

Ideas to Celebrate Social Work Week

We asked OASW members how they celebrate Social Work Week in 2009 and these are some of their responses. You are welcome to use or adapt these ideas for Social Work Week 2010.

Information Displays & Distribution

- Put up displays about Social Work Week and Social Workers at one or more sites within agency/organization.
- Set up a booth with posters from OASW, community resources and information about social work services
- Develop a poster board presentation about social work and/or the theme
- Display photos of all the social workers and a brief description of what they do
- Develop display boards about social work programs/services for various community sites
- Send daily email quizzes for all staff to enter and win a prize
- Email Quote of the Day to all co-workers
- Provide information packages containing article, photos and short bios on your social workers and a description of your social work services
- Develop and circulate a newsletter within the agency/hospital/organization which highlights the role of social work as an allied profession within the overall health system, including photos and biographical notes of your social workers.

Educational Events

- "Lunch and Learn" seminar
- Research-based drama performance
- Expressive arts workshop
- Speaker on theme-related topic for a brown bag lunch
- Movie screening and discussion/interactive examination of key issues.

Promotion of Social Work with Other Professionals and Community

- Organize an information lecture on social work services or programs to other professionals or the public
- Offer a public information night (offer door prizes). Talk about the role of social work in the community.
- Give out ice cream to staff and patients/clients in celebration of Social Work Week.
- Purchase candy grams and send "Cookies that Care" to all co-workers.
- Invite a key leader of your organization/agency to lunch to celebrate and talk about the role of social workers.

Networking Events

- Organize a Social Work Appreciation Breakfast or a Social Work Staff Celebration Lunch (for smaller agencies/organizations, join with other agencies in your area)

- Plan a networking luncheon where each person coming in has the name of (choose a theme) (in 2009 one agency chose famous seniors) placed on their back and then they have to talk to others to find out who they are by asking questions – a good way to mix and mingle.
- Host a lunch for all staff and highlight social workers (e.g., use balloons and posters offered by OASW and distribute bookmarks to all who attend)
- Go out for lunch with fellow social workers
- Plan a coffee-social with other social workers
- Organize a Social Work Staff Potluck (in 2009, one hospital used the theme of “Your Grandparents Favourite Recipe”)
- Draw names for 'super secret friend' (like secret santa) and plan a pizza party/celebration to find out who your secret friend is.

Recognition of Social Workers

- Approach community partners to donate lunches and raffle gift baskets for social workers
- Host Social Work Recognition Awards
- Request that municipality declare Social Work Week and announce it by email and bulletin
- Suggest to co-workers that they take you to lunch to help celebrate your profession (one member has been very successful with this year after year)
- Use the organization’s wide broadcast screen (on the computer) to announce Social Work Week – this can include a message from the director/CEO recognizing social workers. (One member indicated that it was a great awareness tool for other staff as throughout the week and beyond they received comments like "Happy Social Work Week.")

Other Ideas

- Write an article for journal/newsletter reaching an audience that could benefit from learning about social work services (one member wrote an article on “Social Work in Medical Rehabilitation” for a journal circulated to insurance adjusters).
- Approach a local travel agency to donate a trip; during Social Work Week, sell raffle tickets to colleagues; proceeds can be donated to a charitable organization related to the theme.