



SOCIAL WORK:
purpose &
possibility



NASW ANNUAL REPORT - 2009



service | social justice | dignity & worth
relationships | integrity | competence

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About Social Work

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.

Social workers promote social justice and social change with and on behalf of clients. "Clients" is used inclusively to refer to individuals, families, groups, organizations, and communities. Social workers are sensitive to cultural and ethnic diversity and strive to end discrimination, oppression, poverty, and other forms of social injustice. These activities may be in the form of direct practice, community organizing, supervision, consultation, administration, advocacy, social and political action, policy development and implementation, education, and research and evaluation. Social workers seek to enhance the capacity of people to address their own needs. Social workers also seek to promote the responsiveness of organizations, communities, and other social institutions to individuals' needs and social problems.

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

This constellation of core values reflects what is unique to the social work profession. Core values, and the principles that flow from them, must be balanced within the context and complexity of the human experience.

Message

, Message from the President & Executive Director,



Our world has changed in profound ways in the last year. There are changes social workers can rejoice in, but also changes to be gravely concerned about.

In November 2008, the United States overwhelmingly elected a new President whose commitments to social justice, world diplomacy, and government accountability are re-shaping America. At the same time, we are faced with the worst global financial crisis in decades.

Many struggling countries are experiencing heartbreaking setbacks to previously made progress in health care access, human rights, and democracy. This current crisis is also hitting close to home as jobs in the U.S. disappear, health costs soar, and companies collapse.



During some of the worst periods of our nation's economic history, social workers have been instrumental in creating solutions that minimize the devastation, and have led many of the most important social movements in our country. Our professional legacy has renewed relevance.

It is against this backdrop that we present a summary of National Association of Social Workers activities and accomplishments from July 2008 to June 2009. If you are a member, we hope this report strengthens your desire to become involved as a volunteer leader in the Association, and to help spread the news about what NASW is doing on behalf of its outstanding membership.

If you are an ally to the social work profession, we hope this report increases your knowledge of our work and goals, and encourages you to champion the significant contributions professional social workers are making in your community and the nation. We appreciate your help and support.

Sincerely,

A handwritten signature in black ink that reads "James J. Kelly". The signature is written in a cursive style.

James Kelly, PhD, ACSW
President

A handwritten signature in black ink that reads "Elizabeth J. Clark". The signature is written in a cursive style.

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

NASW Membership

NASW Membership

The National Association of Social Workers supports the professional development and growth of the nation's social workers, and advocates for sound social policies that improve life for all people.

NASW members are accomplished practitioners, educators, researchers, and policymakers who are employed in a wide range of settings in rural, suburban and urban communities. Of the approximately 600,000 professionally trained social workers in the United States, 147,000 are active members of NASW—making it the largest professional membership organization for social workers in the nation.

According to the U.S. Department of Labor's Bureau of Labor Statistics, the social work profession is expected to increase much faster than average for all occupations by 2016 due in part to the aging population and greater demand for health care services. Social workers also continue to be the largest group of clinically trained mental health providers in the country—more than psychiatrists, psychologists and psychiatric nurses combined.

NASW members are employed in schools, hospitals, shelters, senior centers, universities, social service agencies, private practices, clinics, media, corporations, and the military. They can be found in all levels of leadership in the non-profit, for-profit and government sectors—including local, state and federal elected office.

Our members have an exciting range of professional and personal interests. Here's a sample:

147,000	NASW Members	570	Organizations and Schools Listed on the Social Work Portal Web site
56	NASW Chapters	80	Percent of Deans of Schools of Social Work who are NASW Members
16,800	Student Members	40,000	Members who hold the ACSW Advanced Credential
23,000	Specialty Practice Members	6,200	Licensed Social Workers listed in the Social Work Finder
185	NASW National Committee Members	60,000	Letters, postcards, and emails sent in support of the Social Work Reinvestment Act
190	Content Contributors to HelpStartsHere.org	70,000	Members who have NASW Assurance Services protection
108,000	Gifts to the National Social Work Public Education Campaign	9	Members of Congress who are professional social workers
50,000	NASW Advocacy Listserv Subscribers	239,400	Visitors to the Social Work Career Center
1,000	NASW Twitter Followers		
12,000	NASW Facebook Friends and Fans		
11,120	NASW Teleconference Participants		



Highlights

Social Work Reinvestment Initiative



The Dorothy I. Height and Whitney M. Young, Jr. Social Work Reinvestment Act (H.R. 795/S. 686) has been reintroduced into the 111th Congress. It was reintroduced in the U.S. House of Representatives on February 3, 2009 by Representative Edolphus Towns (NY) and in the Senate on March 24, 2009 by Senator Barbara Mikulski (MD). Both are proud social workers.

NASW worked to have the Act reintroduced in both chambers in time for Dr. Height's 97th birthday on March 24. The bill is important to the social work profession because it seeks to create a Social Work Reinvestment Commission to study workforce issues associated with recruitment, retention, and research in the social work profession. It will also provide a series of grants for demonstration projects that improve social work services, educational opportunities and employment conditions.

In the 110th Congress the House Subcommittee on Healthy Families and Communities held the first ever Congressional hearing on the profession of social work in July 2008. The SWRA bill has now been referred to the House Committee on Education and Labor, and the Senate Committee on Health, Education, Labor and Pensions for review.

