magazine Web site to find information on how to submit letters to the editor. Many publications allow you to submit through their Web site.
- **Time is of the essence.** If a response needs to be made to a story, the response must be made within a day or two of the article.
- **Keep it brief.** Keep letters concise and always refer to the specific article to which you are responding. Generally, letters should be 250 words or less.
- **Be diplomatic.** If you are supporting the stance taken in an article, be sure to point out the valid arguments, while adding your own expertise. If you are opposing the stance taken in an article, point out the flaws in a constructive manner and offer your opposing position.
- **Include contact information.** Always include the contact information for the person who wrote the letter, along with the association or organization to which he or she is affiliated.

### *Tips on Placing Print Op-Eds*

- **Remember your audience.** When writing your op-ed, be sure to keep in mind the audience who will be reading the article – the readership of the publication.
- **Make sure that the topic is timely.** Bring in local issues if it is for a local paper.
- **Check the Web site for submission guidelines.** Most have word limits of 400 words or less.

*Tips for Promoting Events*

- **Write a press release.** Write a release announcing the event, including the who, what, when, where and why for the public. Disseminate the press release two to three weeks before the event.
- **Remind them.** Send a reminder about the event and make follow up phone calls with the press.
- **Include calendar listings.** Send a press release about the event to the “calendar” and “week ahead” section of the local paper. The Associated Press also has a daybook listing for each city. Contact your local AP office and ask how to get a listing in their daybook.
- **Have press kits on hand at your event.**

For more media tips, download the full NASW Media Kit by clicking [here](#).

## Suggestions for Leveraging Social Work Month

Social Work Month is an excellent opportunity to showcase social workers to key audiences – consumers, media, opinion leaders, and even other social workers. These efforts bring attention to your chapter or organization, while focusing on the extraordinary efforts of local social workers. From small gatherings to large events, the media likes to hear about people in the community. Look for information in the [Social Work Month section](#) of the [NASW Web site](#) and on the [National Social Work Public Education Campaign](#) site.

Here are some suggestions of ways to leverage Social Work Month:

- **Town Hall Meeting** – Hold a Town Hall Meeting to engage lawmakers, state, city or county officials in a dialogue about the efforts to address the issue of health care in your area. Discuss social work’s vital role in emphasizing the strengths of individuals, families and communities.
- **Press Conference** – Conduct a press conference at which the mayor and/or governor issues a proclamation designating March as National Professional Social Work Month. Highlight local social workers in your area who are making a difference, as well as initiatives taken on by your organization or chapter this year to promote social work and their work with families and communities.
- **Speaking Opportunities** – Arrange for speaking opportunities for the executive director or president of your organization or chapter to highlight the important role of social work with families and communities.
- **Panel Discussion** – Hold a conference or panel discussion about the “strengths perspective” as it relates to families and communities.
- **Editorial Board** – Set up a meeting with your local paper editorial board to discuss their coverage of the topic of community strengths. You can provide the social work perspective to the conversation to ensure that they know all the efforts that social workers are making.
- **Information Dissemination** – At every meeting, panel, or conference you attend, make sure that you have information available about Social Work Month and the National Public Education Campaign for those in attendance.
- **E-newsletter** – Create an e-newsletter that captures all that your chapter or organization is doing surrounding Social Work Month. Rotate different areas of practice each time you send it out so that it appeals to a wide range of audiences. Start with the family and community practice area in March to highlight the theme of Social Work Month 2008.
- **CE Workshop** – Offer a workshop for CE credits on the topic of families to social workers in your area.
- **Exhibit** – Set up an exhibition booth at a local hospital, school or community center to disseminate information about social work.
- **Banners** – Display banners in highly visible areas promoting March as National Professional Social Work Month.
- **Web site** – Make sure that your chapter or organization’s Web site has the most up-to-date information about the celebration of Social Work Month 2008 and specific information on the topic of family and community strengths.

- **Consumer Site** – Link from your Web site to the Social Work Consumer Site – [www.HelpStartsHere.org](http://www.HelpStartsHere.org).
- **Advertise** – Advertise in local newspapers and magazines using the [National Social Work Public Education Campaign](#) materials. From small and large ads to billboards and banners for Web sites, NASW has advertising that will fit your need. Contact [media@naswdc.org](mailto:media@naswdc.org) for more information on running these ads.

These are just a selection of suggestions that chapters and organizations can use to promote the profession during Social Work Month 2008 and throughout the year.

For more information about Social Work Month 2008, please contact NASW Communications at [media@naswdc.org](mailto:media@naswdc.org).