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National Social Work Public Education Campaign
Guide for Schools and Programs of Social Work

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Dear Social Work Educator:

Thank you for participating in the National Social Work Public Education Campaign. We began our journey four years ago with the goal of building greater public understanding and support for the social work profession. From the beginning, our objectives have been to:

- Increase understanding and awareness of the social work profession
- Educate the public on the depth and breadth of social work practice
- Expand perceptions of who benefits from social work services
- Attract new professionals to the social work field
- Improve employment opportunities for professional social workers

To maximize our resources, we have implemented the campaign in phases:

- 2004 Research—decided focus based on input from citizens and social workers
- 2005 Development—created print advertising series and designed consumer Web site
- 2006 Placement—placed national and local advertising and expanded Web content
- 2007 Engagement—continued ad placement and promoted social work experts to the media

Throughout each phase of the campaign, we have managed a coordinated fundraising strategy to support our planned activities. We are grateful that so many schools and programs of social work have sponsored the campaign to date and have provided the necessary resources to tell the social work story in new ways. We have raised nearly $2.5 million in donations and in-kind resources since the campaign began.

Members of the social work academic community are essential stakeholders in all efforts to inform the public about the profession. Social work students, professors, researchers, administrators, deans and directors help shape the image of the field through exciting community partnerships, public policy development, employer consultation, research publications, and much more.

We hope this guide provides new ideas for how your school or program of social work can leverage the national public education campaign to augment your existing public relations, marketing and development efforts.

We wish you continued success in all of your endeavors!

The National Social Work Public Education Planning Team

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“Social workers have the right education, experience, and dedication to help people help themselves whenever and wherever they need it.”

Campaign Goals:

- Increase awareness and understanding of the social work profession
- Educate the public on the depth and breadth of social work practice
- Expand perceptions of who can benefit from social work services
- Attract young people to the social work profession
- Improve employment opportunities for professional social workers

Campaign Challenges:

More than half a million social workers practice in the United States, but social work is one of the most misunderstood and frequently misrepresented professions.

- According to the 2000 U.S. Census, nearly 845,000 people identify as social workers, but 245,000 of these individuals do not hold any degrees or licenses.
- News stories and media programs often mislabel social workers as “counselors” and misidentify all caseworkers as social workers. Fewer than 40% of individuals employed in the nation’s child welfare system are social work professionals.
- In a 2004 online survey, 77% of social work respondents said that they believed the public does not understand what they do.

Social workers are dedicated advocates for others, but they generally don’t promote the contributions they make in every community.

- There are numerous social workers in elected office, including two U.S. Senators and eight U.S. Representatives, and more than 70 State Legislators.
- Social workers make up more than 40% of the Red Cross Disaster Services mental health volunteer system.
- According to the U.S. Substance Abuse and Mental Health Services Department (SAMHSA), social workers are the nation’s largest group of clinically trained mental health service providers—more than psychiatrists, psychologists and psychiatric nurses combined.
Most Americans don’t believe they will ever need the help of a social worker, not realizing how much help is available.

- Focus group research shows that most people think social work is limited to government agencies and child welfare services.
- Families of all types are grappling with confusing health care options, end-of-life decisions, depression and addictions, and countless other stress factors that can be managed with the help of a social worker.
- Social workers are employed in schools, hospitals, mental health facilities, senior centers, private practices, prisons, the military, corporations, government, private and public agencies. They help people in all stages of life, from children to the elderly, and in all situations, from adoptions to hospice care.
- The Veterans Administration (VA) employs nearly 5,000 MSWs to assist veterans and their families with individual and family counseling, patient education, end-of-life planning, substance abuse treatment, crisis intervention and other services.

More social work services are needed, but salaries for professional social workers have remained stagnant over the years.

