



Public Health Social Work in North Carolina

Presented by:

**The Continuing Education, Training
and Advisory Committee for Public
Health Social Work**

CETAC

This presentation was developed by the Marketing Committee of CETAC.

The purpose of the presentation is to increase awareness of the field of public health social work and encourage students to seek field placements and careers in public health social work.

What is Public Health Social Work?

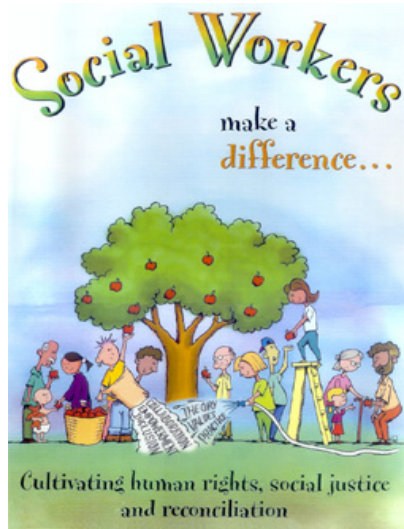


“The major characteristic of public health social work is an epidemiological approach to identifying social problems affecting the health status and social functioning of all population groups, with an emphasis on intervention at the primary level.”

“Public health social work is a blending of roles; provider of direct services, researcher, consultant, administrator, program planner, evaluator, and policymaker. Each function is dependent upon the other in assuring the health and social needs of the total population.”

Source: “Public Health Social Work Standards and Competencies”, May 2005.

Be a public health social worker!

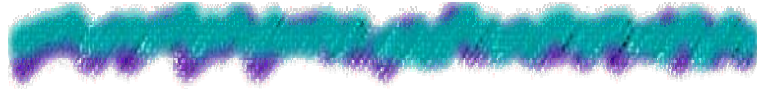


“Public Health Social Workers address health from a broad perspective that includes physical, social, emotional and spiritual well-being throughout the continuum of the life cycle.

“Public Health Social Work assures the competency of its practice to address the issues of public health effectively through a core body of social work knowledge, philosophy, code of ethics and standards.”

Source: “Public Health Social Work Standards and Competencies”, May 2005.

Public Health Social Workers **An integral part of the** **interdisciplinary team**



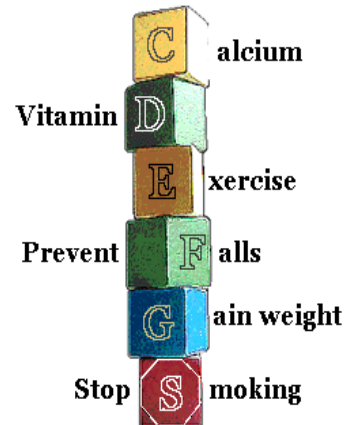
- focus on prevention
- identify children, adults, families and communities with needs
- intervene to help clients meet their needs and prevent future problems

Public Health Social Workers often work as part of an interdisciplinary team. They work with a variety of other professionals including nurses, nutritionists, health educators, physicians or other midlevel providers, interpreters, and environmental professionals as well as others.

Their focus is on preventing problems and intervening early.

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

1. Preventing disease and adverse conditions (physical, emotional, behavioral) by
 - promoting healthy behaviors
 - prevention activities
 - protective measures



There are three levels of prevention that are central to public health social work practice. The first level is primary prevention. The aim of this level is to prevent disease and adverse conditions.

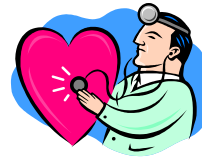
Some of the activities that would fall within this type of prevention include:

Identifying families at-risk for child abuse and neglect and providing parenting education and support.

Identifying psychosocial issues impacting a pregnant woman and assisting in addressing those issues in order to promote a positive birth outcome.

Public Health Social Work

2. Promoting early diagnosis and treatment to minimize the effects of illness.



The second level of prevention is secondary prevention whose aim is to promote early diagnosis and treatment to minimize the effects of illness.

