

SOCIAL WORK
INVESTMENT
INITIATIVE

#INVESTINSOCIALWORK

invest in our communities. invest in our profession. end the exemption.

ADVOCACY TOOLKIT

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Acknowledgements

This statewide campaign is initiated and led by the National Association of Social Workers – New York State Chapter (NASW-NYS), in partnership with the National Association of Social Workers – New York City Chapter (NASW-NYC), the New York State Society for Clinical Social Work, and the New York State Association of Deans of Schools of Social Work. This toolkit will help ensure your voice is heard at the Capitol and promote legislative action for the profession of social work and protecting our most vulnerable populations.

We would like to thank the following for their contributions to this toolkit and their ongoing work to advance the social work profession:

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First published: December 2017

hashtag:



Additional Hashtags:

#SocialWorkInvestmentInitiative

#EndtheExemption

website:



Facebook: @NASWNYS

Twitter: @NASWNYS

NASW-NYS Website: www.naswnys.org

find your legislators:

Find your Senator:

<https://www.nysenate.gov/find-my-senator>

Find your Assemblymember:

<http://nyassembly.gov/mem/search/>

Social Work Investment Initiative Act: What is it?

Background Information

- In 2002, after more than 28 years of negotiation between the legislature, stakeholder provider groups, and trade associations, the practice of social work became one of the state’s licensed professions. In doing so, a minimum standard of education, experience, and exam requirements was established to ensure that individuals providing mental health services, specifically the diagnosis and treatment of mental illness, were qualified to do so.
- For nearly **14 years**, state agencies have been exempt from hiring licensed employees. Programs operated, funded, or regulated by seven of the state’s agencies claim that unlicensed employees are qualified,¹ despite the fact that these employees are not required to have the same extensive education and external legal standards of professional conduct as licensed practitioners.

Exempt agencies include:

- Office of Mental Health (OMH)
- Office for People with Developmental Disabilities (OPWDD)

2000 Hours Add Up!

Your 2000 hours for licensing add up for:

- **Nuanced expertise** acquired through supervision
- **Unique systems perspective** that sets clinical social workers apart from other professions
- **Exceptional devotion** to the most vulnerable population

Your license is meaningful; your experience is valuable. It’s time to tell the state to **#InvestinSocialWork**

¹ “Office of Mental Health Appendix to Unified Statement Response to SED Report – Office of the Professions as required pursuant to Chapter 57 of the Laws of 2013”, *Office of Mental Health*, accessed November 30, 2017, <https://www.omh.ny.gov/omhweb/resources/publications/sed-report.pdf>.

- Office of Alcoholism and Substance Abuse Services (OASAS)
 - Office for Children and Family Services (OCFS)
 - Office for the Aging (SOFA)
 - Department of Health (DOH)
 - Department of Corrections and Community Services (DOCCS)
-
- Exempt agencies continue to claim licensed social workers are too rare and too expensive to hire for positions.²
 - **Currently**, exempt agencies have until July 1, 2018, to comply with the licensing requirements passed in 2002.
 - In 2017, the National Association of Social Workers – New York State (NASW-NYS) Chapter, in collaboration with the National Association of Social Workers - New York City (NASW-NYC) Chapter, the New York State Society for Clinical Social Work (NYSSCSW), and the New York State Association of Deans of Schools of Social Work, introduced the **Social Work Investment Initiative**, that seeks to secure a substantial state investment into the social work profession, specifically in settings operated, funded or regulated by the seven state agencies. This legislative initiative will be tied to the resolution of the licensure exemption and move state agencies to (finally) come into compliance with the 2002 social work licensing law.

² "Office of Mental Health Appendix to Unified Statement Response to SED Report – Office of the Professions as required pursuant to Chapter 57 of the Laws of 2013", *Office of Mental Health*, accessed November 30, 2017, <https://www.omh.ny.gov/omhweb/resources/publications/sed-report.pdf>.