SWRA currently has 58 co-sponsors in the House and 6 in the Senate. Since both bills were first introduced in 2008, NASW has solicited and secured more than 60,000 pieces of grassroots communication by social workers in support of the bill, most in the form of targeted email messages and letters to Members of Congress. In addition to oversight provided by the ANSWER Coalition, the bill has recently been endorsed by the Clinical Social Work Association, the National Association of Black Social Workers, the NAACP, and the Latino Social Work Organization.

Social Work Month 2009



Combining the goals of the Social Work Reinvestment legislation with the objectives of the National Social Work Public Education Campaign, the Association decided to promote a recruitment theme for the 2009 National Social Work Month recognition. The selected theme, "Social Work: Purpose & Possibility," was promoted widely by social workers who used campaign materials to host workplace celebrations for colleagues, to submit letters to the editor in local media, secure proclamations from elected officials, and as state NASW conference themes. On March 17, Congress issued a special resolution honoring the nation's social workers and raising awareness of World Social Work Day.

This year's campaign highlighted the limitless potential and connections social workers make in the lives of individuals, families and communities. To promote the theme among service- and justice-minded students, NASW created a new interactive Web site called *50 Ways to Use Your Social Work Degree*. Renamed www.BeASocialWorker.org this spring, the site is connected to the award winning social work consumer site, www.HelpStartsHere.org, and linked to the popular NASW Career Center site, CAREERS.socialworkers.org.

This student recruitment Web site highlights the many ways a social work degree can shape a successful career, and is the focus of a targeted high school student outreach campaign on Facebook. Hundreds of students every week take the interactive quiz about social work interest areas, read multiple social work profiles, use the salary calculator, and search for prospective social work education programs. NASW also participated in the 2009 American School Counselors Association Conference to promote social work careers with the nation's guidance counselors.

Delegate Assembly

NASW's 23rd Delegate Assembly took a milestone step with members conducting business in an electronic virtual meeting for the first time. During the triennial proceedings, held August 8-9, in Washington DC, the Association's 200 elected delegates, chapter executive directors and presidents, and members of the NASW National Board were able to communicate with one another, vote and follow the requirements of parliamentary procedure using the telephone and an interactive Web site in real-time. NASW leaders have convened every two to three years since 1955 to review social work positions on a range of public policy issues as well as to assess and refine the parameters of the Association's mandate.

Two NASW leaders, Gary Bailey and Roseann Martinez, who had previously presided at past Delegate Assemblies served as presiding officers of the 2008 meeting. The two new policy statements addressed slavery and human trafficking, and professional self-care. The Assembly also approved bylaws changes, approved eight new priority goals for the Association, and accepted two revisions for the *Code of Ethics* related non-discrimination clauses for gender identity and immigration status.

Policies revised for the 8th edition of *Social Work Speaks* include:

- adolescent pregnancy and parenting
- aging and wellness
- civil liberties and justice
- deprofessionalization and reclassification
- drug testing in the workplace
- environmental policy
- family planning and reproductive choice
- family policy
- genetics
- health care
- HIV and AIDS
- housing
- immigrants and refugees
- international policy on human rights
- language and cultural diversity
- people with disabilities
- poverty and economic justice
- professional impairment
- prostituted people and commercial sex work
- social work in the criminal justice system
- technology and social work
- transgender and gender identity issues
- welfare reform



Aging Practice Conference

NASW's first practice conference, "The Aging Boom: Is Your Clinical Practice Ready?" held in March in Las Vegas attracted 400 social workers from across the country. Participants chose among 16 breakout sessions, general sessions about workforce trends, and workshops about ways to advance in a career while serving older adults. The NASW Nevada Chapter co-hosted the conference, which ran in conjunction with the annual American Society on Aging/National Council on Aging conference.



The National Institutes of Health (NIH) reports that 60,000 to 70,000 professional social workers are needed to serve the aging boomer population. Given the acute shortage of social workers in this practice area, it was important that NASW's first practice conference be focused on solutions and strategies needed to improve the quality and availability of elder services. Keynote speaker Sandra Lopez, LCSW, ACSW, DCSW, Clinical Associate Professor, University of Houston, Graduate College of Social Work, underscored this urgency in her remarks.



Chapter

ALABAMA

The Alabama Chapter demonstrated commitment to social work education through the Eulene Hawkins/NASW Alabama Endowed Scholarship in Social Work, awarded to Sara Thomas of Montgomery. Deontay Wilder, 2008 Olympic Bronze Medalist, received the chapter's Public Citizen of the Year Award. Mr. Wilder, a Tuscaloosa native, was honored not for his terrific boxing skills, but for his work in the community with children.

ARIZONA

The Arizona Chapter worked closely with a group of concerned social workers in Tucson to advocate for the Tucson Component School of Social Work, the only one in Southern Arizona. The advocacy effort produced 1,300 email messages, which helped to keep the school open. The chapter is also launching a volunteer structure that will help implement new social work reinvestment activities.

CALIFORNIA

The California Chapter provided significant programs and services for members this year. More than 1,000 attended the 2009 Lobby Days and 400 attended the 2009 Annual Conference. We achieved state social worker title protection and completely redesigned the chapter website in March 2009. We also placed Public Education Campaign ads on ten billboards in the Kern County—Bakersfield area.

COLORADO

The Colorado Chapter obtained passage of two bills in the state legislature. One clarified the definition of clinical social work to include all aspects of social work, not just psychotherapy. The other establishes a continuing competency requirement for licensed social workers. Previously, Colorado was one of just three states without a continuing education requirement. It now leads use of the competency model.

