

Social Work Month in March highlights the ways Social Workers Empower Others

This year's theme is "Elevate Social Work!"

WASHINGTON, D.C.– The National Association of Social Workers ([NASW](#)) is helping lead this year's Social Work Month celebration in March with a campaign centered around the theme "Elevate Social Work!"

OR:

CITY – (ORGANIZATION NAME) is helping celebrate Social Work Month in March with activities centered around this year's theme "Elevate Social Work!"

BODY:

The campaign will inform the public and legislators about the crucial role social workers for more than century have played in improving our society and empowering others, so they live to their fullest potential.

For instance, Social Worker of the Year Kimber Nicoletti-Martinez founded an organization to mobilize farm workers and low-wage immigrant communities in Indiana, California, Pennsylvania and Arizona to prevent child sex abuse.

Social workers such as social reformer Jane Addams, former Labor Secretary Frances Perkins, and civil rights leaders Dorothy Height and Whitney Young have helped Americans secure voting rights, Social Security, unemployment insurance, and other programs.

(INSERT QUOTE HERE TO EXPLAIN WHY YOU OR YOUR ORGANIZATION ARE EXCITED ABOUT SOCIAL WORK MONTH)

According to the Bureau of Labor Statistics social work continues to be one of the fastest growing careers in the nation, with more than 100,000 people expected to enter the field in just seven years.

You can find social workers literally everywhere in our society. For example, they are in schools helping students overcome life challenges, so students can get the best possible education. They're in clinics, hospitals and mental health centers helping people recover; and in federal, state and local government pushing for legislation and regulations to improve quality of life.

Many people may not know social workers account for the largest group of mental health service providers in the United States or that the Veterans Administration is the largest employer of social workers with a master's degree.

Despite the invaluable work that social workers do, their salaries tend to lag that of other helping professions such as high school teachers, nurses and police. Part of the 2019 Social

Work Month campaign will be to start a podcast series with social work and other experts aimed at getting ideas to address the salary disparity.

Other highlights of the 2019 Social Work Month Campaign include:

- A Social Work Month online toolkit at www.socialworkmonth.org
- And infographic that explores social work salaries and which parts of the nation tend to better compensate social workers.
- A video public service announcement that can be shared on social media or on television.
- Public News Service: In the months leading up to Social Work Month NASW has engaged Public News Service to write stories about issues of the day from a social work-perspective.
- An official proclamation that you can get local, state or federal politicians to endorse.
- Social Work Month merchandise from official vendor Jim Coleman Ltd.
- Media Awards to TV shows, film and news articles that best represent social workers or issues important to the profession.

(PUT CLOSING QUOTE HERE. SEE THE EXAMPLE BELOW. PLEASE TAILOR IT TO ADDRESS YOUR ISSUES)

“The services of social workers are needed now more than ever before as the nation grapples with issues such as income equality, the opioid addiction crisis, the environment and continued struggle for equal rights for all. During Social Work Month we hope you will take time to learn more about the profession and support the work of social workers in improving the lives of individuals and families and our society.”