Why this matters

- **Bifurcated system of care:** Individuals relying on services through one of these exempt agencies may see a qualified mental health practitioner or they may see someone with no more than a high school education. **This practice is a dangerous - and unnecessary - gamble.** Social workers share a fundamental belief in equality and access to care, and are specifically trained to provide and ensure access to high-quality services. The current system, however, does not provide for quality services, since the current licensure exemption allows untrained and under-supervised individuals to provide services.
- NYS has some of the most stringent licensing requirements and professional standards for social work in the country. Social workers have the well-being of their communities and families in their hands every day. Not only does this exemption create a bifurcated system of care for those most in need, but **the state is not standing by the licensing law to its fullest effect.**
- This exemption renders the professional standards moot – **rendering YOUR license moot.**

What is the Social Work Investment Initiative?

The **Social Work Investment Initiative** (SWII) is a legislative initiative that seeks to secure a substantial state investment into the social work profession. Specifically, it demands:

1. **Full implementation of the state's 2002 social work licensure law**
2. **\$4 million Loan Forgiveness Program for Social Workers specifically working in a currently exempt setting**

As an effort to mitigate the reportedly high rates of staff turnover in exempt agencies, such an initiative would not supplant the current loan forgiveness program available to a broader array of social workers.

3. \$18 million incentive program for currently exempt agencies to increase the number of licensed social workers available to provide supervision

The incentive would provide a stronger career track and reduce reported staff turnover.

4. \$500,000 for the development and distribution of culturally sensitive and ESL test preparation to assist those who are vulnerable to, or have already, failed the LMSW and LCSW exams

5. \$250,000 for the development and implementation of a workforce survey to assist in tracking and identifying workforce gaps

The survey will be utilized (upon mandate) by the NY State Education Department at registration and re-registration of all Article 154 licensees (Licensed Clinical Social Workers and Licensed Master Social Workers), and will assist in data collection efforts to track the distribution of licensed practitioners across the state and identify workforce gaps.

Invest in our communities. Invest in our profession. End the exemption.

What is #InvestinSocialWork?

#InvestinSocialWork is a public awareness campaign established by NASW-NYS, in collaboration with the National Association of Social Workers - New York City (NASW-NYC) Chapter, the New York State Society for Clinical Social Work (NYSSCSW), and the New York State Association of Deans of Schools of Social Work, in December 2017. This campaign seeks to end the licensure exemption and implement the Social Work Investment Initiative, a legislative initiative that seeks to secure a substantial state investment into the social work profession, in the context of this year's legislative budget.

What are we asking for?

We are asking the New York State legislature and Governor to end the licensure exemption and support enactment of the Social Work Investment Initiative.

Won't this cost a lot of money?

The State needs to invest in social work and ensure the quality of mental health care for everyone – regardless of cost. All New Yorkers deserve to receive the same level of care. As it stands now, with private insurance, you are required and guaranteed to see a licensed professional with experience. If you access healthcare through the State, you *may* see a licensed professional – but you also might not.

What is the urgency?

The social work licensure law was passed in 2002 and has been in effect since 2004. That is a 14-year time period for State agencies to come into compliance – which is more than enough time. **For comparison: When Connecticut enacted its 1995 licensure law, both private sector and public-sector agencies were given one year to comply.**³ If we are unsuccessful, the exemption could

³ “The Social Work Licensure (LCSW) Law”, *National Association of Social Workers – Connecticut (NASW-CT)*, last modified October 2016, <http://naswct.org/wp-content/uploads/2016/10/LCSW-Law10-20-16.pdf>.

continue, which would render the professional standards outlined by a social work license null and void. Your experience is valuable, and we need to end the exemption.

How do I get involved?

This toolkit will provide you with information and resources on how you can lend your voice to the campaign. Visit us at www.naswnys.org/invest and our social media accounts (Facebook: @NASWNYS; Twitter: @NASWNYS) for the most up-to-date news.

Sample Call-in Script

Sample: Oppose Licensure Exemption (1)

Hello, my name is _____, I am a constituent from (City), (Zip Code). I don't need a response; I am opposed to the continuation of the licensure exemption and I am in favor of the Social Work Investment Initiative. Thank you so much for your hard work answering these phones, I know how integral you are to the democratic process!

Sample: Oppose Licensure Exemption (2)

Hello, my name is _____, I am a constituent from (City), (Zip Code). I am asking you to support and vote in favor of the Social Work Investment Initiative and help end the licensure exemption that allows seven state agencies to hire non-licensed providers for tasks within the licensed scope of practice. Thank you for bringing these agencies to compliance with the state's licensing law and ensuring equal access to quality care.

