

Colorado Call to Action Toolkit

Content framework for priority audiences

Priority 1: Current unlicensed social workers (MSWs) in child welfare

Core messages:

- Your child welfare experience counts toward licensure requirements.
- Annual required training for child welfare certification counts toward LCSW ongoing professional development.
- Child welfare hours count toward required experience, even without agency clinical supervision.
- Advance your career while supporting families.
- Improve your work with children and families.
- Get your dream job.

Email template

Subject: Your child welfare experience is worth more than you think

Dear [Name],

Did you know that every hour you've worked in child welfare counts toward your clinical licensure?

Your daily work—assessments, family engagement, case management, and support for foster families—counts toward your LCSW.

Here's what you might not know:

- Your required child welfare training hours count toward LCSW continuing education.
- You can get supervision outside your agency and still use your work hours.
- You're already using clinical skills in your everyday work.

[Include link to resources and next steps]

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Social media posts

- Your child welfare experience isn't just a job—it's your path to clinical licensure. Every family you help builds your expertise. #ChildWelfare #LCSW
- Confused about licensure? Your child welfare hours count, even without agency supervision. Let us help you navigate the path. [Link]
- From caseworker to clinician: Your experience has value. Don't let it go to waste.

Tip sheet content outline

1. How your current work counts
2. Supervision options when your agency doesn't provide it
3. Timeline and steps to licensure
4. Financial benefits and career opportunities
5. Success stories from licensed child welfare workers

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Priority 2: Recent and upcoming MSW graduates

Core messages:

- Child welfare is a great place to hone clinical skills.
- You can use clinical skills in your everyday work.
- Start your licensure journey from day one.
- Your agency supports your professional development.
- Build expertise and skills while building your career.

Handout for consortium schools

Title: Launch your clinical career in child welfare

Why child welfare?

- Diverse clinical experience from day one
- Direct path to LCSW licensure
- 95% of graduates secure jobs right after graduation
- Paid internships available
- Employment-based internships (work while meeting requirements)

Clinical skills you'll use daily:

- Trauma-informed assessment
- Crisis intervention
- Family systems therapy
- Motivational interviewing
- Safety planning
- Case conceptualization

Licensure path:

- Start tracking hours immediately
- Agency or external supervision options
- 2–3 year timeline to full licensure
- Continuing education is built into the required training

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Email template for new hires

Subject: Your clinical journey starts now

Welcome to child welfare! You're not just starting a job—you're beginning your path to clinical licensure.

From day one, you'll use clinical skills:

- Trauma assessment with children and families
- Crisis intervention and safety planning
- Family engagement and therapeutic communication
- Case planning using clinical frameworks

Your work here counts toward licensure requirements, and we're here to support your professional development every step of the way.

Priority 3: Child welfare supervisors who hold an LCSW

Core messages:

- You're essential to building our workforce.
- You're increasing professional connections across counties and communities, especially rural.
- Supervision benefits both staff and families.
- Your expertise makes the difference.
- You'll get training hours and support.
- You can make extra money.

Email template to LCSW supervisors

Subject: Your expertise can transform careers

As an LCSW in child welfare, you have the power to shape the next generation of licensed clinical social workers.

By providing supervision, you're helping workers and strengthening the entire child welfare system.

Benefits of providing supervision:

- Additional income opportunities
- Training credit hours
- Professional development and networking
- Administrative leave options
- Direct impact on service quality and family outcomes

Support we provide:

- Liability coverage
- Supervision training and resources
- Flexible scheduling options
- Recognition programs

Your clinical expertise, combined with child welfare experience, makes you uniquely qualified to guide the next generation.

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Tip sheet for supervisors

1. Benefits of providing clinical supervision
2. Liability protection and support are available
3. Compensation and recognition options
4. How supervision improves family outcomes
5. Resources for effective supervision

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Priority 4: Child welfare workers without an MSW

Core messages:

- You can get your MSW with just one more year of school (for those with a BSW).
- Scholarships are available for getting your Master's—up to 70% of school paid for.
- 95% of graduates have a job upon graduation where they can obtain their license.
- Paid internships are available while you work on your master's.
- Employment-based internships are available (keep working at your job and meet internship requirements).
- Master's programs are available online.
- Grow professionally while staying in your community.

Email template

Subject: Your BSW can become an MSW in just one year

Dear [Name],

Did you know that with your BSW, you're already halfway to becoming a licensed clinical social worker?

With a BSW, you can complete your MSW in just one year instead of two.

