



**GLOBAL**  
SOCIAL SERVICE WORKFORCE  
**ALLIANCE**

Improving the workforce. Improving lives.

# Tools and Resources for Advocating for a Stronger Social Service Workforce

**Nicole Brown, Deputy Director**  
Global Social Service Workforce Alliance

**Nathan Linsk, Professor**  
Midwest AIDS Training and Education Center  
Emeritus, Jane Addams College of Social Work  
University of Illinois at Chicago

**NSWM 30<sup>th</sup> Annual Management Conference, Chicago, May 30, 2019**

# AGENDA

- Definition of the social service workforce
  - Role of the Global Social Service Workforce Alliance
- What is advocacy?
- About the Alliance
  - Resources and tools at [www.socialserviceworkforce.org](http://www.socialserviceworkforce.org)
  - Findings and recommendations from recent mappings
- Examples of advocacy
  - Case Example: Para Professional Social Service Worker Competencies
  - Social media and events
- Ways to you can get involved
- Developing a strategy
- Discussion

# THE SOCIAL SERVICE WORKFORCE

The **social service workforce** is an **inclusive concept** referring to a broad range of governmental and nongovernmental professionals and paraprofessionals who work with children, youth, adults, older persons, families and communities to ensure healthy development and well-being. The social service workforce focuses on **preventative, responsive and promotive services** that are informed by the humanities and social sciences, Indigenous knowledges, discipline-specific and interdisciplinary knowledge and skills, and ethical principles. Social service workers **engage people, structures and organizations** to: facilitate access to needed services, alleviate poverty, challenge and reduce discrimination, promote social justice and human rights, and prevent and respond to violence, abuse, exploitation, neglect and family separation.

*Given the diversities across contexts, this definition may be amplified at national and/or regional levels.*

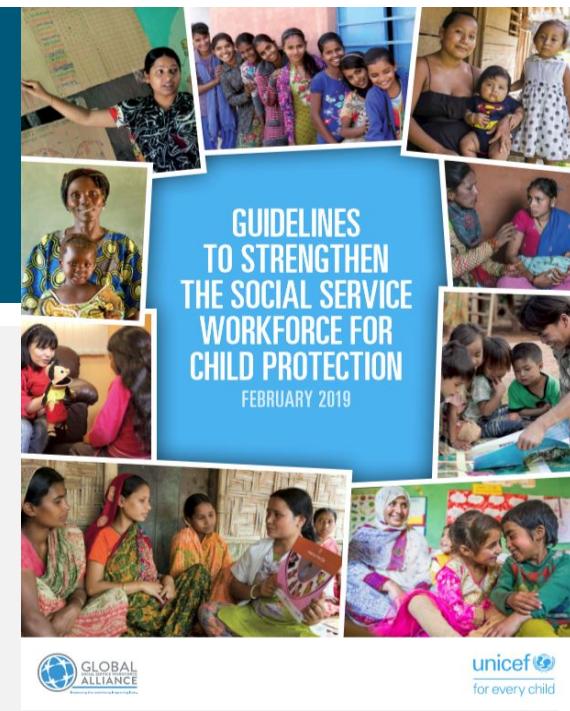
*This definition has been updated this month through member input; we are now beginning to engage key stakeholders in review of this definition.*

# WHO IS THE SOCIAL SERVICE WORKFORCE?



# INTEGRATION WITH OTHER SECTORS AND INITIATIVES

- Increasing recognition of the key role of this workforce in achieving the **Sustainable Development Goals**
- UNICEF is promoting workforce strengthening as a key pillar to achieving their **child protection strategy**
- INSPIRE recognizes the valuable role of the workforce in providing support and services to prevent and respond to violence against children
- USAID/PEPFAR have supported data management tools to measure successes of social service systems, including the workforce, and programs for orphans and vulnerable children
- WHO and the Commission on Health Employment and Economic Growth are working to better integrate and differentiate the health and social service workforce **integral roles in health and social development**



## INSPIRE: SEVEN STRATEGIES FOR ENDING VIOLENCE AGAINST CHILDREN



# WHAT IS ADVOCACY?

- Advocacy aims at changing the pattern of decision-making, thus attempting to increase the probability of a specific decision being reached.
- Advocacy efforts go beyond basic policy change - protect rights, educate the public and encourage civil or political participation, can seek fundamental institutional change and immediate gains for an organization or seek to address issues that need greater focus to create policy change.
- Good advocacy is not a 'one size fits all' proposition. Advocacy for the social service workforce needs to be targeted and context-specific to resonate and move decision and policymakers to take specific actions in a wide range of contexts.
- Doesn't have to be complicated or time consuming if we know what the main criteria for effective engagement are.

