



Social Workers
Help starts here.



National Social Work Public Education Campaign



**How Schools and Programs
of Social Work Can Get Involved**



NASW has embarked on a most important journey—the launch of a National Social Work Public Education Campaign.

Why is it important?

Over the last year, NASW invested in research to find out what people really think about social workers and who can benefit from social work services. Overall, there was a general awareness of social work as a helping profession. However, there was a general lack of knowledge about education and credentials necessary to do the job, and specifically, the diversity of the job. So most believe they will never need the help of a social worker.

What is the Campaign?

This is a multi-year, multi-million dollar campaign which will:

- Build awareness of social work as an essential helping profession;
- Expand the perception of who can benefit from the help of a social worker;
- Counter misperceptions that social workers only work in public agencies;
- Educate the public about the education and experience social workers have; and
- **Increase student interest in social work as a profession.**

The campaign launch consists of a consumer-focused Web site, an enhanced media relations program, and advertising in national magazines.

How can you get involved?

NASW invites you to become a Partner in the campaign.

Partner with NASW and other Schools of Social Work and Social Work programs to help reposition and positively affect the perception of social work.

What does being a Partner mean?

Partner schools receive recognition in the campaign's advertising and media relations programs, visibility on the campaign Web site, and 100 FREE* professional social work pins for graduating seniors, among other benefits.



**Additional social work symbol pins for graduating students are \$5 each for partnering organizations or \$10 each for those that do not partner.*

Whether you commit to being a Partner or not, you can receive a toolkit to help raise awareness about the campaign and a video (VHS or DVD) to show your students and faculty. Please contact NASW's Communications Department for your toolkit and video at 202-336-8212.

Please join this historic campaign now!

To be a success, this campaign needs the support of the entire social work community. We need at least \$1.5 million in donations to launch the campaign in 2005.

Contact the NASW Foundation for Partner information at NASWFoundation@naswdc.org