Here's what's available to you:

- Scholarships covering up to 70% of tuition costs
- Online programs so you can stay in your community
- Employment-based internships (keep your current job while meeting requirements)
- Paid internship opportunities
- 95% job placement rate upon graduation

Your experience in child welfare gives you a significant advantage in graduate school. You already understand the work, the challenges, and the rewards. Know this: you're closer to advanced practice than you think.

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Next steps:

- [Link to scholarship information]
- [Link to online MSW programs]
- [Contact for employment-based internship details]

Social media posts

- BSW + 1 year = MSW + clinical license pathway. Scholarships available! Don't let another year pass without exploring your options. #BSW #MSW #ChildWelfare
- Think you can't afford grad school? Scholarships cover up to 70% of MSW tuition. Your community needs licensed clinicians—we'll help you get there.
- Stay in your job, stay in your community, get your MSW online. Employment-based internships make it possible. #OnlineMSW #ChildWelfare

Tip sheet content outline

1. The one-year MSW path for BSWs
2. Scholarship and financial aid options
3. Employment-based internship opportunities
4. Online program benefits and options
5. Career advancement with MSW and licensure
6. How does your current experience give you an advantage

Handout for current BSW workers

Title: From BSW to LCSW: Your path to clinical practice

The reality:

- BSW to MSW = 1 year (not 2!)
- Scholarship opportunities available
- You can keep working while in school
- Online options mean no relocation

Financial support available:

- Scholarships up to 70% of tuition
- Paid internship opportunities
- Employment-based internships (earn while you learn)
- Financial aid and loan forgiveness programs

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Your advantages:

- Real-world experience in the field
- Understanding of child welfare systems
- Existing professional networks
- Proven commitment to helping families

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County-size specific variations

Small counties (rural)

Format priorities:

1. Print materials (flyers, tip sheets)
2. Radio spots during morning and afternoon commute times
3. Local newspaper articles
4. Email templates for easy forwarding

Messaging adaptations:

- Emphasize external supervision options
- Highlight online/remote training opportunities
- Focus on community retention benefits
- Address travel and distance challenges

Current worker email (small county version):

Supervision resources may be limited here, but licensure is still within reach. External supervision options are available, and every hour you work here counts toward your experience requirements. We can help connect you with supervisors in neighboring counties or through telehealth options.

Distribution channels:

- Local radio during morning/evening commute
- Community newspapers
- Break room bulletin boards
- Staff meetings and trainings
- Regional professional networks

Key partnerships:

- Local radio stations
- Community newspapers
- Regional MSW programs
- Neighboring county LCSWs

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Medium counties (suburban)

Format priorities:

1. Email campaigns with attachments
2. Social media (Facebook, LinkedIn)
3. Professional networking events
4. Presentation materials for meetings

Messaging adaptations:

- Balance internal and external resources
- Emphasize regional collaboration
- Highlight career advancement within the county
- Focus on a professional development culture

Current worker email (medium county version):

Our county is committed to supporting your professional growth. We're expanding our clinical supervision capacity and partnering with neighboring counties to ensure you have multiple pathways to licensure. Your experience here is valuable—let's help you maximize it.

Distribution channels:

- County newsletters and email lists
- Social media campaigns
- Professional association meetings
- Training conferences
- Regional coalitions

Key partnerships:

- Regional professional organizations
- MSW programs
- State training systems
- Multi-county collaboratives

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Large counties (urban)

Format priorities:

1. Comprehensive social media campaigns
2. Professional website content
3. Video testimonials
4. Formal presentation materials

Messaging adaptations:

- Highlight internal supervision capacity
- Focus on career ladder opportunities
- Emphasize a professional development culture
- Address competition with the private sector

Current worker email (large county version):

Take advantage of our robust clinical supervision program. With multiple LCSW supervisors on staff and dedicated professional development resources, you have everything you need to advance your career right here. Join our growing community of licensed clinicians who are making a difference in child welfare.

Distribution channels:

- Professional social media campaigns
- County intranet and websites
- Professional conferences
- University partnerships
- Internal training programs

Key partnerships:

- Local MSW programs
- Professional associations
- Healthcare systems
- Private practice networks
- Training institutes

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Resources

Key contacts for distribution:

- Yolanda Arredondo (Deputy Director of DCW) - for statewide email distribution and CDHS social media messaging
- Child Welfare Training System CWTS – can distribute to current child welfare professionals, including those with BSWs, MSWs, etc.
- NASW Colorado - professional network outreach
- Child Welfare Consortium schools - field/internship coordinators, student and recent graduate outreach
- Social media managers at local CW agencies
- Local radio station managers
- Community newspaper editors

Partnership opportunities:

- Child Welfare Training System (CWTS)
- University social work programs
- NASW-CO