

MAXIMIZING SOCIAL WORK'S POLICY IMPACT IN A CHANGING POLITICAL LANDSCAPE

NASW 4/26/17 ①

NASW CONFERENCE CENTER • APRIL 26-27, 2017

... a meaningful conversation



WITHIN OURSELVES

WITHIN OUR ORGANIZATIONS

WITHIN OUR COMMUNITIES

We have the power and influence



STANDUP!

COALITION for POLICY EDUCATION and PRACTICE IN SOCIAL WORK

Advancing Equity and Social Justice

FUND for SOCIAL POLICY EDUCATION and PRACTICE

STRENGTH IN PARTNERSHIPS

→ It is important for social workers to learn policy because ... It is the context of our practice and the world our clients live in

→ Direct practice social workers need to understand policy because ... it affects them, their clients and the communities they work in

→ Social workers can be excellent political candidates because ... we stand up for people and promote social justice

→ The divide between micro and macro social work practitioners can be closed by ... focusing on systemic solutions for systemic changes

→ Social workers can be excellent policy practitioners because ... we collect and connect the dots

→ Practice settings such as non-profit agencies need to be involved in policy advocacy because ... they give voice to the emergent needs of vulnerable populations in policy making

→ The social work profession can do more to advocate effectively by ... equipping social workers to collaborate, communicate, organize and get elected to public office

KEYNOTE:

ELEN BUCHMAN

the LEADERSHIP CONFERENCE

CALL to ACTION: MAXIMIZING SOCIAL WORK'S POLICY IMPACT IN a NEW POLITICAL ENVIRONMENT

IMAGINE



THESE ISSUES HAVE BEEN WITH US a LONG TIME...

BIAS, POVERTY, INJUSTICE, APATHY, INEQUALITY, GRIEF, INEQUITY, SEXISM, UNEMPLOYMENT, INHUMANE

DON'T THINK ABOUT HOW **SORROWFUL** YOU FEEL...

PRIVILEGE

TOOD YOU! -45

DON'T GIVE UP the CONVERSATION

THIS is a **UNIFYING MOMENT**

THINK ABOUT WHAT WE CAN **DO**

HOW WE CAN **BREAK THROUGH**

and **ENGAGE**



IN **COALITION** THERE IS **STRENGTH** and **SUCCESS**

CHECK OUR **EGOs** at the DOOR



WE DID IT ALL BY OURSELVES!



WE are **HAVING SUCCESS**

CREATE a **BETTER NARRATIVE**

FACTS MATTER

DIRECT and HONEST

LISTEN

COLLECT the STORIES

ORGANIZE **ENGAGE**

the **FRONT-LINE** of SOCIAL CHANGE ... UNDERSTANDING the **Who**

YOU ALREADY KNOW that the WORK YOU DO is **IMPORTANT**



WE'RE ALL **AGENTS of CHANGE**



The **BIGGEST...** **SMALLEST...** **ANY CHALLENGE** is SOLVABLE BY CIVIC INVOLVEMENT ... EVERY DAY

OUR SOCIETY NEEDS a **REVOLUTION of TENDERNESS**

SPEAK to the **REALITY** of the CURRENT POLICY ENVIRONMENT

MEET ME WHERE I **AM**

WHAT NEEDS to HAPPEN?



WE'VE BEEN THROUGH **WORSE**

BE PART of the **"US"**

ESTABLISH OUR COMMONALTY



MAXIMIZING SOCIAL WORK'S POLICY IMPACT IN A CHANGING POLITICAL LANDSCAPE

DAY 2

NOV 9 2016

THIS IS WHY I BECAME A SOCIAL WORKER!

REAL COMMUNITIES

NASW 4/27/17 (3)

PANEL:

PERSPECTIVES ON POLICY PRACTICE IN A CHANGED POLICY ENVIRONMENT —

STRATEGIES, COALITIONS, RESOURCES

VOTE

WORKING FAMILIES

WHAT are the ECONOMIC CONDITIONS?

WHAT CAN BE DONE to IMPROVE THEM?

the ROLE of ACADEMIA

'GATEWAY' ACTIVITIES

INCREMENTAL SUCCESS

SOCIAL WORK has a SPECIAL PERSPECTIVE

that DOESN'T EXIST ANYWHERE ELSE

VALUES

THIS is a MOMENT that WAS MADE for SOCIAL WORK

WE are VALUABLE PARTNERS

WHAT'S the ROLE of GOVT.?

