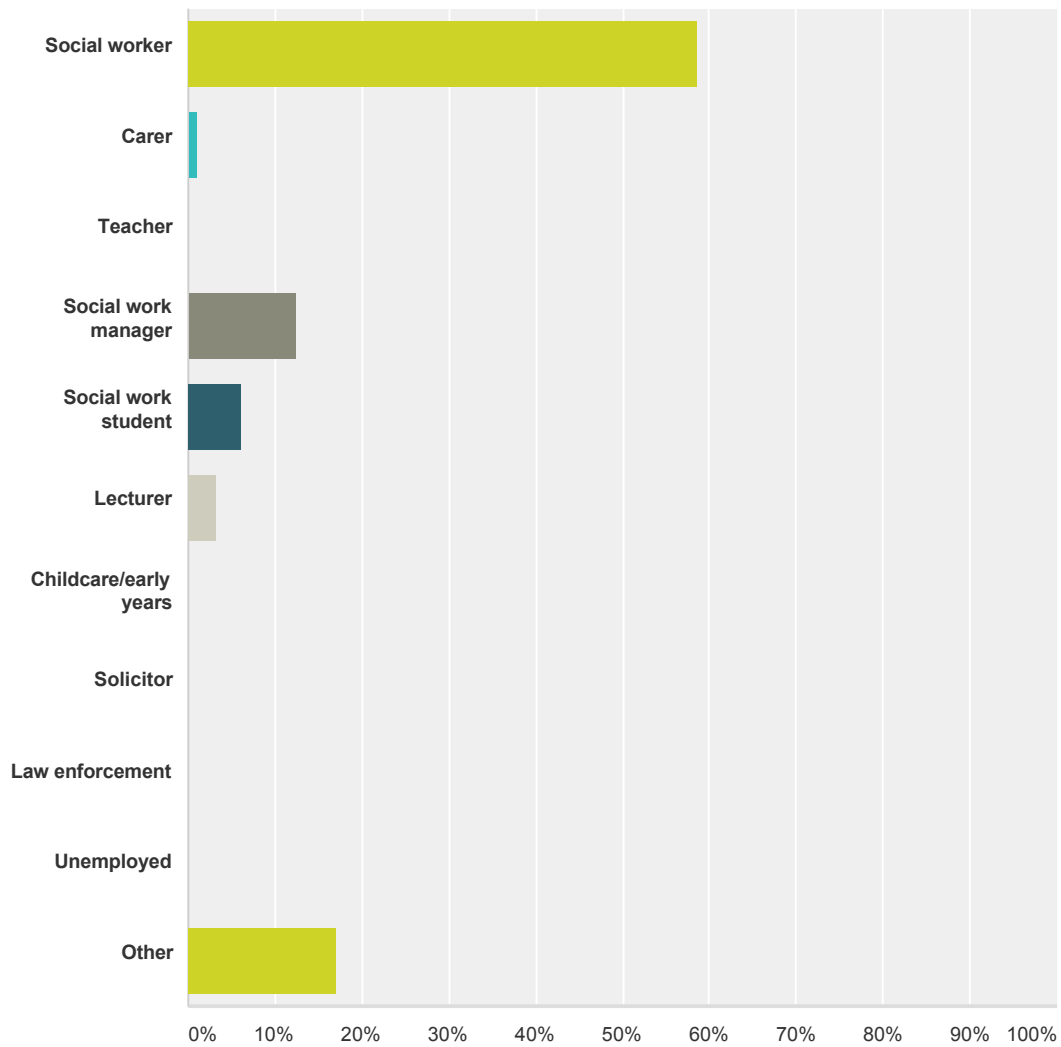


Q1 My profession is

Answered: 350 Skipped: 6



Answer Choices	Responses
Social worker	58.57% 205
Carer	1.14% 4
Teacher	0.29% 1
Social work manager	12.57% 44
Social work student	6.29% 22
Lecturer	3.43% 12
Childcare/early years	0.29% 1
Solicitor	0.00% 0
Law enforcement	0.00% 0