- The U.S. Bureau of Labor Statistics reports that the need for social workers is expected to grow twice as fast as any other occupation, especially in aging services, home health care, substance abuse, private social service agencies, and schools.
- A 2001 study from the John A. Hartford Foundation found that social workers on average earn 11% less than other helping professions, including those with less rigorous academic requirements.
- Applications to schools of social work have decreased in the last 10 years, while demand for graduates has increased.

Campaign Target Audiences

- People in need of social work services, particularly “Sandwich Generation” women – those individuals who are working to raise their own children, while also taking care of aging parents and other older relatives.
- Young adults seeking a challenging and rewarding career.
- Decision makers in corporate, government and non-profit organizations.
- All professional social workers.

Consumer Web Site

Visit www.HelpStartsHere.org for information from social work experts on 30 consumer-interest topics, including depression, living with illness, adoptions and foster care, and vital aging. In addition, a Social Worker Finder tool is available to help people find trained professionals in their community.
SOCIAL WORK EDUCATION ASSETS

Social work programs and schools represent an exciting cross section of the social work community. Built right into the university and college infrastructure are numerous promotional advantages. Here’s a sample:

Alumni Club

Graduates of schools and programs of social work are the best “proof” of a school’s excellence. Most fundraising and development materials highlight the work of star graduates. Consider turning these profiles into press announcements that showcase specific areas of social work practice. In addition, collaborations between schools and programs of social work within a state could help produce interesting profile pieces for regional magazines during Social Work Month and throughout the year.

College/University Communications

Most colleges and universities have sophisticated public relations and marketing departments to promote the full portfolio of activity on campus. Professionals employed in these staff departments are usually skilled generalists who are accustomed to researching, writing and communicating about a range of issues that may be addressed through one or many of the school’s departments. While not all schools and programs of social work have their own dedicated public relations and marketing staffs, university and college based communicators can be important allies to the social work profession. Make sure they know who you are and what you are working on at all times so social work will be included in their work plans and projects, including university videos, collateral materials, and online content.

Community Partnerships

Each school or program of social work is connected to the local employer community through its field placement office and career development office. Social work provides one of the most rigorous internship processes of any undergraduate or graduate level discipline, and the resulting relationships are invaluable to the promotion of the profession. When venerable institutions such as the YMCA and YWCA, Catholic Charities and Lutheran Services, as well as state departments and private companies request graduates from your program, they are providing testament to the quality of social work graduates. Leverage this employment demand for increased exposure in the media and among those who have little contact with the profession.

Current Students

Energetic. Enthusiastic. Engaged. There are simply no limits to what can be accomplished when students are invited to help spread the word about social work. For example, some of the most compelling editorials and op-eds published in local newspapers are written by students. Their voices encourage peers to take a second look at the profession, and help the parents of prospective students see social work as a viable career option.

Department Partnerships

At many colleges and universities, schools and programs of social work have the opportunity to work with fellow departments to achieve important research or campus development goals. It’s not unusual for dual
degrees to be offered between social work programs and business schools, public health programs, law schools, human sciences and other departments. Exposure in the publications and events of these and other departments introduces social work to different audiences.

**Faculty Expertise**

Social work educators have expertise that should be promoted widely within the university, in the broader community, and even nationally. Some schools and programs publish “annual faculty reports” that summarize the work and research of their professors. This is an excellent tool to send to select journalists, other department heads, community organizations, and national advocacy groups, when appropriate.

**Professional Publications**

In the age of Amazon.com and Google.com, customized dissemination of information among members of shared online communities is the norm. Millions of dollars go into publishing the body of knowledge of the social work profession. Marketing this peer-approved and commercially viable information to broader audiences can pay huge dividends for the profession. According to one national marketing expert, writing a book is the single fastest way to get media exposure in this 24/7 news environment. (expertizing.com). Take a look at the themes and expertise represented by the published works of your program’s faculty and alumni. Then position these experts through national media outlets such as NASW’s HelpStartsHere.org Web site, various consumer magazines, high traffic Web sites, and newspapers.

