



National Association of Social Workers of Uganda (NASWU)

Concept Note:

World Social Work Day, March 2025

Theme: *“Strengthening Intergenerational Solidarity for Enduring Wellbeing”*

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1. About NASWU.

The National Association of Social Workers of Uganda (NASWU) brings together professional Social Workers in Uganda, Social Work Teaching Institutions and Social Work Agencies. It operates under the oversight of the Ministry of Gender Labour and Social Development. NASWU's aim is to promote and facilitate social welfare and social development, promoting professional practice and shaping social policies while minimizing social risks and harm and ensuring delivery of high quality social services in Uganda <https://www.ifsw.org/uganda-association-pubshesannual-report/> NASWU is a member of the International Federation of Social Workers (IFSW) <https://www.ifsw.org/> and a member of Global Social Workforce Alliance.

2. Background to World social Work Day.

World Social Work Day is a celebration that aims at highlighting the achievements of social work, to raise the visibility of social services for the future of societies, and to defend social justice and human rights. Every year, World Social Work Day is celebrated on the 3rd Tuesday of March and this year the main celebration will be on March 18. It is a celebration that has become a highpoint on the social work calendar with social workers all over the world celebrating and promoting the contributions of the profession to individuals, families, communities, and the wider society.

3. 2025 World Social Work Day Theme: ‘*Strengthening Intergenerational Solidarity for Enduring Wellbeing*’

The theme acknowledges that intergenerational care and connections are essential to everybody's well-being and fostering functional economies and societies, yet they are too often overlooked or ignored by governments and policymakers. Through this theme, the social work profession recognizes the need for societies to strengthen and more actively support respectful intergenerational solidarity for the enduring wellbeing of all. Care between peoples is at the heart of this theme and as social workers we recognize our role in shining light on and supporting the diverse range of care arrangements.

4. Relationship of 2025 theme with previous recent World Social Work Day themes and current economic and environmental challenges.

This 2025 theme builds upon the previous recent World Social Work Day themes of Ubuntu and Buen Vivir by recognizing the crucial interdependence of peoples and expands on these bodies of knowledge by focusing on intergenerational caregiving. The theme highlights that care is everyone's responsibility and not just the domain of 'women's work' as some societies promote.

Further, intergenerational solidarity also speaks to the economic and environmental challenges we face, as each generation needs to act in relationship with the environments in which we live so that future generations can inherit healthy and sustainable economic and ecological environments. The theme resounds the importance of the transfer of knowledge across the generations and the value in acknowledging our elders and ancestors and the gifts of wisdom they have provided. It further acknowledges the role of younger generations in interpreting these wisdoms in new ways, to fit the challenges of today and to find new solutions for the future.

5. Why world Social Dork Day 2025

World Social Work Day 2025 emphasizes the importance of care and respect across generations and that care is everyone's responsibility. It recognizes that intergenerational care and connections are essential to everyone's well-being in society where future generations can inherit healthy and sustainable economic and ecological environments through transfer of knowledge across the generations and championing the value of acknowledging our elders and ancestors and the gifts of wisdom they have provided for the development of our societies. The celebration will further acknowledge the role of younger generations in interpreting these wisdoms in new ways, to fit the challenges of today and to find new solutions for the future.

6. Objectives

- To use the celebration as a platform to advocate for system strengthening leading to a health and sustainable economic and ecological environment
- To create a platform for free exchange of ideas between early career professionals, policy makers, social work teaching institutions, social work agencies and community leaders.
- To join the global social work community in commemorating the World Social Work Day 2025 and raise awareness on the role social workers in our communities.

7. Opportunity

World Social Work Day 2025, presents a unique opportunity for a collective discussion between early social work professionals, social work educators, researchers, policy makers, civil society organisations, media, religious and cultural originations to dialogue, build synergies for collective advocacy, system strengthening and taking the message of *Intergenerational Solidarity and Community Wellbeing* deeper into communities.

The celebrations will lay a renewed foundation for the promotion of an inclusive process of developing new social agreements between stakeholders for *Strengthen Intergenerational Solidarity and Community Wellbeing*.

World Social Work Day 2025 presents an opportunity for the social work profession to engage our networks and communities to champion a transformative society where future generations can inherit healthy and sustainable economic and ecological environment.

8. Advocacy plan and Venue

Advocacy activities and venues for 2025 World Social Work Day Celebration			
Date	Activity	Expected Output/ Venues	Responsible persons
1 st Feb 2025 to 10 th Feb, 2025	Advocacy activities for 2025 World Social Work Day.	<ul style="list-style-type: none"> • Customized IFSW Electronic Poster shared on NASWU’s social media accounts, members and partners will be encouraged to share widely. • The President of NASWU with support from selected NEC members, partners and Management team hold a press conference about World Social Day 2025 to show its significance to Uganda. • Five newspaper articles that relate to World Social Work Day 2025 theme will be published in the local/international media sites/ print media. • NASWU to hold at least 4 TV talk-shows highlighting the success stories of the transformative role of social workers and contribution to <i>Strengthening Intergenerational Solidarity and Community Wellbeing</i>. • All social work students, members and social work agencies will be encouraged to share success stories and unique interventions in relation to the theme in form of blogs, recorded videos, short poems, TikTok, and these will be shared widely on NASWU platforms. • Online social media challenge by younger social work professionals from social work teaching institutions. • Social work teaching institutions to be encouraged to do a community activity in line 	NASWU secretariat, NASWU regional coordinators, NASWU select organizing committees, Students leaders, social work Heads of Departments.

		with the theme and a summary blog of their activity to be shared with NASWU.	
14th March To 28th March 2024.	Regional conferences, values, dates and the main conference.	<ul style="list-style-type: none"> • Northern Uganda-All Saints University Lango March 14, 2025. • Central Region (main conference) – Makerere University 18th March 2025. • March 21, 2025 practitioners engagement meeting- Parliament of Uganda • Western March 28, 2025–Bishop Bahama University Kabale. 	NASWU regional coordinators, NASWU select organizing committees, Students leaders, social work Heads of Departments and NASWU secretariat.