# WHAT IS ADVOCACY? CONTINUED

- Advocacy may occur at multiple levels:
  - Individual level—helping clients and families
  - Community level
  - Systems level, including government, funders or global efforts
- Today we will focus on efforts at the community and systems level, though there will be connections to work with individuals and families
- We will be thinking and planning how we can integrate principles and tools of advocacy into supervisory and management activities.

# ABOUT THE ALLIANCE

Launched in 2013, the Alliance acts as a multi-sectoral convener to share good practices, advance knowledge and advocate for workforce improvements that will lead to better outcomes for children, families, communities and vulnerable groups.



# GLOBAL SOCIAL SERVICE WORKFORCE ALLIANCE

Convene and Connect

30 webinars,  
6 Annual Symposia

Integration of workforce-focused panels in conferences

Website member directory, discussion boards

Advance Knowledge

Development and dissemination of tools, reports and case studies

4 Interest Groups and joint product development

E-updates, blogs, website knowledge hub

Advocate

Annual State of the SSW Reports and SSW Week

Ambassador Program, Advocacy Toolkit, Call to Action

Social Media Presence

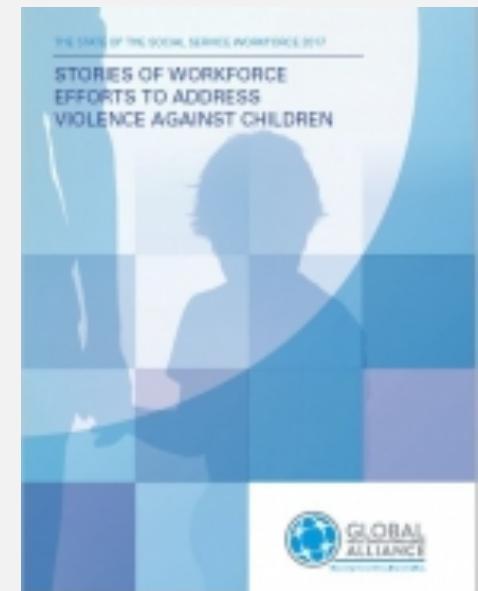
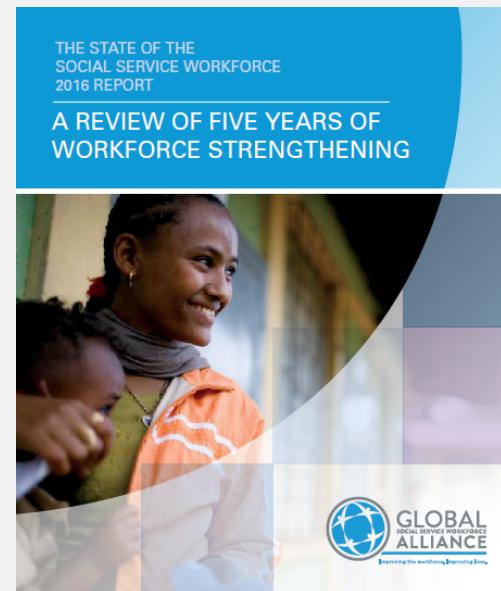
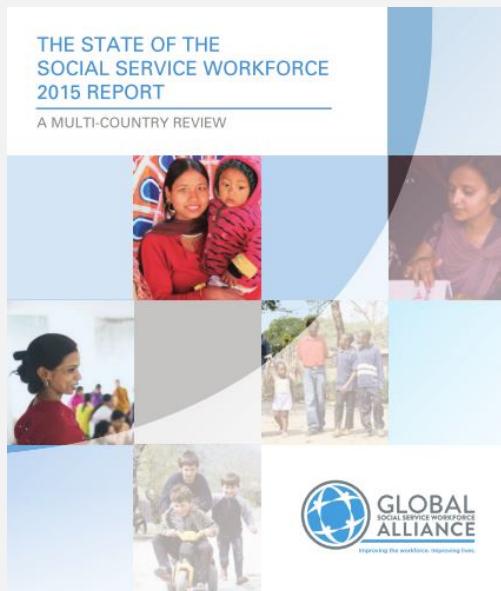
THE STATE OF THE SOCIAL SERVICE WORKFORCE 2017