**Research Institutes**

Institutes provide a repository for best practices on a range of social work issues. Publications and Web sites that present these organizations as assets within the university or college and the country are invaluable to helping journalists and opinion leaders understand the importance of social work research and interventions within the academy and society. Of course, there is considerable competition among institutes across campus and between universities, so it’s important to have a clearly stated purpose and build a network of stakeholders that endorse your work.

**Special Events**

The guest list is always as important as an event’s guest of honor. Every program event and public lecture is an opportunity to invite those with limited exposure to the social work community, who can be turned into allies. Deans and directors are the ultimate rainmakers within your program or school. The depth and breadth of their networks should always be leveraged to develop the most successful events.

**Speeches and Panels**

Who in your school or program is being asked to speak and present where? Each of these activities is an opportunity to introduce a different set of people to core social work messages. Are there conferences and symposia that can be explored to increase your program’s exposure in your core areas of expertise? National issue coalitions and advocacy groups have annual conferences that seek social work content. Attending and participating in these meetings, in addition to state NASW conferences, exposes a great variety of people to the profession and your school or program or social work.
NASW gratefully acknowledges the participation of Schools and Departments of Social Work in the Public Education Campaign.

**SUSTAINING PARTNER**

- Boston College Graduate School of Social Work (2006, 2007)
- University of Alabama School of Social Work (2006, 2007)
- University of Southern California School of Social Work (2005, 2006)

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**PARTNER**

- Fordham University Graduate School of Social Service
- New York University School of Social Work
- Ohio State University College of Social Work
- University of Chicago School of Social Service Administration
- University of Minnesota School of Social Work

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**SUPPORTER**

- Boston University School of Social Work
- Rutgers University School of Social Work
- University of Texas at Austin School of Social Work

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**RETURNING CONTRIBUTOR**

- Simmons College School of Social Work (2006, 2007)
- University of Denver Graduate School of Social Work (2005, 2006)

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Participating schools as of December 31, 2007
CONTRIBUTOR

Augsburg College Social Work Department
Baylor University School of Social Work
Case Western Reserve University, Mandel School of Applied Social Sciences
Catholic University of America, National Catholic School of Social Service
Clark Atlanta University Whitney M. Young, Jr. School of Social Work
College of St. Catherine/University of St. Thomas School of Social Work
Columbia University School of Social Work
Hunter College School of Social Work
Loma Linda University Department of Social Work and Social Ecology
Loyola University Chicago School of Social Work
Michigan State University School of Social Work
Portland State University Graduate School of Social Work
Saint Louis University School of Social Work
Smith College School for Social Work
Southern Illinois University Carbondale School of Social Work
University at Albany School of Social Welfare, State University of New York
University at Buffalo School of Social Work, State University of New York
University of Arkansas at Fayetteville School of Social Work
University of California Berkeley School of Social Welfare
University of Connecticut School of Social Work
University of Hawaii at Manoa School of Social Work
University of Houston Graduate School of Social Work
University of Illinois at Chicago Jane Addams College of Social Work
University of Iowa School of Social Work
University of Kansas School of Social Welfare
University of Louisville Kent School of Social Work
University of Maryland School of Social Work
University of Missouri-Columbia School of Social Work
University of Nevada-Reno School of Social Work
University of North Carolina at Chapel Hill School of Social Work
University of South Carolina College of Social Work
University of Tennessee College of Social Work
University of Texas at Arlington School of Social Work
University of Utah College of Social Work
University of Washington School of Social Work
University of Wisconsin–Milwaukee Helen Bader School of Social Welfare
Wayne State University School of Social Work
Yeshiva University Wurzweiler School of Social Work

FRIEND

Arizona State University School of Social Work
California Association of Deans and Directors
Florida International University School of Social Work
Springfield College School of Social Work
University of Illinois at Urbana-Champaign School of Social Work
Virginia Commonwealth University School of Social Work