Unemployed	0.29%	1
Other	17.14%	60
Total		350

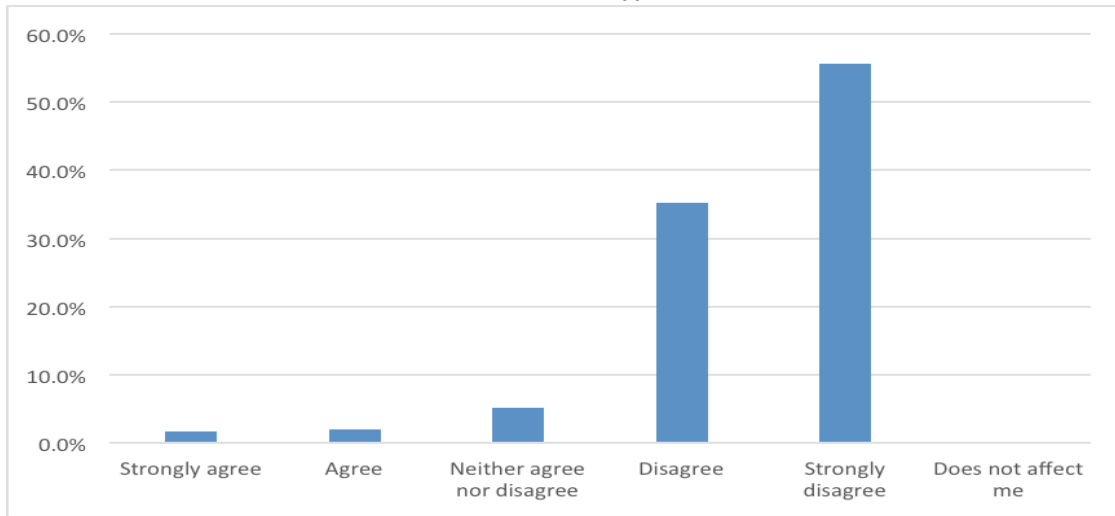
#	Other (please specify)	Date
1	care leaver	7/26/2014 12:12 AM
2	foster mother	7/25/2014 6:14 AM
3	Divisional Director	7/16/2014 1:58 AM
4	Trainer	7/4/2014 4:34 AM
5	Company director	7/3/2014 5:18 AM
6	Independent complaints investigator	7/2/2014 9:02 AM
7	Agency worker who has taken time out due to the culture within social work	7/2/2014 7:06 AM
8	Independent SW/Practice Educator/Lecturer	7/2/2014 3:29 AM
9	I have worked in child protection, in child and family therapy centres, in adult mental health, I am a AMHP. I also work in learning difficulties and am a Best Interest Assessor. I am a trained counsellor and have worked privately and for local authorities. I have also worked as an independent Family Group Conference Organiser for Child Protection and set up FGC for Adult Mental Health. I have 22 years experience	6/30/2014 4:08 AM
10	Criminal Justice social worker	6/30/2014 1:47 AM
11	Regional Care Development Adviser - palliative care social worker	6/30/2014 12:04 AM
12	Senior Social Worker - EDT/AMHP	6/28/2014 3:49 AM
13	Independent Advocate	6/27/2014 11:09 PM
14	Child Protection co-ordinator	6/27/2014 4:03 PM
15	social worker managing multi-disciplinary team	6/27/2014 2:38 PM
16	AMHP Adult Mental Health (Acute services).	6/27/2014 11:46 AM
17	retired social worker	6/27/2014 11:42 AM
18	I am a family therapist who works with SWs, and I am also a qualified social worker	6/27/2014 11:18 AM
19	retired social work manager	6/27/2014 11:16 AM
20	Retired social worker	6/27/2014 9:14 AM
21	Retired social worker and lecturer and manager	6/27/2014 8:56 AM
22	and registered social worker	6/27/2014 8:47 AM
23	I am redundant, but approaching retirement age	6/27/2014 8:42 AM
24	Independent assessor	6/27/2014 8:32 AM
25	Social worker	6/27/2014 8:31 AM
26	independent practice educator in SW	6/27/2014 8:25 AM
27	social work practice education tutor	6/27/2014 8:14 AM
28	Child Support Worker in Women's Refuge	6/27/2014 8:11 AM
29	Supervision social worker	6/27/2014 6:46 AM
30	doctor	6/24/2014 3:48 PM
31	University Faculty/Researcher	6/24/2014 12:53 PM

