

SOCIAL WORKERS

inspire

COMMUNITY ACTION

NASW ANNUAL REPORT

2009-2010

The background of the page features several overlapping, semi-transparent yellow circles of varying sizes, creating a layered, organic effect. The circles are centered and overlap each other, with some appearing more prominent than others due to their position and opacity.

○ *Annual Report 2009–2010*

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Welcome

○ Welcome from the President & Executive Director

Each year brings a unique set of challenges and opportunities. Like most large national membership associations, NASW has been affected by the down economy. However, our outstanding members continue to be engaged and committed.

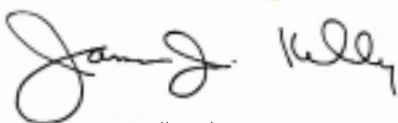
Every month, thousands of members participate in new continuing education programs at both the national and chapter levels. Innovative communities of practice are growing through online social networks. Hundreds of social workers attend their chapter-sponsored state advocacy days each year, and more than 50,000 professionals regularly contact their national elected officials to support issues that affect social workers and their clients. In addition, more than 70,000 NASW members choose to protect themselves, their loved ones and clients through our competitive insurance programs.

The profession lost numerous social work legends this year, including the incomparable Dr. Dorothy I. Height. Her death at age 98 has increased national interest in passing the Dorothy I. Height and Whitney M. Young, Jr. Social Work Reinvestment Act. More than 100,000 letters have been sent to Congress about the bill, which currently has more than 100 co-sponsors in the House and Senate. These leaders believe, as we do, that the nation's 640,000 professional social workers need greater support in helping millions of Americans improve their lives and communities. It is an essential investment in our nation's future.

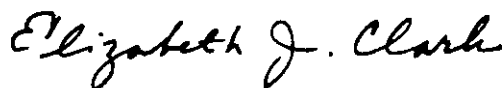
In response to increased labor force competition, mounting student debt, and persistent public misconceptions about social work, NASW collaborated with CSWE, BPD and NADD to co-host the 2010 Social Work Congress. Invited leaders, emerging leaders and students explored new ways of strengthening social work education and employment. The imperatives developed at this meeting, in addition to those adopted at the 2005 Social Work Congress, will serve as a blueprint for strategic action in the next five years.

The challenges are great, but the opportunities to effect change for social workers—and the people, groups, and communities they serve—are limitless. We hope you will find this report to be an inspiring and compelling record of NASW's work with its extensive network of partners, professionals, educators, students and leaders. Your continued support of the Association is greatly appreciated.

Sincerely,



James Kelly, PhD, ACSW
President



Elizabeth J. Clark, PhD, ACSW, MPH
Executive Director



2010 Social Work

2010 SOCIAL WORK CONGRESS

In March 2005, leaders of the social work profession gathered to develop an aggressive action agenda to transform the nation's social service landscape. This group debated and adopted 12 imperatives for the profession to increase advocacy for social work services in aging, children and families, health and mental health. Over the next five years, key social work organizations worked in concert to improve the perceived value of social work expertise in protecting and advancing the well-being of people across the lifespan.

As a follow-up to the 2005 meeting, another group of 400 social work leaders met in April 2010 to explore solutions for challenges now threatening the profession's workforce. These established and emerging leaders—ranging from university deans and researchers to non-profit CEOs, elected officials and private practitioners—met in Washington DC to discuss issues such as leadership development, common objectives, education, recruitment, retention, technology, influence and the business of social work.

The event also included a concurrent virtual 2010 Student Social Work Congress in which 400 social work students participated online. Students from across the country blogged and tweeted about the live-streamed program, voted on the proposed imperatives, and created a set of imperatives of their own.

At the end of the two day meeting, the following imperatives were added to the social work profession's action agenda for the next decade:


SocialWorkers.org/2010congress



Social Work Congress
*Reaffirm, Revisit &
Reimagine the Profession*



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Social Work Imperatives for the Next Decade

- **Business of Social Work** – Inuse models of sustainable business and management practice in social work education and practice.
- **Common Objectives** – Strengthen collaboration across social work organizations, their leaders, and their members for shared advocacy goals.
- **Education** – Clarify and articulate the unique skills, scope of practice, and value added of social work to prospective social work students.
- **Influence** – Build a data-driven business case that demonstrates the distinctive expertise and the impact and value of social work to industry, policy makers, and the general public.
- **Influence** – Strengthen the ability of national social work organizations to identify and clearly articulate, with a unified voice, issues of importance to the profession.
- **Leadership Development** – Integrate leadership training in social work curricula at all levels.
- **Recruitment** – Empirically demonstrate to prospective recruits the value of the social work profession in both social and economic terms.
- **Retention** – Ensure the sustainability of the profession through a strong mentoring program, career ladders, and succession program.
- **Retention** – Increase the number of grants, scholarships, and debt forgiveness mechanisms for social work students and graduates.
- **Technology** – Integrate technologies that serve social work practice and education in an ethical, practical, and responsible manner.

Adopted at 2010 Social Work Congress, April 23, 2010.

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Congress



Congress Highlights

- Congress participants were welcomed at a reception celebrating the life and legacy of civil rights leader, past NASW President and head of The National Urban League, Whitney M. Young, Jr.
- Members of Congress and Obama Administration officials presented their policy experiences as professional social workers and hopes for the profession's future.
- Robert Mittman of Mittman Consulting, and his expert team of facilitators and graphical recorders, provided skillful moderation of the Congress proceedings.
- Author and journalist Kirstin Downey spoke about the huge impact social worker and FDR labor secretary Frances Perkins had on American domestic policy.
- Author and journalist Daniel Brook challenged the social work profession to reduce unacceptable debt obligations for committed social work students.
- 1969 Woodstock entertainers John Sebastian, Richie Havens, and Wavy Gravy helped celebrate the profession's social justice contributions at a peace and justice-themed gala.
- A panel of established and emerging leaders discussed the importance of mentorship and learning opportunities in helping new social workers ascend into leadership roles.

PRESENTING SPONSOR



Co-Conveners



Supporters



Research

○ SOCIAL WORK POLICY INSTITUTE



The Social Work Policy Institute (SWPI) was created in October 2009 to strengthen the social work profession's voice in public policy deliberations. It was established within the NASW Foundation to examine issues that relate to the work of social workers, including how to serve people who have multiple or complex needs and how public agencies and other structures deliver health and human services. Specifically, the Institute seeks to inform policymakers through the collection and dissemination of information on social work effectiveness.

In its inaugural year, the Institute hosted two national interdisciplinary forums, provided congressional testimony on the child welfare workforce, presented at more than a dozen domestic and international conferences, and showcased some of the nation's most well respected social work researchers.