PROFESSIONAL SOCIAL WORKER PINS

Anna Maria College
Belmont University
Bridgewater State College
California State University Fresno
Campbellsville University
Cedarville University
Chatham College
Chicago State University
Christopher Newport University
Daemen College
Dominican University
George Mason University
Kansas State University
Lourdes College
Monmouth University
Mountain State University
Northern Michigan University
Presentation College
Providence College
Saint Francis University
Savannah State University
Southern Adventist University
St. Ambrose University
University of Southern Mississippi
West Chester University
West Virginia State University
Western Kentucky University
Western New England College
Westfield State College
Wheelock College

For information on donations and sponsorships, contact Jennifer Watt at NASW Foundation, 750 First Street NE, Suite 700, Washington, DC 20002-4241, 202-336-8211, or jwatt@naswdc.org, or visit www.naswfoundation.org/imageCampaign/campaign/donors.asp.

Participating schools as of December 31, 2007

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PROMOTIONAL OPPORTUNITIES FOR SCHOOLS OF SOCIAL WORK

The National Social Work Public Education Campaign raises the profile of the profession, and helps define social work in the context of other “helping” professions. Schools and programs of social work are invited to participate in the campaign in a number of ways that advance the profession and help school leaders meet their goals:

- **HelpStartsHere.org Content** – Faculty may publish articles on the nationally promoted social work site HelpStartsHere.org. Accepted articles include a byline and link to the school’s site. Media representatives are increasingly looking to HelpStartsHere authors as expert sources for coverage on social and consumer issues.

- **Professional Social Worker Pins** – Many schools of social work recognize their graduating students with a gift of the Professional Social Work pin. The pin builds pride in the profession and loyalty to the school, and helps distinguish social work from other programs on campus.

- **Campaign Advertisements** – All campaign ads can be customized to include your school or program as a sponsor. NASW staff can help your board and volunteers use the campaign ads to raise the profile of the profession and of your school, at the national level and in school and alumni publications.

- **Financial Support** – Your school’s financial contribution to the National Social Work Public Education Campaign provides a cost-effective way to reach key audiences:
  - 150,000 NASW members, including prospective MSW and DSW candidates,
  - Leaders of the social work profession,
  - Your peers at other schools and programs of social work,
  - Current and prospective students, and their families,
  - Alumni,
  - Your college or university leaders, and
  - Decision makers in your community.

- **Visibility** –
  - Raising the visibility of your school or program helps attract and retain the best faculty and students. Campaign ads will be seen by prospective students and faculty, and by parents of students who are making decisions about schools and courses of study.
  - Raising the profile of your school or program of social work helps other programs on campus recognize the value of social work.
  - National visibility for a school or program enhances the value of alumni degrees and builds pride among graduates who can contribute to your program’s continued success.
USING THE CAMPAIGN ADS TO PROMOTE SCHOOLS AND PROGRAMS

NASW has invested in professionally produced and market tested print advertisements that increase public understanding of social work, and help define social worker expertise.

The Help Starts Here™ print campaign includes four “turnaround” print ads that were published in O, The Oprah Magazine in fall 2006, as well as a series of “umbrella” advertisements that carry different messages about the who, what, and where of social work practice. These umbrella ads have been further customized for billboard, transit and online ad placement.

We hope that your school or program of social work will use these campaign ads to raise the profile of the profession and of your school of social work—at the national level and in school and alumni publications.

Your faculty, students, boards and volunteers may also draw on their contacts with social service agencies, social work organizations and employers, community and business groups, and faith communities to find opportunities to place campaign ads that will reach key audiences with messages about the value of the social work profession.

NASW staff can customize any of these ads to include your school contact information to help you and other school leaders meet your promotional and recruitment needs. The ads in this toolkit are samples only. If you are ready with an opportunity to place advertising, please contact NASW at media@naswdc.org for additional details.
A SOCIAL WORKER GAVE HIM SOMETHING TO SWING BESIDES HIS FISTS.

