Addressing Essential Topics Relevant to Social Workers and the Social Work Profession

Presented at the

NADD Spring Conference

April 10, 2014

Angelo McClain, PhD, LICSW
Chief Executive Officer
National Association of Social Workers
Thank You!!!!
Thank You for...

EDUCATION, MENTAL HEALTH, MILITARY, VETERANS, & THEIR FAMILIES, ADOPTION & FOSTER CARE, BULLYING, AGING, FAMILY PRESERVATION, MANAGEMENT, CHILD WELFARE, POVERTY, HOSPITAL, SUPPORT, HEALTH, SCHOOLS, DOMESTIC VIOLENCE, ADVOCACY, ADDICTIONS, CRISIS INTERVENTION, SOCIAL JUSTICE, COMMUNITY ORGANIZING, HOSPICE, UNDOING Hopelessness, POLICY & PRACTICE, RESEARCH, EDUCATION, MENTAL HEALTH, ADOPTION & FOSTER CARE, BULLYING, AGING, FAMILY PRESERVATION, MANAGEMENT, CHILD WELFARE, POVERTY, HOSPITAL, SUPPORT, HEALTH, SCHOOLS, DOMESTIC VIOLENCE, ADVOCACY, ADDICTIONS, CRISIS INTERVENTION, SOCIAL JUSTICE, PALLIATIVE CARE, COMMUNITY ORGANIZING, HOSPICE, RESEARCH
Presentation Overview

• NASW Membership Overview

• New & Expanded Opportunities for Professional Development

• New & Expanded Opportunities for Social Work Service Provision

• Opportunities to Challenge Social Injustice
National Association of Social Workers Membership

132,000 Members in 55 Chapters

September 2013
Get involved today by emailing us at naswsd@naswsd.org
NASW Membership Includes

• Professional Development

• Advancing the Profession
  – *Code of Ethics*
  – Professional Review
  – Standards & Policies
  – Advocacy

• Professional and Personal Protection
  – Career Protection
  – Risk Management
  – Professional Liability Insurance
  – Home, Auto and Life Insurance (other)

• NASW Chapters (NASW National)
New & Expanded Opportunities for Professional Development
(defining, developing & enhancing professional expertise)
Social Work Practice Standards

- Service Members, Veterans, and Their Families
- Case Management
- Child Welfare
- Clients with Substance Use Disorders
- School Social Work Services
- Safety
- Supervision

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Award-Winning NASW Press

Mindfulness-Oriented Recovery Enhancement for Addiction, Stress, and Pain by Eric L. Garland

FORTY YEARS OF SOCIAL WORK: Reflections on Practice and Theory by Christopher Rhodes-Dixena

Successful Community Leadership and Organization by John E. Tropman

The School Social Work Toolkit: Hands-On Counseling Activities and Workshops by Alison Varianides

Children and Families Affected by Armed Conflicts in Africa by Joanne Corbin, Editor

Resiliency: An Integrated Approach to Practice, Policy, and Research by Ravi D. Gandy and Richard D. Bynum

Econocide: Elimination of the Urban Poor by Alice Skitz

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Social Work Practice

Coalitions

• Leadership Council of Aging Organizations
• National Foster Care Coalition
• National Child Abuse Coalition
• National Coalition on Mental Health and Aging
• Coalition for Whole Health
• National Association of Pupil Services Organizations
• Violence Against Women Coalition
Specialty Practice Sections

Webinars

- Psychotherapy Codes: Major Changes for 2013
- Achieving Health Equality for All: Reducing Tobacco Use in Minority Populations
- Positive Outcomes with Evidence-Based Approaches to Preventing Teen Pregnancy

- Administration & Supervision
- Aging
- Alcohol, Tobacco & Other Drugs
- Child Welfare
- Children, Adolescents and Young Adults
- Health
- Mental Health
- Private Practice
- School Social Work
- Social and Economic Justice & Peace
- Social Work & the Courts
HIV/AIDS SPECTRUM PROJECT TRAINING OF THE TRAINERS

MENTAL HEALTH TRAINING: HOW THEY SHARE INFORMATION

- 10% used in a training presentation
- 12% distributed materials
- 25% shared information with clients
- 24% integrated content into treatment plans
- 54% discussed with colleagues
ASWB initiative with schools of social work connecting education and practice to professional regulation.