MOVEMENT is "GREASE"

ENGAGE!

HOW DO WE GET RID of UNPRODUCTIVE THINKING?

SEEK OUT the "STRANGE BEDFELLOWS"

INSURERS

FOCUS ON the HOUSE

CALL!

REACH OUT ACROSS the AISLE

PROTECT OUR CARE!

IT WORKS!

GET the STORIES

DATA is NOT ENOUGH

WE NEED

EVERYONE AT the TABLE

WHEREVER THEY ARE

HEALTH CARE IS A RIGHT

RIGHT NOW!

AHCA

STORY BANK

ALABAMA? WHY, YES... RIGHT HERE

WHO ELSE CAN DELIVER the MESSAGE?

YOU CAN BE an ADVOCATE ANYWHERE

GET CONNECTED

FEDERAL and STATE LEVELS

FLEXIBILITY

"ACTIONABLE PARTNERS"

WHO BENEFITS from the ACA?

HAVE the CONVERSATION

DOES the MISSION CHANGE?

CELEBRATE the (small) VICTORIES!

OFFENSE

"DOUBLE DOWN" and DEFENSE

No!! ... BUT OUR STRATEGIES HAVE

FIGHT BACK

STAY POSITIVE

THINK ABOUT TOMORROW: the "THERE and THEN"

KEEP SIGHT of the LONGTERM

WHILE STUCK IN: the "HERE and NOW"

THREATS to the SAFETY NET

BLOCK GRANTS

SAFETY and SECURITY of IMMIGRANTS

CIVIL RIGHTS

WHEN the TIME is RIGHT



WHEN the TIME is RIGHT

GO

START

WHERE the CLIENT IS

RURAL HEALTH VETERANS' HEALTH

THIS is a MOMENT that WAS MADE

WE are VALUABLE PARTNERS

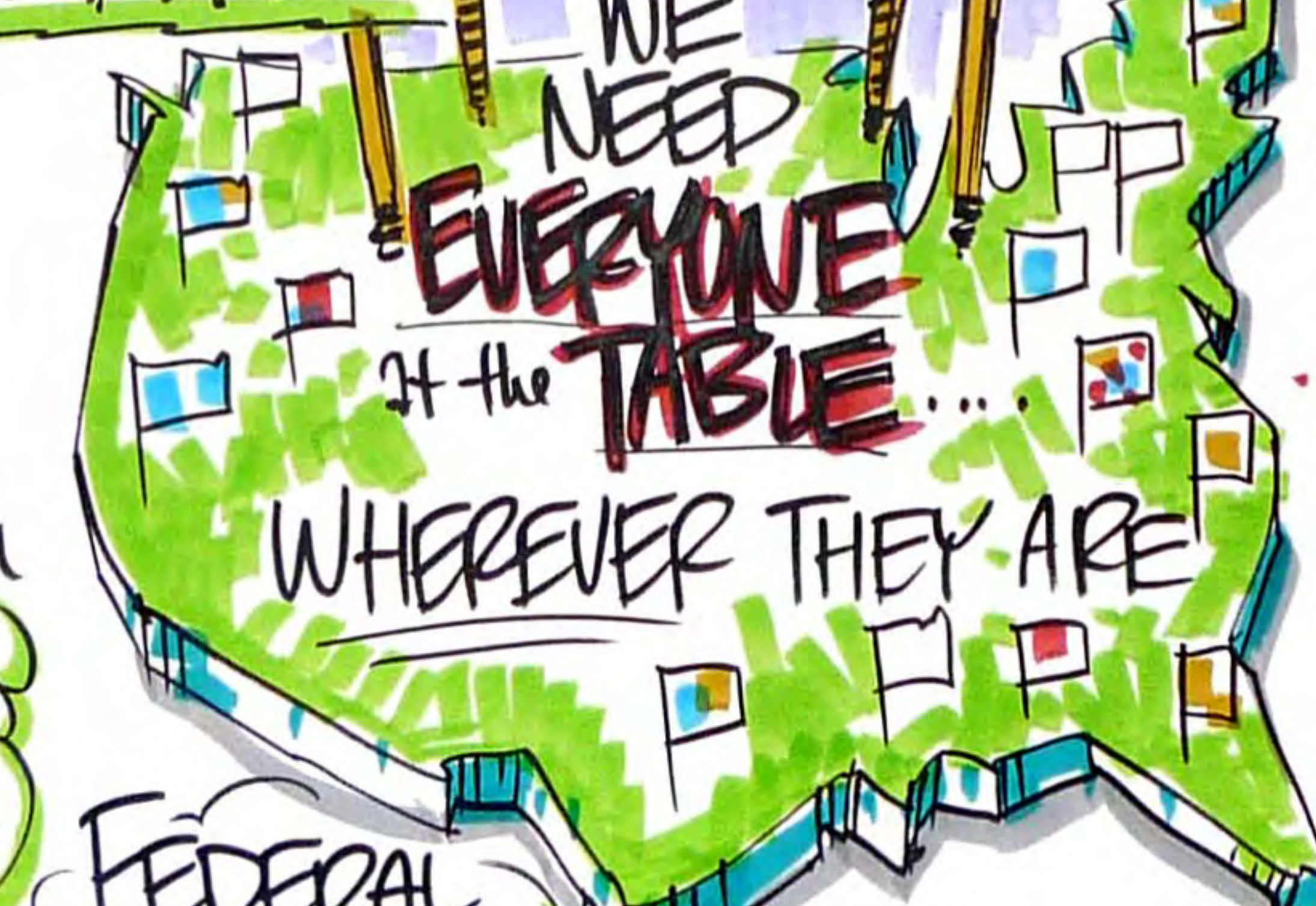
WHAT'S the ROLE of GOVT.?

