

Social Work Month in March spotlights the positive impact of social workers over generations

This year's theme is "Social Workers: Generations Strong"

WASHINGTON, D.C.— With a new decade beginning, the National Association of Social Workers (NASW) will help lead this year's Social Work Month celebration in March with the theme "Social Workers: Generations Strong" to honor the positive contributions social workers have made to this nation over generations.

OR:

CITY – (ORGANIZATION NAME) is helping celebrate Social Work Month in March and the beginning of a new decade with the theme "Social Workers: Generations Strong" and activities design to honor the positive contributions of social workers over generations.

BODY:

The Social Work Month campaign will inform the public, policymakers and legislators about the way the nation's more than 700,000 social workers each day meet people where they are and help them live to their fullest potential. It will also look at the way social workers from every generation – from the Silent Generation to Generation Z – are shaping our society for the better.

For example, there are younger social workers making tremendous strides. They include author and activist Erin Merryn, 34, who is pushing states to pass laws to educate children on how to avoid sexual abuse.

Then there are social workers who have worked for decades for the betterment of society and, in some cases, are still going strong. One is Ruth A. Brandwein, who received an NASW Lifetime Achievement Award for her work advocating for children, the homeless, women and people of color.

Social workers have been doing their heroic work for generations. For example, 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.

Social work is one of the fastest growing professions in the United States, with the number of people employed in social work to grow by 11 percent over the next decade, according to the Bureau of Labor Statistics.

Social work is a profession with expansive borders. You will find social workers everywhere in our society. In schools, in centers for veterans, in mental health and health care facilities, in corporations

and in local, state and federal government to name a few. In fact, many people do not know social workers account for the largest group of mental health care providers in the United States or that the Veterans Administration is the largest employer of social workers with master's degrees.

Still, the profession faces challenges. [There is a critical shortage of social workers in our nation's schools](#), where the profession is needed to help young people deal with complex issues such as trauma, poverty and the impact of our nation's opioid addiction crisis.

And although social workers play a critical role in our nation's health care and mental health system, they could be better compensated for the work they do, according to [a 2019 report from the National Academies of Sciences, Engineering and Medicine](#).

So, during Social Work Month NASW will provide these tools to help promote the profession:

- A Social Work Month online toolkit at www.socialworkmonth.org
- Infographics and short videos to educate the public about the many facets of social work
- A guide to doing pop-up parties that celebrate social work.
- Videos that highlight the work various generations of social workers do.
- 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)

“As we enter the 2020s this is a great time to look back at the tremendous contributions social workers have had in improve the quality of life in our nation on the individual, family, community and national level. It is also time to recognize that there is a new generation of social workers coming to the fore who are already making a positive mark on our society.”

