

## **Advocacy Interest Group Planning Call**

### **January 29, 2019**

A total of 20 participants joined this first call to help in planning the work of this interest group, and many others have registered for the group and expressed a desire to participate in the future. Notes from the call can be found or below or you can listen to the full recording.

As a new interest group of the Global Social Service Workforce Alliance, the work will be developed and led by those joining this interest group. The group is intended to be an inclusive network, sharing information and exchanging knowledge on the topic of advocacy stemming. The work may highlight materials and expertise from other organizations toward increasing awareness and interest in the topic.

Nicole Brown, Communications Manager of the GSSWAlliance moderated the call, which included Alliance members from a number of stakeholder groups and countries, as well as other communications professionals from INGOs.

After brief background on advocacy and Alliance interest groups, the majority of the call was dedicated to open discussion and brainstorming from participants on areas of need and opportunity for this interest group.

Some of the ideas emerging included:

- Mini-toolkit with presentation materials for speaking with groups, such as a powerpoint
- Materials that increase the understanding of the social service workforce and its diversity (types of work and cadres of workers particularly in areas less known)
- Clear, concise, non-technical definition of who the SSW is and why they exist that is easily understood by external audiences
- More methods and materials for communicating with people outside the SSW
- Concrete examples of the positive contributions from the SSW from beneficiaries' viewpoints, including narratives and stories
- Development of key messages and videos about the work of the SSW
- Collaborations with large associations and partnerships for advancing the profession
- Supporting and developing of the profession through a teaching guide or refresher training

As this list is a brainstorm of ideas, the group will further refine the list into a project-based work plan that utilizes the skills of the group members while ensuring material develop will meet the intended purpose of increasing advocacy efforts for the social service workforce.

The group also briefly reviewed some opportunities for promoting the SSW during the month of March to time with World Social Work Day on March 19, 2019. The Alliance will be presenting during the [Global Social Welfare Digital Summit](#) organized by Social Work Helper, Social Work Day at the UN will again be held in several cities (with dates not yet announced) and a [student advocacy day and social work advocacy day](#) will be held in Washington, DC, in March 19. The [UN Resolution 2019 theme](#) is on the Rights of the Child, focusing on children without parental care. An event may be held in 2019 that would offer opportunities for advocacy on this topic.

Those wishing to receive future updates and participate in the activities of the group are encouraged to subscribe to this group (link below). It is first necessary to become a member of the Alliance and log into the website to join the group.

Co-chairs are also needed to lead planning and guide the work of the group. If you are interested in taking on a leadership position, please [contact Nicole](#).