

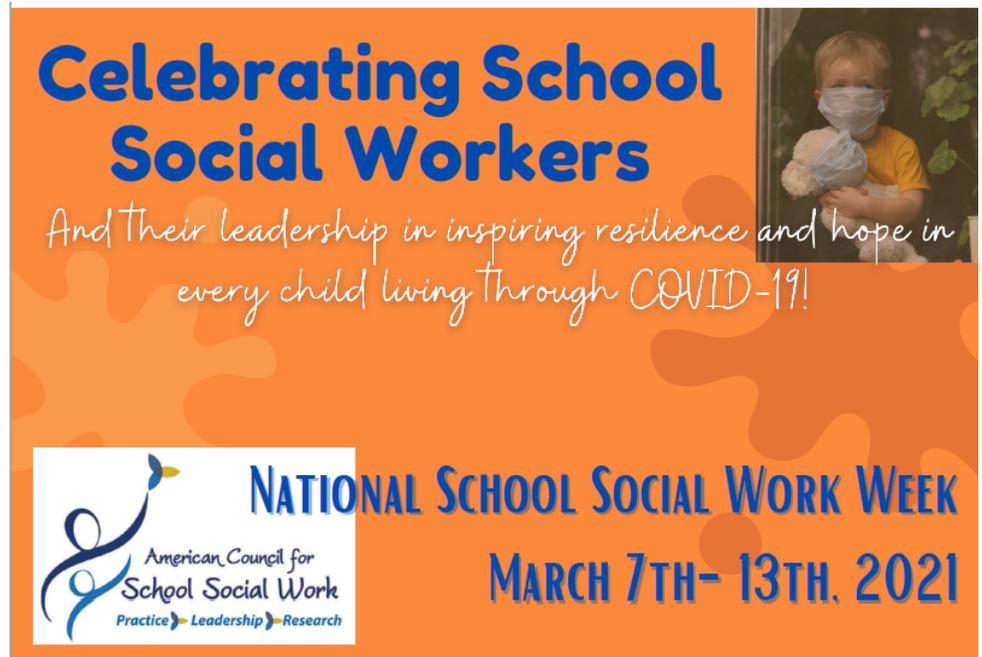
One week per year, school social workers from around the nation, find ways to spread the word about how we positively impact our schools. The American Council for School Social Work is honored to promote National School Social Work Week, being held the week of March 7-13, 2021. National School Social Worker Week is a week to celebrate the profession. This is a great opportunity for you to inform your schools of your impact on the school and community. **Don't be shy. Be Confident!**

“Fostering Resilience: School

Social Workers Building Bright Futures” is our theme for School Social Work Week 2021. In your vital role as a School Social Worker, you are able to make connections that link students and families with necessary services. We hope these tips are helpful for you and motivate you to spread the word about the importance of the school social work profession. We invite you to follow us on social media and share throughout the week as well. We hope you have a successful School Social Work Week 2021! #FosteringResilience #SSWWeek2021

4 easy ways to advocate for the school social work profession during this week

1. *Signs, signs, everywhere signs.* Post signs and design bulletin boards showcasing the many reasons why students could see the social worker and a reminder of where your room or office is located. You can use a colorful banner with a different reason to see the social worker on each pennant.
2. *Show me the data!* Use data to show off the difference you are making in your school. Using a PowerPoint or keynote presentation, you can show before and after reports from test scores, attendance records, grade reports or other student data that has been positively affected by your interventions. The changes shown in those reports will be a real eye-opener for the effectiveness of your program.
3. *Freebies.* Everybody likes getting something for free. There are many inexpensive items that you can either make with your school printer. Set up a table in a centralized location in the school with helium balloons from the dollar store and prizes to attract students to the table. This could be as simple as a bookmark with your information on it, a silicone wristband with a mindful message embossed on it or an edible treat. If you ask your principal or parent organization, they may give you funding for these purchases.
4. *Theme days.* Have a different theme for each day during National School Social Worker Week. Themes could center around social-emotional, career, and academic success. An example of a theme week could look something like the following below. However, you would want to tailor yours based on the needs of your school by reviewing the needs assessment or student survey from the beginning of the school year.



<p>Monday Career Readiness</p>	<p><i>Give away handouts with career exploration tips and helpful websites for career matching during lunch periods. Have a poster display up with trending new career options. You could also create a jobs bulletin board showcasing some of the past jobs of current teachers at your school. This is a fun way to get students thinking about their future.</i></p>
<p>Tuesday Study Skills</p>	<p><i>Hand out pencils or post it pads with study skills tips printed on them.</i></p>
<p>Wednesday Stress Busters</p>	<p><i>Give out bookmarks with tips for reducing stress and examples of simple breathing exercises.</i></p>
<p>Thursday Kindness</p>	<p><i>Post signs with suggestions for spreading kindness. Send teachers an easy kindness craft to complete with students. An example would be spreading kindness with post it notes. Have students write compliments on post it notes and put them throughout the school on lockers, desks, and doors.</i></p>
<p>Friday Cyber Security</p>	<p><i>Have students pledge to stay cyber safe and create healthy limits for their technology usage. Let them sign an oversized poster in the hallway. Include tips or a worksheet on how to be cautious online and how to set healthy technology boundaries and time usage limits.</i></p>