STORIES OF WORKFORCE EFFORTS TO ADDRESS VIOLENCE AGAINST CHILDREN

Global Advocacy Toolkit for the Social Service Workforce

# RESOURCES AND TOOLS

- **Annual State of the Social Service Workforce Reports 2015, 2016, 2017**
- Aims to gather data and trends, showcases innovative and effective workforce strengthening initiatives, and highlights the need for more data and focus in this area.
- **2018 Report just released this month, 4 regional reports in 2019**



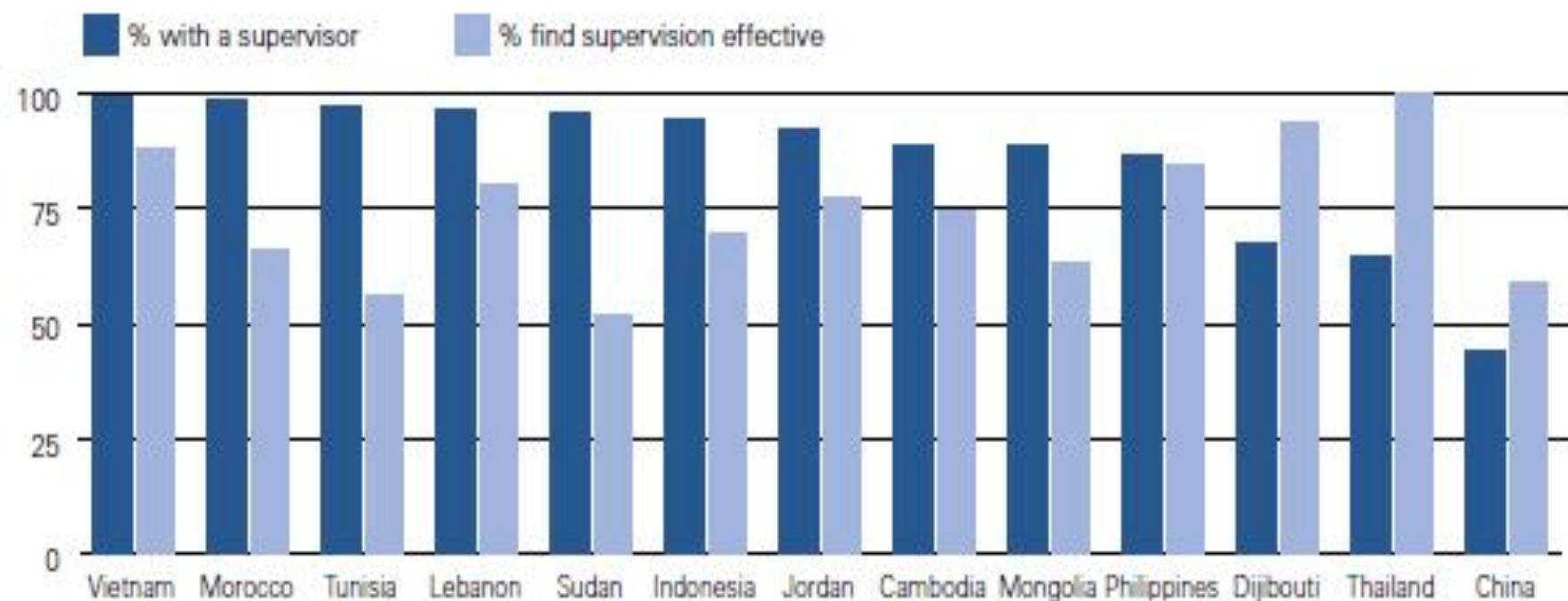


## Mapping the Workforce in 32 Countries:

- Survey responses from workers on their perceptions of supervision, training and education, role and title
- Assessed numbers, titles, job descriptions of social service workforce
- Workers Shared Perceptions of:
  - Need for additional training
  - Training options available
  - Supervision and its effectiveness
  - Role of Professional Associations