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WE NEED **POLICY PRACTICE** at the TABLE ACADEMIA



WE CAN'T FOCUS IN JUST ONE AREA
SUSTAINABILITY
#SWVOICES

COMMUNITY DISSEMINATION
• INFORMATION
• TOWN HALLS
• SOCIAL MEDIA
• CONFERENCE

"REAL" SOCIAL WORK IS DIRECT

FIELD EDUCATION

CIVIC ACTIVITY

PANEL:
POLICY PRACTICE INNOVATIONS IN SOCIAL WORK EDUCATION:
FIELD INITIATIVES, STUDENT ENGAGEMENT and PARTNERSHIPS - INITIATIVES, OUTCOMES and NEXT STEPS

ADVOCACY and LEGISLATIVE TRAINING
• BILL WRITING
• BILL ANALYSIS
• LEGISLATIVE BRIEFS

REPEAL THE DEATH PENALTY

EDUCATION

YOU WON'T MAKE \$5 MUCH...
WE MAY BE **DISCREDITING** MACRO PRACTICE

YOU CAN'T GET A JOB
BUT... ALL GRADUATES are GOING to HAVE to RELY ON **MACRO** SKILLS

ENGAGING IN ORGANIZATIONS
• ELECTORAL ACTIVITIES
• GAIN A POLITICAL VOICE

SOCIAL WORK SPEAKS
RESEARCH IN POLICY

TESTIFYING
• LOBBYING
TRAUMA-INFORMED POLICY

HIGHER EDUCATION

BROADBAND ACCESS
IMPACTING the WELL-BEING of PEOPLE

I'M A BILL!



CIVIC LITERACY
DO OUR STUDENTS HAVE the BACKGROUND KNOWLEDGE?

...DO OUR INSTRUCTORS?



RELATIONSHIPS are KEY IN DEVELOPING FIELD PLACEMENT

NEVADA POLICY PRACTICE ACADEMY
UMBRELLA ORG
• DEMONSTRATING COMPETENCIES
• MAKING CONNECTIONS

AM I GETTING WHAT I NEED?

OPTIONS for INTERSHIPS are LIMITED

MAYBE I SHOULD GO INTO MICRO...

MAKE IT MORE FLUID

the **STUDENT PERSPECTIVE**

WHAT DO I NEED to KNOW?

POLICY PRACTICE SKILLS are IMPORTANT

WE HAVE to ENGAGE OTHERS

MACRO is IMPORTANT

SEEING the **VALUE** IN WHAT THEY DO

WHICH DIRECTION DO I WANT to GO?

PAY ATTENTION to the **LARGER ISSUES**

CLINICAL STUDENTS
POLICY STUDENTS
that SOUNDS INTERESTING?