FLORIDA

The Florida Chapter continued its successful record of legislative advocacy with a bill giving LCSWs limited liability in duty-to-warn cases. We hosted our largest Lobby Day with more than 600 participants. NASW Florida celebrated Social Work Month with 18 events statewide, and more than 1,300 attendees. Our Continuing Education Program hosted 140 workshops, serving more than 3,200 participants.

GEORGIA

The Georgia Chapter hosted 500 social work students and faculty at the Student Lobby Day this year. Our annual conference and the many continuing education programs offered throughout the year were quite successful. To recognize and honor as many social workers as possible during Social Work Month, proclamations were sent to our 159 county commissions.

HAWAII

The Hawaii Chapter helped deliver a 75% voting percentage for President Obama in his home state. We co-created a new advocacy organization called PHOCUSED (Protecting Hawaii's Ohana, Children, Underserved, Elderly and Disabled) which minimized funding cuts to the health and human services sector during the 2009 legislative session. NASW Hawaii also awarded three \$1,000 scholarships through its new Purpose and Possibility Program.

IDAHO

The Idaho Chapter offered workshops on social justice and economic crisis statewide, and began an extensive effort to mobilize social workers for political action using 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 also held its first ever online election.

ILLINOIS

The Illinois Chapter moved to new offices with enhanced training facilities, transitioned to an online newsletter, and initiated a weekly update e-mail to membership. A new interactive professional development program, Social Work Academy, was introduced. Social networking increased and a Shared Interest Groups (SIGs) model was established. More than 700 people attended Advocacy Day.

INDIANA

The Indiana Chapter hosted more than 50 CE programs and events for nearly 1,800 social workers. We supported a Poverty Commission bill that will study ways the public and private sectors can deliver more effective services, build resiliency and foster self-sufficiency. We are working on legislation to strengthen social work licensure, and four of our ten regions have placed billboard advertising.

Accomplishments

IOWA

The Iowa Chapter filed a friend of the court brief for the *Varnum v. Brien* same sex marriage case in Iowa. We were supportive of the One Iowa advocacy group, and pleased with the Supreme Court outcome. NASW Iowa also offered a variety of continuing education events this year, including eight events and the annual conference.

KANSAS

The Kansas Chapter planned and hosted a reception for Kansas legislators in January in partnership with allies at the Kansas Psychological Association. We passed a social worker safety CE requirement in the State Senate within three weeks, and prevented changes to licensure qualifications that would have been damaging to the state's schools of social work. NASW Kansas also offered training on working with returning soldiers and veterans.

KENTUCKY

The Kentucky Chapter gained recognition during the 2009 Legislative Session with a student social work rally and a Social Work Proclamation by Governor Steven Beshear in March. We partnered with the Kentucky Fairness Campaign to defeat SB 68, which would discriminate against same sex and unmarried couples in the state's foster care and adoption programs. A social work billboard was proudly displayed in the state capitol of Frankfort during Social Work Month.

LOUISIANA

The 2009 NASW-Louisiana Annual Conference was a roaring success with over 900 participants and many new exhibitors. Our image building activities have expanded to include more billboards, exposure in a business magazine, and outreach to elected officials in the Louisiana Legislature. Membership has stabilized. The chapter and other state social work groups are reviewing license provisions in the current Practice Act.

MARYLAND

The Maryland Chapter hosted its 2009 Annual Conference during Social Work Month, and promoted the profession via ads on regional public radio stations and in local print media. Our Third Annual Clinical Conference was held in the fall, and over 300 social work students gathered in Maryland's state capitol for a Student Advocacy Day. Maryland students also participated in Social Work Day at the UN.

MASSACHUSETTS

The Massachusetts Chapter launched a podcasting CE format and prepared over 800 people for licensing test prep courses. We organized a statewide Task Force on Maximizing Social Worker Safety in the Workplace, and

published Workplace Standards and Salaries for Social Workers. Legislation passed to protect social workers from restrictive covenants when opening private practices, and the chapter broke attendance records at both Symposium'08 and Advocacy Day.

METRO DC

Metro Chapter held a successful conference titled "Social Workers – Agents of Change." The event featured keynote speakers Dr. Betsy Clark and Dr. Jean Houston, who also served as a workshop presenter with Ms. Peggy Rubin. Dr. James Clark and DC Councilman Tommy Wells presented at the conference, along with over 60 social workers on a variety of topics.

MICHIGAN

The Michigan Chapter is actively urging the Michigan Legislature to provide tuition assistance for social workers as part of their reinvestment plan. Talks with Blue Cross Blue Shield of Michigan expanded reimbursement for social workers. The Annual Conference and Legislative Education and Advocacy Day enjoyed record numbers of attendees and ethics workshops on mandatory reporting are a popular addition to our programming.

MINNESOTA

The Minnesota Chapter generated 2,500 messages to state and federal legislators on professional and social justice issues. Nearly 600 attended the chapter's 13th Annual Social Work Day at the Capitol, including a march, rally and visits with legislators. More than 2,500 social workers attended chapter workshops, seminars, ethics trainings and the annual conference this year.

MISSISSIPPI

The Mississippi Chapter collaborated with state agencies to create a revised social work career ladder, with salary increases. Some agencies are beginning to implement the new structure even as budgets are threatened. The chapter also partnered with *Every Child Matters* for a rally at the state capitol right before the first presidential debate to highlight the needs of Mississippi children and families. The annual conference in March attracted 400 attendees. Billboards were placed around the state.

