

A Lion in the House

a film by Steven Bognar and Julia Reichert

COMMUNITY ENGAGEMENT CAMPAIGN



A LION IN THE HOUSE Community Engagement Campaign

Campaign Tool Kit

Working with National Partners:

National Association of Social Workers (NASW)

The complete A LION IN THE HOUSE Campaign Tool Kit was created to guide public television stations, organizations and the community to support A LION IN THE HOUSE outreach activities in collaboration with national partners: American Academy of Pediatrics (AAP), American Cancer Society (ACS), Association of Oncology Social Work (AOSW), Association of Pediatric Oncology Nurses (APON), Centers for Disease Control and Prevention (CDC), Children's Cause for Cancer Advocacy (CCCA), CureSearch, Gilda's Club Worldwide, Health Ministries Association (HMA), Hope Street Kids, Intercultural Cancer Council (ICC), Lance Armstrong Foundation (LAF), Leukemia & Lymphoma Society (LLS), National Association of Social Workers (NASW), National Cancer Institute (NCI), National Hospice and Palliative Care Organization (NHPCO), Oncology Nursing Society (ONS), PADRES Contra El Cáncer. The full Tool Kit with information for all national partners is also available for download.

Get involved at www.itvs.org/outreach/lioninthehouse.



National Association of Social Workers (NASW)

www.socialworkers.org

www.helpstartshere.org

The National Association of Social Workers (NASW) is the largest membership organization of professional social workers in the world, with 153,000 members. Its mission is to promote, develop and protect the practice of social work while enhancing the well-being of individuals, families and communities through its policy work and advocacy. The NASW has chapters in all 50 states, Guam, Puerto Rico and the Virgin Islands and an international chapter. NASW chapters provide a variety of professional products and services, including continuing education programs, annual conferences, newsletters, websites and other forums for exchange of information.

Partnering with the NASW and Local Social Workers

- Locate your state NASW chapter at <http://www.socialworkers.org/chapters/default.asp> or search for social workers by ZIP code and specialty at <http://www.helpstartshere.org> and click on “Find a Social Worker” at the top of the page.
- NASW members can provide support to local collaboratives in the following ways:
 - Provide expertise and serve as professional speakers on the psychosocial needs of childhood cancer patients and families and available local resources.
 - Provide linkages to individuals, their families and other groups who might like to be involved.

Community Engagement Activities

- Utilize A LION IN THE HOUSE module(s) and film as a teaching tool with school professionals and related groups.
- Feature A LION IN THE HOUSE module(s) and discussion guide at conferences and trainings for social workers, cancer support organizations and other providers of care for child cancer patients and families.
- Host a screening of A LION IN THE HOUSE module(s) for community leaders addressing how support can be strengthened for families whose children face life-threatening illness.
- Support survivor event planning and outreach in conjunction with the CDC SurvivorAlert! project.
- Utilize A LION IN THE HOUSE module(s) as a teaching tool focusing on addressing cancer health disparities.
- The Help Starts Here website developed by the NASW has a search feature to help individuals and families find a social worker by ZIP code and specialty. There are also specific tools and resources for those coping with cancer at http://www.helpstartshere.org/health_and_wellness/cancer/default_page.html.

National Association of Social Workers Continued

Resources

- The NASW and CancerCare have teamed up to create an online course about the role of social workers in practicing with people affected by cancer called “Understanding Cancer: The Social Worker’s Role.” Visit the NASW website at <http://www.naswwebed.org/> for more information.
- The NASW and the Children's Cause for Cancer Advocacy have partnered to develop a Web-based educational tool for social workers to learn about childhood cancer survivorship and strategies for working with survivors. Information on this tool is available on the NASW website <http://www.socialworkers.org>.