

**NASW-CA Public Education Campaign
Digital Public Service Announcement Contest!**



Challenge: Vote for the Best PSA

The goal was to create a social work Public Service Announcement (PSA). This PSA is a 30 to 60 second digital presentation highlighting what social workers do. The winning PSA will run for an undetermined amount of time on the NASW-CA YouTube channel and potentially be utilized for future NASW campaigns.

The Purpose

March is Social Work Month and NASW has chosen the theme “Social Work Matters” as seen in the logo above. The purpose of the PSA is to highlight social workers as change agents at the micro, mezzo, and macro levels while increasing public awareness of the profession.

Learn More about Social Workers

To learn more about what social workers do or be inspired by their stories, please visit www.socialworkersspeak.org, www.helpstartshere.org and www.socialworkers.org.

1st Place Award is \$1000
2nd Place Award is \$500

Voting Procedure

Please visit: <http://www.youtube.com/playlist?list=PL5E7CA7A6E1A9DF50> and leave a comment with “First” or “Second” in the comment section. **Please limit your comments to “First” or “Second.” We reserve the right to remove additional comments.**



If you have any questions, please contact Brendan Broms: membership@naswca.org