Sample: Thank you for your support

Hello, my name is _____. I am a constituent from (City), (Zip Code). I am calling to thank _____ for their support for the Social Work Investment Initiative. Investing in the social work profession ensures high quality mental health care and the wellbeing of our communities.

Save the Dates:

Social Work Investment Initiative Call-In Day

Tuesday, January 9, 2018

Tuesday, February 6, 2018

Tuesday, March 6, 2018

Use the following scripts to call your legislators and ask them to end the licensure exemption and to #InvestinSocialWork by supporting the enactment of the Social Work Investment Initiative

Call-In Day Engagement Tips:

- **Get your calls in on Social Work Investment Initiative Call-in Days ... and any other day!** While NASW-NYS is hosting official Social Work Investment Initiative Call-In Days, that does not mean you cannot call any time during the 2018 legislative budget season. **Consistency is key!**
- **Organize a call-in party at work!** Organize a staff meeting or set aside lunchtime to organize a call-in party with your social work friends and colleagues. The more people involved, the stronger our voice!
- **Put the Call-In Day information in your email signature.** It can be as simple as asking your fellow social workers to join in on the Social Work Investment Initiative Call-In Days.

See sample social media posts for examples and don't forget to link to www.naswnys.org/invest

- **Share information about the Call-In Day in advance:** Ask your social worker friends and colleagues to join you in calling your legislators to end the licensure exemption and support the Social Work Investment Initiative to your social media accounts. *Be prepared to remind your friends multiple times!*

Tips for Calling Your Representatives!

1. **State your name, city, and zip code, and say "I don't need a response."** By doing this, your representative's office can quickly confirm that you are a constituent and can tally your response down immediately.
2. **Only call your own representatives!** We understand you really want to give other representatives a piece of your mind, but your call will be ignored unless you can provide a zip from their district. Instead, encourage your friends and colleagues to call *their* representatives
3. **State the issue + state your position.** When making your calls, quickly state "*I am opposed to _____.*" or "*I am in favor of _____.*" Be simple and direct, so your representative can get a tally of who is in favor and who is against.
4. **Don't forget to say thank you!** Be nice and thank the office personnel for their hard work answering the phones, because without them, our legislators could not represent us!

Sample Facebook Posts



Sharing these statements is important if we want to reach our representatives. Every share increases the likelihood that your local representative will consider this issue important to their district.

FOR SOCIAL WORKERS

- I support equal access to mental health treatment and urge NYS to stop allowing this injustice! #EndtheExemption #InvestinSocialWork
- Social workers say NO to a bifurcated system of care and exempting state agencies from hiring licensed social workers. Say YES to Social Work Investment Initiative. #EndtheExemption #investinSocialWork
- Mental illnesses can be very severe and time sensitive. While NYS has waited 14 years to enforce the state's social work licensure law, our communities have been suffering. Governor Cuomo, professional experience is valuable. Our community depends on it. #EndtheExemption #InvestinSocialWork
- I'm calling on New York State to vote in support of the Social Work Investment Initiative because this licensure exemption renders my professional license moot, and I KNOW my social work license is valuable. #InvestinSocialWork
- I support the Social Work Investment Initiative because I share a fundamental belief in equality and access to care, and our current system does not consistently provide that. Nobody should have to gamble their mental health. Ask your legislators to end the licensure exemption and support the enactment of the Social Work Investment Initiative! #InvestinSocialWork

