



# *S A Council for Social Service Professions*

## *SACSSP*

Private Bag X12, Gezina, 0031  
Tel: (012) 356 8300  
Email: [mail@sacssp.co.za](mailto:mail@sacssp.co.za)  
Inq; Mr. *R.N Nenjelele*

37 Annie Botha Ave, Riviera, Pretoria, 0084  
Fax: (012) 356 8400  
Website: [www.sacssp.co.za](http://www.sacssp.co.za)  
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### **FOR URGENT CIRCULATION AND RESPONSE**

**TO: MEMBERS OF SACSSP AND PROFESSIONAL BOARD FOR SOCIAL WORK, ALL EMPLOYERS OF SOCIAL WORKERS, PROFESSIONAL ASSOCIATIONS AND EDUCATORS**

**Dear Colleagues**

### **REQUEST TO FEATURE SOCIAL WORKERS ON THE SA HEROES REALITY SEGMENT ON ETV**

The South African Council for Social Service Professions (SACSSP) in partnership with ETV is embarking on a project that will enhance the image of the Social Work profession; the programme is called "*South African Heroes*". ETV will feature any Social Work activity that brought about a difference in the lives of ordinary South Africans. This daily show is a 5 minute segment about South African professionals who impacted on the lives of the individuals and communities they are serving.

As a Council we appreciate the opportunity provided by ETV to showcase social workers as they did when they featured other professions and professionals such as the police officers, health care workers and teachers.

#### **The criteria for the Social Work profession to participate are:**

- To show that the professional is making a change in order to be called a hero.
- Show dedication and commitment to the profession
- Inspiration to colleagues, clients and the community at large
- Stories of how the social worker has made a difference by going above and beyond the call of duty.

#### **The Social Work Stories can range from, but not limited to:**

- Taking care of vulnerable children-at risk in dysfunctional homes and/or child headed households, through comprehensive programmes such as the promotion of foster care and adoption placement as alternate care for orphans
- Empowerment of unemployed disadvantaged youth assisting them with acquiring skills that would enable them to be marketable for the open labour market
- Empowerment of inmates in and outside of prisons
- Comprehensive care for the aged
- Comprehensive care of children within the Early Childhood Development Centres (ECD)
- Developing communities through poverty alleviation programmes that creates safety nets for vulnerable groups, with a specific focus on Rural development and the Empowerment of women and community leaders
- Empowerment and Rehabilitation programmes focussing on children living and working in the streets, including those that are abusing drugs and alcohol

- Educators training social work and social auxiliary work learners
- Multi-disciplinary approach to ensure that vulnerable groups affected by human trafficking are safe

Social work is a profession aimed at assisting people (South Africans and non-South Africans) with life challenges; including restoring the dignity of those they serve as most service recipients are distraught, frustrated and disheartened with challenges that life poses to them.

Furthermore, social workers are at the coal face of services to vulnerable, abused, neglected individuals, families and communities and render services under very challenging circumstances, but yet they are able to make a difference in the lives of the people and communities. Although they work in various settings in both rural and urban areas with very vast problems, their training enables them to respond to any situation and circumstances.

**Request to social work managers and employers:**

ETV accepted our initial proposal and indicated a willingness to showcase the Social Work profession in South Africa in any of the settings indicated above. This is indeed a great opportunity to publicise and show-case the achievements of our dedicated social workers, thus we request social workers with stories to kindly use this opportunity to promote their work and the profession.

The SACSSP kindly requests the assistance of employers and managers to nominate social workers within your employ to participate.

**The following information is required for the purpose of the ETV show:**

- Name, surname and contact details of the social worker, including SACSSP registration number
- Province and address where the story will be located.
- The date and time of the event
- Details of the story
- Sources consulted when dealing with the matter/case
- Motivational message to other social workers

Colleagues, you are encouraged to make use of this opportunity in order for us to showcase the role and work of social workers, the impact of their services and the difference they are making in developing ordinary South Africans. This programme is free of charge and at no expense to the Council, the employer and the social worker who will be featuring as the ETV bears all expenses for the production of this programme.

Please forward the aforementioned information to Mr Raymond Nenjelele at the Council's office at [raymond@sacssp.co.za](mailto:raymond@sacssp.co.za) or [mail@sacssp.co.za](mailto:mail@sacssp.co.za) by close of business on Tuesday 07 **June 2011**. For further information please log onto [www.sacssp.co.za](http://www.sacssp.co.za).

For any further clarification on this exciting event please contact (012) 356 8322, or the Registrar's office on (012) 356 8302/21

Kind regards



Ms IV SMITH  
**REGISTRAR**