YOU are MAKING an **IMPACT**

SHARE ALL PERSPECTIVES

POLICY IN SW:

- BUILD AWARENESS AMONG EDUCATORS
 - FIELD INSTRUCTORS
 - DEPTS
- STRENGTHEN CONNECTIONS POLICY/PRACTICE/EDUCATION and RESEARCH
- BUILD the CASE for POLICY THROUGH DATA and EDUCATION
- INCREASE the CAPACITY for SKILL-BUILDING

SW EDUCATION ENGAGEMENT:

- NADD to PROMOTE SW SCHOOL ENGAGEMENT w/ GOV'T.
- EDUCATORS DEVELOP LISTS of POSSIBILITIES for POLICY EXPERIENCE
- IDENTIFY POLICY PRIORITIES and HOME MESSAGES
- TENURED FACULTY ON LOCAL COMMUNITY BOARDS
- SCHOOLS and AGENCIES CELEBRATE SUCCESSES IN the MEDIA

STRATEGIES to EXPAND PARTNERSHIPS

- SW SCHOOLS to CONDUCT OUTREACH to POLICY ORGS
- CONNECT ALUMNI to SCHOOLS
- CONNECT STUDENTS and ALUM to ORGS
- SCHOOL and PROGRAM ADVISORY BOARDS

OUTCOMES:

- INCREASE PLACEMENTS/JOBs
- WIDER SOCIETAL BENEFITS
- BETTER POLICIES + PROGRAMS
- COLLECTIVE IMPACT

ROLES and STRATEGIES for EDUCATORS/ACADEMICS

- SET EXPECTATIONS w/ STUDENTS
- ESTABLISH the PIPELINE
- SOCIAL WORKER = POLICY CHANGE AGENT
- CURRICULUM/EXTRA-CURRICULAR ACTIVITIES (C.E.s)
- POLICY IMPLICATIONS as PART of PROFESSIONAL DEVELOPMENT.
- INVEST IN MACRO PLACEMENT - SW SUPERVISION
- EMPHASIZE that RESEARCH REACHES PRACTITIONERS and POLICY MAKERS

UNDERSTANDING of the IMPACT of POLICY ON NON-MACRO/DIRECT PRACTITIONERS

- MAKE MICRO/MACRO CONNECTIONS
- POLICY/PRACTICE ASSIGNMENTS
- FREE CEU CREDITS for ONGOING PROF. DEV. — POLICY IMPACTS
- AWARDS

SMALL GROUP CONVERSATIONS

#1

VALUES • PRINCIPLES • STANDARDS

TAKE A LOOK
and
RE-EVALUATE

**ENGAGING IN POLICY ADVOCACY—HOW
to BE PREPARED and PREPARE OTHERS**

IT DOESN'T TELL US EVERYTHING...
WHAT ABOUT MACRO?
PUTTING the **CODE of ETHICS** to WORK
IN A NEW POLITICAL CLIMATE



CONFLICT of INTEREST
ACCESS to RECORDS
DUAL RELATIONSHIP
WE'VE SEEN A **SHIFT**

HOW DO WE GET INVOLVED?

ADVOCATE for CHANGES to IMPROVE SOCIAL CONDITIONS

6.04 POLITICAL ACTION

4.02 NOT PRACTICE CONDONE, FACILITATE OR COLLABORATE IN DISCRIMINATION

HOW DO WE CONTINUE to MOVE?
WE'RE HELD RESPONSIBLE
WE ARE to PURSUE SOCIAL CHANGE

Collaborator!
"I DON'T DISCUSS POLITICS"
IT'S A **PERSONAL DECISION**

HOW DO WE EXPRESS OUR VIEWS and HANDLE the VIEWS of OTHERS?

PRIVACY and CONFIDENTIALITY

ADDRESS DIFFERENCES RESPECTFULLY

TALK to EACH OTHER
CHALLENGE OURSELVES

Put EVERYTHING WE'VE LEARNED INTO **ACTION**

- **BE PROACTIVE**
- LISTEN to **UNDERSTAND**
- **MEET** OUR COLLEAGUES WHERE THEY ARE

TACTICAL ISSUES for ENGAGING PRACTITIONERS IN POLICY

FOOD for the HOMELESS

ADVOCACY? LOBBYING? ... IT DEPENDS

POLITICAL WORK



MAKING SURE ALL VOICES GET to the TABLE

HOW CAN WE BE MORE EFFECTIVE as ADVOCATES?

