

## What Program Areas Do Public Health Social Workers Serve?

- Administration
- Adult Health Programs
- Child Health Clinics
- Child Service Coordination
- Children's Special Health Services
- Community Alternatives Programs
- Disaster Preparedness
- Family Planning Clinics
- Health and Behavior Intervention
- Health Promotion
- Healthy Beginnings Programs  
(Minority Infant Mortality Reduction)
- High Risk Maternity Clinics
- HIV/AIDS Programs
- Home Health Programs
- Hospice
- Infant Toddler Program
- Maternity Care Coordination
- Maternity Clinics
- Psychological Services for Children and Adolescents
- Regional and State Program Consultants
- School Health/School-Based/Linked Clinics
- Sexually Transmitted Infections Programs
- Sickle Cell Program
- Sudden Infant Death Syndrome Programs
- Teen Pregnancy and Parenting Programs
- Tuberculosis Programs

## Public Health Social Workers Are Supported by Many Professional Organizations

### Continuing Education and Training Advisory Committee for Public Health Social Work (CETAC) [www.sph.unc.edu/oce/cetac/index.htm](http://www.sph.unc.edu/oce/cetac/index.htm)

CETAC works to provide competency based instruction for North Carolina's public health social workers, supervisors and other public health professionals.

### North Carolina Public Health Association - Social Work Section [www.ncpha.com](http://www.ncpha.com)

This organization represents the social work voice on the NCPHA governing board and provides continuing education and networking opportunities.

### Eastern District NCPHA - Social Work Section

This regional organization provides, organizes and promotes regional continuing education opportunities.

### National Association of Social Workers - North Carolina Chapter [www.naswnc.org](http://www.naswnc.org)

NASW is a professional membership organization that promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the effective functioning and well-being of individuals, families, and communities through its work and advocacy.

### North Carolina Association for Public Health Social Work

NCAPHSW is the independent advocacy organization for the public health social work profession.

## Other Resources

### North Carolina Division of Public Health, Department of Health and Human Services [www.ncpublichealth.com](http://www.ncpublichealth.com)

Provides administrative oversight and funding for a variety of public health programs employing public health social workers statewide.

### North Carolina Social Work Certification and Licensure Board [www.ncbsw.org](http://www.ncbsw.org)

Sets standards for qualifications, training, and experience for certified/licensed social workers and promotes high standards of professional performance in the practice of social work.

### North Carolina Accredited Schools of Social Work [www.cswe.org](http://www.cswe.org)

Listing of accredited BSW and MSW programs in NC.



State of North Carolina • Michael F. Easley, Governor  
Department of Health and Human Services  
Dempsey Benton, Secretary  
Division of Public Health • [www.ncpublichealth.com](http://www.ncpublichealth.com)



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## Helping People Help Themselves

# Public Health Social Work in North Carolina

## Questions & Answers

## What is Public Health Social Work?

**Public Health Social Workers make a difference in the lives of the people they touch.**

They focus on prevention and identify children, adults, families, and communities with needs; and provide intervention services to help these clients discover ways of meeting their needs and preventing future problems.

### Three levels of prevention are central to public health social work practice:

- Preventing disease and adverse conditions (physical, emotional, behavioral) from ever occurring by promoting healthy behaviors, prevention activities and protective measures.
- Promoting early diagnosis and treatment to minimize the effects of illness.
- Working to rehabilitate or restore clients to improved functioning after the onset of a disease or condition.

## Who are Public Health Social Workers?

**Public Health Social Workers** include professionals with bachelor's or master's degrees from a Council on Social Work Education accredited school of social work (or professionals with other degrees which meet the state personnel classification system qualifications for social work positions), who work in public health settings. Many public health social workers are nationally credentialed or state certified or licensed. Professionally educated social workers adhere to a standard code of ethics for social work practice.

## What Do Public Health Social Workers Do?

**Public Health Social Workers are critical members of the public health team.**

They bring a unique set of knowledge and skills in the areas of human behavior, social and environmental systems.

They are experts in helping individuals and families make behavioral and situational life changes in order to improve their overall health and well-being.

They also work with communities and assist them in identifying and addressing broad public health issues.

**Public Health Social Workers** conduct the following direct client service activities:

- **Coordinate** clients' involvement with community agencies.
- **Counsel** individuals and families who are dealing with emotional, physical and social issues.
- **Empower** clients to assess their own needs and to advocate for themselves.
- **Enhance** clients' coping abilities.
- **Link** clients to resources for optimal outcomes.
- **Provide** understanding of client psychosocial and environmental factors for the multidisciplinary health care team.

**Public Health Social Workers** conduct the following community-wide activities:

- **Assess** community service needs for program planning and development.
- **Assure** culturally competent services and resources.
- **Develop** and maintain partnerships with the community.
- **Evaluate** service effectiveness using outcome criteria and client satisfaction surveys.
- **Facilitate** applications and grant proposals to expand service resources in the community.
- **Implement** workshops for staff and community professionals.
- **Maintain awareness** of available community resources.
- **Provide** supervision, consultation, and training for other social workers, students, and other health care professionals.
- **Promote** policies that address health disparities.

## Where Are Public Health Social Workers Found?

- Children's Developmental Services Agencies
- Community, Migrant, and Rural Health Centers
- Community-Based Organizations
- Local Public Health Agencies
- Health Clinics
- Home Health Agencies
- Hospice Agencies
- Hospitals
- Public Schools
- Regional and State Government Offices