Rear Adm. Peter J. Delany, PhD, LCSW-C,
Director, Office of Applied Studies,
SAMHSA
CER Symposium speaker



Comparative Effectiveness Research and Social Work: Strengthening the Connection

The intent of Comparative Effectiveness Research (CER) is to better identify what health interventions work best and for whom and under what conditions. Of particular priority is furthering research and the analysis of data to best improve the health and psychosocial outcomes for populations with special needs. The Institute held a symposium in Washington DC on November 16, 2009 to explore social work's role in advancing this national agenda.

Hospice Social Work: Linking Policy Practice and Research

The modern hospice movement uses a team approach to professionally administer pain management and compassionate caregiving to the dying. There are currently more than 4,500 hospice programs in the U.S., serving more than a million people. Nearly all hospice care is paid for through the Medicare or Medicaid Hospice Benefit. Social workers are required members of the interdisciplinary hospice team. The Institute held a symposium on March 25, 2010 in Washington DC to frame the issues, identify gaps and challenges, and develop an action plan for creating new research to practice partnerships that improve hospice care.



SWPI Director Dr. Joan Levy Zlotnik welcomes symposium participants



Capt. Mary Rossi-Coojau, MS, RN,
Nurse Consultant, CMS
Hospice Symposium speaker

NASW CENTER FOR WORKFORCE STUDIES

Since its inception in 2004, the NASW Center for Workforce Studies has conducted research about the social work profession—it has defined trends in social work employment, identified professional training needs, and quantified barriers to quality service delivery. The Center has also produced a series of reports over the years analyzing the licensed social work labor force, impending shortages in the youth and aging practice areas, social work student debt burdens, career influences, safety provisions, stress management, and professional development characteristics.

In its fifth year, the Center for Workforce Studies published the results of two studies which looked at social worker career choices, employment compensation and related benefits, and future practice trends for the social work profession. In the coming year, the Center will partner with NASW Assurance Services Inc. (ASI) to conduct a comprehensive membership survey to better inform organizational operations.

Highlights from Recent Workforce Center Reports

2009 NASW Compensation and Benefits Study

- Average wage for NASW Members is \$55,000.
- Social workers employed in government earn more than those in both private nonprofit organizations and corporations.
- Private practitioners earn the widest and highest range of compensation.



The Results Are In: What Social Workers Say About Social Work

- The majority of social workers (93%) are satisfied with their career choice, but half are less satisfied with their compensation, benefits and supervision.
- Debt burdens range from \$5,000 to \$100,000, with the majority owing between \$20,000 and \$40,000.

Workforce Trends Affecting the Profession

- According to the U.S. Bureau of Labor Statistics (BLS), social work is one of the professions expected to grow at a faster-than-average rate through 2016. Aging and behavioral health services will be in high demand.
- Other key areas of job development are related to the ex-offender population, increased support for the nation's veterans, disaster planning and recovery, and increased prevalence of online addictions and violence.



Professional Development

PROFESSIONAL DEVELOPMENT



NASW Membership provides ample resources to fulfill CE commitments throughout the year and to stay up-to-date on current trends in the profession. This year, the Association was able to offer more than 20 different online workshops for members. And for the 26,000 members of our Specialty Practice Sections, an additional 11 courses were available. NASW Chapters also provide a wealth of learning opportunities through annual conferences, online courses and workshops.



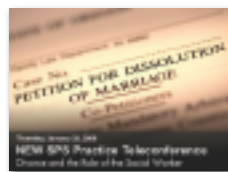
New WebEd Courses – NASWebEd.org

- Understanding Cancer Caregiving: The Social Worker's Role
- An Advanced Course in Ethics and Malpractice Risk for Social Workers
- Achieving Cultural Competence to Reduce Health Disparities in End of Life Care
- Promoting Adherence to Cancer Oral Medications: The Social Worker's Role



SPS Teleconferences and Webinars – SocialWorkers.org/Sections

- Addressing the Health Concerns Affecting Rural and Underserved Communities
- Older Adults and Compulsive Hoarding: When It's More than Clutter
- Relocation Stress Syndrome: Why Transitions Can Lead to Trauma for Older Adults
- Making Difficult Ethical Decisions in Social Work — Practical Strategies in Challenging Circumstances
- Promoting Excellence in Pain Management and Palliative Care for Social Workers
- Working with Families Who Have a Child or Parent with a Disability
- What Social Workers Need to Know about Gender Identity: Transgender, Transsexual, and Gender Non-Conforming Experience
- Protecting Our Nation's Most Vulnerable Citizens: An Introduction to Evidence-Informed Practices in Adult Guardianship
- Best Practices in Psychosocial Oncology: Addressing the Needs of Children
- Is There a Link between Child Abuse and Bullying?
- Managing Professional Grief





Luchtime CE Series

- Social Workers as Leaders: Strategies for Success
- Healthy or Hostile? The Importance of the Workplace Environment
- Social Work Leadership in Law and Ethics
- Managing Your Professional Image Online
- Managing Competing Demands
- Leading Advocacy within Your Workplace
- Leading Social Change at the International Level – the Role of Social Workers
- How Leaders Lead: Guiding Principles for Social Workers in Evidence Driven Environments
- Ethics in Social Work Practice: Addressing Conflicts
- Strengthening the Cancer Knowledge and Skills of the Social Work Labor Force
- Social Workers Give An Hour to Veterans in Need
- Transitions of Care: Critical Issues for Social Work Intervention with Older Adults
- Best Practices and Lessons Learned: Shaping National Health Care Reform
- Recognizing and Supporting Cancer-Related Anxiety and Depression
- Organizing for Social Change

NASW Credentials

NASW offers 15 specialty and general credentials for social workers who demonstrate superior accomplishments in the field. In January 2010, the Association kicked off a yearlong celebration for the 50th Anniversary of what is widely considered the gold standard in social work credentials — the Academy of Certified Social Workers or ACSW. Before individual states enacted licensing regulations for the social work profession, the Academy served as the sole source of designating social workers qualified for social work practice. It remains the most widely held general professional social work credential in the United States.



“Members of the Academy of Certified Social Workers represent the thought leadership of the profession...”

Congressman Edolphus Towns

Publications

NEW TITLES



The NASW Press continues to be a leading scholarly press in the social sciences, serving faculty, practitioners, agencies, librarians, clinicians, and researchers in social work and in many related disciplines. NASW Press delivers professional information through its scholarly journals, books, guides, and reference works. It currently markets and sells more than 100 book titles through a variety of educational institutions and online vendors. This year, focus was given to publishing books that describe social work interventions to lay audiences and that provide interdisciplinary tools for core areas of clinical practice. Topics range from disasters, older adults and eating disorders, to supervision, child custody and more. In addition, Dr. William Meezan, a professor of social work at The Ohio State University and child welfare expert, was appointed chair of the NASW Press Publications Committee.