32	Independent Domestic Homicide Review Chair & Report Author (former social worker)	6/24/2014 11:24 AM
33	paediatrician	6/24/2014 6:47 AM
34	AMHP	6/23/2014 9:09 PM
35	CP Consultant & Trainer	6/20/2014 3:58 AM
36	Community paediatrician	6/20/2014 3:24 AM
37	Guardian ad Litem	6/20/2014 1:59 AM
38	Independent social worker and trainer	6/19/2014 10:56 AM
39	Social Work Assistant	6/18/2014 8:11 AM
40	interagency trainer	6/17/2014 1:44 PM
41	Senior Social Worker	6/17/2014 6:40 AM
42	Child protection	6/17/2014 6:34 AM
43	and independant Social worker	6/17/2014 2:00 AM
44	Admin to support social work team	6/17/2014 1:53 AM
45	Paediatrician	6/16/2014 6:59 AM
46	Nurse	6/16/2014 5:44 AM
47	Manager in Private Training Company	6/16/2014 5:08 AM
48	paediatrician	6/16/2014 2:12 AM
49	Training	6/16/2014 1:17 AM
50	Domestic Abuse Specialist	6/16/2014 1:06 AM
51	CPC co-ordinator	6/15/2014 11:59 PM
52	designated nurse safeguarding children	6/15/2014 12:32 PM
53	Clinical Psychologist	6/15/2014 10:42 AM
54	Professional regulator for social workers in Scotland	6/15/2014 8:33 AM
55	Consultant	6/15/2014 6:09 AM
56	IT specialist	6/15/2014 4:39 AM
57	Independent Serious Case review Author/Chair	6/15/2014 12:38 AM
58	doctor	6/14/2014 4:37 PM
59	Midwife	6/14/2014 11:31 AM
60	Senior practitioner	6/14/2014 3:46 AM
61	retired GP and Named Doctor for Safeguarding [12 year]	6/14/2014 3:24 AM
62	sw academic	6/14/2014 2:18 AM
63	Paediatrician	6/13/2014 1:47 PM
64	Independent Reviewing Officer	6/13/2014 1:02 PM
65	healthcare professional	6/13/2014 12:46 PM
66	Regulator	6/13/2014 12:11 PM
67	Child & Adolescent Psychiatrist	6/13/2014 11:19 AM
68	Psychiatrist	6/13/2014 11:12 AM
69	Child protection advisor for education (retired)	6/13/2014 10:14 AM

70	nurse	6/13/2014 9:37 AM
71	Independent consultant and expert witness (with CQSW)	6/13/2014 9:00 AM
72	Guardian Ad Litem	6/13/2014 8:22 AM
73	Paediatrician	6/13/2014 7:07 AM
74	Family Support Worker	6/13/2014 6:58 AM
75	Safeguarding Advisor for NHS - but still a social worker	6/13/2014 6:55 AM
76	DOCTOR	6/13/2014 6:46 AM
77	Director - Social Support	6/13/2014 6:42 AM

Q2 The image of social work in the media is satisfactory

Answered: 352 Skipped: 4



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	1.70%	2.56%	5.11%	35.23%	55.40%	0.00%	352	1.60
	6	9	18	124	195	0		

