



Going Back to School with Social Workers

A Collaborative Public Education Campaign by the School Social Work Association of America and NASW's School Social Work Specialty Practice Section

Dear SSWAA Members,

In August 2019, the School Social Work Association of America (SSWAA) and National Association of Social Workers (NASW) launched a public education campaign to increase public knowledge of the value school social workers bring to schools, students, families and communities, and encourage school districts to hire more school social workers. We have been working collaboratively since March to prepare for this campaign. The objectives of the campaign and tactics are outlined below:

JOINT CAMPAIGN OBJECTIVES:

- Raise public awareness of the role of school social workers
- Encourage school systems to hire more school social workers
- Encourage more social workers to join SSWAA and NASW
- Highlight research that proves that social workers help students and schools succeed
- Empower school social workers by giving them tools to help them better articulate and promote the valuable work they do, and
- Raise morale of the school social work workforce

JOINT TACTICS:

- An online [School Social Work Media Toolkit](#)
- Editorials on the benefits of school social workers will be sent out nationally
- Articles offering Back-to-School tips from social workers to elementary school students, middle and high school students and parents have been distributed nationally
- Both SSWAA and NASW will host Podcast series
- A Facebook frame that social workers can use to identify themselves as school social workers and link back to the campaign "Going Back to School with Social Workers" (available from the Toolkit)

- Twitter hashtags #Back2SchoolSocialWorkers #SSWAA #NASW #ClosingthegapSSW to be used during the campaign

SSWAA will continue the campaign throughout the 2019-2020 school year. To follow the details of this national public education campaign, go to <https://www.sswaa.org/communication-campaign>. Each month a topic will be highlighted showing the link between school social work and addressing a need of students, families, school districts and the community.

SSWAA TACTICS:

- Monthly topic that links school social workers to issues faced by school districts
- Monthly blog, e-bell article, sample social media posts and web resources related to the topic
- Monthly podcasts on highlighted topic hosted by [Charles Barr, Common Ground](#) or [Dr. TerriIn Rivers-Cannon, Dare to Soar](#).
- Monthly to-do-lists that provide SSWAA Members and state associations with information about what they can do to promote school social work in their school and district
- Social Media posts on Facebook, Twitter, LinkedIn and Instagram
- A **Twitter storm** one day a month – **the second Wednesday of every month!**

WE NEED YOU AS AN INDIVIDUAL MEMBER TO

1. Post on social media about school social work, especially during our Twitter Storms
2. Send letters to your principal and superintendent about the value a school social worker brings to the school
3. Share information about the national education campaign with **all** your colleagues!

Let's make this the year of the school social worker by raising awareness about our role in supporting the success of all students!



Michelle Alvarez
SSWAA Board President