

# INTERACTION

**Special points of interest:**

- Words from our director
- New program in the School of Social Work

**Inside this issue:**

CWPEP	2
GSWA Returns!	3
Inside Story	2
Inside Story	3
Inside Story	4
Inside Story	5
Inside Story	6

## From Our Director

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

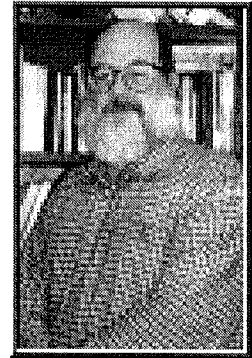
First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from

a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.



## Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw

readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Mem-

bership Drive Exceeds Goals, and New Office Opens Near You.

## Child Welfare Professional Enhancement Program

*By Martha Scales, MSW, LSW*

*CWPEP Coordinator*



Martha Scales, MSW, LSW  
CWPEP Coordinator

*“Those who are willing to experience the challenge of child welfare social work find it rewarding and fulfilling and an excellent foundation for their future social work career.”*



OKLAHOMA DEPARTMENT OF HUMAN SERVICES

Oklahoma Department of  
Human Services

The Child Welfare Professional Enhancement Program (CWPEP), which is funded by federal dollars through Title IV-E of the Social Security Act, is a partnership with the University of Oklahoma, School of Social Work and the Oklahoma Department of Human Services (OKDHS). CWPEP is now taking applications from junior and senior BSW students and MSW students who have an interest in public child welfare. The purpose of CWPEP is to recruit MSW and BSW graduates into the field of public child welfare for the Oklahoma Department of Human Services.

Working in public child welfare is not suitable for everyone; the work is demanding and complex and requires an extraordinary commitment from social workers. However, those who are willing to experience the challenge of child welfare social work find it rewarding and fulfilling and an excellent foundation for their future social work career. Research on child welfare practice indicates that staff members with social work degrees bring the following benefits to the state agency:

- Lower rates of turnover and higher job performance;
- Better permanent plans for children in care;
- MSW staff cope better with the complexities of CW work;
- Programs rated higher on quality assurance measures; and,
- Retention of CWPEP social work graduates is greater than non-CWPEP social work graduates.

Interested social work students need to contact CWPEP for an application packet, as the deadline is June 1<sup>st</sup>. Applicants must complete the application, including a short essay describing their interest in public child welfare, and they must have a criminal background check and driving records check and they must be citizens of the United States. Students accepted into the CWPEP receive either a stipend that covers the cost of tuition, certain fees and required textbooks or payment of tuition, certain fees and required textbooks. Students selected to participate in the CWPEP sign a legally binding contract that requires an employment obligation with OKDHS in Child Welfare upon graduation; the employment obligation is one calendar year for each year of financial assistance. The goal is to recruit students who will commit to long-term careers in child welfare, not just work off the legal employment obligation. Students who fail to meet the terms of the legal contract are required to repay all the funds provided for their education. The OU CWPEP and the OU Collections Department actively pursue repayment of these funds.

*If you are pursuing a BSW or an MSW degree and if you are interested in a career in public Child Welfare, please contact CWPEP, 405-325-2907, for more information.*

## Graduate Social Work Association Returns!

*By Tanya Hale & Gretchen Newsom*

Early in Fall 2005, the first-year full-time MSW students were encouraged by a professor to “empower themselves as students.” In response to the suggestion, three students have decided to create a steering committee to revive the Graduate Social Work Association.

The GSWA mission actively seeks to accomplish the following goals:

- Encourage volunteer experience among students
- Increase the visibility of the OU School of Social Work within the community
- Increase communication among faculty and students
- Serve as advocates for the social work profession
- Abide by the NASW Code of Ethics. We have many goals in mind to implement our mission.

First and foremost, the GSWA is a voice for all graduate students at the OU School of Social Work. The steering committee hopes to arrange monthly meetings with faculty to advocate for student’s rights and make suggestions to improve the education of current and future students.

The GSWA hopes to bring in social work professionals to supplement areas that are not taught in the current curriculum. It also aims to present conferences and trainings where social work professionals in the community could earn continuing education units.

The Association plans to offer a multitude of volunteer experiences for



GSWA Officers  
Gretchen Newsom, Tanya Hale, Lenae Clements, Courtney Gilman, and Amanda Robineau

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*“The GSWA is a voice for all graduate students at the OU School of Social Work.”*

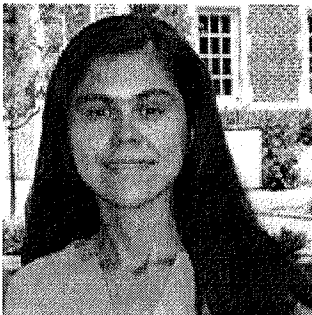
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Centro Comunitario Riverside  
Latino Community Development  
Agency

*“Students appreciated the hands-on experience to learn about the workings of an organization, from its beginning to its continued efforts to survive and grow.”*