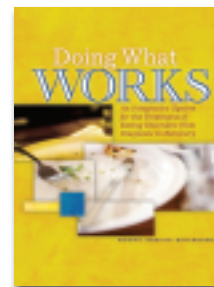
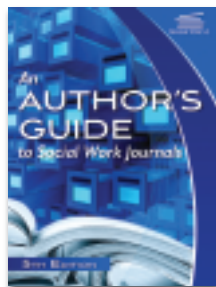
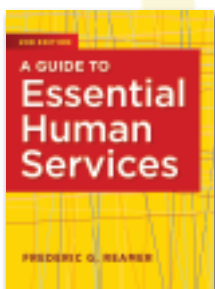
A Guide to Essential Human Services provides an overview of human services and ways to think about locating information and resources about specific problems (such as hunger, homelessness, unemployment, substance abuse, and mental illness) challenging time periods (such as adolescence and retirement), and special populations (such as veterans and victims of child abuse or domestic violence).

Alcohol, Tobacco and Other Drugs, 2nd Edition prepares new social workers and updates seasoned professionals for the new realities and challenges in helping clients overcome the misuse of alcohol, tobacco, and other drugs. It addresses the severe emotional and financial consequences for users, their families, and society.

An Author's Guide to Social Work Journals, 5th Edition helps social work authors find the best fit for their manuscript among the myriad social work journals in publication. It describes over 200 journals, arranged by subject, and now includes an expanded international subject heading list.

Child Custody Evaluations by Social Workers defines the parameters of child custody and advocates the use of a stages model to conduct custody evaluations. Written for social work and legal professionals it offers best practices in conducting mental health evaluations to help protect and promote optimal development of children and families.

Doing What Works: An Integrative System for the Treatment of Eating Disorders provides support, direction, clarity, and optimism to clinicians treating eating disorders. The book speaks to health professionals and parents as pivotal advocates for the child in treatment and recovery.



Empowering Social Workers for Practice with Vulnerable Older Adults teaches the generalist social worker how to work with vulnerable older adults and presents a useful model to guide social workers in assessing capacity and making intervention decisions.

Interactional Supervision covers practical, day-to-day problems encountered by clinical supervisors and is designed to be easy for students in supervision courses, and for new and experienced supervisors.

Narratives of Social and Economic Justice fosters the insights and skills that social workers need to effectively combat racial and ethnic disparities and promote optimal human development. It includes narratives of 11 remarkable people who thrived in spite of discrimination and oppression.

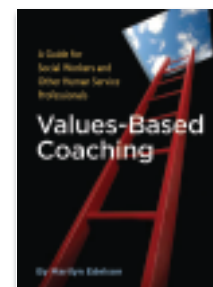
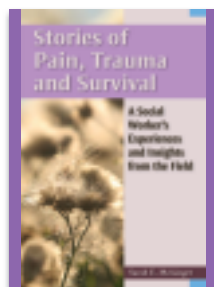
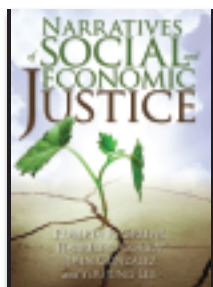
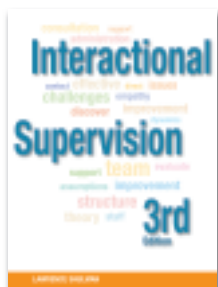
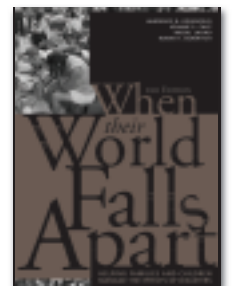
Stories of Pain, Trauma, and Survival introduces undergraduate and graduate students to real-life experiences working with traumatized clients. It is filled with anecdotal examples of social work with individuals and groups in a variety of settings that include nonprofit agencies, child welfare services, and veterans health care.

The Results Are In: What Social Workers Say About Social Work helps social workers understand their place on the professional spectrum and ways to maximize career satisfaction. It also helps students, employers, policymakers, and other human services professionals explore issues affecting the world of social work.

Values Based Coaching is the first book to be published on coaching specifically for social workers. It explores a controversial topic that presents tremendous opportunities for bringing about positive change in a range of social service and health care settings.

When Their World Falls Apart helps readers understand the effects of disasters for social workers and other disaster management professionals who care for survivors in times of exceptional need. Resiliency, risk, and recovery are emphasized.

Workforce Trends Affecting the Profession 2009 describes changing demographics, areas of practice, and challenges ahead in the social work profession. The booklet includes compelling statistics about service needs in aging, criminal justice, military and veterans affairs, health disparities, and disaster response in the digital era.



Public Education

PUBLIC EDUCATION



The annual **Social Work Month** celebration in March focused on promoting the ways in which advocacy is the cornerstone of the social work profession and a requisite part of the *NASW Code of Ethics*. The profession's impressive history exemplifies how social workers have used their skills for over 100 years in the United States to advocate for others and improve their communities.

In honor of this history, the theme for Social Work Month 2010, "Social Workers Inspire Community Action," encouraged social workers and supporters to raise public awareness about the profession's social justice roots. Chapters celebrated the month with proclamations from local mayors and governors and held special member events. The U.S. Congress approved a resolution thanking the nation's social workers for their numerous contributions. And 100 stories about exemplary social workers were featured and promoted on the NASW National website throughout March.

Social Work Month is just one part of the profession's year-round efforts to change perceptions of the social work profession. **The National Social Work Public Education Campaign**, which is funded by donations to the NASW Foundation, continues to expand understanding about who social workers serve, what they do to help people of all ages, and how talented people can join the profession.

Efforts to position contributors to the HelpStartsHere.org site as consumer education resources resulted in more than 300 media placements in publications such as *USA Weekend*, *Parenting*, *New York Times*, *Wall Street Journal*, *Washington Post*, *Los Angeles Times*, *The Examiner*, *Philadelphia Inquirer*, *Dallas Morning News*, *Prevention*, *More Magazine*, *O Magazine*, as well as *NPR*, *CNN.com*, *SheKnows.com*, and *BlogTalkRadio*.