# MAPPING AND ANALYSIS

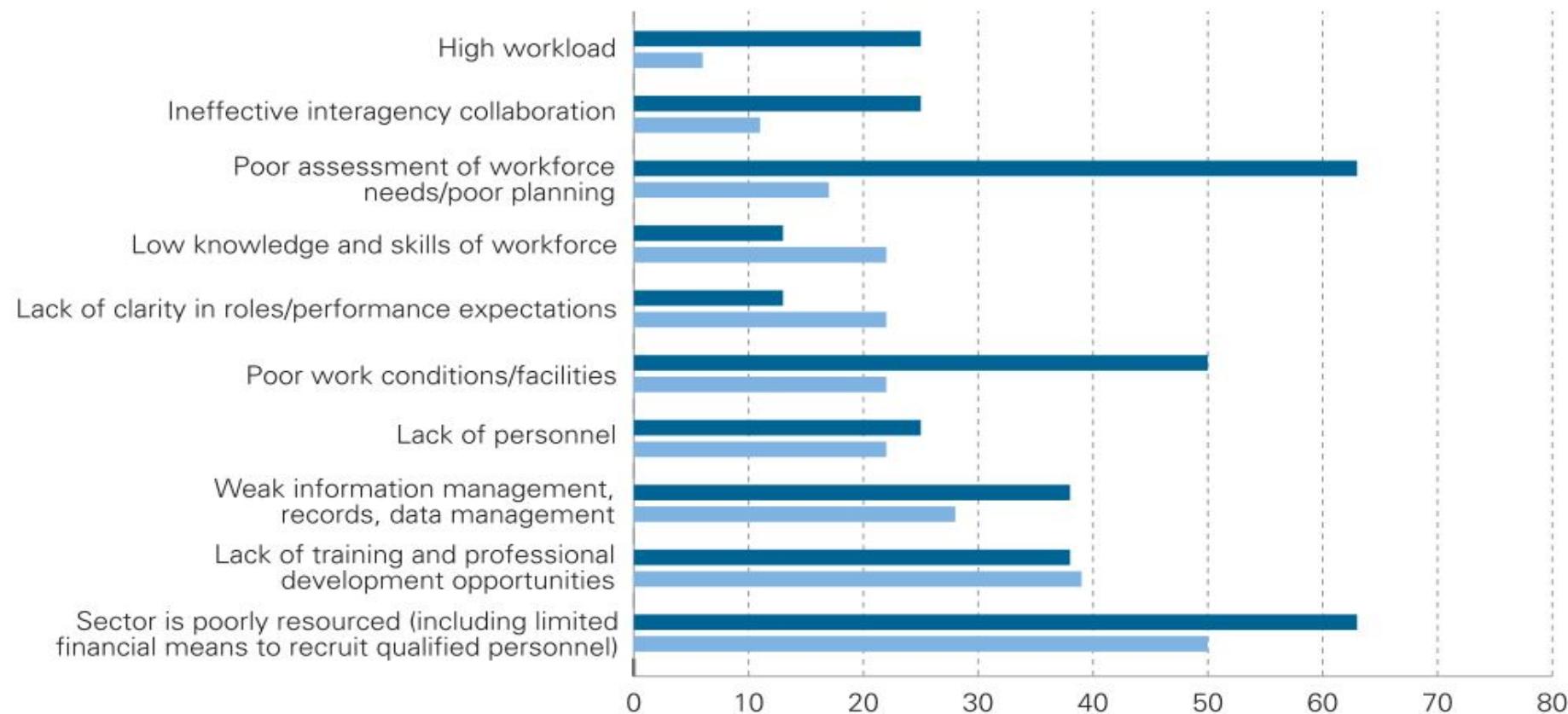
FIGURE 11: Percentage of Workers Surveyed for Whom Supervision is Available and Effective



# TOP CHALLENGES FACING THE SOCIAL SERVICE WORKFORCE

Challenges Identified in 2010 and 2016 (Responses by Percentage)