#	Extra information	Date
1	News reports are frequently highly sensational, simplistic, often inaccurate, and rarely look at the wider structural issues of societal breakdown, wider societal responsibility for keeping children safe, and lack of funding in SW services. Also social workers are generally extremely poorly and inaccurately represented in soaps and dramas such as casualty, ER etc	8/5/2014 4:00 AM
2	recently it has been better, but I'm sure some oeiple gave been put off from taking up this profession by the sheer workoodad and stress.	7/25/2014 6:14 AM
3	Our image is generally poor - far too few positive stories	7/21/2014 6:31 AM
4	The image is usually negative	7/20/2014 8:20 PM
5	Negative view of social workers always portrayed. Not enough emphasis on role of other professionals and Court	7/16/2014 4:30 AM
6	The positives in social work are never reported	7/5/2014 10:51 AM
7	in drama they are presented as weak or interfering. In real life situations the complexity of the role is not coming across.	7/4/2014 4:34 AM
8	Generally speaking it is poor, particularly in England and Wales. I think in Scotland there are some signs of progress owing to a distinct political culture and a more engaged journalists (particularly at The Herald).	7/4/2014 2:46 AM
9	The press identifies the work undertaken in a simplistic more when decisions made by SW are very complex.	7/2/2014 7:06 AM
10	Depending on the media it is often unbalanced	7/2/2014 3:29 AM
11	In simple terms the media continues to speculate about "failures" rather than acknowledging successes. tT	7/2/2014 3:07 AM
12	Image is unfairly negative	6/30/2014 4:25 PM
13	very poor, concentration on the bad and never the good being reported.	6/30/2014 4:08 AM
14	It is always the SWorkers fault and not the parent/perpretrator or any other health care professional involved with the family.	6/30/2014 1:47 AM
15	Bad press sells papers unfortunately	6/29/2014 6:12 PM

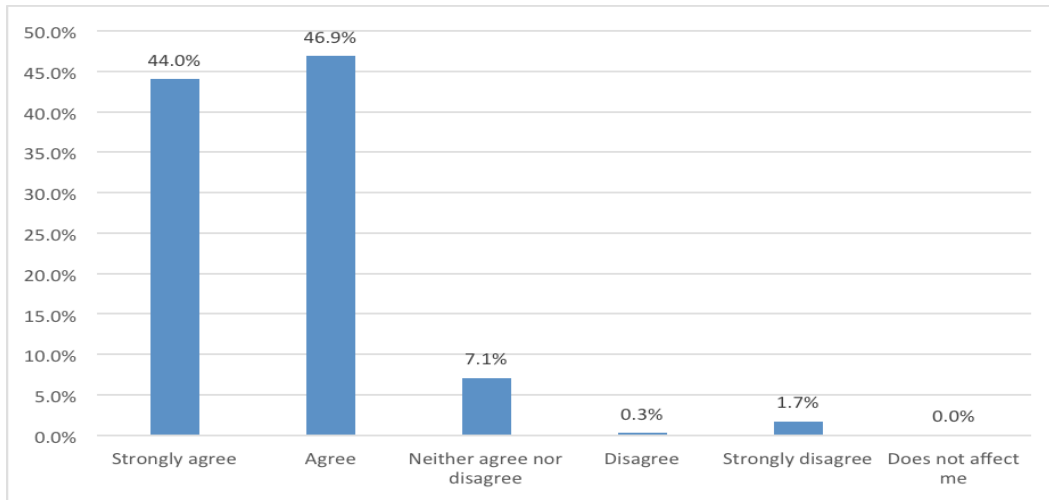
16	It is inaccurate and fuels mistrust; it is unfair as we cannot reply due to the need to protect the confidentiality of children and families. It is really damaging to social workers who fear reprisal and organisations who require such high levels of back covering that creative innovative practice is killed in risk averse cultures. Life is full of risk and working with people is to unless we succumb to rigid, oppressive manualised styles of process driven practice = heartbreaking.	6/29/2014 2:42 PM
17	Poorly portrayed in media, no positive press.	6/29/2014 10:22 AM
18	The media never acknowledges the good work and outcomes achieved	6/29/2014 9:38 AM
19	many people have a negative view of social work based on what they read in the papers and prejudice. Mostly they lack knowledge and information on which to form more balanced views.	6/29/2014 8:20 AM
20	Social work only ever receives bad press, I cannot think of one positive piece of reporting.	6/29/2014 1:46 AM
21	Newspapers appear to relish attacks on social work; TV dramas do nothing to offer a balanced representation often being factually incorrect.	6/28/2014 12:40 PM
22	Mostly portrayed as a caricature of social worker.	6/28/2014 7:13 AM
23	The profession seems to only be in the press when something tragic has happened such as a child's death or a case of abuse has been discovered. There is very little portrayal of other forms of social work such as with older people, terminally ill, or adults in general. Other colleagues in health or education seem much more efficient at promoting their profession in the media than we do.	6/28/2014 4:59 AM
24	there is a right wing agenda supported by the press including the Murdoch media to blacken social work. this is to soften up the public for privatisation of care services, to promote individualist consumer approaches to health and social care. the press don't want social workers or GPs to make people's lives better, as there is a bigger profit to be made out of continuing misery. you can't sell so much prozac if people are happy with their lives.	6/28/2014 4:19 AM
25	We never hear of the good work SWs do	6/28/2014 3:26 AM
26	I feel that members of the public have a negative image of social work.	6/28/2014 12:32 AM
27	Media appear to have very little accurate knowledge of what Social Work involves. Never any reference to legal duty via Local Authority staff.	6/27/2014 11:09 PM
28	it's shocking. We're always the bad says.	6/27/2014 7:14 PM
29	The right wing media is owned and directed by people with a capitalist agenda which is anti working class and therefore against empowering those at the bottom of society. In fact they prefer to demonise the working classes.	6/27/2014 2:41 PM
30	it is overwhelmingly derogatory	6/27/2014 2:38 PM
31	the media fails to balance the issues and portrays events from one side	6/27/2014 1:15 PM
32	we never hear the positive contribution of social workers to society or those thousands of cases when social workers contribute to positive changes in family life	6/27/2014 1:11 PM
33	There is scandalous, slanderous criticism in some quarters of the print media.	6/27/2014 11:46 AM
34	IT IS USUALLY INACCURATE AND STEREOTYPICAL	6/27/2014 11:42 AM
35	Frequently dismissive if not presenting double binds for the profession	6/27/2014 11:18 AM
36	negative by the media who in my opinion is anti problem families in other words the poor	6/27/2014 11:16 AM
37	Clearly some more recent TV documentary programmes have been fair and generally supportive but much of the 'third estate' is insistently unsupportive as part of their right-wing policies.	6/27/2014 11:15 AM
38	In my experience (over 20 years) the general public have little understanding of the variety of social work roles and believe all are involved in child protection. I have been referred to as a baby snatcher when I don't even work in that field.	6/27/2014 10:41 AM
39	I work long and hard to protect the vulnerable. My nights and weekends are often spent writing conference and court reports, unpaid!!! I take the verbal abuse thrown at me on a daily basis. Would I leave the social work profession? NO I believe in what and thousands of my colleagues try to achieve every day of our working lives.v	6/27/2014 9:52 AM
40	The press do not know/understand the many different roles of a social worker	6/27/2014 9:24 AM
41	The public see only the failures. Obviously due to the confidential nature of working with children the positives cannot be publicised.	6/27/2014 9:17 AM