She put hope in his hands. She is Dr. Evelyn Montanez, a psychiatric social worker who brought her “healthy bodies, healthy minds” program — including after-school sports, t’ai chi, even nutrition — to at-risk kids at elementary school P.S. 128M in New York City. This program, in partnership with Derek Jeter’s Turn 2 Foundation and the Morgan Stanley Children’s Hospital of New York-Presbyterian, has changed the lives of young people like Hansel Rodriguez.

Before intervention, Hansel would strike out — at his family, classmates and himself. But by channeling his energy, he’s become one of the strongest players on his team, confident and connecting with the world. In schools, in communities, help starts with a social worker. For information about life issues, or to find a social worker, visit www.HelpStartsHere.org.
By convincing her not to give up, she brought a beautiful person back to life. She is Alycia Hughes, LMSW, a social worker at M.D. Anderson Cancer Center in Houston who helps women cope with cancer — with everything from counseling to lodging to managing finances. According to Ivory Pete, one of her clients, Alycia is also an angel. Ms. Pete, facing cancer for the second time, “had already given up.” But Alycia had other plans. At Ms. Pete’s personal care home, fourteen people were waiting for her return. With counseling, practical services and by showing her how much she was needed, Ms. Pete came back to her home and loved ones. In hospitals, in communities, help starts with a social worker. For information about life issues, or to find a social worker, visit www.HelpStartsHere.org.
The social worker is Rick Selig, PhD, LSCSW, who counsels veterans in his private practice in Kansas. The soldier is Army National Guard Specialist Chuck Ross. They met when Chuck returned from his tour in Iraq. Finding himself hypersensitive and easily angered, Chuck knew he needed coping skills for being back home — where loud noises aren’t attacks and lives aren’t always on the line. Dr. Selig, a specialist in trauma and stress, helped Chuck practice techniques to “downshift” his reactions from high alert to everyday life. Four months later he’s been able to put the stress of war half a world away. For veterans, for families, help starts with a social worker. To find out more about these and other life issues or to find a social worker, visit HelpStartsHere.org.

A SOCIAL WORKER HELPED HIM PUT THE WAR 6,800 MILES BEHIND HIM.
He reached out to her by speaking Korean. He is Byung Tae Choi, MSW, a bilingual social worker with St. Barnabas Senior Services in Los Angeles. And his help transforms the lives of people like Eun Joo Choi, a recent arrival in America. After an accident left her isolated and deeply depressed, Byung brought a world of resources to Mrs. Choi, from counseling and translation services, to social events like Korean-American feasts and even group dances. Breaking down the barriers has given Mrs. Choi a new purpose, and something more. Friends. For seniors, for people of all ages, help starts with a social worker. For information about life issues, or to find a social worker, visit www.HelpStartsHere.org.
From adoption to geriatrics, court rooms to corporations, Social Workers help.

Social Workers Help starts here.
www.HelpStartsHere.org

HelpStartsHere.org

From senior centers to schools, hospitals to disaster relief, help is as close as a Social Worker. And this is their address. Learn more. Start here.

Social Workers Help starts here.
From schools to hospitals

www.HelpStartsHere.org

From adoption to geriatrics

www.HelpStartsHere.org

UMBRELLA BILLBOARDS – SAMPLE

www.HelpStartsHere.org


www.HelpStartsHere.org


www.HelpStartsHere.org

We help.

Anytime. Anywhere.

www.HelpStartsHere.org
Mental health. Adoption.
Child development. Substance use.
Disability. Geriatrics.
Military. Disaster relief.
Marriage counseling. Hospice.
Criminal justice. Oncology.

We help.

Anytime. Anywhere.

www.HelpStartsHere.org

Social Workers
Help starts here.

UMBRELLA AD – SAMPLE

We help.

Anytime. Anywhere.

www.HelpStartsHere.org

Social Workers
Help starts here.