• **Builds a Bridge of Understanding** – among educators, practitioners, and regulators to embrace licensure as an essential component of the social work profession

• **Helps Educators Strengthen Student Understanding** – of professional regulation and its connection to public protection and social work ethics

• **Pilot Programs** – involve schools of social work at Texas State University and Adelphi University in New York

For more information visit: www.aswb.org/educators/path/
NASW Social Media

48,105 Facebook Fans
www.facebook.com/socialworkers

14,923 Twitter Followers
www.twitter.com/nasw

NASW’s video channel has 223,427 views

24,901 LinkedIn Group Members

NASW’s blogs generate ad revenue and received 511,379 views in 2012.

Social Media allows NASW to reach an audience that may not be as receptive to traditional channels and who are more likely to act as brand ambassadors or aggregators.
Field Reports

• **Drug & Mental Health** - Therapist says Southwest Virginia's drug, mental health problems are extensive

• **Helping Dads** - Iowa City Dream Center helps dads succeed
  – Support group works with father separated from their children

• **Children's Advocacy Center** - offers 'best model' for handling tough topic of child sexual abuse

• **Local Education** - Social workers a staple of
In choice to end life, many questions and lots of gray

Seidman's article, "The Traveler's Final Journey," was about Dorothy Conlon, 86, a world traveler who wanted to decide how her life would end even though she had no diagnosed illness. She died by VSED -- voluntary suspension of eating and drinking -- supported by friends. Desenberg did not read the story on Sunday morning, but heard about it that day while kayaking. The woman in the next kayak, she said, recounted the tale at length.
Helping Veterans Find Their Foothold: How Social Workers Are Making a Difference
He (Saleebey) uses **CPR** to encourage and remind practitioners to explore clients from the following strengths orientation.

- **C**-capacities, competencies, courage, and character
- **P**-promise, positive expectations, purpose, and potential
- **R**-resources, resilience, relationships, resolve, and reserves

Another useful tool for clinicians devoted to seeking strengths amid adversity is Clay Graybeal’s **ROPES** (Resources Options Possibilities Exceptions Solutions) model.
New Opportunities for Social Work Service Provision
(positioning social work’s market prominence)
It’s projected that 70,000 gerontology social workers will be needed
Opportunities for Social Workers: Criminal Justice & Forensic Social Work

Social work services are offered in a number of settings:

• Federal and state prisons and local jails
• Federal, state, and local courts, including drug and mental health courts
• Parole and probation agencies
• Community-based programs serving re-entrants
Regardless of primary practice area, social workers will work with clients who do, or have, served in the Military

Military Social work is provided in numerous settings, such as:
- Department of Defense
- Department of veterans Affairs
- TRICARE provider settings

Over 2.2 million Service Members
Local hospitals, staff weigh in on suicide, treatment

Licensed clinical social worker, Navy Lt. Natasha Houston, discusses the various programs available for suicide awareness and prevention at Naval Hospital Camp Lejeune recently.

Non-Violent Crisis Intervention, a nationally accredited program used to respond to patients in mental distress.
Your Commitment to the Well-Being of Military & Veteran Communities Deserves Recognition

Professional Credentials for Qualified Social Workers

NEW Military Service Members, Veterans & Their Families

» Available at the generalist, advanced, and clinical levels

» Application fee waived through June 2014 for all qualified National Association of Social Workers members (available for a fee to other qualified social workers)

Get the credential that verifies your proven track record in social work practice with this population. Learn more at SocialWorkers.org/military or call the NASW Credentialing Center at 800.638.8799 ext. 447.

NASW
National Association of Social Workers

DO MORE. JOIN NASW TODAY.
Find out more about the benefits of membership at SocialWorkers.org or call 800.742.4089.
Expanding Opportunities for Social Workers: Health Care
One-quarter of America’s 650,000 professional social workers serve patients and their families in the health care system. They provide health education, crisis intervention, financial counseling, mental health therapy, as well as care and case management for people coping with illness at every stage of life.

Social Workers Improve Health Care

› Medical and psychiatric hospitals
› Community health and mental health clinics
› Alcohol and substance abuse programs
› Veterans centers
› School health clinics
› Home care agencies
› Nursing homes
› Hospice centers

LEARN MORE OR SPEAK WITH AN EXPERT
SocialWorkers.org » HelpStartsHere.org » media@naswdc.org » 202.336.8212
Healthcare Reform
Affordable Care Act (PL 111-148)

Key Components:

- New protections for consumers
- Expanded health insurance coverage for 32 million people
- Reduced administrative burdens for health care providers
- No pre-existing exclusion clauses
- Patient-centered coordinated care
- Preventative care
- Payment linked to performance (outcomes based)
- Health care delivery system changes
- Investment in prevention and population health
- Improving health system capacity
The two most important numbers in American health care are 5 and 50

