

The Potential of the Grand Challenges for Social Work

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Grand Challenges for Social Work
Policy Conference

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Why Social Work?

- **Helping People & Making a Difference:** Most of us choose social work as our profession of choice because we wanted to:
 - Help people
 - Make a difference in the world
- **Professional Discipline:** As we transferred those initial desires (to make a difference in the world) into professional discipline, we began to understand that helping meant:
 - Strengthening the social safety net
 - Fortifying the social fabric
 - Relentlessly pursuing social justice
 - Advancing social development & social progress

Why the GCSW?

Because we all believe in, and have dedicated our professional careers, to achieving:

- Individual & family well-being (for all people)
- A stronger social fabric
- A more just society

Potential of the GCSW

- Advance, protect & promote the Profession, by:
 - **Educating the Public** – provide a solid foundation for a more common understanding of the “grand value” that social work brings to society.
 - **Advancing Social Work Competencies** - in practice, policy, education and research.
 - **Providing Scientific Proof of Concept** - “why do we need a social worker?”
 - **Documenting SW’s Contributions** – documenting the profession’s contributions to society.

The Potential of the Grand Challenges for Social Work

“In a Nutshell”

What the GC mean for Social Work	<ul style="list-style-type: none">- An opportunity for “greater collective impact”- Galvanize & energize the Profession for transformative social change
Implications for Social Work Practice	A better “two-way bridge” & “golden cord” that “connects the distance between” ...practice / research / education / policy
Importance of SW Science	Accelerated identification and application of social progress solutions and “growth in social work knowledge.”
Importance of New Allies & Partnerships	Acting alone, we won’t get it done! “If you want to go fast, go alone; if you want to go far, go together.”

What the Grand Challenges mean for social work

“An Opportunity for Greater Collective Impact”

Collective Commitment to GCSW –
can enable social work to be the engine that
powers victories against our biggest social
development challenging opportunities.

To Achieve Greater Collective Impact, We Need

- **Extraordinary Partnerships** – we need to create robust cross-association teams, Champions, and ambassadors
- **An Enhanced Collaboration Model**
- **Uncommon Mutual Respect** (it doesn't flow naturally)
- **True Commitment** - to bridge the worlds of social work education, research, practice, policy, and advocacy.
- **Collective Contributions** - to an implementation strategy and infrastructure that sustains the effort with a steady drum beat over the next decade (*including support and accountability*).

Implications for Practice

“Two-way bridge & golden cord that connects the distance between...”

- Improved outcomes & effectiveness
- Contributions to a greater good (*a bigger picture*)
- Understanding of and impetus to connect (*day-to-day, week-to-week work*):
 - Case to cause
 - Case to evidence
 - Case to education
 - Clients to cause
 - Causes centered on clients & communities
 - Engagement of practitioners and clients

Importance of SW Science

“Accelerated identification and application of social development solutions”

- **Accelerated Progress** – accelerated social progress and development
- **Better Social Work Solutions** - identification of better social progress solutions
- **Leading with the Science of Social Work** – a way for social work to garner broader community acknowledgement and recognition of the true value and impact of social work

Importance of New Allies & Partners

“Acting together, we go further.”

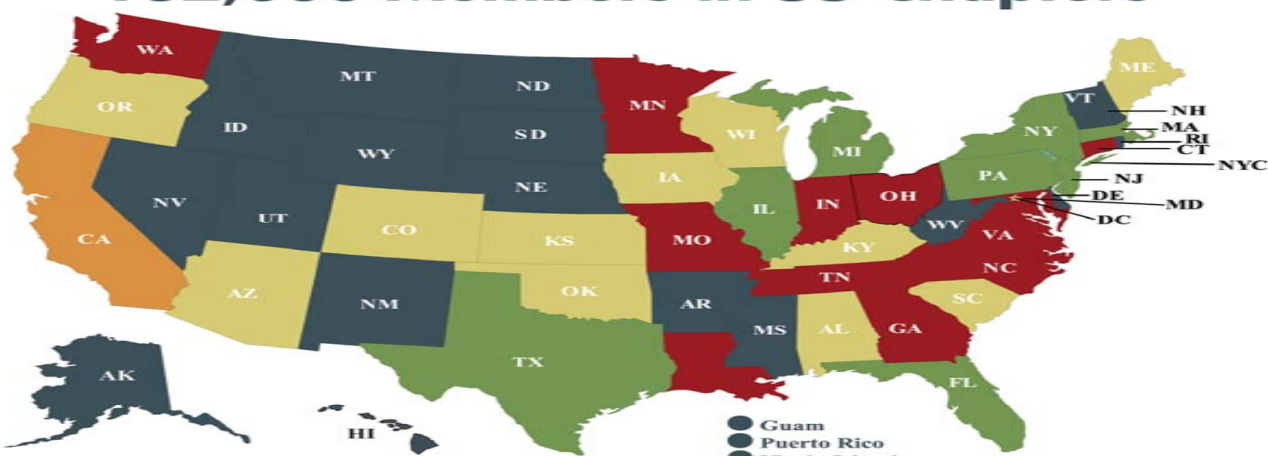
- **Benefit of Other Perspectives** - we need the benefit of other perspectives, experience, and expertise.
- **Leverage Common Ground** - we need to leverage the common ground between our commitments and those of other disciplines and sectors.
- **Leverage Today’s Critical Issues** - we need to leverage the sense of urgency generated by the critical issues of the day.
- **Broad Base Constituency** - We need to create a broad base constituency that includes clients, communities, practitioners (*build a big tent*).

Roles NASW Can Play to Advance GCSW

- Help facilitate GCSW strategic thinking
- Be an organizing force for:
 - Strategic initiatives: garnering financial resources, developing major solutions; delivering major solutions
 - Workforce development
 - Evidence informed practice
 - Proof of social work concepts



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132,000 Members in 55 Chapters



Professional Education & Training Center



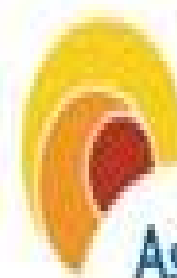
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Explore the Benefits of
NASW Membership

The Five Conditions of Collective Impact Success*

Collective impact is more rigorous and specific than collaboration among organisations. There are five conditions that, together, lead to meaningful results from collective impact:



*Adapted from John Kania and Mark Kramer, Stanford Social Innovation Review, Winter 2011, Volume 9, Number 1.

The Snowflake Model



Social Work, The Special Sauce

Perhaps the GC can be the special ingredient that bridges, solidifies, galvanizes and powers social work to achieve in our lifetime, a society that has:

- Individual & family well-being for all
- A stronger social fabric
- A more just society

COME



TOGETHER