MISSOURI

The Missouri Chapter continues to host an extremely successful Annual Symposium with high quality educational sessions. The chapter's 2009 Legislative Session was a victory for the profession and solidified highly skilled recognition by protecting the initials of our profession "SW", degrees "BSW, MSW, DSW" and licensures "LBSW, LBSW-IP, LMSW, LCSW, CSW, LAMSW, AMSW."

Chapter

NEBRASKA

The Nebraska Chapter had a very good year. We co-organized a successful, statewide "Every Child Matters" campaign. Our annual conference featured two nationally renowned speakers in our most successful event ever. In March, Dr. Christine Dobson toured Nebraska on secondary trauma response issues. In April, nearly 200 social work students and a third of our legislators attended Legislative Day.

NEVADA

The Nevada Chapter co-sponsored with the National Office and NASW Assurance Services, Inc. the first annual practice conference in Las Vegas. The conference, titled "The Aging Boom: Is Your Clinical Practice Ready?" was a huge success and helped prepare social work practitioners to better serve this growing demographic. NASW Nevada also contributed to a Suicide Prevention Toolkit project.

NEW HAMPSHIRE

The New Hampshire Chapter played a leading role in opposing efforts to undermine the New Hampshire Board of Mental Health Practice. We had a successful Annual Dinner Meeting, preceded by a diversity workshop by past NASW President Gary Bailey. The speaker at the dinner was U.S. Representative Carol Shea-Porter, a BSW, and social work supporter.

NEW JERSEY

The New Jersey Chapter leveraged its 1990s slogan, "Life can change in a second, social workers are there to help," through new billboards, bus ads, and PSAs. The chapter formed a popular Speakers Bureau this year, and continued its professional advocacy with a Third Annual Social Work Summit.

NEW MEXICO

The New Mexico Chapter worked with the 2009 State Legislature to pass two bills: one explores the recruitment and retention issues of social workers and the other repeals the death penalty. Chapter executive director Patrick Tyrrell was a founder and co-chair of the State Repeal Coalition. The chapter also sponsored a Social Work Summit convening New Mexico social work leaders.

NEW YORK CITY

The New York City Chapter is forming an alliance to correct serious problems in our licensing law. On behalf of new professionals, we asked 100 agencies to address working conditions during a time of cuts. Five hundred attended our 2009 annual meeting, titled "Community Organizer in the White House: Discerning Opportunities for Social Work."

OHIO

The Ohio Chapter invited the Speaker of the House and Minority Senate Leader to address a gathering of 250 social workers at the Ohio Statehouse in March 2009, on Advocacy Day, to launch our professional advocacy agenda. This agenda includes workplace safety, educational debt relief, and elimination of civil service exemptions allowing non-licensed individuals the job title of "social worker."

OREGON

The Oregon Chapter held its second annual Social Work Reinvestment forum, hosting addictions expert Claudia Black, a successful advocacy day at the state Capitol during Social Work Month, and launching a new chapter Web site. We are also expecting a title protection multi-level licensure bill to pass this session.

PENNSYLVANIA

The Pennsylvania Chapter successfully drafted and passed legislation providing insurance reimbursement for LCSWs. Five pieces of legislation were drafted and introduced for this session. More than 450 attended Legislative Advocacy Day in response, with 375 attending the annual conference. A CE training center was launched and NASW-PA continued to receive positive media attention.

RHODE ISLAND

The Rhode Island Chapter provided some level of advocacy on 406 pieces of state legislation; gave over 35 verbal testimonies; and secured significant press coverage in Rhode Island newspapers 20 times through op-eds, interviews, press conferences, and testimonies. We also provided consultation to several hundred members and offered ten continuing education programs.

Accomplishments

SOUTH DAKOTA

The South Dakota Chapter helped establish the state's first MSW program. The chapter wrote a "Workforce Study" to convince the South Dakota Board of Regents to approve the plan. A combination of grassroots lobbying, pressure from employers who need MSWs on their staffs, a dedicated lobbyist, and continual contact with key legislators led to approved funding for an MSW program. It is the only academic program approved by the Legislature this year and will take its first students in Fall 2010.

TENNESSEE

The Tennessee Chapter joined with mental health advocates from across the state in working against cuts that would dramatically impact Tennessee's mental health system. These efforts have resulted in the Governor's revised budget including \$10 million more than initially proposed for community behavioral health services.

TEXAS

The Texas Chapter rolled out our first "Professional Social Work Day at the Legislature." Resolutions were read in both the House and Senate and attendees (over 500) were recognized and applauded. Our first "Research to Practice" spring symposium was launched in partnership with the NASW ATOD Section. It will serve as a model for future annual events.

UTAH

The Utah Chapter proposed several statutory changes to the baccalaureate level social work license (SSW). We hope to increase course requirements for non-BSWs, revise the scope of practice, and introduce a law and ethics CE requirement for all social work licensees. NASW Utah started a Campus to Workforce pilot for graduating MSW students, and developed the Utah Social Work Licensure Handbook.

VERMONT

The Vermont Chapter celebrated Social Work Month 2009 with the help of our first-ever Social Work Month Committee. They produced a TV panel about social work featuring members and students, a PSA in 30- and 60-second versions for radio and TV, sponsored Social Work Day at the Legislature, and offered a special CEU workshop.