FIVE PERCENT OF PEOPLE ACCOUNT FOR ABOUT 50 PERCENT OF THE HEALTH SYSTEM’S SPENDING
Key Healthcare Reform Tools

Patient Centered Medical (Health) Homes

- **Interdisciplinary** Community Health Teams
- **Micro level**, integrated care
- **Social workers key** to addressing unique needs and the **social determinants of health**
- Partnerships between patients and a team of health professionals to address needs.
- **Components:** Whole person—Comprehensive—Coordinated—Accessible—Evidence-based

Accountable Care Organizations

- **Section 3022 (ACA): Creates a network** of multiple health care professionals
- **Macro level**
- ACOs will be created in response to need for **local accountability** for quality and cost across the continuum of care.
- Social workers assess patient needs, provide **individualized care plans**, care across transitions and **provide chronic care management**
Opportunities for Social Workers

- Care Coordinators, Case Managers, Patient Educators, Health Coaches, and Patient Navigators
- Managers & Supervisors For ACO Community Health Workers
- Behavioral Health Providers
- Outreach Specialists
- Leaders and Entrepreneurs
- Health Care “Neighbors” for Continuum Of Care Services
White House Conference on Mental Health
Expanding Opportunities for Social Workers: Disaster Planning & Response

Disaster Prevention

Disaster Relief

Disaster Recovery
Opportunities for Social Workers, Cyberspace

We Live a Digital World

Challenges to safely navigating cyberspace, include:

- virtual violence
- cyber-bullying
- virtual infidelity
- internet addictions
- online sexual predators

Understand the complexities of Cyberspace - social workers will be asked to focus attention on the use and misuse of advanced communication technologies,
Social Work Workforce Development
(http://workforce.socialworkers.org/)

- NASW Workforce Studies
- Shortage of Social Workers
- Social Work Professionalism
- Replacing Retiring Workforce
- Retaining the Current Workforce
Challenges Ahead: Replacing the Retiring Workforce

Approximately 30 percent of social workers are over the age of 55, compared with 14 percent of the U.S. civilian labor force.
Challenges Ahead: Attracting New Professionals

Amount of Social Work Educational Debt

<table>
<thead>
<tr>
<th>Amount of Debt</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000 or more</td>
<td>1%</td>
</tr>
<tr>
<td>$80,000–$99,999</td>
<td>3%</td>
</tr>
<tr>
<td>$60,000–$79,999</td>
<td>7%</td>
</tr>
<tr>
<td>$40,000–$59,999</td>
<td>18%</td>
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<td>$20,000–$39,999</td>
<td>31%</td>
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<tr>
<td>$10,000–$19,999</td>
<td>21%</td>
</tr>
<tr>
<td>$5,000–$9,999</td>
<td>12%</td>
</tr>
<tr>
<td>Less than $5,000</td>
<td>7%</td>
</tr>
</tbody>
</table>

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New Opportunities to Challenge Social Injustice
Economic Inequalities

- 7.8% Unemployment Rate
- Household Incomes at lowest levels since 1995
- Income Inequality Gap widest since 1967
- 27.6% African American Poverty rate
- 25.3% Hispanic Poverty rate
- 15% Poverty Rate
Social Justice & Human Rights

Voters’ Rights
Immigration
Criminal Justice
Juvenile Justice
Racial Profiling
Judicial Nominations
Discrimination
Disparities
Social Work Legislative Leaders

Senator Barbara Mikulski (MD)
Senator Debbie Stabenow (MI)
Rep. Barbara Lee (CA)
Rep. Susan Davis (CA)
Rep. Allyson Schwartz (PA)
Rep. Kyrsten Sinema (AZ)
Rep. Luis Gutierrez (IL)
Rep. Niki Tsongas (MA)
Rep. Carol Shea-Porter (NH)
Congressional Social Work Caucus
PLEASE JOIN US FOR A CONGRESSIONAL BRIEFING
Achieving Racial Equity: Social Workers as Agents of Change
Tuesday, March 25, 2014 • 1:00 pm – 2:30 pm
B-338 Rayburn House Office Building • Washington, DC

OPENING REMARKS
• The Honorable Barbara Lee (CA-13) – Chair, Congressional Social Work Caucus and the Congressional Out of Poverty Caucus