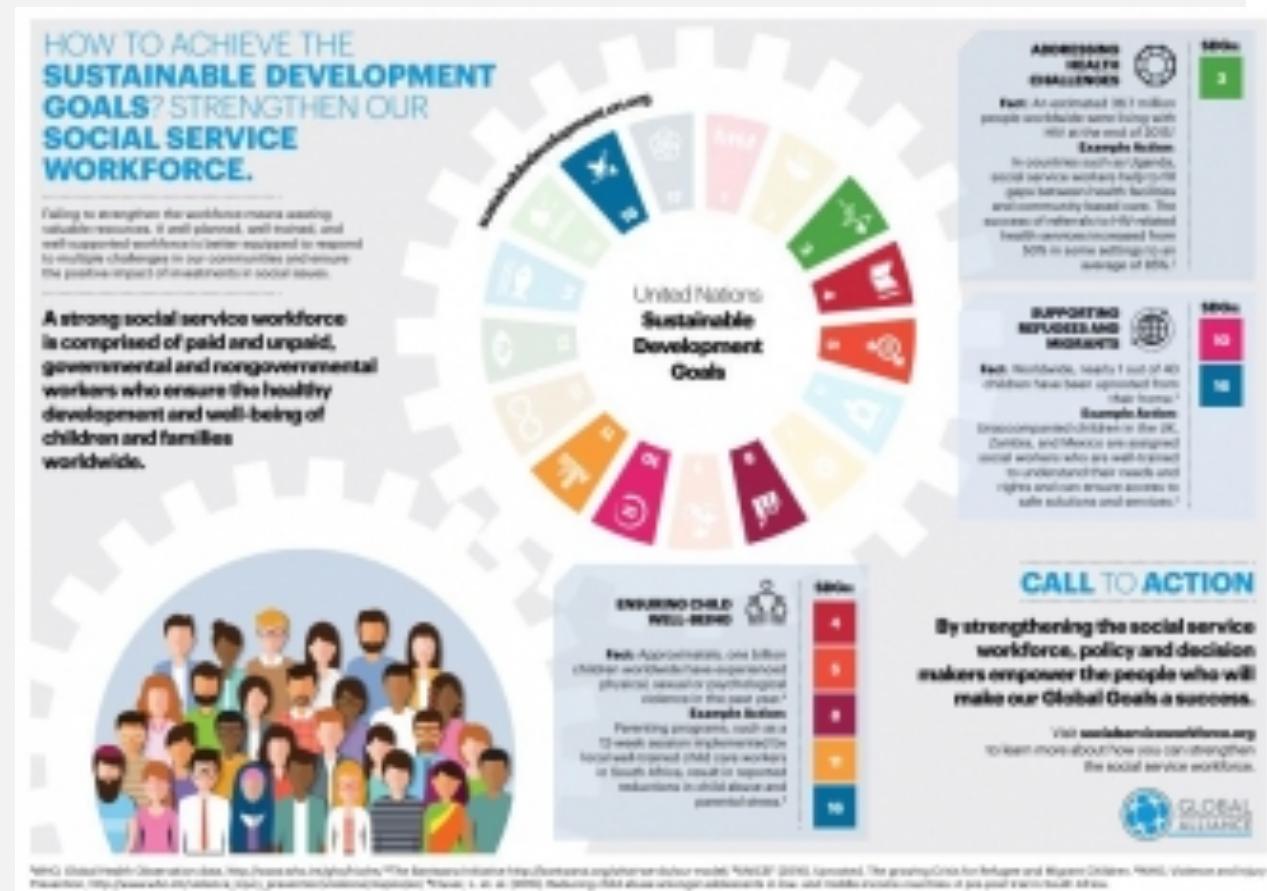
■ 2016   ■ 2010



# TOOLS FOR ADVOCACY

# Global Advocacy Toolkit

- Provides advocates with a common set of tools to bring about greater political and programmatic priority for strengthening the social service workforce
  - Includes infographics, case studies, fact sheets, worksheets



# TOOLS FOR ADVOCACY: CALL TO ACTION

## Call to Action: Strengthening the Social Service Workforce to Better Protect Children and Achieve the SDGs

We must work together to improve protection, health and well-being outcomes for children, youth, families and communities as outlined in the Sustainable Development Goals. These outcomes will only be achieved with a strong social service workforce backed by political, financial, technical and moral support. We, the undersigned, call on national and local governments, in coordination with national and global partners, to strengthen the social service workforce.