FOR CONCERNED COMMUNITY MEMBERS

- Due to the nature of mental illness and many other societal factors, the more severe a mental illness, the more likely an individual is to be of lower socioeconomic status and likely to visit a state agency for treatment. When this happens, these vulnerable individuals are not guaranteed access to licensed mental health professionals. I support equal access to mental health treatment and urge NYS to stop putting its stamp of approval on this injustice. #EndtheExemption #InvestinSocialWork
- For nearly 14 years, state agencies have been allowed to hire employees who are not licensed to perform diagnosis and psychotherapy and been given legal allowance to provide treatment and life-altering diagnoses to people with mild to severe mental illnesses. I'm calling on New York State to support the Social Work Investment Initiative and provide equity in standards of mental health care! #InvestinSocialWork #EndtheExemption
- New York State, invest in quality mental health treatment for ALL New Yorkers in 2018! Require state agencies to lift the exemption that has been creating injustice for decades and provide quality mental health care to those that need it most. #InvestinSocialWork #EndtheExemption
- People with the most severe mental illnesses receive the least assurance of quality care from NYS. Require state agencies to lift the exemption that has been creating injustice for decades and provide quality mental health care to those that need it most. #InvestinSocialWork #EndtheExemption
- Would you want to be treated for a physical health problem by someone who doesn't hold a medical license? NYS has been allowing unlicensed providers to provide critical mental health treatment and diagnosis to hundreds of thousands vulnerable New Yorkers. End inequality between mental and physical health care! Require organizations to hire licensed professionals to treat mental illness. Ask your legislator to support the Social Work Investment Initiative! #EndtheExemption #InvestinSocialWork
- Did you know? If you need to access mental health services through the state, you may see someone who is a licensed clinician or you may see someone with no more than a high school diploma and some on-the-job training. It's time to end this dangerous gamble. Ask your legislator to vote in favor of the Social Work Investment Initiative. #InvestinSocialWork

Sample Twitter Posts



Sharing these statements is important if we want to reach our representatives. Every share increases the likelihood that your local representative will consider this issue important to their district.

- An investment in our profession is an investment in our communities. NY, it's time to #InvestinSocialWork!
- Social Work Investment Initiative is not just an investment in our profession, but an investment in our communities' health. #InvestinSocialWork #EndtheExemption
- My license matters and it's time for NYS to realize it too. An investment in our communities is an investment in our profession. It's time to #EndtheExemption and #InvestinSocialWork!
- For nearly 14 years, state agencies have been exempt from hiring licensed employees to perform diagnosis and psychotherapy of severe mental illness. This needs to end. It's time for NYS to #InvestinSocialWork and #EndtheExemption.
- It's time for NYS to #EndtheExemption and vote in favor of the #SocialWorkInvestmentInitiative.
- I'm calling on NYS to end the licensure exemption and bring state agencies into compliance THIS YEAR. #EndtheExemption #SocialWorkInvestmentInitiative

- Did you know? If you need to access mental health services through the state, you may see someone who is a licensed clinician or you may see someone with no more than a high school diploma + some on-the-job training. End this dangerous gamble! Ask your legislators to support the Social Work Investment Initiative! #InvestinSocialWork

Engagement Tips:

- Use visuals (photos, infographics, videos)
- Shorter tweets get more engagement
- Aim for 1-2 hashtags
- Be sure to tag @NASWNYS!
- If you get contacted by the local media, please have them contact *Kania Ponto, Communications Associate* at *Kania.Ponto@naswnys.org* and/or at 518-463-4741 ext 22.

- I'm calling on New York State to vote in favor of the Social Work Investment Initiative because this licensure exemption renders my professional license moot, and I KNOW my social work license is valuable! #InvestinSocialWork
- Social workers say NO to a bifurcated system of care and exempting state agencies from hiring licensed mental health professionals. Say YES to Social Work Investment Initiative. #EndtheExemption #InvestinSocialWork
- It's now or never: tell NYS to #EndtheExemption. NO to inequality system of care. YES to quality care. YES to Social Work Investment Initiative. #InvestinSocialWork

Logos and Graphics

Use images and graphics to boost your advocacy and engagement on the Social Work Investment Initiative. You can access the following graphics at www.naswnys.org/invest

Did you know?

The social work licensing law was passed in 2002, but seven state agencies still remain exempt from hiring licensed mental health professionals to perform diagnosis and psychotherapy of severe mental illnesses.

Ask your legislator to vote in favor of the Social Work Investment Initiative. **Our profession matters.**

SOCIAL WORK INVESTMENT INITIATIVE | #INVEST #INSOCIALWORK

SOCIAL WORK INVESTMENT INITIATIVE | #INVEST #INSOCIALWORK

#INVEST #INSOCIALWORK

I support the Social Work Investment Initiative because

I share the fundamental belief in equality and access to care for ALL New Yorkers, regardless of socioeconomic status. **Our current system does not provide that.**

SOCIAL WORK INVESTMENT INITIATIVE | #INVEST #INSOCIALWORK



Tuesday, January 9, 2018

**Social Work Investment Initiative
Call In Day!**

Call your legislators and tell them to vote in favor of the Social Work Investment Initiative and to end the licensure exemption in state funded agencies this year!