PANELISTS
• Diane Bell-Mckoy, MSW – CEO, Associated Black Charities
• Doua Thor, MSW – Senior Fellow, National Coalition for Asian Pacific American Community Development and Senior Advisor, White House Initiative on Asian Americans and Pacific Islanders
• Marilyn J. Bruguier Zimmerman, MSW – Director, National Native Children’s Trauma Center, University of Montana
• Valerie Maholmes, PhD – Branch Chief, Eunice Kennedy Shriver National Institute of Child Health and Human Development

CLOSING REMARKS
• Angelo McClain, PhD, LICSW – CEO, National Association of Social Workers

MODERATOR
• Sandra Bernabei, LCSW – President-Elect, NASW New York City Chapter and Founder, Anti-Racist Alliance

RSVP: Dave Miller at dmill@naswdc.org

Sponsored by the National Association of Social Workers (NASW) in cooperation with the Congressional Social Work Caucus (CSWC).
ANSWER Coalition

- NASW
- BPD
- CSWE
- GADE
- NABSW
- NADD
- SSWR
- SWPI
Social Work Legislation

• Teri Zenner Social Worker Safety Act
  – Rep. Dennis Moore

• Strengthen Social Work Workforce Act
  – Senator Daniel K. Inouye (d-HI)

• National Office for Social Work Research Act
  – Senator Daniel K. Inouye (D-HI)

• Clinical Social Work Medicare Equity Act
  – Senator Barbara Mikulski (D-MD)
Social Work Reinvestment Initiative

Secure federal and state investments in professional social work to enhance societal well-being
Social Work Reinvestment Act
DOROTHY IRENE HEIGHT (Social Worker):

‘Godmother of the civil-rights movement’ was a portrait in powerful change. Google Doodle salutes her accordingly.

Artist: Mike Dutton/courtesy of Google 2014
Social Work Pioneers®

Jane Addams 1860-1935
Frances Perkins 1880-1965
Dorothy I. Height 1912-2010
Whitney M. Young, Jr. 1921-1971

Delwin M. Anderson 1916-2007
Bernice Harper 1922 - Present
Senator Barbara Mikulski 1936 - Present

Julia Lathrop
Jeannette Rankin
Dale Massi
Wendy Sherman
Jack Hansen
Elaine Pinderhughes
Brene Brown
A grand challenge must meet the following criteria:
- Challenge must be big, important, and compelling.
- Scientific evidence indicates that the challenge could be solved.
- Meaningful and measurable progress to address the challenge can be made in a decade.
- The challenge is likely to generate interdisciplinary or cross-sector collaboration.
- Solution to the challenge requires significant innovation.

Suggest a Grand Challenge: www.aaswsw.org
'All people matter'
Social justice advocate discusses importance of social work careers

Grand Valley State University  The event, “All People Matter,” was presented by the Bachelor of Social Work Student Organization and featured keynote speaker Don Cooley and four faculty presentations. Cooley is a social justice advocate and has worked on U.S. and foreign policy, including work with Nelson Mandela on the Apartheid.
Social Work Month 2013

- 200,175 visits to SocialWorkMonth.org
- 1,500 Social Work Month 2013 media stories
- 100+ official proclamations and resolutions
- Three weeks of NPR sponsorship—all markets
- 1,700 votes for the 2013 NASW Media Awards
- National endorsements from nephrology, pediatric oncology, and hospice organizations
- 2,200 new NASW Facebook fans during campaign
Social Work Month Toolkit. educational materials that help explain why “all people matter” and what social workers do every day to change lives. Tools will include maps, postcards, e-mail templates, and more, presenting the social work profession’s positions on the needs of vulnerable people and communities in visually engaging formats.

Journalist Education: In partnership with the Journalism Center for Children and Families at the University of Maryland School of Journalism, NASW and the NASW Foundation will create an interactive “lifeline” of 12 news stories about social workers. Print, broadcast and online journalists will compete for the opportunity to produce a multimedia interview package with a professional social worker. Each segment will focus on one area of social work service across the lifespan.

NPR Sponsorship: The NASW Foundation will sponsor national advertising spots on National Public Radio for two weeks in March during Morning Edition and All Things Considered. The NASW spot will be heard during drive time in every media market thanks to donations to the ongoing Social Work Public Education Campaign.
1,000 Experts. NASW is expanding its in-house database of social work experts to improve the organization’s ability to pitch and respond to media and other inquiries. The goal is to identify hundreds of social work practitioners, educators and researchers who are subject-matter experts and help them get noticed by the media and other opinion leaders.
Grief Expert Edy Nathan, MA, LCSW, Shares Key Insights on Malaysian Flight Disappearance

