
An interest group on advocacy has recently formed to offer ideas and expertise toward increasing advocacy efforts for the social service workforce. The group is comprised of Global Social Service Workforce Alliance members and others working within the social service sector, communications, marketing, advocacy, programs and external promotion. The intent of the group is to help social service workers and other advocates to have the resources, tools and knowledge to effectively promote this workforce to decision-makers, policy-makers, colleagues, donors and key stakeholders.

The group has determined that while many resources may exist, they are scattered across many groups. As a first step, the group is collecting existing resources on this topic to then collate and share widely within a compendium. This will also help to later gauge where there are gaps the group may wish to address in the future.

[We are looking for any and all materials related to advocating for the social service workforce.](#)

What do we mean by “**advocacy for the social service workforce**”?

- Creating an understanding of...
 - who is the social service workforce
 - their important role in social service delivery
- By...
 - Forming partnerships (inter-professional, inter-field)
 - Bringing individuals and organizations to come together collaboratively
 - Talking to policymakers and other decisionmakers
 - Sharing stories, personal accounts, statistics, and/or research
- In order to...
 - Work for change or towards a common goal
 - Influence decision-making at any level (community level, within an organization, on a global scale)
 - For example, to solicit funding, or to recruit new additions to the workforce

Advocacy materials might look like any of the following:

- **A/V materials:** Promotional videos, public service announcements, radio announcements, podcasts
- **Resources, guides, and booklets** - any gray literature
- **Presentations:** PowerPoints, lectures, speeches, speaking points
- **Case studies:** Success stories, emotional narratives, worker profiles, project blogs

Materials can be on how to advocate for the workforce, but also offer an insight on the roles and types of work carried out by the social service workforce, impact on beneficiaries and communities, or show the impact advocacy efforts have had in driving changes in policy, funding, programs, curriculum or other outcomes.

Please email your resources to SarahENeville@gmail.com by April 3, 2019.