

Action Plan
for CASW Strategic Plan 2009-2012
(April 17, 2009)

Strategic Direction 1- The Pursuit of Social Justice

Collaboration that engages and unites the profession towards collective action and a common voice. Involves activities designed to promote the creation of a society in which citizens have the same basic rights, protection, opportunities, obligations and social benefits.

Goal 1.1

Identify Social Justice Priorities

The priority identified in 2008 based on consultation with Member Organizations (survey) and workshops at the 2008 National Social Work Conference was POVERTY.

Goal 1.2:

To support and advance policies aimed at eradicating poverty.

Objective	Activities	By Whom	Completion Date	Indicators/ Outcomes
In collaboration with Member Organizations, raise awareness among social workers, government, media and public of CASW positions/messages.	Develop and circulate CASW messages in the form of press releases, social policy statements, position papers, analysis of federal budget, etc.	CASW Staff/ Board/Member Organizations	On-going	CASW papers are read/utilized; tracking system is used to assess (ea. annual survey of member organizations, recording of individual's feedback, etc.) Listing of circulation and feedback is presented as a brief during the CASW/Presidents Joint Meeting. CASW views are sought by government and other organizations.
	CASW in collaboration with Member Organizations explores and implements the creation of a	CASW Staff/Member Organizations	Fall 2009	A Social Policy National Interest Group is created and provides

	<p>CASW Social Policy Interest Group.</p> <p>CASW in collaboration with Member Organizations explores and implement a strategy to develop and integrate a network (national, provincial/territorial) in the area of social policy.</p>	CASW Staff/Member Organizations	On-going	<p>consultation to CASW as required.</p> <p>Provincial/Territorial Social Policy Interest Groups/Committees exist and interact and work in collaboration with the CASW Social Policy Interest Group; annual national Group's report show frequent joint activities.</p>
<p>In collaboration with Member Organizations, influence government policies and advocate for a national anti-poverty strategy.</p>	<p>Presentations to parliamentary and senate committees.</p>	CASW Staff/Board	On-going	CASW views are sought by government.
	<p>Meetings with government.</p>	CASW Staff/Board	On-going	Board and staff meet yearly with key government people.
	<p>On-line lobbying campaigns.</p>	CASW Staff	On-going	Social workers engage in the CASW lobbying campaigns and use the materials provided. The number of users of the materials is tracked.
	<p>Develop and make available the CASW on-line Federal Election Political Action Kit.</p>	CASW Staff/Member Organizations	On-going	Social workers engage in the federal election and use the CASW Kit posted on the CASW and Member Organizations' websites. The number of hits to the CASW Kit is

	Collaborate/engage/participate in key coalitions/events/organizations.	CASW Staff/Board	On-going	tracked. Join/continue membership in national coalitions to bring the social work perspective and provide leadership.
Explore with member organizations re. local anti-poverty campaigns/initiatives	Collect information from member organizations about prov/terr anti-poverty campaigns/initiatives and the involvement of the associations. Explore CASW collaboration to advance member organizations' initiatives..	CASW Staff	On-going	Information is available to further discuss collaboration.
Explore collaboration with the National Anti-Poverty Organization and Citizens for Public Justice on fairness, costs and human rights poverty campaign.	Meeting with NAPO and CPJ.	CASW Staff	On-going	Information is available to further discuss collaboration.

Strategic Direction 2- Strengthening the Social Work Profession

CASW facilitates collaboration of all sectors of the profession towards engaging and uniting the profession. CASW in collaboration with other sectors of the profession develops and presents an accurate image of the social work profession among the government, media and the public at large.

Goal 2.1

To enhance effective communication and engagement within the profession.

Objective	Activities	By Whom	Completion Date	Indicators/ Outcomes
Enhanced communication and engagement internally	CASW circulates documents, reports etc such as <i>CASW Annual Report</i> , Audited Statement, <i>CASW Reporter</i> , <i>CSW Journal</i> , <i>CASW Bulletin</i> , Communiqués, etc	CASW Staff	On-going	<p>All individuals on CASW distribution list receive CASW Annual Report, CASW Reporter, Communiqués, etc; feedback demonstrates that the communication has been read/utilized.</p> <p>All members of member organizations have access to the <i>CSW Journal</i> and <i>Bulletin</i> and the hits to that page of the website tracked annually demonstrates publications are used/read.</p> <p>Board/Council members and Executive Directors of member organizations receive the CASW Annual Report, Audited Statement, minutes of CASW board meetings and CASW/Presidents</p>

	<p>CASW develops and, in collaboration with Member Organizations and others as required, promote activities that invites the participation/prompts the action of social workers such as national conferences, national social work month, teleconference lectures, video conferencing, letter lobbying campaigns, submission for publication of success stories for social work practice, etc</p>	<p>CASW Staff/Board/ Member Organizations/ Others</p>	<p>On-going</p>	<p>joint meetings; and Board members discuss these materials with their associations thus people are well informed when attending meetings.</p> <p>Social workers participate; participation is tracked to assess level of interest.</p>
	<p>CASW in collaboration with Member Organizations and others as required, explores and implements a strategy to develop and integrate a network (national, provincial/territorial) in the social work areas of practice related to the CASW Interest Groups.</p>	<p>CASW Staff/Board/ Member Organizations/ Others</p>	<p>On-going</p>	<p>Provincial/Territorial Interest Groups/Committees exist and interact and work in collaboration with CASW Interest Groups; groups' reports show frequent joint activities.</p>
	<p>CASW is a strong supporter and active participant in the Intersectoral Collaboration Initiative.</p>	<p>CASW Staff/Board/ Stakeholders</p>	<p>On-going</p>	<p>CASW allocates human and financial resources to fully participate in this initiative.</p>