ONLINE
ADVOCACY CAPACITY TOOL

ADVOCACY STRENGTHS and GAPS IN YOUR ORG.

HOW DO YOU EVALUATE ADVOCACY?

- CAPACITY BUILDING
- **IMPACT** WE DON'T HAVE TIME to NOT BE EFFECTIVE
- **INCREMENTAL PROGRESS**

POWER CHECK

INTERNAL CAPACITIES
RESEARCH + ASSESSMENT
- WHAT ELSE IS GOING ON?

YMCA
WORLD CHURCH

COMMUNITY ORGANIZING
→ HAVE CONSTITUENTS TAKE LEADERSHIP ON THE ISSUE

SMALL GROUPS #2

CRIMINAL JUSTICE REFORM

- REENTRY
- SOLITARY
- MENTAL HEALTH
- JOBS
- PIPELINE/TREATMENT
- VOTING RIGHTS
- WE NEED to QUANTIFY SAVINGS and INVESTMENT
- DIFFERENCES BETWEEN "PRISONS" and "JAILS"

EXCITING WORK IS HAPPENING

JUSTICE FOUND TABLE

IMMIGRATION

- STEPS for IMMIG
- LOCAL ADVOCATES BUILDING BRIDGES
- LACK of INTERNAL SW's
- EDUCATION
- SOCIAL RESPONSIBILITY

- STAND UP to THREATS - COMPUCITY
- SAFE-SPACE CONVERSA.
- ADVOCACY?
- CONFIDENTIALITY
- HOW DO WE SERVE IMMIGRANTS?
- LOCAL LEVEL POLICY
- PUBLICIZE OUR WORK
- PARTNERS: PUBLIC POLICY, LEGAL, CHURCHES
- INFO. TOOLS / CONSTRAINTS / SHIFTS / LAWS / MESSAGING
- SUPPORT GRASSROOTS
- S.W. CURRICULUM
- STORIES IN the MEDIA - FRONT and CENTER
- IMMIGRATION INTEGRATION
- LONG-TERM VIEW

COALITION BUILDING BETWEEN ISSUES

RACIAL EQUITY

- FACILITATE STORY-TELLING
- PUBLIC DISCOURSE
- QUANTITATIVE RESEARCH
- TOOLS: MEDIA and TECH, LARGER VENUES, PUT the QUESTION BEFORE the ANSWER

ECONOMIC SECURITY

- WHAT IS IT
- MINIMUM
- HOW DO WE RAISE the BAR
- GLOBAL LENSE
- SECURITY
- FEELING PART of the COMMUNITY
- DEFINE OURSELVES
- MESSAGING to CREATE POLICY - TAX REFORM
- ECONOMIC DRIVERS
- TOOLS: WORKFORCE DEV. POLICY - WHAT DOES IT MEAN?

LAWS ALONE are ONLY PART of the EQUATION

HEALTHCARE

- SW. IN OPTIMAL POSITION
- ACCESS
- DELIVERY SYSTEM
- PARTNER w/ LOCAL GOVT, H.C.
- STORIES
- ENGAGE IN ADVOCACY PHONE - MEDIA - MESSAGING "COMMUNITY WELL-BEING"
- PRIORITIZE ISSUES
- COLLECTIVE IMPACT
- LONG-TERM RELATIONSHIPS

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TAKE AWAYS and NEXT STEPS

- WORK w/ MY OWN FIELD INSTRUCTORS
- TAKE BACK to the POLICY COUNCIL
- OWN WHO WE ARE - VALUES, EXPECTATIONS of OUR STUDENTS - CHALLENGE OUR STUDENTS
- RELEASE INFO. to ADVOCATE for GREATER POLICY CONTENT
- FORMATION of a STANDING COMMITTEE for POLICY
- PROFESSIONAL DEVELOPMENT - C.S.U. COMPONENT / POLICY TRAINING - NASW and STATE + LOCAL AFFILIATES
- WORK w/ OUR FIELD to DEVELOP MACRO PLACEMENTS
- INFORMATION to BE POSTED to CSE SITE.
- PUT TOGETHER and POST IMAGES and VIDEO from the MEETING

THANK YOU ALL!