UMBRELLA AD – SAMPLE
We are using photos of real social workers in the campaign. When making decisions about which umbrella ad to use, please choose from one of the social workers featured on this page.
LOGO USAGE & MEASUREMENTS

The official campaign logo and tagline is:

Social Workers
Help starts here.

2 Color Logo: PMS 138 & PMS Warm Gray 10

Social Workers
Help starts here.

1 Color Logo: Black (hands) 60% Black (tagline)

Social Workers
Help starts here.™

1 Color Logo: Reverse

Fonts
- Social Workers: Myriad Pro SemiBold
- Help starts here.: ITC Galliard Roman

Things to consider:

1. Don’t change the color of the hands to “match” a document’s design.
2. Don’t break the hands from the tagline.
3. Don’t change the relative position or sizes of any part of the logo.
4. Don’t use unapproved typefaces for any part of the logo.
5. Don’t place the logo on background that provides too little contrast.
6. Don’t place the logo on a background that is too complicated.
7. Do incorporate the logo into chapter letterhead for PR committees or workgroups.
8. Do consider having a banner made with the logo for your lobby and special events.
9. Do include the logo in your state conference materials—even if you don’t run an advertisements.

Minimum acceptable size: 2”
MEDIA AND OUTREACH TIPS

“News” is any event, idea or opinion that is timely, that interests or affects a large number of people in a community, and that is capable of being understood by them. Positive news coverage for social workers is a story or idea that illustrates the profession’s issues, mission and impact.

A cursory review of the Chronicle of Higher Education and Inside Higher Education suggests that there is plenty of work to do to make social work programs, research and scholarship as visible as other disciplines. Media interviews can be challenging, but social work leaders should take advantage of these opportunities whenever possible.

Story placement opportunities abound in local, national and trade publications and in broadcast outlets. In hard news, opinion and feature—there is room for social work if we provide focused, clear, engaging and insightful story ideas and background materials to interested journalists.

You can also educate people about the profession through other outreach activites:

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Answer the following to assess your program’s promotional strengths:

- Yes ☐ No ☐ My school/program has dedicated PR/marketing/development staff.
- Yes ☐ No ☐ My school/program issues at least six press announcements every year.
- Yes ☐ No ☐ My school/program works with the college/university communications staff.
- Yes ☐ No ☐ My school/program manages its own content on the university/college Web site.
- Yes ☐ No ☐ Several external organizations link to our school/program website.
- Yes ☐ No ☐ We publish and disseminate an annual report or similar activity summary.
- Yes ☐ No ☐ We host a variety of invitation-only and public information events.
- Yes ☐ No ☐ My dean or director has been interviewed by the media in the last four months.

Note: If you checked “yes” on five or more statements, you have a strong promotional program.
VIDEO PROMOTION AND DISSEMINATION

We know social workers serve their clients and their communities on any given day. We know we are a profession dedicated to communities, families and individuals. We know that we need to tell more people, with pride, about the good work we do.

The National Social Work Public Education Campaign has created tools for social workers to use to educate people about the breadth and depth of the profession. We have created advertising, public relations and Web materials that tell people about the profession. Now, we have a video that will show people that, on any given day, social workers help in myriad ways.

Goals of video
- Educate the public about what social workers do
- Demonstrate the depth and breadth of the profession
- Provide another tool for social workers to reach out to the public

Where can I see On Any Given Day?
...On PBS. NASW has secured sponsorship placement on public broadcasting stations across the country through their Spotlight On programming.

...On the Internet. The video is available on SocialWorkers.org and on HelpStartsHere.org, as well as on the popular video site YouTube.com.

...At NASW chapter conferences and other events. The NASW Chapters have copies of the video to show at meetings and events.

...Anywhere people need education about the important work that social workers do.

How can I use this video?
On Any Given Day is an excellent tool to educate people about the breadth and depth of the social work profession.