VIRGINIA

The Virginia Chapter hosted an exceptional 2009 Annual Conference, featuring a keynote by best-selling author Harriet Lerner. The chapter also began establishing a high school outreach strategy and participated in state advocacy on behalf of school social workers. NASW Virginia implemented a highly demanded Clinical Supervision Certification Program and launched a radio news program.

VIRGIN ISLANDS

The Virgin Islands Chapter continues to grow, and celebrated Social Work Month in style. In addition to a fantastic conference held on both St. Croix and St. Thomas, we held several social, public service and self-care events. We also held holiday celebrations on both islands. NASW Virgin Islands recognized numerous 30+ year members this year.

WASHINGTON

The Washington Chapter had a good year before the Washington Legislature. The chapter allied with other professional associations to support and secure passage of legislation that provides privilege protection to social workers. The Governor signed the bill into law. Our social work title protection legislation also passed our state's House of Representatives. Professional workshops during FY 2009 ranged from supervision and trauma to ethics and marriage and family counseling.

WEST VIRGINIA

In response to the July 30, 2008 murder and mutilation of in-home services social worker Brenda Lee Yeager, the West Virginia Chapter worked aggressively with government and professional leaders to prevent the repeat of such a tragedy. On May 4, 2009 Governor Joe Manchin, III signed into law HB2566, referred to as the "Social Worker Safety Bill." The Chapter's annual conference featured multiple workshops on safety awareness and self defense.

WISCONSIN

The Wisconsin Chapter successfully lobbied the Wisconsin Legislative Joint Finance Committee to insert a vendorship bill in the 2009-2011 Wisconsin state budget. This bill would require insurance companies and Medicaid (effective January 1, 2011) to directly reimburse licensed clinical social workers for psychotherapy. The chapter implemented one-hour lunchtime teleconferences in January and February.

WYOMING

Following several years of out-of-state management, the Wyoming Chapter hired a local executive director and established operations in Cheyenne. Much effort went into the "nuts and bolts" of opening the office and establishing connections with the Wyoming membership. We had a successful annual conference this year, and anticipate many exciting endeavors in the coming months.

List as of June 8, 2009

Key Activities

Advocacy

A broad range of issues affect the quality of life in communities, and the ability of professional social workers to provide effective services. The NASW legislative agenda seeks to address these issues by focusing on health, mental health, education, aging, children and families, economic security, civil rights, military/veterans affairs, and social work reinvestment. Key actions this year:



Photo Credit: Associated Press



- Attended the White House announcement of the new Office on Women and Girls. NASW is part of the National Coalition for Women's Appointments, which led a campaign to secure a cabinet-level office on women in the Obama Administration.
- Ensured that new Health IT regulations included privacy standards and reflected social work perspectives.
- Pushed the Senate and House to reintroduce the *Increased Student Achievement through Increased Student Support Act Bill* to increase the number of social workers and other mental health experts in the nation's schools.
- Supported, with the Coalition for Human Needs, the *American Recovery and Reinvestment Act* provisions that bolster state safety net programs, including aid to low-income individuals and expanded early childhood education.
- Attended White House signing of *Lilly Ledbetter Fair Pay Act of 2009* which supports working women and families by allowing women to sue for wage discrimination.
- Participated in the historic Presidential Inauguration, celebrating a successful grassroots election campaign. Eighty-seven percent of NASW-PACE endorsed candidates won their races. NASW-PACE endorsed Barack Obama in September and attended the Democratic National Convention in Denver.
- Achieved three major victories for mental health parity: SCHIP-State Children's Health Insurance Program; Paul Wellstone and Pete Domenici Mental Health Treatment Act; and parity for outpatient Medicare benefits.
- Helped pass *Connections to Success and Increasing Adoptions Act* which improves support to foster care youth by extending federal foster care payments until age 21. The bill also increases training dollars for child welfare workers.
- Challenged proposed HHS regulations allowing health care providers to refuse to provide certain medical services on the basis of their religious or moral beliefs. The social work principle of "client self-determination" was cited in the letter.
- Opposed a CMS rule affecting social work jobs in hospices, asserting that both MSW and BSW graduates are qualified for hospice positions. Members also encouraged the President to rescind hospice rate cut regulations.
- Helped pass the *Higher Education Reauthorization and Opportunity Act* which includes loan forgiveness for social workers and other professionals, increased Pell Grant funding, and enhanced hate crime data collection.
- Assisted passage of the *Medicare Improvements for Patients and Providers Act*, which provides a rate increase for social workers and co-insurance parity provisions.

Legal

NASW works to influence public policy through legal advocacy in the federal and state courts. This work is done primarily with the support of the NASW Legal Defense Fund (LDF) by filing amicus curiae (friend of the court) briefs in cases of significance to the social work profession or to social work clients. Other LDF resources include Legal Issue of the Month analysis and Law Notes publications. The work of LDF is funded by contributions from members. Highlights include:

- NASW Legal Defense Fund amicus brief database exceeds 200 cases, including the full text of 10 briefs filed this year. These legal cases address a broad range of issues important to the social work profession, including:
 - ◇ clinical social workers as sentence mitigation specialists
 - ◇ civil rights remedies in peer sexual harassment
 - ◇ social histories and expert witness testimony
 - ◇ parental rights in same sex custody cases
 - ◇ recognition of same-sex marriage rights
- NASW Law Notes help members understand their rights and responsibilities under the law and the laws affecting vulnerable client populations. A new publication this year addressed K–12 students’ legal rights, explained the value of school social workers, and reviewed licensing and credentialing requirements for school social workers.
- NASW contributed to an Iowa Supreme Court victory for same sex marriage (Varnum v. Brien), and filed briefs in Montana, West Virginia and North Carolina to support custody and adoption rights by gay and lesbian parents.
- U.S. Supreme Court hears the case of a middle school student strip-searched for medication. The NASW position in Safford Unified School District #1 vs. Redding is part of the Court’s decision holding that the search was unconstitutional.