One example of this is public health social workers who counsel pregnant women to quit smoking in order to improve their chances of having a healthy pregnancy and a healthy infant.

Another example is to identify children with developmental delays early on so that they can receive intervention and specialized therapies in order for them to successfully enter school.

Public Health Social Work

3. Working to rehabilitate or restore clients to improved functioning after the onset of a disease or condition.



The third level of prevention is tertiary prevention. The aim of this of prevention is to rehabilitate or restore clients to improved functioning after the onset of a disease or condition.

An example of tertiary prevention is a social worker who works with an adolescent in a school based health center who has been identified with an eating disorder.

Public Health Social Work

Who are Public Health Social Workers?

- Professionals with bachelors or masters degree in social work from a Council on Social Work Education accredited school of social work or (professionals with other degrees who meet the State Personnel Classification System qualifications for social work positions 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.



NC has twenty eight schools of social work that are accredited by the Council on Social Work Education. We strongly encourage public health programs to hire social workers with social work degrees.

We have a number of public health social workers that do not have social work degrees however and they are able to work in public health settings if they meet education and work experience requirements for the social work classification series.

We also have a number of social workers with bachelors, and masters in social work and some who are licensed, certified or hold other social work credentials.

Public Health Social Workers

They 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.



Public Health Social Workers make unique contributions to the public health team. They bring knowledge and experience in human behavior and family systems.

They often provide insight to the team regarding client behavior which can prevent clients from being labeled as “unmotivated” or “non-compliant” when they do not follow through with recommended medical advise.

Public Health Social Workers



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

Public Health Social Workers use their skills in establishing helping relationships with clients to aid them in making changes that will improve their health and living situations.

Public Health Social Workers frequently work with women experiencing domestic violence, using substances and experiencing mental and emotional problems. They work to get their clients into safer living situations and into substance abuse and mental health counseling.

They work to help individuals and families improve their health by getting them enrolled in health insurance and enrolled in medical services.

Public Health Social Workers



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

Public Health Social Workers frequently work on task forces, study committees and participate in community needs assessments to identify community health problems. They help to strategize solutions to these problems and garner the financial support needed by writing grants and working collaboratively with other agencies.

What Do Public Health Social Workers Do?



On the Micro Level (Individuals, Families, Groups) Public Health Social Workers:

- **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.

The majority of the public health social workers working in NC are in positions providing direct services to individuals, families and groups.

They coordinate client services, often as Maternity or Child Service Coordinators. They counsel individuals and families regarding their identified needs and they empower their clients to develop positive life habits and to advocate for themselves.

What Do Public Health Social Workers Do?



- **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 help to strengthen and further develop the coping strategies of their clients to increase their individual and family functioning.

They link clients to resources to improve their psychosocial situations.

Finally, due to their understanding of human behavior and relationships, they are to provide insight regarding their clients' situations and behaviors for the multidisciplinary teams they work with.

Public Health Social Workers



On the Macro Level:

(Systems, Communities, Organizations)

- **Assess** community service needs for program planning and development
- **Assure** culturally competent services and resources
- **Develop** applications and grant proposals to expand service resources in the community
- **Evaluate** service effectiveness using outcome criteria and client satisfaction surveys

Public Health Social Work Supervisors, Managers, Consultants, Administrators and Educators are routinely involved in macro level work. Some direct service social workers also participate in these initiatives.

Examples of macro level work include working to include public health social work services as an integral part of a local disaster response plan.

Another example is writing a grant application to establish an Adolescent Pregnancy Prevention Program or working on a coalition to establish a domestic violence shelter.

Public Health Social Workers



- **Facilitate** and maintain partnerships with the community;
- **Implement** workshops for staff and community professionals;
- **Maintain awareness** of available community resources;
- **Provide** supervision and training for other social workers, students, and others.
- **Promote** policies that address health disparities.