The following organizations support this Call to Action:



# TOOLS FOR ADVOCACY

## Interest Group on Advocacy and Outreach

- Comprised of 45 Alliance members
- Purpose is to advance knowledge, discussion, tools and information exchange related to a thematic area of concern
- Gathering existing tools into a compendium (audio visual, gray literature, press releases, presentations, case studies, worker profiles)
- Will then assess gaps and needs toward developing new tools
- Developing key messages that will now be refined and validated

# SUCCESES OF ADVOCACY – GLOBAL EXAMPLES

## Kenya

- Increase in budget allocations by the Department of Children's Services by 20% from \$800M to \$1.2B, resulting in employment of an additional 250 children officers and 120 social protection officers due to sharing common advocacy messages
- Strengthening collaboration between three different professional associations

## Philippines

- Work with the Continuing Professional Development Council and other state agencies to support: registration, regulation, mandated continuing professional development and ethical standards

## South Korea

- 6,000 social workers successfully advocated to the government for increased funding for children's centres, salaries and program costs

## Uganda

- Development of national para-social worker training curriculum
- Incorporation of workforce language within new National Child Policy

# SUCCESES OF ADVOCACY – GLOBAL EXAMPLES

## Indonesia

- Development of a certification test for social welfare workers.
- Bill before Parliament that students must be certified and pass test

## United States

- Participation in marches over last 2 years to take a stand on human rights and social justice issues
- NASW has drafted proclamations & issued statements opposing government policies

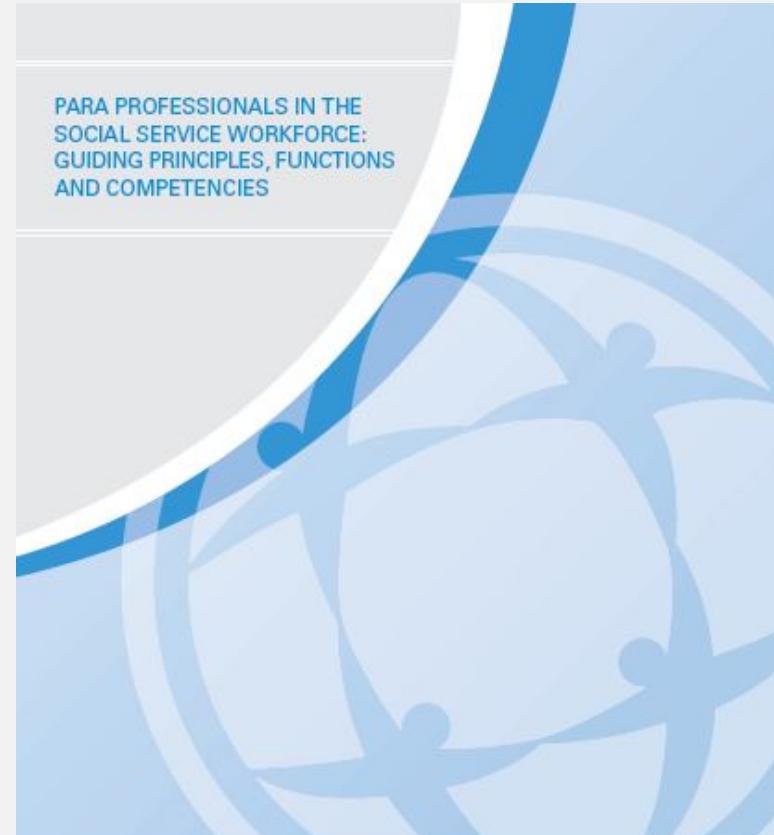
## Georgia

- Georgian Association of Social Workers advocated for the development of the Law on social work and ensured that the recently adopted legislation provides for extending numbers, strengthening and registration of SW, etc.
- GASW organized activism and drafted several petitions to request better working conditions for the state social workers



# EXAMPLE: PARA PROFESSIONAL SOCIAL SERVICE WORKER COMPETENCIES

- Identified as priority area in initial Alliance planning
- Convened interest group with 45 participants from 14 different countries in North America, Europe and Africa
- Interest group participants identified advocacy, sharing experiences across countries, and developing competencies of para professionals as key issues
- Group developed a set of principles for para professional social service workers as well as worker functions, competencies .and implications for programs and training.