Professional Development

NASW supports the professional development and growth of social workers and seeks to provide resources and forums that increase knowledge, competencies and contacts for its members. It accomplishes this through a range of continuing education programs, insurance services, volunteer leadership opportunities, career development tools, specialty practice sections, and professional credentials and certifications.

- NASW Assurance Services (ASI) offered a new benefit program with Liberty Mutual, helping members save on auto, homeowners, condo and renters insurance and access emergency roadside assistance services, in addition to malpractice and group life.
- Offered an engaging series of teleconferences to members:
 - ◇ Cultural Competency and Cross-Cultural Skills
 - ◇ Exploring Common Ethical Dilemmas in Today’s Workplace
 - ◇ Social Workers and the Legal Rights of Students
 - ◇ Your Social Work Career Ladder
 - ◇ Social Workers and Subpoenas
 - ◇ Community Organizing for a Change
 - ◇ Psychological Aspects of Working with Clients Who Have Life Threatening Illnesses
 - ◇ The Political Power of Social Work



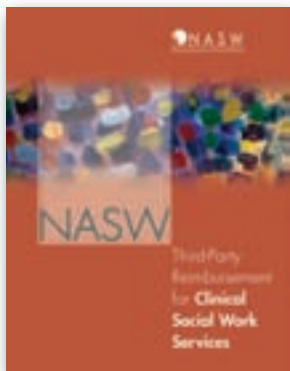
Key Activities



- Introduced the Advanced Certified Hospice and Palliative Social Worker (ACHP-SW) for MSW/BSW trained social workers in partnership with NHPCO.
- Launched new loan forgiveness Web site to organize state and federal applications for members, and encourage story submissions.
- Urged social work inclusion in taskforce for fifth edition of DSM and nominated social work experts to the American Psychiatric Association.
- Explored licensure reciprocity through the Social Work Reinvestment Act.



- Collaborated with National Transitions of Care Coalition to produce a "Taking Care of My Healthcare" checklist for consumers to use when visiting a nursing home, hospital or other healthcare facility.



- Partnered with National Coalition for Cancer Survivorship (NCCS) to add a multiple myeloma module to the popular Cancer Survival Toolbox®, a free self-learning audio programs to help people understand the second most common blood cancer.
- Launched the NASW Career Center with new features and more resources to help those exploring the field and those working to advance in the profession.
- Expanded NASW Social Work Across Nations (SWAN) Initiative through a meeting on Global Social Work. Social work leaders from the State Department, HHS/HRSA, Peace Corps, and CSWE discussed recruitment for international work.
- Revised and published the *Third Party Reimbursement for Social Work Services* booklet to help clinical social workers understand requirements and rates, and to educate legislators and employers on roles of social workers.

Publications

The NASW Press is a well-recognized scholarly press in the social sciences which publishes four quarterly journals and an abstracts review, and multiple book titles every year. The Press provided access to the journals online in an effort to reduce paper and support NASW's Going Green Initiative.



- New titles published this year include:
 - ◇ *Workforce Trends Affecting the Profession 2009*
 - ◇ *Incorporating Intersectionality in Social Work Practice, Research, Policy and Education*
 - ◇ *The Social Work Ethics Casebook*
 - ◇ *Social Work Speaks 2009-2012*
 - ◇ *Person in Environment System Manual, 2nd Edition*
 - ◇ *Codigo de Etica: NASW Code of Ethics Spanish Language Version*
 - ◇ *Single-Case Design for Clinical Social Workers*
 - ◇ *Encyclopedia of Social Work, 20th Edition*
 - ◇ *Sustaining our Spirits: Women Leaders Thriving for Today and Tomorrow*
 - ◇ *Foundations of Social Work Practice in the Field of Aging*
 - ◇ *Foundations of Social Work Practice, 4th Edition*
 - ◇ *Indicators for the Achievement of NASW Standards for Cultural Competence in the Social Work Profession*

- Launched first-ever online subscription to the *Encyclopedia of Social Work* and provided expanded online access to all NASW journals, improving research availability and reducing production costs.
- Named Elizabeth Pomeroy, professor at the University of Texas-Austin School of Social Work, as editor-in-chief of the journal *Social Work*.
- Released the 8th edition of *Social Work Speaks*, the Association's comprehensive volume of more than 60 approved NASW public policies.
- Published the first booklet in a series from the NASW Center for Workforce Studies called *Workforce Trends Affecting the Social Work Profession*. The Workforce Center also published a series of mini-reports which examine social work educational debt, managing stress, safety, and career decisions.
- Distributed the journal of *Social Work Research* to all schools of social work and the research community through a National Institutes of Health grant.



Media

NASW has contact with hundreds of reporters, editors, producers and writers, who cover or portray important social issues and the social work profession in the media. The Association represents an excellent cross-section of consumer interest and social policy expertise, and works to assist the widest variety of media influencers as they communicate with the general public in print, broadcast and online news and entertainment.

