

Social Work Month in March looks at vital role of social workers in improving our society

This year's theme is "Social Workers: Leaders. Advocates. Champions"

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 **"Social Workers: Leaders. Advocates. Champions."**

OR:

CITY – (ORGANIZATION NAME) is helping celebrate Social Work Month in March with activities centered around this year's theme "Social Workers: Leaders. Advocates. Champions."

The campaign will inform the public and legislators about the crucial role social workers for generations have played in improving the well-being of people and helping our nation become a better place to live.

For instance, 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 A QUOTE FROM CHAPTER OFFICIAL HERE)

Social work is a fast-growing profession with more than 680,000 social work professionals in the United States, according to the Bureau of Labor Statistics. Clinical social workers are the largest group of mental health providers in the United States and the U.S. Department of Veterans Affairs is one of the biggest employers of social workers with a master's degree.

Social workers are trained to look at situations in a holistic way, helping bring together people and communities to find ways to address pressing individual, group and societal issues such as hunger, affordable housing, equal rights for all and making organizations and government accountable.

Social workers also follow the NASW Code of Ethics, which calls on members of the profession to enhance human-well being and meet the basic needs of all people, with particular attention on the needs and empowerment of those who are vulnerable, oppressed or living in poverty.

Here are some activities NASW is doing during Social Work Month to highlight the contributions of the social work profession. **(PLEASE INCLUDE YOUR SOCIAL MONTH ACTIVITIES HERE OR LIST NASW ACTIVITIES)**

Social Work Month Online Toolkit: [The toolkit](#) offers social workers and their allies tools they can use to educate others about the positive impact of social workers. The toolkit includes an official proclamation that social workers can have their lawmakers distribute, downloadable logos, and a sample press release and letter to the editor.

NASW "Social Work Talks" Podcast: NASW will launch a "Social Work Talks" podcast series in March with the purpose of informing, educating and inspiring the social work community. The Podcast will feature news about NASW policies, services and products and highlight influential social workers from around the nation.

Television/Video Public Service Announcements: NASW has released two 30-second TV public service announcements that show [how social workers help people overcome life's challenges](#) and [highlight the](#)

[achievements of the social work profession](#). Social workers and their allies can share the video on their social media channels or ask their local TV stations to air them.

Social Media Thunderclap: NASW will host a [social media Thunderclap](#) on March 1 that will let thousands of social workers and their supporters around the nation and world share positive messages about the profession on the first day of Social Work Month.

Media Awards: [NASW will honor news](#) and magazine articles, TV shows, films and other media that show how social workers are effective advocates, champions and leaders.

Merchandise: Social Work Month merchandise will be used to promote the “Social Workers: Leaders. Advocates. Champions” theme. [Jim Coleman LTD](#) is our official vendor.

(PUT CLOSING QUOTE HERE – SEE THIS EXAMPLE. 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.”