The New York Times
 THE WALL STREET JOURNAL
The Washington Post
 Los Angeles Times



The Philadelphia Inquirer
The Dallas Morning News



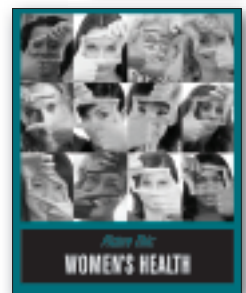
In addition to consumer media outreach, NASW launched an interactive website called **SocialWorkersSpeak.org** this year to generate online conversations among social workers about entertainment and news media portrayals of the profession and related social issues. Interviews with several television and film writers and producers not only created excitement among social workers, they also garnered the attention of entertainment media outlets. NASW has new relationships with *CW*, *MTV*, *NBC*, *FOX*, *HBO*, *Discovery*, *TNT*, *A&E*, *PBS*, and *Comedy Central* as a result of these efforts and will expand this outreach next year.



The **BeASocialWorker.org** recruitment site — which first launched in March 2009 as part of Social Work Month — continues to educate high school and college students about the profession. Facebook ads targeted to high school students who are interested in community service ran from May to October, totaling more than 34 million impressions and nearly 10,000 new site visits. The NASW Foundation also sponsored and exhibited at the American School Counselors Association. Volunteers from the NASW-Texas Chapter helped connect with 2,000 conference participants last summer in Dallas. Several Schools of Social Work informed this student awareness campaign and continue to help NASW develop new outreach tools for social work career exploration.



In May 2010, an **NASW Communications Network (NCN)** media advisory committee was formed to assist in reaching out to influential news and entertainment media contacts and exposing prospective students of all ages to the profession. The committee includes an accomplished group of film producers, national journalists, public relations experts, and professional social workers who have been involved in all facets of the media industry.



NASW Communications Network (NCN) Advisory Committee.
 Top row from left: Sherry Amatenstein, George Anderson, Matt Anderson, Antwone Fisher, Kathy Gurland and Jenna Mehnert.
 Second row from left: Matt Conn, Kirstin Downey, Suzanne Dworak-Peck, Oren Moverman, Maribel Quiala and Terrie Williams.
 Not pictured: Ellen Rostand.

Advocacy

ADVOCACY

NASW is committed to advocating for legislative, regulatory and judicial issues that protect social workers and improve life for the people professional social workers serve. From issuing public policy statements and providing Congressional testimony to submitting Supreme Court case briefs, meeting with state and federal agency heads, and participating on numerous advocacy coalitions, the Association ensures that the voice of social work is heard on a range of critical social policy issues.

Judicial Victories – SocialWorkers.org/ldf

NASW and its Chapters file amicus briefs in ten to twelve appellate cases each year. A number of these cases are notable for their congruence with the policies advanced by NASW and their outcomes reinforce the importance of social worker participation in the legal process.

Graham vs. Florida

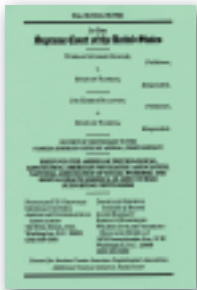
NASW and the NASW Florida Chapter joined with the American Psychological Association in filing an amicus brief in *Graham v. Florida*, a case challenging the imposition of a life without parole sentence for a crime committed while the defendant was a 16-year-old juvenile. The Supreme Court issued a decision in May 2010, holding that a sentence of life without parole for a crime committed by a juvenile violates the Eighth Amendment's prohibition on cruel and unusual punishment. This follows a series of Supreme Court decisions in the past two decades in which the Court has recognized the unique status of juveniles.

Lewis vs. Chicago

The Supreme Court in May 2010 issued an opinion in support of the rights of claimants in employment discrimination lawsuits based on the improper use of test results. In *Lewis v. City of Chicago, Illinois*, the Court smoothed the way for employment applicants to file claims of illegal discrimination that were based on the results of pre-employment tests that have a disparate impact on a specific population by holding that the time period for filing a complaint begins on the date of the decision not to hire the applicant, not the date of the discriminatory test. NASW joined a brief filed by the National Partnership for Women & Families and the National Women's Law Center, recognizing that the Title VII complaint by minority Chicago firefighters would have far-reaching implications for a wide range of discriminatory conduct, including that based on gender, race and national origin.

Safford Unified School District No. 1 vs. Redding

In July 2009, the U.S. Supreme Court ruled 8-1 that the strip search of a 13-year-old student suspected of possessing prescription drugs violated the constitutional protection against unreasonable search and seizure. The Court held that the strip search violated the Fourth Amendment, but said the search of Redding's backpack and outer garments did not. NASW officials were interviewed for a related story in *USA Today*. NASW and the NASW Arizona Chapter filed a brief in support of Redding in April that year.



Other cases included support for education rights, protection of medical privacy, same sex marriage and child custody, visitation and adoption rights for families headed by same sex couples. NASW wrote letters of support for the Supreme Court nominations of Sonia Sotomayor and Elena Kagan.

Regulatory Victories – SocialWorkers.org/advocacy

NASW vigorously supported the agency appointments of Kathleen Sebelius to head the U.S. Department of Health and Human Services, and Francis Collins to lead the National Institutes of Health. NASW executives were invited to several meetings with Administration officials, including the heads of HRSA, SAMHSA, SSA, and the FCC. The Interim Final Rules issued February 2, 2010 implementing the Paul Wellstone and Pete Domenici Mental Health Parity and Addictions Equity Act also represent a significant achievement by NASW and its allies in altering health insurance company practices that create barriers to mental health and addictions treatment and payment.



Legislative Victories

The biggest legislative victory for the year was passage of the 2010 Patient Protection and Affordable Care Act and the 2010 Health Care and Education Reconciliation Act. Although the profession has concerns about the delay in some provisions, many important measures for social workers are now law thanks in part to NASW's advocacy efforts. These include:

- Millions of dollars to help develop the social work workforce, including \$8 million in grant funding specifically for institutions that train social workers.
- Funding for geriatric education centers to support training in geriatrics, chronic care management and long-term care for faculty in health professions schools and family caregivers.
- Grants to schools to develop, expand and enhance training programs in social work, graduate psychology, and child and adolescent mental health.
- Demonstration program under the auspices of the U.S. Agency for Healthcare Research and Quality to help universities integrate quality improvement and patient safety into the clinical education of health professionals, including social workers.
- Competitive grants to enable state partnerships to plan and complete activities leading to coherent and comprehensive health care workforce development strategies at the state and local levels.
- Grants to support innovative approaches to increasing the number of skilled health care workers, including social workers. A national commission to assess the health care workforce and projected workforce needs.
- Provisions to make it easier for social work students to gain an affordable education by reducing their existing financial debt or reducing their dependence on student loans.

The new laws recognize social workers as leading providers of health care in the United States, and advance the goals of the Social Work Reinvestment Act. Other legislative victories this year include landmark social worker safety laws that passed in West Virginia and Kansas, expansion of the federal Hate Crimes law, and serious discussions about lifting the "Don't Ask, Don't Tell" policies for gay military personnel.