- Pitched numerous HelpStartsHere.org contributors to the consumer press. Secured more than 200 interviews this year. Resulting stories appeared in the *Associated Press*, *Parenting Magazine*, *Women's Health Magazine*, *Parents Magazine*, *USA Today Weekend*, and the *Miami Herald*.
- Developed and implemented an aggressive 500-point media plan to build awareness among targeted journalists, using real-time research from multiple sources and improved database management.
- Partnered with the Entertainment Industries Council (EIC) to host a *Picture This: Women's Health* media forum in May with 40-plus women's health organizations and representatives from *ER*, *The Mentalist*, *Saving Grace*, *BET* and *MTV*.
- Secured or coordinated interviews in *USA Today*, *New York Times*, *San Francisco Chronicle*, *Washington Post*, *Los Angeles Times*, *ABC News*, and the *Wall Street Journal* about workforce and legal issues affecting social workers.
- Created NASW presence in various new media and social networking channels. Launched four NASW Blogs, an NASW Twitter feed, NASW Facebook groups and fan pages, and an NASW LinkedIn profile.
- Promoted the Hallmark Channel's film on social worker Irena Sendler, who saved thousands of children from the Holocaust. Also worked with HBO and PBS to promote documentaries that raised awareness about Alzheimer's and family caregiving issues.
- Transitioned the NASW Communications Network to the NASW Foundation to institutionalize the National Social Work Public Education Campaign.



The Miami Herald

The New York Times

San Francisco Chronicle

THE WALL STREET JOURNAL

The Washington Post

Los Angeles Times



facebook

twitter

LinkedIn



Partnerships

SHIFT Project for Suicide Prevention



NASW partnered with the Leon Lowenstein Foundation, IASWR and SPAN to develop resources and tools that help agency administrators, community stakeholders, and practitioners adopt evidence-based suicide prevention programs for adolescent girls. The *NASW SHIFT Project for Suicide Prevention with Adolescent Girls Toolkit* was created to help social workers and other professionals make the case, and make the shift, to evidence-based programs (EBPs) in their practices, agencies and communities. The goal is to make a change in the alarming suicide statistics for adolescent girls.

Give an Hour—Free Mental Health Services for Veterans

NASW partnered with Give an Hour, a national nonprofit grassroots organization, to help create a network of licensed mental health professionals who can offer one hour of free mental health services per week to military personnel and their families. In November, NASW joined the American Psychiatric Association, the American Psychological Association and the American Association of Pastoral Counselors to endorse the effort. Social workers represent one-third of all Give an Hour volunteers.



CancerCare—Fighting Cancer in Hungary



NASW and CancerCare Inc. received a grant from the Bristol-Myers Squibb Foundation (B-MSF) to address psychosocial care and services for people with cancer in Hungary. CancerCare is a nonprofit agency providing emotional support, information and practical help to people with cancer, as well as professionals. A November summit in Hungary brought together U.S. and Hungarian experts in psychosocial oncology to exchange best practices. The project is part of NASW's Social Workers Across Nations Initiative.

Whitney Young Film and Leadership Project

NASW partnered with the Association of Baccalaureate Program Directors to develop and promote a teaching guide to help social work faculty incorporate leadership lessons from the life and legacy of former NASW President and Civil Rights pioneer Whitney M. Young, Jr. into their coursework. The teaching guide complements a national documentary, *Finding Uncle Whitney: The Search for Leadership in America*, produced by Young's niece, award-winning journalist Bonnie Boswell.



Lambda Legal Defense and Education Fund



NASW partnered with the Lambda Legal Defense and Education Fund to create a project that trained 40 master trainers, both social workers and other child welfare professionals, on ways to effectively serve out-of-home lesbian, gay, bisexual, transgendered and questioning (LGBTQ) youth. They will each train 40 others, creating a national network.

A

AARP
 Alzheimer's Association
 Alzheimer's Foundation of America
 American Academy of Pediatrics
 American Cancer Society
 Alliance for Aging Research
 American Association of People with Disabilities
 American Association of Suicidology
 American Health Care Association
 American Pain Foundation
 American Psychiatric 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)

B

Black Women's Health Imperative
 BPD—Association of Baccalaureate Program Directors
 Bristol-Meyers Squibb Foundation—Cancer in Hungary

C

Canadian Association of Social Workers
 Cancer Care
 Caring Road
 Case Management Society of America
 Casey Family Programs
 Catholic Charities USA
 C-Change
 Charity Navigator
 Clinical Social Work Association
 Coalition for Genetic Fairness
 Coalition on Human Needs
 Columbia University Teen Screen
 Commission on Accreditation of Rehabilitation Facilities (CARF)
 Congressional Black Caucus
 Congressional Hispanic Caucus
 Consumers Advocating for Patient Safety

Council on Accreditation
 Council on Social Work Education (CSWE)

D

Divided We Fail

E

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

F

Families USA
 Federal Communications Commission
 Frances Perkins Center

G

Give an Hour

H

Hartford Institute for Geriatric Nursing
 HBO Alzheimer's Project
 Health Care for America Now
 Hospice Foundation of America

I

Institute for the Advancement of Social Work Research (IASWR)
 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 Work (IFSW)
 In the Mix

J

Jewish Women International
 Joint Commission on Accreditation of Healthcare Organizations (JCAHO)

K

Kaiser Family Foundation—Cover the Uninsured

L

Lambda Legal Defense and Education Fund
 Leadership Conference on Civil Rights
 Leadership Council of Aging Organizations
 Leeza Gibbons Foundation
 Leon Lowenstein Foundation