INTEREST GROUP ON PARA PROFESSIONALS  
IN THE SOCIAL SERVICE WORKFORCE  
2nd Edition, February 2017



# PARA PROFESSIONAL FUNCTIONS AND COMPETENCIES

- Generic/Core functions identified, each with competency areas for practice and training
- Function areas include:

- *Communication Skills*
- *Work with children, youth and families*
- *Applies knowledge related to client needs*
- *Community Work*
- *Collaboration Skills*
- *Organization and Leadership*
- *Monitoring and Evaluation Activities*
- *Developing Self and Others*

# FUNCTION # 1: COMMUNICATIONS SKILLS

Para Professional Functional Areas	Para Professional Practice Competencies	Para Professional Training Competencies
Communicating with families and other workers in the unique cultural context	<ul style="list-style-type: none"><li>Shows cultural competency through the correct use of body language, greetings and who is addressed first (protocol)</li><li>Understands ethical values and cultural practices of the local community and uses this understanding to facilitate effective communication</li><li>Gathers, conveys, and receives information, along with completing assigned written information under direct supervision</li><li>Communicates child protection, violence and abuse messages effectively to families and groups</li><li>Uses child/client friendly basic communication methods</li></ul>	<ul style="list-style-type: none"><li>Demonstrates cultural competency in various settings, especially related to the local context</li><li>Demonstrates ethical values at the community level</li><li>Demonstrates clear, concise and correct verbal and written communication</li><li>Demonstrates basic listening and responding skills</li><li>Demonstrates the use of child-friendly communication methods</li><li>Explains how communication with children differs from adults</li><li>Demonstrates ability to promptly and appropriately follow instructions</li></ul>

# SOME WAYS THE COMPETENCIES HAVE BEEN USED

- **Planning and Recruitment**--Help to inform job descriptions and aid recruitment by helping to define the skills and behaviors needed for the job
- **Training**--Training providers to learn skills as well as identify any gaps and prioritize areas for workforce improvement;
- **Certification**-- Incorporate the competencies into certification programs that are based within specific country policy frameworks
- **Teamwork and collaboration**--Increase collaboration of multi-disciplinary teams as role differentiation becomes more clear

# SOME WAYS THE COMPETENCIES HAVE BEEN USED

## ■ **Supervision, Support and Career Mobility**

- Provide a clearer picture of expected actions, behaviors and functions
- Guide discussions with workers about the competencies to help them to identify where they need more training (for current and/or future positions)
- Develop occupational standards that also help define a career ladder and career progression

## ■ **Performance monitoring--Enhance performance management and development, providing a basis to form constructive feedback as part of supportive supervision**

## ■ **Resource mobilization--Advocate for the planning, developing and supporting of different para professional social service workers.**

# DISCUSSION

What kinds of advocacy needs are you identifying in your practice, teaching, programs or policy work?

What resources or advocacy tools are you using to support advocacy efforts?



## SOCIAL MEDIA AT-A-GLANCE

**32%**

OF NGOs WORLDWIDE HAVE  
A WRITTEN SOCIAL MEDIA  
STRATEGY\*



**95%**

AGREE THAT SOCIAL MEDIA  
IS EFFECTIVE FOR ONLINE  
BRAND AWARENESS\*

**71%**

AGREE THAT SOCIAL MEDIA  
IS EFFECTIVE FOR ONLINE  
FUNDRAISING\*

### SOCIAL MEDIA USED BY NGOs



**93%** FACEBOOK PAGE

**77%** TWITTER PROFILE

**57%** YOUTUBE CHANNEL

**56%** LINKEDIN PAGE

**50%** INSTAGRAM PROFILE

**30%** FACEBOOK GROUP

**20%** GOOGLE+ PAGE

**17%** LINKEDIN GROUP

**13%** PINTEREST PROFILE

**9%** VIMEO CHANNEL

**8%** FLICKR PROFILE

**3%** TUMBLR BLOG

**1%** REDDIT PROFILE

**80%**

AGREE THAT SOCIAL MEDIA IS EFFECTIVE  
FOR RECRUITING VOLUNTEERS\*



**78%**

AGREE THAT SOCIAL MEDIA IS EFFECTIVE  
FOR RECRUITING EVENT ATTENDEES\*



# TWITTER BASICS

- 280 characters
- Include a photo and hashtag
- Tag others
- Messages are called Tweets
- 313 million monthly active users
- Pick a short name
- Follow people who may follow you back

**Global SSW Alliance** @SSWAlliance · May 15

The International #DayofFamilies offers the opportunity to pause & consider the central importance of families to the well-being of communities & society. Today, we also celebrate the many, many workers who have dedicated their lives to supporting & strengthening families.



