

# Strategic Plan 2020-22

## CANADIAN ASSOCIATION OF SOCIAL WORKERS



### Mission Statement

CASW promotes the profession of social work in Canada and advances social justice.

### Strategic Directions

CASW exists so that the social work profession is respected as a unique, diverse, and credible profession, in Canada and Internationally.

## PILLAR 1: PROMOTING THE PROFESSION

### Direction

There is a clear understanding of the profession of social work in Canada.

### GOAL 1

Social work is recognized as essential by parliamentarians and policy makers.

### Priorities

- Advocate for Social workers to be permanently recognized as Mental Health Practitioners within the Public Service Health Care Plan.
- Advocate for Social Work to be recognized as an eligible profession for Canada Student Loan forgiveness for health professionals that work in designated rural or remote communities.
- CASW included in the drafting and Standing Committee review of legislation related to the profession and its strategic advocacy priorities.
- Parliamentarians engage in National Social Work Month celebrations and advocacy events.
- Intersectoral Committee secures funding for a sector study of the profession.

### GOAL 2

Social Workers value their profession as essential.

### Priorities

- National promotional campaign that uplifts and promotes the profession as essential.
- Communication plan that incorporates promotional campaign with government relations strategic advocacy priorities.

## PILLAR 2: STRATEGIC ADVOCACY

### Direction

The profession of social work has a strong impact on social policy, services, and social justice.

### GOAL 1

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Parliamentarians and policy makers consider the policy positions of CASW, grounded in the SDOH, and guided by reconciliation, when drafting national legislation and policy.

### Priorities

- Government relations plan advances strategic advocacy policy positions grounded in the SDOH and guided by reconciliation.
- Meaningful consultation with Indigenous, Black, and other racialized social workers persons and organizations in the development of CASW policy positions.

### GOAL 2

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CASW's policy positions are incorporated into the advocacy priorities of national coalitions that advance health and social policy on the national level.

### Priorities

- Align CASW operations with national coalitions that advance CASW policy and strategic advocacy priorities.

# PILLAR 3: STRENGTHENING THE PROFESSION

## Direction

Social workers have access to a broad base of information and tools to enhance their practice and journeys of reconciliation.

## GOAL 1

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Provide continuing education opportunities to support members in meeting the requirements for professional registration.

### Priorities

- Develop and maintain strategic partnerships that support the delivery of continuing education for members.
- Present an online conference/event for members that addresses systemic racism and journeys of reconciliation.

## GOAL 2

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Provide members with direct services and benefits that are valued for supporting self-care and professional practice needs.

### Priorities

- Deliver the most comprehensive liability insurance program for social workers in Canada.
- Ongoing evaluation of member benefits and service offerings to best meet member's needs.
- Strengthen the profession by reunification with the Ontario Association of Social Workers.
- Prepare CASW for the potential separation of regulation and association responsibilities of Partner Organizations.

## GOAL 3

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In its own journey of reconciliation, CASW provides board, federation partners and their members with opportunities to engage in meaningful collective and individual journeys of reconciliation.

### Priorities

- Revision of CASW Code of Ethics and Guidelines for Ethical Practice guided by the TRC Principles.
- Revision of CASW Social Policy Principles guided by the TRC Principles and the First Nations Child and Family Caring Society of Canada's Touchstones of Hope – Principles to Guide Reconciliation in Canada.
- Cultivate and nurture meaningful consultation and collaborations with Indigenous, Black, and other racialized social workers persons and organizations.
- Engage members how best CASW may support collective and individual journeys of reconciliation.