Chapter

ALABAMA

The Alabama Chapter convened a Social Work Leaders Congress on March 12, 2010 to support the Dorothy I. Height/Whitney M. Young, Jr. Social Work Reinvestment Act. Representatives from across the state attended — including individuals from the public and private sector, agencies, faith-based organizations, as well as private practitioners, students, faculty, and other professionals.

ARIZONA

The Arizona Chapter conducted a very successful panel presentation on “Ethics and Social Networking: The Good, The Bad, The Ugly, and The Possibilities.” In addition, the chapter has launched a new mobile website that can be accessed easily on mobile web browsers at m.naswaz.com.

COLORADO

The Colorado Chapter focused this past year on policy issues affecting social workers in the state. Representing and advocating for the profession has been key in the rulemaking process, as Colorado puts into effect legislation on Continued Competency and Clinical Licensing. Without the chapter’s leadership on these and other issues, social workers would have no organized representation in state policy development.

CONNECTICUT

The Connecticut Chapter conducted a variety of successful activities for Social Work Month. The chapter’s Latino Social Workers Network held a recognition event for 23 Latino Social Work Administrators. The chapter’s Clinical Social Work Network awarded its first Annual Clinical Social Worker of the Year Award at an awards reception. The chapter also undertook a media campaign that profiled 25 social workers in the media that included both online and print media articles about social workers in a variety of practice settings.

DC METRO

The DC Metro Chapter sponsored a variety of continuing education programs, most of which were taught by members. The “Hot Topics” lunchtime programs featured a lively assortment of classes on Gestalt Therapy, compassion fatigue, Yoga Nidra Meditation, collaborative divorce, couples assessment, private practice, and working with dreams. Also offered were workshops on supervision, social work ethics, exam preparation, aging, addictions, angry patients, leadership skills, complicated grief, and sexual abuse.

GEORGIA

The Georgia Chapter was the local host agency for the 17th National Conference on Child Abuse and Neglect, sponsored by the U.S. Office of Child Abuse and Neglect. Held in Atlanta, the conference drew over 1,100 participants from across the country. Chapter staff coordinated a state-wide planning committee, recruited and managed volunteers for the conference and assisted in securing educational site visits, speakers and sponsors.



Proclamation Signing – National Professional Social Work Month 2010
NASW Guam Chapter

HAWAII

The Hawai’i Chapter joined a coalition with other health, human services and housing groups to advocate to maintain funding for the health and human services sector and fight against further cuts to these critical services. The coalition was successful in getting over \$23 million appropriated for contracts to nonprofit agencies and saved additional cuts to state programs.

IDAHO

The Idaho Chapter offered workshops on social justice and economic crisis statewide and has begun an extensive effort to mobilize social workers for political action by using online social networking. A partnership has been formed with Idaho Public Television using an NASW Foundation grant to inform the public about HelpStartsHere.org and the Social Worker Finder. The Chapter held its first ever online election.

Accomplishments

ILLINOIS

The Illinois Chapter's 2009 Statewide Conference attracted over 600 participants with 75 workshops. More than 800 participants attended the 2010 Advocacy Day in February, and the chapter is playing a major part in state budget advocacy. Communication to chapter membership via social media has increased exponentially over the past year. Weekly news briefs are now transmitted to over 7,000 social workers, and more networking events related to jobs and careers are provided.

INDIANA

The NASW Indiana Chapter has the distinction of nominating three winning NASW National Public Citizens of the Year since 2005, including John House in 2009. The chapter achieved title protection for the term "Social Worker" this year—a struggle since 1997. The October Annual Conference had 375 attendees and featured NASW immediate past president Elvira Craig de Silva as the opening keynote speaker.

IOWA

The Iowa Chapter completed a survey of Iowa social workers to gain insight into the profession's interest in Social Work Reinvestment. The research spearheaded movement from the Chapter to develop a concrete SWRI plan to move forward in Iowa. Additionally, the Chapter worked on licensure issues that led to change within the administrative rules governing social workers.

KANSAS

The Kansas Chapter was successful in passing legislation that requires social worker safety awareness training for all new social workers. Kansas is the first state to require this area of content as part of continuing education. Additionally, the chapter got clinical social workers included as specific practitioners for the diagnosis and treatment of persons with autism in an insurance mandate legislation.

LOUISIANA

The Louisiana Chapter's 2010 Annual Conference attracted over 900 participants and many new exhibitors. The chapter's image building activities have expanded to include six billboards on the major interstates, exposure in a business magazine, and outreach to elected officials in the Louisiana Legislature on critical issues. Membership has stabilized. The chapter and other state social work groups are working collectively to move needed changes to the state Social Work Practice Act.

MASSACHUSETTS

The Massachusetts Chapter broke all attendance records at its Legislative Lobby Day (600) and Biennial Symposium (938) which attracted 60 exhibitors and featured more than 80 sessions. A research project to assess the impact of social work intervention in hospital settings was conducted with the major teaching hospitals in Greater Boston and Smith College School of Social Work. The chapter also produced a broadcast quality career recruitment video featuring emerging social work leaders.

MINNESOTA

The Minnesota Chapter generated 1,500 messages to state and federal legislators on professional and social justice issues. Nearly 600 attended the chapter's 14th Annual Social Work Day at the Capitol, including a march, rally and visits with legislators. More than 2,000 social workers attended chapter workshops, seminars, ethics trainings and the annual conference this year.

MISSOURI

The Missouri Chapter's 2010 Advocacy Day was the largest event at the state capitol since 1990 with over 100 students, practitioners and four universities participating. The Show-Me Annual Symposium was the most financially successful conference in the history of the chapter. The chapter has also embraced technology—transforming the website, converting to an e-newsletter format with YouTube notification, and expanding its CE webinar programs.

MISSISSIPPI

The Mississippi Chapter held its annual Legislative Day at the Mississippi State Capitol on February 2, 2010. The profession was well-represented by college and university students from the schools of social work, NASW members, and licensed social workers from around the state. This year NASW was joined by the Mississippi chapters of the School Social Workers Association and the Society for Social Work Leadership in Health Care.

NEBRASKA

The Nebraska Chapter continues to work on establishing an MSW degree program in Kearney. The Chapter has also been fighting a regulation change to state licensing laws that would add a conscience clause allowing therapists to not refer clients based upon religious and moral convictions. A new chapter website, modeled after the national HelpStartsHere.org site is being developed, and a yearlong public relations campaign with statewide public radio has begun.

Chapter

NEW YORK CITY

The New York City Chapter, in partnership with the New York State Chapter, collaborated with numerous human service providers and a union to seek changes to restrictive aspects of the state's licensing law. The chapter continued honoring emerging leaders and highlighted the work of 55 agency CEOs with MSWs. Addressing structural racism and the need for bi-lingual and bi-cultural social workers also continues.

