

Child Welfare Worker APPRECIATION WEEK

12-16
2022



National Child Welfare
Workforce Institute
LEARNING, LEADING, CHANGING

CHILD WELFARE WORKER RECOGNITION EVENT

As part of Child Welfare Worker Appreciation Week, September 12-16, 2022, NCWWI and the Children's Bureau are hosting a one-hour virtual recognition event on Tuesday, September 13, 2022, at 3:00 pm EDT.

This event is about taking time to reflect, connect, and recharge. You do so much for others so we hope you'll join in and encourage those around you to do the same.

REGISTER

PROVIDING NATIONAL RECOGNITION

We are seeking thank you messages, video clips, and images for this year's Child Welfare Worker Recognition Event on September 13 (may be shared on social media too). Just fill out the form and submit files by EOD Wednesday, August 31.

RECOGNITION FORM



[NCWWI.org/CWworkforce](https://ncwwi.org/CWworkforce)

#CWworkforce
#WeAreChildWelfare



STEPS TO A SUCCESSFUL RECOGNITION EVENT



- 1 Prior to promoting, address any staffing issues (e.g. who will be answering the phones) during the time of the event.
- 2 Decide if you'll host an in-person viewing party. If yes, register your group to watch the live stream presentation and reserve a meeting space that has a large screen projector, speakers, laptop, and internet. You may also want to plan other activities to celebrate and encourage attendance (e.g. refreshments, awards ceremony).
- 3 Download marketing materials, graphics, and templates at NCWWI.org/CWworkforce.
- 4 Send out a calendar invite to encourage staff to reserve time to attend. Include the registration link (and provide microwave popcorn?) for staff who will participate remotely.
- 5 Not everyone will be able to attend the recognition event, so be sure to plan other activities during Child Welfare Worker Appreciation Week. We've included some free ideas on the next page that can be used throughout the week and year.
- 6 On the morning of the event, send or post a reminder to encourage attendance. Then, if needed, prepare the meeting space. The link to the live stream will be provided in the registration confirmation email and we recommend logging on 5-10 minutes early. Share images of your celebration on social media using the hashtags #WeAreChildWelfare and #CWworkforce and tag @NCWWI.
- 7 Provide the link of NCWWI's recorded presentation to staff who were unable to attend.



TIPS FOR SUPERVISORS

Employees crave recognition, and its importance can not be understated - it encourages employee engagement, is a positive motivator, decreases turnover, and helps team members overcome uncertainty. Effective praise must be genuine and specific. Appreciation should be customized so ask, "What's the best way to show you that I/we appreciate your efforts?" We've provided no-cost ideas below.

- Add kudos to meeting agendas to encourage peer-to-peer recognition
- Provide more autonomy
- Set up a wall of fame bulletin board
- Call out staff or team achievements during large meetings
- Have a notable executive or elder send a letter of gratitude
- Detail accomplishments in the employee's file or write a formal letter
- Write a LinkedIn recommendation
- Mail a handwritten note
- Call & give a heartfelt thank you
- Write a haiku
- Recognize in a newsletter
- Feature on your website
- Praise on social media
- Pass around a corny trophy
- Create a recognition program like employee-of-the-month
- Invite to skip a meeting(s)
- Give permission to leave a little early on a Friday or have an extra-long lunch
- Do their least favorite task
- Hook them up with new(er) office equipment
- Present them with a photo that demonstrates their positive effect
- Provide one-on-one mentoring
- Print a quote & put in an unused frame from home
- Promote to the local community the effective changes made & how your staff are empowering children, young adults, & families

For more information, view the NCWWI Communications Guide: How to Advance Organizational Goals Through Effective Messaging, Storytelling, and Public Relations.