Q 4 2 11

# EFFECTIVE POSTS ON FACEBOOK

What do babies and dogs have in common?

Keep it short - no more than 4 lines so all text shows

Link

Hashtag

Consider time of day

Global Social Service Workforce Alliance  
April 25 at 7:07 AM · [View on Facebook](#) · [Report](#) · [3 comments](#) · [Share](#)

The full recording, presentations and summary from the webinar on the Global Statement of Ethical Principles and examples of ethical social work practice are now available for download. <http://bit.ly/2THUjqe>

The infographic illustrates the 'RECOGNITION OF THE INHERENT DIGNITY OF HUMANITY' through nine interconnected principles:

- IASSW AIETS
- USE OF TECHNOLOGY AND SOCIAL MEDIA
- HUMAN RIGHTS
- SOCIAL JUSTICE AND EQUALITY
- PARTICIPATION
- SELF DETERMINATION
- CONFIDENTIALITY AND
- TREATING PEOPLE AS WHOLE PERSONS
- PROFESSIONAL INTEGRITY

479 People Reached      29 Engagements      [Boost Post](#)

[ярослав пугас, Fantahun Gobezе and 4 others](#) 3 Shares

[Like](#) [Comment](#) [Share](#)

[Write a comment...](#)

# WORLD SOCIAL WORK DAY

- Consider key events as advocacy opportunities
- Tuesday, March 19, 2019 – World Social Work Day
- #WSWD19 was trending on March 19
- Events planned in more than 30 countries



# UPCOMING EVENTS

## Webinars and webcasts

- Protecting Children from Sexual Abuse and Online Exploitation, June 13
  - Learn how to adopt a trauma-informed, rights-based approach to working with children and families who have experienced abuse or exploitation
  - Presenters from the International Centre for Missing and Exploited Children
- National Association of Child Care Workers Conference, Durban, July 2-4
  - Live webcast on July 3, 2:00 p.m. SA / 08:00EST
  - Alliance staff, UNHCR, UNICEF, South African Council on Social Service Professionals – role of child and youth care workers in addressing violence against children
- Ideas? Share your programs, resources and suggest topics/speakers

# GET INVOLVED

- Submit existing resources for advocacy compendium
- Share how you're using advocacy tools and outcomes
- Join the Global Social Service Workforce Alliance and the advocacy interest group
- Contribute expertise – blogs, resources and webinars



A strong social service workforce is comprised of paid and unpaid, governmental and nongovernmental professionals and para professionals working to ensure the healthy development and well-being of children and families.

Failing to strengthen the workforce means limiting the effectiveness of programs and wasting valuable resources. The following strategies and examples illustrate how a well-planned, well-developed, and well-supported workforce is better equipped to support families and children to reach their full potential and better recover from emergency situations and crises.

# ALLIANCE MEMBERSHIP REGISTRATION



Login | Español | Français

Join the Alliance →

The Workforce || Resources || Get Involved || About Us ||

[Home](#) > [User account](#) > Register for Membership

## Register for Membership

[Log in](#)

[Register for Membership](#)

[Request new password](#)

**First Name \***

**Last Name \***

**Email \***

The email address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by email.

**Username \***

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

**Gender \***

Membership

Interest Groups

Events

Ambassador Program

E-Mail Updates

To become a member  
please visit  
[www.socialserviceworkforce.org/membership](http://www.socialserviceworkforce.org/membership)

# DEVELOPING A STRATEGY

**Developing a strategy that you can implement in your setting and using the tools within the Advocacy Toolkit**

- Objectives
- Audience
- Tools
- Key Messages

# QUESTIONS

Questions & Answers



**GLOBAL**  
SOCIAL SERVICE WORKFORCE  
**ALLIANCE**

Improving the workforce. Improving lives.

**For more information, please visit:**  
[www.socialserviceworkforce.org](http://www.socialserviceworkforce.org)

**E-mail me:**  
[nbrown@socialserviceworkforce.org](mailto:nbrown@socialserviceworkforce.org)

**Follow us on Twitter, Facebook and LinkedIn**

**Thank you!**