NEW YORK STATE

The New York State Chapter, along with allied organizations, sponsored a comprehensive statewide training initiative to ensure that New York's mental health workforce is prepared to identify and address military-specific issues. Training events were held around the state to address issues of importance to this population.

NORTH DAKOTA

The past year was one of transition for the North Dakota Chapter. After hiring a new executive director, the chapter completed a member survey, established an e-news program, and built a social networking presence. The chapter is looking forward to launching an online CE Institute, increasing member networking opportunities, and offering additional expanded services in the coming year.

OHIO

An Ohio Chapter victory at the Statehouse occurred December 12, 2009 when the House passed 79-0 a bill that included elimination of civil service exemptions for social workers, a battle that has been waged since the late 1980s. Once passed in the Senate and signed into law, this bill will put the profession one step closer to title protection for social workers.

OKLAHOMA

The Oklahoma Chapter hosted "Social Work Day at the Legislature" in March with over 130 participants. Social workers came together for educational sessions and to advocate for issues affecting the profession and clients in the state. The Chapter also held its 34th Annual State Conference in April with over 400 participants. Participants heard many presentations focused on healthcare reform and its impact on Oklahoma.

OREGON

The Oregon Chapter is pleased that a title protection and multi-level licensure/limited practice act bill passed in the 2009 legislative session. The chapter also helped establish a school social worker license, advocated for reduced reimbursement rates for clinical social workers, and helped pass two ballot measures protecting vital services in the state. The Oregon Social Work Reinvestment Taskforce conducted a media campaign, workforce research, high school outreach, and a third annual SWR forum.

PENNSYLVANIA

The Pennsylvania Chapter successfully drafted and introduced four pieces of professional legislation. As of June 1, a bill that would certify school social workers passed the Senate and a bill that would create practice protection passed the House. 450 attended Legislative Advocacy Day in response. There were over 25 publications in media outlets statewide discussing the legislation and other NASW-PA commentary.

SOUTH DAKOTA

The South Dakota Chapter was involved in efforts to launch the newly established MSW program in the state, and to prevent it from falling victim to state budget cuts. The first cohort of MSW students has been chosen and will begin the program this fall. The chapter has also begun making monthly continuing education available to members across the state through use of a distance learning network.

TENNESSEE

The Tennessee Chapter worked this year to inform every social worker in the state that they can now apply for licensure. This change occurred in February 2010 when the Tennessee Social Work Licensure Board issued rules and regulations to implement the Multi-Level Social Worker Licensure Law, which was initiated by the chapter and signed into law in 2008.

TEXAS

The Texas Chapter is in high-gear implementing the Social Work Reinvestment Initiative. NASW has met with the commissioners of each the health and human service agencies in Texas, as well as with the Executive Commissioner over all the agencies. Volunteer leadership has begun a series of meetings with state legislators and are providing frequent testimony about the projected shortage of social workers in Texas.

Accomplishments

UTAH

The Utah Chapter drafted, introduced and passed Senate Bill 90, Amendments to the Mental Health Practice Act. Senate Bill 90 will strengthen social work licensing in Utah and improve administrative efficiency at the licensing level. The chapter also collaborated with the state licensing board to implement a law and ethics continuing education requirement for all licensed social workers, and modified other licensure rules.

VERMONT

The Vermont Chapter worked on increasing capacity to serve soldiers, veterans, and their families. With the Vermont Traumatic Brain Injury Association, the chapter offered a workshop on Traumatic Brain Injury (TBI). With the Military Family Community Network, the chapter assessed training needs and will provide workshops to prepare mental health and substance abuse professionals to better serve this population.

WASHINGTON

The social work title protection bill advanced through the state legislature, with the House of Representatives passing the bill. The Washington Chapter will increase its grassroots efforts to get the bill signed into law next year. The chapter also partnered with the Idaho Chapter to run radio ads, and partnered with NASW National to place public education ads in several daily newspapers during Social Work Month.

WEST VIRGINIA

The West Virginia Chapter mobilized members to promote health care reform, child welfare and social justice legislation. 200 members attended February's annual Social Work Day at the Legislature and were recognized by the Governor, the State House and State Senate. April's annual Spring Conference attracted over 1,700 social workers from West Virginia and from as far away as Florida and Minnesota.

WISCONSIN

The Wisconsin Chapter held its first ever Wisconsin Social Work Business Summit. At this Summit major employers of social workers in Wisconsin met with NASW-WI leadership and chairs, as well as directors of schools and departments of social work, to discuss issues related to the recruitment and retention of professional social workers—including social workers of color—for social work positions in Wisconsin.

WYOMING

The Wyoming Chapter continues to develop a voice and presence throughout the state. The chapter's annual conference successfully provided opportunities for networking and support to professionals who often work in isolation across the rural state. A new website is keeping social workers and the public informed about licensure issues, advocacy opportunities, and professional education.

Special thanks to the NASW Chapter Executives who provided descriptions of their key achievements for this report. Please visit each chapter's website for more detailed information about their work, services and accomplishments on behalf of social workers.

**Summaries received by July 1, 2010.*

SocialWorkers.org/swportal

Grants & Partners

GRANTS & PARTNERS

International



NASW continues to strengthen its reputation in the international social work community. The election of NASW Past President Gary Bailey as the new president of the International Federation of Social Workers (IFSW) was a proud moment at the 2010 Joint World Conference on Social Work and Social Development in Hong Kong. Through its Social Workers Across Nations (SWAN) initiative, NASW participated in capacity building projects in Tanzania and Ethiopia, as guests of these countries. NASW is also hosting a social work exchange professional from The Korean Association of Social Workers.



In addition to completing training deliverables for the CancerCare training grant in Hungary, the NASW Foundation was awarded a \$75,000 United Nations Foundation grant to promote global reproductive health issues. NASW's People to People delegation to Egypt in October provided insight into the social challenges facing one of the oldest known civilizations in the world. Next year's trip will explore social issues in Russia.

Haiti Disaster Fund

One of the most urgent and rewarding efforts of the year was the Association's rally to raise funds for recovery efforts following the devastating earthquake in Haiti. Social workers have contributed more than \$20,000 to the NASW Foundation's Social Work Disaster Assistance Fund as a result. NASW partnered with the National Hospice Foundation in supporting Holy Angels Hospice in Port-au-Prince, the Albert Schweitzer Hospital in Deschappelles and Boston-based Patners in Health. All three organizations have social work staff to provide palliative and end-of-life care to seriously injured victims in Haiti. NASW also partnered with Physicians for Peace to provide limb prosthetics to children injured in the earthquake.