Who could benefit from seeing On Any Given Day?
- Social workers
- Employers
- Administration in your organization
- Public relations staff in your organization
- Potential employees of your organization
- Students of all ages
- Schools of social work
- Allied organizations
- Community and religious leaders
- Media outlets and journalists
- Anyone who needs to know more about social work

Where would be good places to show On Any Given Day?
- NASW and other social work conferences
- Social work staff meetings
- Grand rounds
- Staff orientations
- Career days
- Career and recruiting fairs
- Community and religious meetings
- School recruitment events
- Presentations about social work
- Editorial boards with newspapers
- Health fairs

How can I get a copy of this video?
Visit www.socialworkers.org to obtain a copy. For more information, e-mail media@naswdc.org.

This 5-minute video features three dynamic social workers:

Sue Matorin, MS, ACSW is a New York City clinical social worker at New York Presbyterian Hospital.

Jennifer Perez, LCSW is a medical social worker who specializes in working with trauma patients and their families at the University of North Carolina Medical Center.

William Bell, MSW is the president and CEO of Casey Family Programs in Seattle who works to enact change in the nation’s foster care system.

These professionals highlight three distinct areas of social work practice and give viewers a snapshot of the important work social workers do.
**FACT SHEET**
**SOCIAL WORK CONSUMER WEB SITE**
www.HelpStartsHere.org

**Consumer Site Goals:**
- Provide individuals and families with useful information on timely topics
- Showcase social work experts on a range of biopsychosocial issues
- Make finding a social worker and social work services easier
- Profile and solicit inspiring social work stories from across the country

**Topics Covered:**

### Kids & Family
- Adoptions and Foster Care
- Early Childhood Development
- Family Safety
- Healthy Parenting
- Schools and Communities
- Youth Development

### Seniors & Aging
- Advanced Care Planning
- Alzheimer’s and Dementia
- Caregiving
- Lifespan Planning
- Residential and Long-Term Care
- Vital Aging

### Health & Wellness
- Cancer
- Death and Dying
- Disabilities
- Family Genetics
- Healthy Lifestyles
- HIV/AIDS
- Living with Illness
- Pain

### Mind & Spirit
- Addictions
- Anxiety
- Attention Deficit & Hyperactivity
- Depression
- Eating Disorders
- Grief and Loss
- Obsessions and Compulsions
- Relationships
- Schizophrenia
- Stress Management
- Suicide Prevention

**Each Content Area Includes:**
- About – General introduction to the topic
- Current Trends – Recent developments and statistics in that topic area
- Your Options – Samples of services available to consumers
- How Social Workers Help – What consumers should expect from social workers
- Tip Sheets – Tips on managing different problems and issues
- Resources – Links to other organizations for additional information on the topic
- Real Life Stories – Inspirational stories of people helped by a social worker
PROFESSOR CONTENT CONTRIBUTIONS

Social Work Professors Who Have Published on HelpStartsHere.org (as of Oct. 15, 2007)

Health & Wellness

- Francis L. Battisti, LCSW, BCD - State University of New York, Broome Community College Campus
- Teri Browne, MSW, LSW - University of Chicago
- Lisa E. Cox, PhD, LCSW - The Richard Stockton College of New Jersey
- Christina Erickson, PhD, LISW - Augsburg College
- Cynthia Poindexter, PhD, MSW - Fordham University Graduate School of Social Service
- Elizabeth C. Pomeroy, PhD, LCSW - University of Texas at Austin School of Social Work
- Anna Scheyett, MSW, LCSW, CASWCM - University of North Carolina - Chapel Hill, School of Social Work