World renowned grief expert Edy Nathan, MA, LCSW, today released several key insights in light of the disappearance of Malaysian Airlines Flight 370. As a practicing therapist specializing in grief in all forms, Nathan shares a unique perspective on the impact this tragic event could have on surviving loved ones. Read more at
Need More Experts in these areas:

(only 1-4 experts each)

- Alabama
- Alaska
- Hawaii
- Iowa
- Maine
- Mississippi
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Mexico
- North Dakota
- Oklahoma
- Oregon
- Rhode Island
- South Dakota
- Vermont
- Wyoming

- We also have fewer than 15 experts listed in each of the following categories:
  - SW Workforce—Social Work Salaries
  - Mental Health—Sexual Abuse
  - Aging—Alzheimer’s and other Dementias
  - Social Justice—Immigration
  - Mental Health—Eating Disorders
  - Social Justice—Homelessness
  - Social Justice—Disasters
  - Mental Health—Gender Identity
  - Mental Health—Self Care
  - Aging—Elder Abuse
  - Social Justice—Slavery and Torture

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March is Social Work Month!

Our Banner will fly at the State House March 24th-28th
Governor Patrick tells social workers they deserve better

Gov. Deval Patrick tells hundreds of social workers and social work students gathered in the State House they "do the Lord's work" and should be given a pay raise.
2014 NASW Media Awards

- **Voting is Open to NASW Members** - voting for the Media Awards takes place in March.

- **Recognizes Best Representations of Social Work** - the awards go to news articles, magazine articles, TV shows, films and other media that best represent social workers or social work interests.

- **Online Voting** - voting is done online. The link to vote is:

  [http://www.socialworkersspeak.org/features/select-your-picks-for-the-nasw-media-awards.html](http://www.socialworkersspeak.org/features/select-your-picks-for-the-nasw-media-awards.html)
2014 NASW Media Awards

• Best Documentary/Feature Film
• Best Blog
• Best Radio Program
• Best News Article
• Best TV News Program
• Best Magazine Article
• Best Column:
• Best Website
• Best TV Show
• Best Trade Publication
Although Social Work Month has come to a close, our gratitude to social workers is year-round.
Washington, DC
July 23-26

Early Bird Registration – Extended to March 31, 2014

naswconference@naswdc.org
http://www.naswconference.org
Conference Keynote Speakers Include

Brené Brown – Professor, University of Houston, School of Social Work
She has spent the past 12 years studying vulnerability, courage, worthiness, and shame. Author of two #1 New York Times Bestsellers—Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead and The Gifts of Imperfection: Let Go of Who You Think You’re Supposed to Be and Embrace Who You Are

Steve Pemberton – Chief Diversity Officer, Walgreens
A ward of the state for much of his childhood, Pemberton chronicled his early life growing up in foster care in his memoirs, A Chance in the World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home. He is the chief diversity officer and divisional vice president at Walgreens. Fortune put him on their list of the “Top 20 Chief Diversity Officers” in corporate America.

Robert Reich – Former Cabinet Secretary, U.S. Department of Labor
Economic analyst, professor, and commentator. Reich was Secretary of Labor during the Clinton Administration. Time Magazine named him one of the 10 most effective cabinet secretaries of the 20th century.
The good we secure for ourselves is precarious and uncertain until it is secured for all of us and incorporated into our common life.

– Jane Addams
SOCIAL WORK ENDLESS POSSIBILITIES

EDUCATION, MENTAL HEALTH, MILITARY, VETERANS, & THEIR FAMILIES, ADOPTION & FOSTER CARE, BULLYING, AGING, FAMILY PRESERVATION, MANAGEMENT, CHILD WELFARE, POVERTY, HOSPITAL, SUPPORT, HEALTH, SCHOOLS, DOMESTIC VIOLENCE, ADVOCACY, ADDICTIONS, CRISIS INTERVENTION, SOCIAL JUSTICE, COMMUNITY ORGANIZING, HOSPICE, UNDOING Hopelessness, POLICY & PRACTICE, RESEARCH, EDUCATION, MENTAL HEALTH, ADOPTION & FOSTER CARE, BULLYING, AGING, FAMILY PRESERVATION, MANAGEMENT, CHILD WELFARE, POVERTY, HOSPITAL, SUPPORT, HEALTH, SCHOOLS, DOMESTIC VIOLENCE, ADVOCACY, ADDICTIONS, CRISIS INTERVENTION, SOCIAL JUSTICE, PALLIATIVE CARE, COMMUNITY ORGANIZING, HOSPICE, RESEARCH
Thank You!!!
For more information…

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