An investment in our profession is an investment in our communities.

SOCIAL WORK INVESTMENT INITIATIVE | #INVEST #INSOCIALWORK

**I SUPPORT
THE SOCIAL WORK
INVESTMENT
INITIATIVE**

Sample Letter to the Editor (LTE)

Letters to the editor are a great tool for letting elected officials and members of your community why the Social Work Investment Initiative matters to you – and why it should matter to them, too.

Sample #1:

Dear Editor,

As a <licensed title> social worker, it is of great concern to me that for 14 years, the state has been allowing agencies to hire employees who are not licensed to perform diagnosis and treatment of severe mental illness. The diagnosis and treatment of a severe mental illness requires an educated and experienced clinician.

Such a practice would never happen in the health care system. Imagine having a heart attack and going to an emergency room, only to hear, “We can’t afford to hire licensed physicians, but we have some employees who passed biology to help you.”

Aside from devaluing the requirements set forth by law, this current system does not provide equal access to care, and it happens more so for low-income people who rely on state agencies for mental health services.

Mental illness is a serious issue and should not be gambled on. At the end of the day, unlicensed providers should not be diagnosing and providing treatment. This is a matter of safety, and ensuring the wrong diagnosis does not follow individuals for many years later.

It’s time for the state to get these agencies into compliance and end this discriminatory and dangerous practice.

<Name>

<Hometown>

<Phone Number – with a note that says ‘for confirmation purposes only’>

Tips:

- Keep it short: 100-250 words maximum
- Keep it personal – talk how this affects *you* and your community
- Keep it direct: Use simple language and emphasize a point
- Avoid acronyms, jargon
- Keep it polite: Yes, it should be heartfelt, but avoid using threats, sarcasm, and inappropriate humor
- Call the newspaper and follow up on your LTE
- Share your LTE when it gets published – so others may understand the importance of this issue

Sample Letter to Your Legislator (End the Exemption)

<Date>

<Legislator's Name>

<Address>

Dear <Legislator Name>,

I am writing to ask you to end the licensure exemption and support enactment of the Social Work Investment Initiative.

For decades, seven state agencies and any programs they operate, fund or regulate, have escaped implementation of professional licensure laws passed in 2002. Such licensure laws set a standard threshold requiring mental health providers meet a minimum standard of education, experience, and exam requirements to diagnose and treat mental illness. This law ensures that individuals providing such services are qualified to do so.

This exemption has been on the books for too long, and is unacceptable and discriminatory to New York's most vulnerable citizens. New Yorkers who rely on programs regulated, operated, or funded by exempt agencies must rely on the luck of the draw when they enter the system. In other words, they may see a qualified provider or they may see a provider who has no more than a high school diploma.

It is critical that every person in need of mental health and child welfare services be diagnosed by a provider that is licensed to diagnose. No other profession has this bifurcated system of care.

The Social Work Investment Initiative seeks to secure a substantial state investment into the social work profession, and such initiative will be tied to the resolution of licensure exemption. An investment in social work is an investment in our communities.

Currently, exempt agencies have until July 1, 2018, to comply with the licensing requirements passed in 2002. I urge you to hold agencies accountable to the licensing requirements that were rightfully enacted in 2002 and invest in quality care providers for all New Yorkers seeking mental health services. An investment in social work is an investment in our communities.

Sincerely,

<Name>

<Street Address>

<City, State, Zip code>

Tip:

Grab attention by printing out one of our campaign's graphic and include them with your letter! Visit www.naswnys.org/invest to access these graphics

Additional Resources

Key Social Media Accounts

Social media advocacy is one of the quickest and simplest ways to spread the #InvestinSocialWork message to your legislators and the local media. Use the following chart below to find the social media accounts of your legislators and be sure to tag them using their @handles

Key Leadership (List as of December 2017)

	Twitter	Facebook
Governor Andrew M. Cuomo	@NYGovCuomo	@GovernorAndrewCuomo
John J. Flanagan, Senate Majority Leader	@LeaderFlanagan	@sen.john.flanagan
Jeffrey D. Klein, Independent Democratic Conference Leader	@JeffKleinNY	@jeffrey.d.klein
Carl E. Heastie, NY Assembly Speaker	@CarlHeastie	@Carl.Heastie