42	Social work is mostly discussed in a negative context. The recent tv programmes (protecting our parents and 15,000 children and counting etc) are beginning to counter that.	6/27/2014 9:02 AM
43	I have made a study of Christopher Booker. His articles are quite clever, in an ignorant sort of way. He always promises to reveal more later about some supposed case of injustice/incompetence but then moves on to another case with the same promise. He is also a climate change denyer and a virolent Eurosceptic, so that says a lot. But he generally relies on the fact that nobody is going to contradict what he says, because he's talking about confidential cases.	6/27/2014 8:56 AM
44	Seem to be they first line of attack.	6/27/2014 8:54 AM
45	inevitably it seems the focus is always on harms/failures and benefits/success seem poorly reported. I wonder whether this is an inevitable part of SW process though as intent in SW should be to emphasise the importance of the person in achievement of change so wonderr if consequently the SWks contribution becomes invisible? Also important perhaps to note that people may have mixed feeling about SW involvement and feel the support whilst appreciated is associated with aspects of life that trigger feelings of shame, helplessness etc that no-one might want to share or report on publicly...so again SW becomes invisible?	6/27/2014 8:47 AM
46	we are only included when there is a scandal or error	6/27/2014 8:44 AM
47	you would think SW is only about Child protection	6/27/2014 8:26 AM
48	depends on drama. Child care usually negative	6/27/2014 8:25 AM
49	Recent television programmes about children's services have been more positive, but print media in particular seems to only portray social work in a negative way.	6/27/2014 8:20 AM
50	Mostly is is completely inflammatory	6/27/2014 8:14 AM
51	Too much emphasis placed on failings	6/23/2014 10:39 AM
52	i believe the image of social work has not changed since the medeval times. peple still believe they are child snatching villans out to judge and boss poeple about. they are seen as interfering busybodies who continue to fail children. it is never highlighted in negative stories the importance of other agencies involvments and how they failed too. nor is it ever celebrated as a proffesion that does tiresley amounts of good each and every day. dispite the failings in government to allow services to run correctly and with full and adaquate funding.	6/20/2014 6:55 AM
53	Information is skewed by the media and social care have no effective PR strategy	6/20/2014 3:58 AM
54	Very negative portrayal	6/20/2014 3:24 AM
55	Social workers are portrayed by the media - particularly in Family and child care as either lentil weaving overly liberal do-gooders or power-crazed heartless authoritarians looking for an excuse to take people's children away.	6/20/2014 1:59 AM
56	Social Workers are portrayed as child-snatching, mistake-ridden incompetents	6/18/2014 7:10 AM
57	It is dependent on the perspective the deliver is holding. It can be either misconstrued, or very accurate.	6/18/2014 6:18 AM
58	It is in parts of the press but not others	6/17/2014 1:44 PM
59	There has been more satisfactory images from documentary programmes but dramas and soaps such as EastEnders so a poor and largely non-representative image that I find offensive.	6/17/2014 7:24 AM
60	I work in healthcare and everyone thinks I am there to take their kids away	6/17/2014 2:31 AM
61	Negative portrayal usually, negative 'stereotypes' of social worke. a 'damned i you do damned if you dont culture. lack o understanding from general public about descion making and issues behind what hey see.r	6/17/2014 2:00 AM
62	A lot of stigma and mis-conception about SW role	6/17/2014 1:53 AM
63	Ir's always very negative	6/17/2014 1:22 AM
64	It depends on if it is regarding abuse/neglect or a heart warming story.	6/16/2014 2:49 PM
65	too much focus on negatives	6/16/2014 11:42 AM
66	We aren't really talked about in the media; it almost feels as though our work is non-existent in most media.	6/16/2014 11:38 AM
67	I think we worry too much about media portrayal	6/16/2014 10:55 AM
68	People post about clients on fb and other media outlets	6/16/2014 10:46 AM