9. Planned Activities to Mark 2025 World Social Work Day

- Easy challenge among early career professionals/ students leading to award of the 10 best essays by the professional body. These best compositions will also be published on NASWU website.
- Hold a stakeholders’ engagement at each venue, including; students, lecturers, community leaders, cultural, religious leaders and people living with disabilities leading to key resolutions/communique in line with the theme.
- Media engagement to make celebration information reach deep in communities.
- Different universities will identify a social –economic problem in their vicinity and initiated discussions with community members of all ages on how this change could be addressed jointly (University-community initiative) so that University documents this well and it is presented at the celebration day.
- The secretariat will share the ethical code of conduct to all participants, the social work minimum standards and competence framework 2019 to all participating universities and staff.
- A detailed report on 2025 celebration will be generated and shared.

10. Management of the Conference

NASWU will be the overall coordinator of the conference, working with other stakeholders; Ministry of Gender Labour and Social Development (MGLSD), hosting universities, heads of departments, student leaders, NASWU regional coordinators and other partners.

11. Financial strategy

- NASWU will engage her key partners to support and co-host the conference.
- NASWU will contact Social Work agencies and teaching institutions to support their members.

- c) Participating Students will contribute ten thousand shillings **10,000** towards their lunch and certificate.
- d) Participating students and staff, and participating partners will pay membership/ subscription to NASWU and all will be issued membership cards. (**20,000** for students and 50,000 for practitioners.)
- e) Social work agencies and teaching Universities will be contacted to renew their membership.

12. Expected outcomes of the Conference

- a) Quality discussions and sharing research and field experiences between social work students, recent graduates, frontline social workers, policy makers and community leaders.
- b) Advocacy for system strengthening with a focus on healthy and sustainable economic and ecological environment
- c) Documentation of key activities through a detailed report
- d) Policy briefs/ blogs based on the findings and resolutions to be shared with key stakeholders.
- e) Increased membership subscription and social work awareness.
- f) Strengthened NASWU regional chapters.

13. Essay Writing Guidelines

- All social work students are eligible to participate
- Composition of stories will not exceed 300 words
- Compositions will be on the following

Sub-theme

- The role of social workers in *Strengthening Intergenerational Solidarity and community Wellbeing'*
- System strengthening, a pillar to *Strengthening Intergenerational Solidarity and Community Wellbeing'*

Deadline

- Deadline for receiving essays will be March 5, 2025. Assessment will be based on how a candidate connects the topic with the theme and use of social work language relevant to the topic/particular sub theme, originality, accuracy and analysis of the researched data, writing style and use of Social Work language skills and local examples. A candidate can only write on one sub-theme.
- Assessment team will be made up of proven educators and researchers.

Participants will submit electronically their essays on naswu2014@gmail.com;

Prizes

- Prizes will be awarded to the top ten (10) students from all regions of Uganda.
- The best essay will also appear in NASWU newsletter.

Fairness

- All title covers will be removed, and each essay given a number.
- This will make each essay an anonymous submission to the marking team.
- Every essay will be assessed based on values and principles of social work profession.

Style: Font size 12, Times New Romans, APA referencing style.

15. Proposed budget

Item	Description	Unit	Unit price	Total price
Media coverage & engagements (press conference, radio & TV talk shows, and reporting)	Selected TV stations and 3 Radio stations (NBS, NTV, UBC, BBS, Bukedde TV, radio one, capital radio, and CBS.			
	Eastern Uganda	3	1,500,000	6,000,000
	Western Uganda	3	1,500,000	
	Central Uganda	3	1,500,000	
	Northern Uganda	3	1,500,000	
Conference banners	Conference burners for Eastern, Western, Northern, and Central Uganda	5	500,000	2,500,000
Stand-up banners	For inside and outside the venue	6	300,000	1,800,000
Facilitation to NASWU secretariat coordination team	Transport, lunch accommodation, and airtime in the four regions	4	500,000	2,000,000
Facilitation to NASWU regional teams	Transport, launch, accommodation, and airtime	4	100,000	400,000

Transport refund of the key invited guests.	Special guests to grace the celebrations in 4 regions of Uganda.	10	100,000	1,000,000
Awarding the best essay student	Best 5 students from each region will be awarded with the latest books in social work.	20	50,000	1,000,000
Ethical code of conduct	Printing NASWU ethical code of conduct for the conference participants.	1000	5,000	5,000,000
Certificate of Excellence	NASWU will award unique individuals who have greatly supported NASWU and social work profession in general from the four regions of Uganda	50	50,000	2,500,000
Public address system	Enhancing communication	4	500,000	2,000,000
Live streaming	To amplify the event to the general public	4	1,000,000	4,000,000
Printing of T-shirts,	To increase advocacy	500	40,000	20,000,000
water	2 bottles per participant	1000	2000	2,000,000
Lunch	For all participants in 4 regions	1000	10,000	10,000,000
Grand Total				60,200,000