NYS Senate (List as of December 2017)

District	Senator	Twitter	District	Senator	Twitter
1	Kenneth P. LaValle	@senatorlavalle	33	Gustavo Rivera	@NYSenatorRivera
2	John Flanagan	@leaderFlanagan	34	Jeffrey Klein	@JeffKleinNY
3	Thomas Croci	@tomcroci	35	Andrea Stewart-Cousins	AndreaSCousins
4	Phil Boyle	@PhilBoyleNY	36	Jamaal T. Bailey	@jamaaltbailey
5	Carl Marcellino	@senator98	37	George S. Latimer	GeorgeLatimer37
6	Kemp Hannon	@kemphannon @HannonSenate	38	David Carlucci	@davidcarlucci
7	Elaine Phillips	@SenatorPhillips	39	William Larkin	@SenatorLarkin
8	John Brooks	@Brooks4LINY	40	Terrence Murphy	@vote4muphy
9	Todd Kaminsky	@toddkaminsky	41	Sue Serino	@Sueserino4NY
10	James Sanders Jr.	@JSandersNYC	42	John Bonacic	@JohnBonacic

11	Tony Avella	@TonyAvella	43	Kathleen Marchione	@kathymarchione
12	Mike Gianaris	@SenGianaris	44	Neil Breslin	@NeilBreslin44
13	Jose Peralta	@SenatorPeralta	45	Betty Little	@bettylittle
14	Leroy Comrie	@LeroyComrie	46	George Amedore	@GeorgeAmedore
15	Joseph Addabbo, Jr.	@SenJoeAddabbo	47	Joseph Griffo	@SenGriffo
16	Toby Ann Stavisky	@tobystavisky	48	Patricia Ritchie	@SenatorRitchie
17	Simcha Felder	@NYSSenatorFelder	49	Jim Tedisco	@JamesTedisco
18	Martin Dilan	@SenatorDilan	50	John DeFrancisco	@JohnDeFrancisco
19	Roxanne Persaud	@senatorpersaud	51	James Seward	@senatorJimSeward
20	Jesse Hamilton	@SenatorHamilton	52	Federick Akshar	@fredakshar
21	Kevin Parker	@SenatorParker	53	David Valesky	@SenDaveValesky
22	Marty Golden	@SenMartyGolden	54	Pam Helming	@SenatorHelming
23	Diane Savino	@dianesavino	55	Rich Funke	@SenatorFunke
24	Andrew Lanza	@SenatorLanza	56	Joseph Robach	@SenatorRobach
25	Velmanette Montgomery		57	Cathy Young	@SenatorYoung
26	Daniel Squadron	@DanielSquadron	58	Thomas O'Mara	@SenatorOMara
27	Brad Hoylman	@bradhoylman	59	Patrick Gallivan	@senatorgallivan
28	Liz Krueger	@LizKrueger	60	Chris Jacobs	@JacobsForSenate
29	Jose M. Serrano	@SenatorSerrano	61	Michael Ranzenhofer	
30	Brian Benjamin	@NYSenBenjamin	62	Robert Ortt	@SenatorOrtt
31	Marisol Alcantara	@NY31Alcantara	63	Timothy M. Kennedy	@SenKennedy
32	Rev. Ruben Diaz	@revrubendiaz			

NYS Assembly (List as of December 2017)