Dr. Monica Alzate  
Assistant Professor

## Visit to the Latino Community Development Agency

*By Monica Alzate, PhD*

In the spring semester, my BSW and MSW students and I had the opportunity to visit the Latino Community Development Agency [LCDA] in Oklahoma City, as part of the Human Behavior: Groups, Organizations and Communities class. Ms. Pat Fennel, the Executive Director, and Cynthia Tovar guided us on two different days through the agency. Most of the BSW students did not know about this agency, but almost no one, including myself, was aware of the breadth and depth of the services provided by the LCDA to the Latino community and to the general population in OK. Students appreciated the hands-on experience to learn about the workings of an organization, from its beginning to its continued efforts to survive and grow. The LCDA is certainly a success

story of not-for profit social services agencies in OK. Both Ms. Fennel and Tovar emphasized the need to have bicultural and bilingual (Spanish-English) professionals, particularly social workers, and we know this need is also prevalent in other OK agencies. To begin to meet this need, the College of Arts and Sciences at OU currently offers Spanish for Social Workers online. Therefore, those of you interested in leaning the language can now do so from your own home. Hopefully, one day we will start an exchange program with schools of social work in Spanish speaking Latin American countries and offer immersion courses on the language and the culture (while having a little vacation!).

## Publication and Research News

*By Monica Alzate, PhD*

My article entitled “Welfare Recipients Quality of Life: Lessons from the United Nation’s Human Development Index for the US Welfare Reform” has been accepted for publication in the *European Journal of Social Work*. Its expected publication date is Spring/Summer 2006.

Dr. Jim Rosenthal and I are working on a paper on child abuse and neglect using the National Survey of Child and Adolescent Well-Being (NSCAW) data set that he obtained with the support of Title IV E. Thanks to a Faculty Enrichment Grant I received from the College of Arts and Sciences, we could purchase

the necessary software to run the data set. We plan to examine if gender differences in the general population in the US (all girls/boys) hold true within the Hispanic population of the US. Our aims are: to present the findings during the Council on Social Work Education (CSWE) meeting in February, 2006 in Chicago, to publish an article, and to contribute to the field of child abuse and neglect by identifying specific gender needs of Hispanic children in the US.

## Women's Issues Committee News

By Monica Alzate, PhD

As many of you know, I am the chair of the Women's Issues Committee [WIC] of NASW-OK, and during a meeting last Spring, it was decided that the committee would focus on Oklahoma women's health and OK female inmates' children. As a result, the committee organized a panel called "Advocating for OK-Women's Health: Implications for Social Work Practice" during last NASW conference in April. The presenters were (see picture): Ms. Sandra Edge-Boyd from the College of Allied Health, OU-HSC-OKC, who talked about the status of older women in the US and pressing issues for OK-older women. Dr. Kimberly Stauss from the OU-School of Social Work-Tulsa, who focused her talk on the lives of female inmates in OK who have struggled with poverty and gender-based violence. Ms. Terri Fritz, from the OK Health Care Authority, presented the current situation of the Medicaid system and its effects on low-income OK women. And Ms. Sally Carter, also from the OK Health Care Authority, illustrated for the audience the techniques and gimmicks used by the tobacco industry throughout decades to increase tobacco use among women, as well as the different services offered to help women quit this addiction. The response from conference attendees ex

ceeded all committee members' expectations. Although 70 people pre-registered for this panel, 93 social workers attended it! That is, almost 20% of all conference attendees. We ran out of handouts and seats. On behalf of the NASW-OK WIC, I would like to thank the presenters for sharing their experience and knowledge, all attendees for their presence and enthusiasm, and Martha Holmes for her support of the women's issues committee.

In the future, the committee plans to organize another panel focused on the health of OK minority women. I know many of you out there have experience working with this population in the health field (physical, mental, reproductive, or sexual health), so please let me know if you would be interested in presenting during our next panel in April 2006. Further plans of the committee involve writing letters to editors and TV news directors regarding issues that affect OK women's health, but we need more brains and fingers to do this. Thus, another plan is to recruit more members. If you are interested, please email Martha Holmes so that she can include you in the WIC listserv. I look forward to hearing from you.

## Inside Story Headline



Sandra Edge-Boyd, MSW, LCSW presents at the NASW Conference in April 2005.

Also pictured, Terrie Fritz, Sally Carter, and Kimberly Stauss.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*



Caption describing picture or graphic.



Sandra Edge-Boyd, MSW, LCSW  
Program Director, Certificate Program in Geriatrics/Gerontology

*“Demographic changes of a growing aging population are transforming virtually all aspects of our society . . .”*



Caption describing picture or graphic.

## Interdisciplinary Geriatric/Gerontology Certificate Program

By Sandra Edge-Boyd, MSW, LCSW

Demographic changes of a growing aging population are transforming virtually all aspects of our society and providing challenges and opportunities for providers, policy makers, and the public. In response to these demographic trends and the anticipated educational needs for professionals to prepare for service to this population, the University of Oklahoma has created the Interdisciplinary Graduate Certificate in Geriatrics/Gerontology Program.

