

Child Welfare Workforce Development  
Month — September 2024

# Outreach Toolkit

# Toolkit components

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A large, semi-transparent, light red logo is positioned in the background on the right side of the page. The logo consists of a large, stylized letter 'W' on the left and a stylized human figure on the right. The human figure has a circular head and a body with arms and legs, all rendered in the same light red color as the 'W'.

# About CWEL



# THE CENTER FOR Workforce Equity & Leadership

The Center for Workforce Equity and Leadership (CWEL) was established in 2023 in response to growing child welfare workforce challenges related to staff **recruitment, retention, and well-being.**

The center is also addressing disproportionality and racism in child welfare, which impacts both child welfare professionals and children and families.

## An urgent need in the workforce

- Black, Hispanic, and Indigenous children and parents face **over-representation and over-policing** in the child welfare system.
- Child welfare professionals don't often **represent** the children they serve.
- Black, Indigenous, and Latinx professionals face implicit bias, microaggressions, and discrimination, often leading to **moral injury and burnout.**

## CWEL's mission

To advance equity and social justice within the child welfare workforce and improve workforce recruitment and retention through site-specific support. This is all while **disrupting** a system that perpetuates **racial injustice.**



**Recruit new professionals**



**Leadership development**



**ClinicalBridge**



**Educational partnerships**



**Culture Keepers Fellowship**



**CoachUp**

A large, semi-transparent, light red graphic of a person with their arms raised in a 'V' shape, set against a background with a red-to-orange gradient. The person's head is a circle, and their arms are thick, downward-pointing chevrons.

**This year's  
theme**

# This year's theme: "Change is igniting."

Workforce Development Month is celebrated every September, and the Center for Workforce Equity and Leadership (CWEL) is using this time to think about how we can better support people working in child welfare. CWEL's message is:

**"We see you. Change is igniting."**

The work of child welfare is vital. And right now, we know there are challenges to doing this work sustainably. The workforce is in transformation, grappling with high turnover, burnout, and inequitable practices harming Black, Latinx, and Indigenous professionals and the families we serve.

Child welfare is hard, important work that demands specialized skills, support, and recognition. This year's theme emphasizes the need to appreciate and develop our workforce.

# Social media

A large, semi-transparent, light red graphic of a person with their arms raised in a 'V' shape, positioned on the right side of the page. The background is a gradient of red and orange.

# Pass the spark: Social media tagging challenge

Show appreciation to your colleagues on social media all month long and use the hashtag **#IgnitingChangeWithCWEL** and **#SparkAppreciation**.

Plus, in September, find CWEL on Instagram and Facebook for an exclusive photo filter you can use on your posts! Use it to nudge friends and coworkers into joining the movement.

**TAG A CHANGE-MAKER  
IN YOUR LIFE USING OUR  
WDM FILTER.**

[For Instagram](#)

[For Facebook](#)





# Social media banners for your agency pages



[Download for Facebook](#)



[Download for LinkedIn](#)



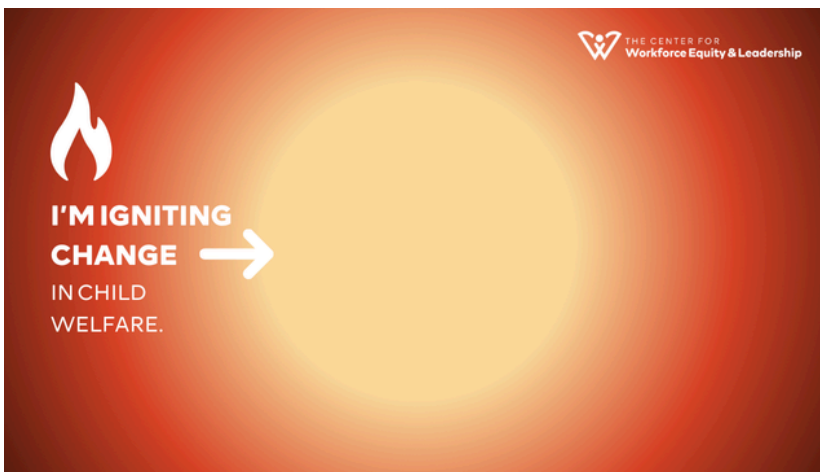
[Download for Twitter](#)

# Graphics

A large, semi-transparent graphic of a person with their arms raised in a 'V' shape, rendered in a light red color. The person's head is a circle, and their arms are thick, rounded shapes. The graphic is positioned on the right side of the page, partially overlapping the word 'Graphics'.

# Zoom Backgrounds

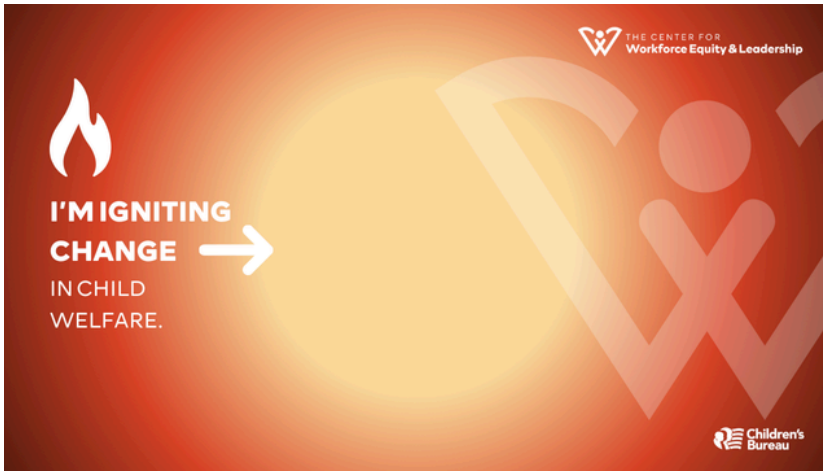
Add a **virtual background** to your meetings this month. By doing this, you're spreading awareness and showing support for the workforce.



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# Shareable graphics



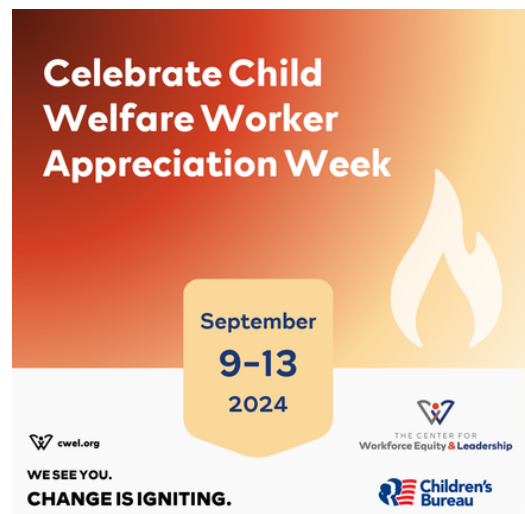
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