District	Assemblymember	Twitter	District	Assemblymember	Twitter
1	Fred Thiele	@FredThiele1	27	Daniel Rosenthal	@DanRosenthalNYC
2	Anthony Palumbo	@PalumboNYSA	28	Andrew Hevesi	@AndrewHevesi
3	L. Dean Murray	@DeanMurrayNYAD3	29	Alicia Hyndman	@AliciaHyndman
4	Steven Englebright	@SteveEngles	30	Brian Barnwell	@Barnwell30
5	Al Graf	AlGrafNY	31	Michele Titus	@AssemblywomanMicheleTitus
6	Philip Ramos	@PhilRamos6AD	32	Vivian Cook	
7	Andrew Garbarino		33	Clyde Vanel	@Clydevanel
8	Michael J. Fitzpatrick	@RepFitzpatrick	34	Michael DenDekker	@mgdendekker
9	Christine Pellegrino	@CPellegrino1221	35	Jeffrion Aubry	
10	Chad A. Lupinacci	@ChadLupinacci	36	Aravella Simotas	@AravellaSimotas
11	Kimberly Jean-Pierre	@Kimjeanpierre	37	Catherine Nolan	
12	Andrew Raia	@AssemblymanRaia	38	Michael Miller	@assemblymanmike
13	Charles Lavine	@Charles_Lavine	39	Francisco Moya	@FranciscoMoyaNY
14	David McDonough	@AssemblymanDGM	40	Ron T. Kim	@rontkim
15	Michael Montesano	@AsmMontesano	41	Helene Weinstein	@HeleneWeinstein
16	Anthony D'Urso	@AnthonyDUrsoNY	42	Rodneyse Bichotte	@AMBichotte
17	Thomas McKeivitt	@TomMcKeivitt1	43	Diana Richardson	@Vote_Richardson
18	Earlene Hooper		44	Robert Carroll	@Bobby4Brooklyn
19	Edward Ra	@EdwardRa19	45	Steven Cymbrowitz	@SteveCym
20	Melissa Miller		46	Pamela Harris	@AMPamelaHarris
21	Brian F. Curran	@BrianCurranNY	47	William Colton	@WilliamColton8
22	Michaelle Solages	@MichaelleSolage	48	Dov Hikind	@HikindDov
23	Stacey Pheffer Amato	@Stacey23AD	49	Peter Abbate	@peterabbatejr
24	David Weprin	@DavidWeprin	50	Joe Lentol	@assemblymanjoe
25	Nily Rozic	@nily	51	Felix Ortiz	@Felixwortiz
26	Ed Braunstein	@edbraunstein	52	Jo Anne Simon	@JoAnneSimonBK52

District	Assemblymember	Twitter	District	Assemblymember	Twitter
53	Maritza Davila	@DavilaAssembly	85	Marcos Crespo	@MarcosCrespo85
54	Erik Dilan	@edilan37	86	Victor Pichardo	@Vpichardo86
55	Latrice Walker	@AssemblyWalker	87	Luis Sepulveda	@LuisSepulvedaNY
56	Tremaine Wright	@AssemblyWright	88	Amy Paulin	@AmyPaulin
57	Walter T. Mosley	@WalterMosley	89	J. Gary Pretlow	@JGPretlow
58	Nick Perry	@NNickPerry	90	Shelley Mayer	@ShelleybMayer
59	Jamie R. Williams		91	Steven Otis	@SteveOtis91
60	Charles Barron		92	Thomas J. Abinanti	@Tom Abinanti
61	Matthew Titone	@MatthewTitone	93	David Buchwald	@DavidBuchwald
62	Ron Castorina, Jr.	@RonCastorinaNY	94	Kevin M. Byrne	@Byrne4NY
63	Michael Cusick	@Michael_Cusick	95	Sandy Galef	@SandyGalef
64	Nicole Malliotakis	@Nmalliotakis	96	Ken Zebrowski	@kenzebrowski_ny
65	Yuh-Line Niou	@Yuhline	97	Ellen Jaffee	@EllenCJaffee
66	Deborah Glick	@DeborahJGlick	98	Karl Brabenec	@KarlBrabenec
67	Linda Rosenthal	@LindaBRosenthal	99	James Skoufis	@JamesSkoufis
68	Robert Rodriguez		100	Aileen Gunther	@AileenMGunther
69	Daniel O'Donnell	@DannyODonnellNY	101	Brian Miller	
70	Inez E. Dickens	@IE_Dickens	102	N/A	
71	Al Taylor	@pastoraltaylor	103	Kevin Cahill	Cahill2012
72	Carmen N. De La Rosa	@CnDelarosa	104	Frank Skartados	@SkartadosNYSA
73	Dan Quart	@AMDanQuart	105	Kieran Michael Lalor	@KieranLalor
74	N/A		106	Didi Barrett	@Didi4Assembly
75	Richard Gottfried	@DickGottfried	107	Steve McLaughlin	@SteveMcNY
76	Rebecca Seawright	@Rebecca76AD	108	John McDonald III	@johnmcdonald108
77	Latoya Joyner	@JoinJoyner	109	Patricia Fahy	@PFahy109
78	Jose Rivera	@RevolutionJR	110	Phil Steck	@PhilSteck
79	Michael Blake	@MrMikeBlake	111	Angelo Santabarbara	@AsmSantabarbara
80	Mark Gjonaj	@MarkGjonajNY	112	Mary Beth Walsh	@MBWalsh112
81	Jeffrey Dinowitz	J@effreyDinowitz	113	Carrie Woerner	@AMCarrieWoener
82	Michael Benedetto		114	Dan Stec	@danstec
83	Carl E. Heastie	@CarlHeastie	115	Billy Jones	@jonesnyassembly
84	Carmen E. Arroyo		116	Addie Jenne	@AddieJenne