Child Welfare

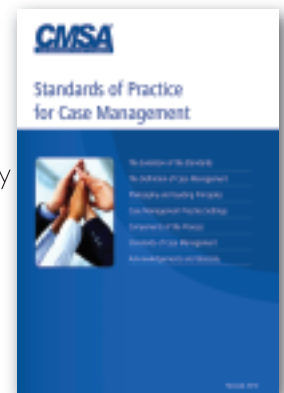
In response to the rising number of child deaths across the nation, and its commitment to improving the child protection system that is currently stretched too thin, NASW collaborated with Every Child Matters, the National Children's Alliance, and the National District Attorneys Association to place ads in prominent Washington political publications imploring Congress to hold hearings and allocate funds to stop these deaths. NASW continues to support many public affairs activities sponsored by the "We Can Do Better" Campaign.

Health Care & Aging

NASW partners with numerous advocacy groups throughout the year to help raise awareness in the public and among social workers about key issues affecting the public's health. Cancer prevention and treatment, childhood obesity, comparative effectiveness research, transitions of care, hospice care, Alzheimer's support, and patient navigation dominated NASW's health and aging partnership work this year. These relationships have produced several award-winning toolkits and training courses for consumers, social workers and allied professionals.

Case Management Practice Standards

The Case Management Society of America released a newly revised version of its Standards of Practice for Case Management, which NASW helped revise as part of an interdisciplinary task force this year. The CMSA Standards are voluntary practice guidelines for case managers of multiple disciplines working in a variety of health and behavioral health settings. Social workers in aging, health and mental health serve as care managers or coordinators for clients facing a number of challenges, including illness and injury, mental and behavioral health needs, and individual and family challenges. The revised standards reflect broader trends and changes occurring in health care, including addressing clients' needs holistically, promoting clients' and caregivers' involvement in the decision-making process, focusing on care coordination, and using evidence-based guidelines whenever possible.



Family Caregiver Practice Standards

Through a grant from the AARP Foundation, NASW is creating Standards for Social Work Practice with Family Caregivers of Older Adults. The project is part of a three-phase initiative of the John A. Hartford Foundation to enhance social workers' and nurses' skills and knowledge in working with family caregivers of older adults. The standards development process began with a survey of NASW's aging specialty certification holders on existing social work competencies related to aging and family caregiving. The Association then convened a panel of social work experts in aging and family caregiving to review the competencies and survey results, and to discuss content for the standards. The panel affirmed that attention to the contributions, strengths, needs and goals of family caregivers of older adults is integral to social work practice, and that guidance for ethics, assessment, care planning and service delivery, cultural and linguistic competence, advocacy and collaboration should be included in the standards.



Cancer Oral Medication Adherence



A new free online course, "Promoting Adherence with Cancer Oral Medications: The Social Worker's Role," was developed by NASW and the National Coalition for Cancer Survivorship (NCCCS) this year. The course continued NASW's focus on professional education in cancer care. Medical advances and funding streams for oral chemotherapy treatment are on the increase, but self-administration of such medication translates into significant challenges for both practitioners and clients. Research shows that more than 50 percent of Americans do

not take prescription medicine as instructed. The level of adherence in oral medications for cancer is estimated at only 30 percent, which impedes the effectiveness of the medication and the cancer treatment plan. This new course emphasizes the important role social workers play as facilitators for such transitions of care, helping integrate medication adherence into a person's life. NASW and NCCCS also completed a new module in the nationally recognized *Cancer Survival Toolbox* to help people with non-Hodgkin lymphoma understand and develop skills to address the challenges of their illness.

Grants & Partners

A

AARP
Alzheimer's Association
Alzheimer's Foundation of America
American Academy of Pediatrics
American Cancer Society
American Civil Liberties Union
Alliance for Aging Research
American Association of People with Disabilities
American Health Care Association
American Hospital Association (AHA)
American International Health Alliance
American Pain Foundation
American Psychiatric Association
American Psychoanalytic Association
American Psychological Association
American Public Health Association
American Red Cross
American School Counselors Association
American Society of Association Executives
American Society on Aging
American Sociological Association
ANSWER Coalition
Assisted Living Disclosure Collaborative (ALDC)
American Association of Homes and Services for the Aging (AAHSA)
Association of Oncology Social Work (AOSW)
Association of Social Work Boards (ASWB)

B

Black Women's Health Imperative
BPD—Association of Baccalaureate Social Work Program Directors
Bristol Myers Squibb Foundation—Cancer in Hungary

C

Canadian Association of Social Workers
CancerCare, Inc.
Cancer Support Community
Caring Road
Case Management Society of America
Casey Family Programs
Catholic Charities USA
C-Change
Centers for Disease Control and Prevention (CDC)
Center for Excellence in Assisted Living (CEAL)
Center for Health Communication
Centers for Medicare and Medicaid Services (CMS)
Clinical Social Work Association (CSWA)
Coalition for Genetic Fairness
Coalition on Human Needs
Commission on Accreditation of Rehabilitation Facilities (CARF)
Congressional Black Caucus
Congressional Hispanic Caucus

Consumers Advocating for Patient Safety
Compassion and Choices
Council on Accreditation
Council on Social Work Education (CSWE)

D

Drug Policy Alliance

E

Economic Policy Institute
Education.com
Entertainment Industries Council
Every Child Matters

F

Families USA
Federal Communications Commission
Feminist Majority
FHSSA
Frances Perkins Center

G

Give an Hour
Group for the Advancement of Doctoral Education in Social Work (GADE)

H

Half in Ten Campaign
Hartford Institute for Geriatric Nursing
Health Care for America Now
Healthy People 2020 Campaign
Hospice Foundation of America

I

Institute for Geriatric Social Work
Institute for Women's Policy Research
Institute of Medicine
Intercultural Cancer Council
International Council on Social Welfare (ICSW)
International Federation of Social Workers (IFSW)

J

Jewish Women International
John A. Hartford Foundation
Joint Commission on Accreditation of Healthcare Organizations (JCAHO)

K

Kaiser Family Foundation—Cover the Uninsured
Korean Association of Social Workers

L

Leadership Conference on Civil and Human Rights
Leadership Council of Aging Organizations
Leeza Gibbons Foundation
Leon Lowenstein Foundation
Leukemia & Lymphoma Society (LLS)

M

Management Sciences for Health
Martin Luther King, Jr. Memorial Breakfast
My CAA Financial Assistance