The Interdisciplinary Geriatric/Gerontology Certificate Program is intended for current graduate students and professionals in various disciplines, including Social Work, who are seeking to acquire the basic knowledge and specialized skills needed for working with older adults. Since services for older persons involve and require multiple disciplines to achieve quality care, the unique focus of this program is an interdisciplinary team model.

This program grew out of the long-term goal of the OU School of Social Work's Aging Program and many years of planning discussion with geriatric faculty on the OUHSC and Norman campuses. The Oklahoma State Regents for Higher Education approved the Program in December 2004 and the first students began the program this fall.

The Program is an 18 credit hour graduate certificate program designed to meet the Standards of the National Association for Gerontology in Higher Education. The certificate program combines courses in aging offered in

several colleges and departments at OUHSC and OU-Norman, including the School of Social Work, the Colleges of Allied Health, Nursing, Public Health, Dentistry, and Pharmacy, and the Departments of Geriatric Medicine and Health and Exercise Science. Courses are extended to the OU-Tulsa campus through video-conferencing.

The certificate program can be combined with a current student's graduate curriculum at the University of Oklahoma. It is also available to working professionals, who have completed a bachelor's or master's degree and who want an enhanced knowledge and expertise in aging. Core courses include: Social Gerontology, Psychology of Aging, Biology of Aging, Health Policy and Ethics or Interdisciplinary Geriatric Internship, Interdisciplinary Geriatric Care, and one of many possible Geriatrics/Gerontology electives in various disciplines.

The Program is administered and housed at the University of Oklahoma Health Sciences Center, College of Allied Health. Sandra K. Edge-Boyd, MSW, LCSW, LSW-Adm, Adjunct Assistant Professor is the Program Director.

Future Plans call for implementation of a Masters of Science in Geriatrics/Gerontology, which has already been approved by the State Regents and courses available by video-conferencing or in a web-enhanced format for working professional and statewide participants. For more information, please check the OUHSC Allied Health website: <http://www.ah.ouhsc.edu> or email Ms. Edge-Boyd at [sedge@ouhsc.edu](mailto:sedge@ouhsc.edu). Please share this information with your colleagues from all disciplines who are working with older persons.

## Gero-Ed Regional Mentor from Oklahoma

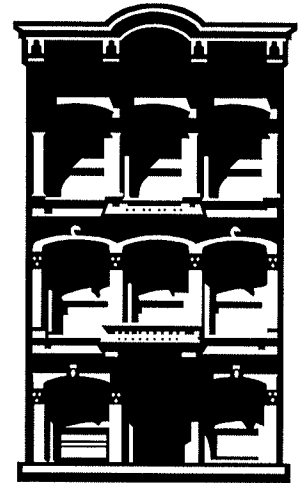
Sandra K. Edge-Boyd has been chosen as one of sixteen former GeroRich Project Directors who will serve for the next three years as Regional Mentors for the new Curriculum Development Institutes (CDIs) of the Council on Social Work Education Gero-Ed Program. The CDI Program is one of several geriatric education programs funded by the John A. Hartford Foundation. Its purpose is to promote aging content and expertise at the baccalaureate and master's levels in order to prepare all social work students to work effectively with older adults and their families. A long-range aim is curricular transformation in which gerontology becomes embedded within the curricular and organizational structure of all social work programs.

pants, and facilitate regional networking opportunities at national conferences.

Ms. Edge-Boyd will serve as one of two Regional Mentors for the South/Southwest Region, which includes twenty-three faculty members from ten universities in Texas, Arkansas, Alabama, Mississippi, and Louisiana. Ms. Edge-Boyd is Adjunct Assistant Professor and Program Director of the Interdisciplinary Geriatric/Gerontology Program at the University of Oklahoma Health Sciences Center. She is also an Adjunct Instructor and former Director of the Social Work Aging Program at the OU School of Social Work. She received her MSW from OUSSW in 1975.

Seventy-five social work education programs have been selected for participation in the CDIs through a national application process. Through both a series of regional CDI training meetings and ongoing consultation, participants will learn how to teach gerontological social work competencies and create internal support for curricular change and sustainability within their local social work education programs. Regional Mentors will serve as expert trainers for the CDIs, provide on-going consultation for faculty partici-

Julia Watkins, Council on Social Work Education Executive Director, and Nancy Hooyman, Endowed Professor in Gerontology at the University of Washington School of Social Work are the Co-Principal Investigators of the Gero-Ed Center. For more information on the Gero-Ed Center or the CDIs, including teaching resources and geriatric bibliographies, please go to the website <http://depts.washington.edu/geroctr/>.



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## Organization

*Your business tag line  
here.*

[ [www.ou.edu/socialwork](http://www.ou.edu/socialwork) ]

### Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list

the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.