District	Assemblymember	Twitter	District	Assemblymember	Twitter
117	Ken Blankenbush		134	Peter Lawrence	@PLawrence134th
118	Marc Butler	@MarcWButler	135	Mark Johns	@MarkJohns_135th
119	Anthony Brindisi	@ABrindisiNY	136	Joseph D. Morelle	@JoeMorelle
120	William A. Barclay	@WillABarclay	137	David F. Gantt	
121	William Magee		138	Harry B Bronson	@HarryBBronson
122	Clifford Crouch		139	Stephen Hawley	@SteveMHawley
123	Donna Lupardo	donnalupardo	140	Robin Schimminger	
124	Christopher Friend	@Friend4Assembly	141	Crystal Peoples-Stokes	@CPeoplesStokes
125	Barbara Lifton		142	N/A	
126	Gary Finch		143	Monica Wallace	@mwallace143
127	Al Stirpe	@StripeAl	144	Michael Norris	
128	Pamela Hunter	@PamelaHunter128	145	Angelo Morinello	
129	William Magnarelli	@BillMagnarelli	146	Ray Walter	@RaymondWWalter
130	Robert Oaks		147	David DiPietro	@DiPietro4NY
131	Brian Kolb	@GOPLdrBrianKolb	148	Joseph M. Giglio	
132	Philip A Palmesano	@PhilPalmesano	149	Sean Ryan	@SeanMRyan149
133	Joseph A. Errigo		150	Andy Goodell	@andygoodell

Tip: If your Senator or Assemblymember does not have a social media account, you can always #hashtag his/her name instead

NYS Media/Newspaper

Note: The following list is not representative of all major newspapers in New York State and is intended to serve as a quick guide for readers

Reporter/Newspaper	Twitter
amNewYork	@amNewYork
Albany Times Union	@timesunion
Capital Tonight	@CapitalTonight
Daily Freeman	@DailyFreeman
Democrat and Chronicle	@DandC
Newsday	@Newsday
New York Daily News	@NYDailyNews
New York Times	@NYTimes
Niagara Gazette	@NiagaraGazette
Olean Times Herald	@OTHNews
Poughkeepsie Journal	@PokJournal
The Buffalo News	@TheBuffaloNews
The Daily Gazette	@dgazette
The Daily Mail	@CatskillDM
The Daily Star – Oneonta	@thedailystar
The Ithaca Journal	@ithacajournal
The Journal News	@lohud
The Observer-Dispatch	@uticaOD
The Post-Standard	@PostStandard
The Post Star	@poststar
The Press & Sun-Bulletin	@pressconnects
The Steuben Courier	@SteubenCourier
Watertown Daily Times	@WDTNews

Thank you.

Now, more than ever, social workers and their clients face significant challenges and there is a crucial need to develop and sustain a network of professional social workers to advocate at the local and state level. **Our message is clear: It's time to invest in social work.**

The **#InvestinSocialWork** campaign is a collaborative effort comprised of leading social work organizations in New York State, committed to securing a substantial state investment related to the recruitment, retention, and research that strengthens the profession and the communities it serves. This investment is the **Social Work Investment Initiative**.

The Advocacy Toolkit was prepared to help NYS social workers strategize and carry out effective advocacy by providing a set of resources and guidance to assist them in their grassroots campaign for the Social Work Investment Initiative.

Thank you in advance for lending your voice to the **#InvestinSocialWork** campaign and reminding our elected leaders that an investment in social work is an investment in our communities.

A companion video for this toolkit is available at
www.naswnys.org/invest/getinvolved

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December 2017