N

NAACP
National Alliance for Caregiving
National Alliance to End Homelessness
National Alliance on Mental Illness
National Association of Deans and Directors of Schools of Social Work (NADD)
National Association of Black Social Workers (NABSW)
National Association for Home Care
National Association of Professional Geriatric Case Managers
National Association of School Psychologists
National Cancer Policy Forum
National Center for Lesbian Rights
National Child Welfare Workforce Institute
National Citizens' Coalition for Nursing Home Reform (NCCNHR)
National Coalition Against Domestic Violence
National Coalition for Cancer Survivorship (NCCS)
National Coalition on Health Care
National Coalition on Women's Appointments
National Commission on Correctional Health Care
National Committee to Preserve Social Security and Medicare
National Conference of State Legislatures
National Council of Negro Women
National Family Caregiver Alliance
National Family Caregivers Association
National Healthcare Decisions Day (NHDD)
National Hospice and Palliative Care Organization (NHPCO)
National Institutes of Health
National Mental Health Association
National Network for Child Care—Child Safety and Protection Month
National Network for Social Work Managers
National Organization of Forensic Social Work
National Organization for Women (NOW)
National Partnership for Women and Families
National Transitions of Care Coalition (NTOCC)
National Urban League
National Women's Law Center
New York Academy of Medicine

O

Office of National Drug Control Policy
Older Women's League (OWL)
One Campaign

P

Parents Speak Up National Campaign

Partners Against Pain—Purdue Pharma
Patient Privacy Rights
PBS This Emotional Life
People to People Ambassador Program—Egypt
Physicians for Peace
Pioneer Network
Policy Practice Forum
Prevent Child Abuse America
Public News Service

QRS

Sanofi Aventis-U.S.
Substance Abuse Mental Health Services Administration (SAMHSA)
SAMHSA VOICE Awards
School Social Work Association of America
Services and Advocacy for Gay, Lesbian, Bisexual and Transgender Elders (SAGE)
Social Security Administration
Society for Social Work and Research
Social Work Today Magazine
Society for Social Work Leadership in Health Care
Suicide Prevention Action Network (SPAN)

T

TAP-IN
Tanzanian Association of Social Workers
The New Social Worker Magazine

U

UNAIDS—World AIDS Day
United Nations Foundation
U.S. Administration on Aging
U.S. Census Bureau
U.S. Department of Health and Human Services
U.S. Department of Labor—Bureau of Labor Statistics
U.S. Department of Justice—Office for Victims of Crimes
U.S. Department of State
U.S. Department of Veterans Affairs (VA)
U.S. Indian Health Service
U.S. Public Health Service

V

Voices of September 11th

W

White House Council on Women and Girls
White House Task Force on the Middle-Class
Whitney Young Film and Leadership Development Project
Whole Health Campaign
Women's Foreign Policy Group
World Federation for Mental Health—World Mental Health Day
World Social Work Day

XYZ

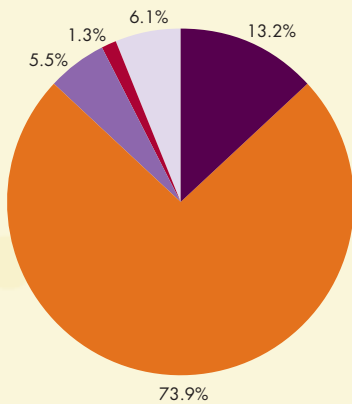
YWCA

Financials

Financials

FY 2009 NASW Consolidated Assets, Revenue, and Expenses

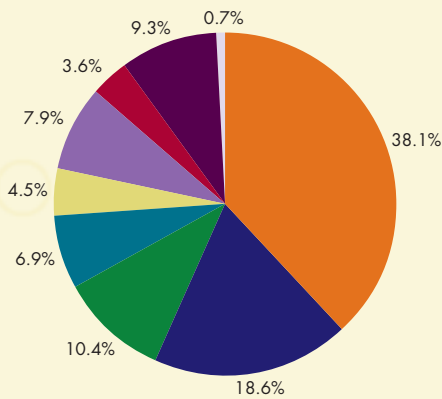
NASW General Fund, Foundation, Chapter Development Fund, Legal Defense Fund, Political Action for Candidate Election, and Assurance Services, Inc.



Assets June 30, 2009

Total Assets = \$83,160,592

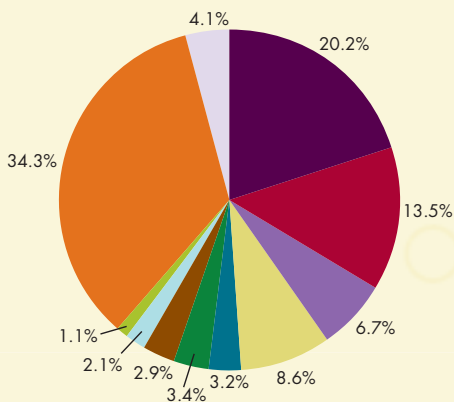
- Cash & Cash Equivalents – 13.2%
- Investments – 73.9%
- Accounts & Grants Receivable, Net – 5.5%
- Fixed Assets, Net – 1.3%
- Prepaid Expenses & Other Assets – 6.1%



Revenue FY 2009

Total Revenue = \$26,380,297

- Membership Dues – 38.1%
- Insurance Programs – 18.6%
- Publications & Subscriptions – 10.4%
- Investment Income – 6.9%
- Contributions – 4.5%
- Professional Development Revenue – 7.9%
- NASW Royalties – 3.6%
- Other Revenue – 9.3%
- Grants & Contracts – 0.7%



Expenses FY 2009

Total Expenses = \$28,348,989

- Insurance Programs – 20.2%
- Publications – 13.5%
- Customer Service – 6.7%
- Professional Development & Workforce – 8.6%
- Research Projects – 3.2%
- Marketing – 3.4%
- Communications – 2.9%
- Chapter Development Fund – 2.1%
- Legal Defense Fund – 1.1%
- Supporting Services – 34.3%
- GR & Contributions to Candidates – 4.1%

The background consists of several overlapping, semi-transparent yellow circles of varying sizes, creating a layered, organic effect. The circles are centered on the left side of the page, with the largest one being the most prominent.

○ *SocialWorkers.org*

○ About Social Work

The National Association of Social Workers (NASW), in Washington, DC, is the largest membership organization of professional social workers with 145,000 members. It promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the well-being of individuals, families, and communities through its advocacy.

The primary mission of the social work profession is to enhance human well-being and help meet the basic human needs of all people, with particular attention to the needs and empowerment of people who are vulnerable, oppressed, and living in poverty. A historic and defining feature of social work is the profession's focus on individual well-being in a social context and the well-being of society. Fundamental to social work is attention to the environmental forces that create, contribute to, and address problems in living.

The mission of the social work profession is rooted in a set of core values. These core values, embraced by social workers throughout the profession's history, are the foundation of social work's unique purpose and perspective:

- service
- social justice
- dignity and worth of the person
- importance of human relationships
- integrity
- competence

SocialWorkers.org



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