Kids & Families

- Sharon Covington, MSW, LCSW-C - Georgetown University School of Medicine in the Department of Obstetrics and Gynecology
- Willie Elliott, MSW - Northern Kentucky University, Department of Counseling, Human Services & Social Work
- Stephen “Arch” Erich, PhD, LCSW - University of Houston, Clear Lake
- Margo Kushner, PhD, MSW, RSW - Salisbury University
- Christine Lowery, PhD, MSW - School of Social Welfare, University of Wisconsin at Milwaukee
- Mark Mattaimi, DSW, ACSW - Jane Addams College of Social Work, University of Illinois at Chicago
- W. Sean Newsome, PhD, MSW - Jane Addams College of Social Work, University of Illinois at Chicago
- Frederic Reamer, PhD - Rhode Island College, School of Social Work
- Caitlin Ryan, PhD, ACSW - San Francisco State University
- Deborah Siegel, PhD, LISCSW - Rhode Island College, School of Social Work
- Katherine van Wormer, MSSW, PhD - University of Northern Iowa

Mind & Spirit

- Deborah Bowen, LCSW - University of North Carolina
- Daniel Buccino, ACSW, DCSW - Johns Hopkins University School of Medicine, Smith College, and University of Maryland
- Bonnie Collins, CSW-R - Graduate School of Social Work at the State University of New York, Buffalo
- Sharon Covington, MSW, LCSW-C - Georgetown University School of Medicine Department of Obstetrics and Gynecology
- Carole Milan Danis, MSW, LICSW - North Seattle Community College
- Holly E. Dreger, MSW, LCSW - Eastern Connecticut State University
- Angela Guerroso, MSW, LICSW - Counselor and Liaison at Bentley College
- Rick Hall, MSW, LCSW - Bunker Hill Community College and North Shore Community College
- Mary Ann Knapp, MSW, LCSW - Center for Counseling and Psychological Services (CAPS) at Pennsylvania State University
- Michael Langlois, LICSW - Boston College School for Social Work and Harvard Medical School
- Jan Ligon, PhD, LCSW - Georgia State University
- Elizabeth C. Pomeroy, PhD, LCSW - University of Texas at Austin School of Social Work
- Joan E. Shapiro, LCSW, BCD - North Shore University Hospital’s Department of Psychiatry
- Katherine van Wormer, MSSW, PhD - University of Northern Iowa

Seniors & Aging

- Francis L. Battisti, LCSW, BCD - State University of New York, Broome Community College Campus
- Kathy Black, PhD, MSW - University of South Florida at Sarasota/Manatee
- Debra Butler, MSW, LISW - Miami University
- M.W. Parker, DSW, University of Alabama
CAMPAIGN AWARDS

The National Social Work Public Education Campaign has earned several awards highlighting the important work being done on behalf of the profession.

In 2005, NASW and Crosby Marketing Communications received awards for the fundraising video “Telling the Social Work Story” and the campaign’s focus group research. The Public Relations Society of America - Maryland Chapter gave the awards.

In 2006, the Advertising Association of Baltimore awarded the Help Starts Here logo its Silver Addy. The consumer Web site also received an Award of Excellence from the Public Relations Society of America—Maryland Chapter and the Gold Excellence in Association Publications Award from Association Trends.

In 2007, the Public Relations Society of America—Washington DC Chapter awarded the Help Starts Here Campaign its Thoth Award of Excellence for reputation and brand management, as well as for survey research conducted with sandwich generation women.

We are grateful to the creative and account staff of Crosby Marketing Communications for their support and guidance over the last four years and look forward to many additional campaign successes in the future.

CAMPAIGN CONTACTS AND RESOURCES

Staff from three NASW departments—Development, Communications, and Marketing comprise the core planning team of the National Social Work Public Education Campaign. Please feel free to contact members of this group anytime by calling 202-336-8212 or by emailing media@naswdc.org with ideas and suggestions.

Additional Web Resources:

- www.SocialWorkers.org
- www.NASWFoundation.org
- www.HelpStartsHere.org
- www.Workforce.SocialWorkers.org
- www.SocialWorkReinvestment.org
- www.SocialWorkChat.org
- www.SocialWorkers.org/pressroom