Public Health Social Workers doing macro work collaborate with other community agencies and coalitions.

They provide supervision for their staff and often serve as field placement supervisors for social work students.

They work to establish local policies that address health disparities such as working to implement smoke free school ordinances or advocating for policies and programs that assist minority and underserved populations.

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**



Read the list of agencies. Public Health Social Workers work in a variety of settings.

Not all NC health departments employ public health social workers however. We continue to promote the value of public health social work services and the importance of their role on public health teams and hope that every public health agency will employ a public health social worker in the future.

What Program Areas Do Public Health Social Workers Serve?

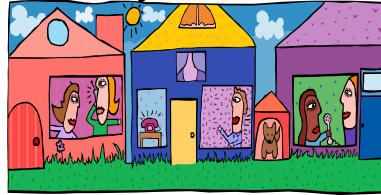
- Administration
- Adult Health Programs
- Child Health Clinics
- Child Service Coordination
- Children's Special Health Services
- Community Alternatives Programs
- Disaster Preparedness
- Family Planning Clinics
- Health Promotion
- Health and Behavioral Intervention



Read the list.

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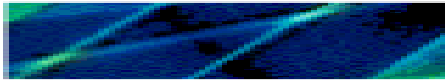
- Health Beginnings Programs
- (Minority and Mortality Reduction)
- HIV/AIDS Programs
- Home Health Programs
- Hospice
- Infant Toddler Programs
- Infectious Disease Programs
- Maternity Care Coordination
- Maternity Clinics/ High Risk Maternity Clinics
- Psychological Services for Children and Adolescents
- Regional and State Program Consultants



Read the list.

What Programs Do Public Health Social Workers Serve?

- School Health/School-based Clinics
- Sickle Cell Program
- Sudden Infant Death Program
- Teen Pregnancy and Parenting Programs
- Tuberculosis Programs



Read the list.

Public Health Social Workers Are Supported by Many Professional Organizations



- Continuing Education and Training Advisory Committee or Public Health Social Work (CETAC) <http://www.s.unc.edu/oce/cetac>
- North Carolina Public Health Association – Social Work Section <http://www.ncpha.com> Eastern District NCPHA- Social Work Section <http://www.edncpha.com>
- National Association of Social Workers –North Carolina Chapter <http://www.naswnc.org>
- North Carolina Association for Public Health Social Work

Read the list and encourage audience to check out the websites listed.

Other Public Health Social Work Resources

- **North Carolina Division of Public Health, Department of Health and Human Services**
<http://www.ncpublichealth.com>
- **North Carolina Social Work Certification and Licensure Board**
<http://www.ncbsw.org>
- **North Carolina Accredited Schools of Social Work**
<http://www.cswe.org>
- **North Carolina Association of Local Health Directors**
<http://www.ncalhd.org>



Read the list and encourage audience to check out the webbsites.

Public Health Social Work

How do I **arrange** a field placement in a public health setting?



Contact your school's Field Placement Coordinator who has information on public health programs willing to accept social work student interns.

CETAC had identified numerous public health settings willing to consider accepting students for field placements. The majority of the placements would be micro level placements but we can assist in identifying and/or developing macro level placements if students are interested in policy, program planning, and community development activities.

How do I get a job in a public health setting?



- Visit your local employment security commission or go to their website.
- Visit <http://www.ncgov.com> to find public health social work positions with state programs/agencies.
- Visit <http://www.naswnc.org> to find employment opportunities in both private and public settings within NC.
- Visit <http://www.nasw.org> to identify public health social work positions nationwide.

Check out these websites for potential employment opportunities.

Mission of a Public Health Social Worker

Go to the people
Work with them
Learn from them
Respect them
Start with what they know
Build with what they have
and



When the work is done and the task is accomplished,
the people will say:

"We have done this ourselves."

Read the slide and thank them for their attention.

Ask if anyone has any questions.

Give out your contact information.