



CELEBRATE WORLD SOCIAL WORK DAY, 21 MARCH 2017!

Dear Members,

World Social Work Day offers an opportunity to celebrate the work of social workers and the important contribution made by the social work profession to people's lives.

The global theme for next year is '**Promoting Community and Environmental Sustainability**'– the third aim from the Global Agenda for Social Work and Social Development. This includes the contribution of social work to promoting community capacity building in response to environmental challenges and human and natural disasters. Further details about the third aim are included at the end of this letter. Additionally, information about progress towards the first two aims of the Global Agenda can also be found on the IFSW website [here](#) and in the International Social Work Journal (July 2016).

This year we have decided to support a World Social Work week starting on 20 March and including World Social Work Day on the 21st. This will provide a focus for many of the events that take place around that time to celebrate World Social Work Day and also help to extend the publicity in highlighting our work.

We are writing to encourage you, and members of your department, to celebrate World Social Work Week in March 2017. This internationally recognised event provides an occasion to celebrate, and a media and marketing opportunity to publicise the work of your organisation and the activities of your social work staff. To assist we have provided a brief history and context of the day with a list of activities used successfully by others in past years.

We hope you are able to use this opportunity and that World Social Work Week 2017 provides a valuable platform to profile social work and social work education in your area in March 2017.

Yours Sincerely,

Ruth Allen

Chief Executive, British Association of Social Workers

Kate Karban

Social Work health Inequalities Network

Samantha Baron

Chair

Joint University Council Social Work Education Committee

CELEBRATE WORLD SOCIAL WORK WEEK, 20-24 March 2017!

Partnerships for celebrating World Social Work Day in the UK

To promote social work on World Social Work Day and the aims of the Global Agenda, we have established a partnership in the UK between practitioners (BASW), social work educators (JUCSWEC) and a campaigning group (Social Work Health Inequalities Network–SWHIN). We aim to raise the profile of the profession in the UK and to publicise what the profession stands for locally and internationally based on the [Global Agenda for Social Work and Social Development](#). For 2017 the theme will be 'Promoting Community and Environmental Sustainability' which is the third aim of the Global Agenda.

World Social Work Day (WSWD) has a long history based on international partnerships, most notably between the International Federation Social Work (IFSW) and the International Association Schools of Social Work (IASSW) but including others and growing. The partnership has strengthened the voice of social work globally and nationally and, with the production of the Global Agenda, has brought greater recognition from the United Nations about social work's role in policy and practice.

Previous World Social Work Days in the UK

The 2016 events were a huge success with a range of activities taking place locally and regionally, often organised and attended by practitioners, students and educators. Our UK partnership enabled us to host events in each of the four countries. Further details of these can be found on the BASW website [here](#). Universities and some agencies were able to invite international colleagues or to put students in touch with others abroad through skype and conferencing.

Ideas for World Social Work Day 2017

The following list is not comprehensive but illustrates tried and tested activities. We would welcome feedback and other ideas so that we can pass them on for future years.

- A message on the internal website supporting social workers from the council leader, chief executive and/or strategic directors
- A press release or an article in the local newspaper about social work (setting local work in a global context)
- Encouraging staff to organise lunch time or similar events in local offices, perhaps making contact by Skype or phone with a similar agency in another country
- Orchestrating supportive statements from partner agencies and/or local celebrities
- A visit to a social work project or activity by a local or national dignitary, linked with media opportunities.
- Activities involving different social groups to promote the vast range of work carried out by social workers and also to encourage cohesion within communities.
- Seminar or conference celebrating effective social work practice involving local social work courses and students
- Setting up a Skype video link between a social work project and their counterparts in another country, linked to media opportunities
- Involving service users in international link-ups using Skype or other internet tools
- Award ceremony or other celebratory event linked to WSWD
- Making sure that any local event held on that day has a WSWD badge and poster.

The Third Aim of the Social Work Global Agenda

OUR ROLE IN PROMOTING SUSTAINABLE COMMUNITIES AND ENVIRONMENTALLY SENSITIVE DEVELOPMENT

The United Nations and other international agencies

We commit to aligning our activities and programmes to development initiatives that are sustainable and which integrate the human dimension. We will strengthen our established relationships with the UN and other international agencies in order to reaffirm our support for initiatives aimed at protecting the natural environment. Our major focus will be on the Rio +20 process, World Urban Forum and the post-2015 development agenda, including attention to disaster prevention and management.

Communities and other partners

We will promote community capacity building in responding to environmental challenges and human and natural disasters (e.g. flooding, water degradation, food insecurity).

Our own organisations

We will promote within our own organisations, standards in education and practice that facilitate sustainable social development outcomes, including the prevention, mitigation and response to disasters. We will encourage and facilitate research into the social work role in relation to disasters and environmental challenges.