



National Association of Social Workers

### **History of Social Work Month**

The White House officially recognized National Professional Social Work Month in 1984. From 1984 until 1998 – the centennial year of the profession – NASW selected a social issue to promote every year. Topics included the health care crisis, hate crimes, violence prevention, racial and ethnic harmony, HIV/AIDS, children in poverty, aging parents, value of work, homelessness and more. From 1998 to 2004, Social Work Month themes promoted the profession with general campaigns about who social workers are and how they benefit society.

The [National Social Work Public Education Campaign](#), a multi-year effort to improve the public perceptions of social work, launched in 2005. Since then, NASW has coupled a specific area of practice with general promotion of the profession. The following is a history of themes for Social Work Month since 1984:

- 1984 Listen to the Children
- 1985 Work is a Family Affair
- 1986 Aging Parents: Return the Gift of Caring
- 1987 Children in Poverty
- 1988 AIDS: We Need to Know. We Need to Care.
- 1989 There's No Place Like Home
- 1990 Strengthening America's Families
- 1991 Vital Signs of a Healthy Nation
- 1992 Global Family Ties
- 1993 National Health Care: Vital Signs of a Healthy Nation
- 1994 Stop the Violence with Justice for All
- 1995 Stopping the Violence Starts with Me
- 1996 Hate Crimes: Not in My Life
- 1997 Racial and Ethnic Harmony: Respect, Understanding, Cooperation and Peace
- 1998 Celebrating 100 Years of Social Work
- 1999 The Business of Social Work: Helping People Help Themselves
- 2000 Social Work 2000: Change Is Our Business
- 2001 The New Face of Social Work
- 2002 The Power of Social Work: Community Needs, Human Connections
- 2003 Preserving Rights, Strengthening Voices
- 2004 The Power of Social Work: Pass It On
- 2005 Social Workers. Help Starts Here
- 2006 Life's Journey. Help Starts Here
- 2007 Hope and Health. Help Starts Here
- 2008 Building on Strengths. Help Starts Here.
- 2009 Social Work: Purpose and Possibility

### **2010 Social Workers Inspire Community Action**