M

Ms. Magazine

N

NAACP—100th Anniversary Celebration

National Alliance to End Homelessness
 National Association of Deans and Directors of Social Work (NADD)
 National Association of Black Social Workers (NABSW)
 National Association of Broadcasters—DTV Transition
 National Association for Home Care—Home Care Month
 National Association of Professional Geriatric Case Managers
 National Cancer Policy Forum
 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 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 Organization of Forensic Social Work
 National Organization for Women (NOW)
 National Partnership for Women and Families
 National Transitions of Care Coalition (NTOCC)
 National Women's Law Center
 Navajo Nation
 New York Academy of Medicine

O

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

P

Partners Against Pain—Purdue Pharma

Patient Privacy Rights
 PBS Caring for Your Parents
 People to People Ambassador Program—South Africa
 Physicians for Peace
 Pioneer Network
 Policy Practice Forum
 Prevent Child Abuse America
 Public News Service

QRS

SAMHSA—VOICE Awards
 School Social Work Association of America
 Services and Advocacy for Gay, Lesbian, Bisexual and Transgender Elders (SAGE)
 Social Security Administration
 Social Work Today Magazine
 Society for Social Work Leadership in Health Care
 Stop it Now!
 Suicide Prevention Action Network (SPAN)

T

The New Social Worker Magazine
 Tides Foundation

U

UNAIDS—World AIDS Day
 United Nations
 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. Indian Health Service
 U.S. Public Health Service

V

Visiting Nurses Association of America
 Voices of September 11th Veterans Affairs (VA)—Division of Social Work

W

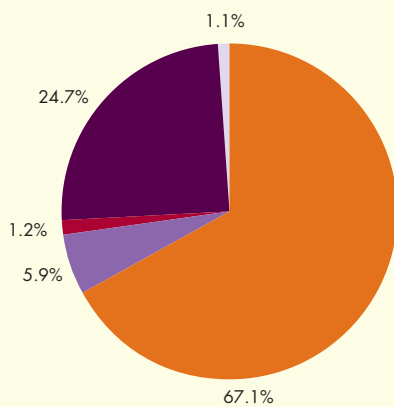
White House Council on Women and Girls
 White House Task Force on the Middle-Class
 Whitney Young Film and Leadership Project
 Whole Health Campaign
 Women's Foreign Policy Group
 World Federation for Mental Health—World Mental Health Day
 World Social Work Day

XYZ

YWCA

FY 2008 NASW Consolidated Assets, Revenue, and Expenses

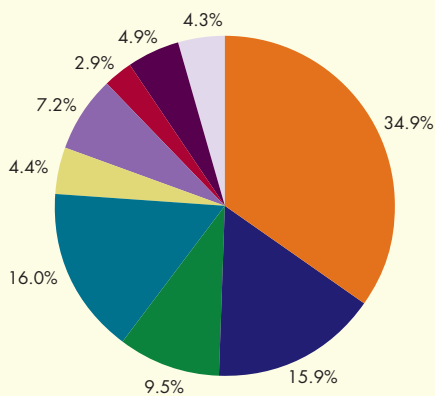
NASW General Fund, Foundation, Chapter Development Fund, Legal Defense Fund, Political Action for Candidate Election, and Assurance Services, Inc.



Assets June 30, 2008

Total Assets = \$84,202,396

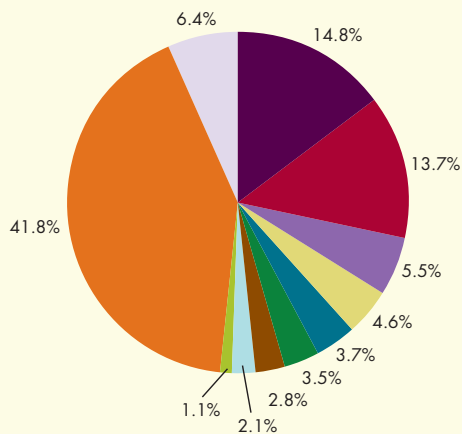
- Cash & Cash Equivalents – 24.7%
- Investments – 67.1%
- Accounts & Grants Receivable, Net – 5.9%
- Fixed Assets, Net – 1.2%
- Prepaid Expenses & Other Assets – 1.1%



Revenue FY 2008

Total Revenue = \$29,173,023

- Membership Dues – 34.9%
- Insurance Programs – 15.9%
- Publications & Subscriptions – 9.5%
- Investment Income – 16.0%
- Contributions – 4.4%
- Professional Development Revenue – 7.2%
- NASW Royalties – 2.9%
- Other Revenue – 4.9%
- Grants and Contracts – 4.3%



Expenses FY 2008

Total Revenue = \$29,508,956

- Insurance Programs – 14.8%
- Publications – 13.7%
- Customer Service – 5.5%
- Professional Development & Workforce – 4.6%
- Research Projects – 3.7%
- Marketing Department – 3.5%
- Communications – 2.8%
- Chapter Development Fund – 2.1%
- Legal Defense Fund – 1.1%
- Supporting Services – 41.8%
- GR & Contributions to Candidates – 6.4%

NASW Resources

NASW

www.socialworkers.org



NASW Foundation

www.naswfoundation.org



NASW Press

www.naswpress.org



NASW Assurance Services, Inc.

www.naswassurance.org



Help Starts Here

www.helpstartshere.org



Social Work Reinvestment Initiative

www.socialworkreinvestment.org



Social Work Portal

www.socialworkers.org/swportal





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