	<p>CASW Board hosts meetings in different parts of the country in conjunction with local social work activities; Board has active participation on behalf of CASW in those activities.</p>	CASW Staff/Board/Member Organizations	On-going	<p>Feedback from local/provincial organizations demonstrates increased awareness and visibility of CASW. Frequency: at least once per calendar year.</p>
	<p>CASW Board Members are actively engaged in their provincial/territorial association promoting and disseminating information about CASW activities and projects as well as getting feedback.</p>	CASW Board/Member Organizations	On-going	<p>Social workers acknowledge the role of the CASW Board member and contact them for information about CASW activities.</p>
	<p>Member organizations facilitate CASW access to e-mail addresses of individual social workers to increase communication with individual social workers.</p>	CASW Staff/Member Organizations	On-going	<p>Member organizations provide updates of e-mail addresses regularly ; CASW maintains and uses the database list as appropriate.</p>
	<p>Member organizations collaborate with CASW in the circulation of CASW materials/publications, etc. as appropriate.</p>	CASW Staff/Member Organizations	On-going	<p>All members of CASW member organizations receive CASW materials in a timely manner (ie. one week after CASW releases).</p>
	<p>Member Organizations share with CASW their documents, reports, etc (such as Annual</p>	CASW Staff/Board/Member	On-going	<p>CASW is informed of the activities of Member Organizations and align its</p>

	<p>Reports, Audited Statements, Newsletters, Bulletins, Communiqués)</p> <p>Member organizations acknowledge and promote CASW initiatives.</p> <p>Develop a new bilingual website with specific mission or website goals as a key mechanism for communication.</p>	<p>Organizations</p> <p>CASW Staff/Board/ Member Organizations</p> <p>CASW Staff/Board</p>	<p>On-going</p> <p>To be- Determined (TBD) (based on availability of funding – approximately \$25,000.00)</p>	<p>activities accordingly.</p> <p>Social workers recognize their affiliation to the national association.</p> <p>The information on the website is current, it does not have mistakes or inaccuracies, is easy to navigate, and has professional appearance. Website traffic and statistics show increasing level of activity.</p>
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Goal 2.2

Develop and present an accurate image of the social work profession among the media and public at large.

Objective	Activities	By Whom	Completion Date	Indicators/ Outcomes
Create an understanding of what social workers do.	Develop, coordinate and disseminate key messages to present an accurate image of the profession.	CASW Staff/Board/Member Organizations	On-going	<p>Key messages describing traditional and non-traditional roles are available.</p> <p>Key messages are posted on national and provincial/territorial websites</p>
	In collaboration with Members Organizations, scan media and react to negative messages about social work roles.	CASW Staff/Board/Member Organizations	On-going	Media positively acknowledges the roles of social workers.

	Use key events such as the national conference and national social work month to educate media about the role of social work.	CASW Staff/Board/Member Organizations	On-going	Timely identification and response to media messages. Action plans for key events have a media awareness component. Events get media coverage.
Make media and the public aware of CASW views on relevant issues.	Media list is maintained and used for circulation of press releases, policy papers, position papers, etc. Make available a new bilingual website with specific mission or website goals as a key mechanism for communication.	CASW Staff Make available a new bilingual website with specific mission or website goals as a key mechanism for communication	On-going TBD (based on availability of funding – approximately \$25,000.00)	CASW in collaboration with member organizations gets and tracks national and provincial/territorial media coverage. CASW writes and tracks publication of letters to the editor. The information on the website is current, it does not have mistakes or inaccuracies, is easy to navigate, and has professional appearance. Website traffic and statistics show increasing level of activity.

Strategic Direction 3- To support the regulatory and non-regulatory work of member organizations

Continue current activities that support regulation

Objective	Activities	By Whom	Completion Date	Indicators/ Outcomes
To support national/international organizations who are seeking professional regulation	Develop guidelines to provide support for provinces/territories who are seeking regulation	CASW Staff/ Board	June 2009	Guidelines are available on CASW website.
To have a national Code of Ethics that reflects current ethical practices.	Revise the Code of Ethics and Companion document incorporating feedback received since publication.	CASW Staff/Board/ Member Organizations/ Intersectoral Steering Committee	TBD	Development of a discussion paper based on an analysis of the feedback.
To pursue the review of the current CASW scope of practice statement	Bring initial draft for approval to Intersectoral Collaboration Initiative table. Consult with member organizations and regulatory bodies.	CASW Staff/ Board CASW Staff/ Board/Member Organizations/ Intersectoral Collaboration Initiative Table	June 2009 TBD	An updated Scope of Practice Statement developed in consultation with stakeholders is available.
To facilitate registration of internationally trained social workers (FTSW) until December 2009.	Provide assessment of FTSW Degrees	CASW Staff/Contractor	December 2009	CASW assess FTSW as requested.
To transfer FTSW new assessment responsibilities to appropriate organization	Discuss appropriate sector to undertake responsibility at the Intersectoral Collaboration	CASW Representatives to the Intersectoral	October 16, 2009	FTSW assessment provided by appropriate organization.

starting October 16, 2009	Initiative table .	Initiative		
Act as a clearinghouse of information related to regulation.	Membership in Canadian Network of National Organization of Regulators	CASW Staff	On-going	Information is circulated to regulatory bodies.