

## Oregon's Social Work Reinvestment (SWR) Initiative

*Mission: To advocate for federal and state investments in professional social work to enhance societal well-being.*

	<i>Goals</i>	<i>Outcomes</i>
<b>Advocacy</b>	Increase the collective voice of social workers in Oregon to influence decision-makers.	Increased influence and effectiveness as a profession in developing, responding to, and mobilizing around state legislation.
	Promote legislation that supports social workers and our professional values.	Improve working conditions and compensation of professional social workers; address systemic barriers that negatively affect the well-being of Oregon's communities.
<b>Public Education</b>	Improve the image and perception of social workers in the general public.	Effective messaging that social workers are "ethical, experienced, and educated" helping professionals, found in various roles and settings.
	Encourage accurate and positive coverage and portrayal of social workers in the media.	Media seeking out social workers as experts on a range of issues; increased human interest stories featuring professional social workers.
<b>Workforce Development</b>	Recruit and support new social workers.	Secure a pool of professional social workers to meet the future workforce demand.
	Retain and support current social workers.	Maintain a pool of professional social workers to meet the current workforce demand.
<b>Research</b>	Collect, analyze and disseminate state-specific workforce data.	Accurate and available data to support legislative and funding activities to advance the profession.
	Support and disseminate regional social work research.	Improved dissemination activities locally and with practicing social workers; using evidence-based findings to demonstrate the effectiveness of social work practice.
<b>Stakeholder Engagement</b>	Identify and engage key stakeholders to support social work reinvestment efforts.	A coordinated and collaborative approach to engage in social work reinvestment efforts on behalf of the diverse social work profession and Oregon's communities.
	Secure funding to support social work reinvestment efforts.	Increased capacity and resources to effectively engage in social work reinvestment efforts to improve the well-being of Oregon's communities.