69	Poorly represented as mostly ineffectual but harmless.	6/16/2014 9:27 AM
70	There is very little positive news coverage - even in the Guardian!	6/16/2014 8:29 AM
71	quite negative portrayal often and nothing much about supportive role.	6/16/2014 6:59 AM
72	Most of the stories that are in the media, focus on those negative situations that have occurred, and rarely do we hear about the amazing job that many social workers do every day.	6/16/2014 5:08 AM
73	very negative	6/16/2014 2:12 AM
74	only negative reporting seen	6/16/2014 1:17 AM
75	Very little representation of good news stories, typically column inches reserved for criticisms at SCRs. Drama representations based on poor stereotypes	6/15/2014 10:31 AM
76	Confidentiality and pressure of work along with fear of how information may be used limits the positive impact of social work being known or understood	6/15/2014 8:33 AM
77	There seems to be a negative culture in the media against social workers	6/15/2014 12:38 AM
78	the profession needs better training especially in psychology & the long-lasting impact of abuse on children. There maybe a reason why the media has a poor view of british social work standards?	6/14/2014 4:37 PM
79	Damned if you do and damned if you don't . There is little understanding demonstrated generally in the media of the complexities of your tasks .	6/14/2014 3:24 AM
80	Mostly it is about Social Work failings rather than about the complexity and skills required or the positive work which is carried out. A number of programs more recently this has improved	6/13/2014 11:54 PM
81	No proper information about SW tasks and how these are fulfilled is presented	6/13/2014 11:19 AM
82	Strong tendency for a focus on the negative aspects of social work and social care. This particularly affects certain areas, e.g. child protection, residential child care.	6/13/2014 10:52 AM
83	The media concentrates on bad news.	6/13/2014 10:14 AM
84	Some recent TV documentaries may have helped improve public understanding but much of the tabloid journalism is negative.	6/13/2014 9:00 AM
85	Media portray work of social work only by way of deficit reporting. Unlike the majority of other professions, where the public can make up their own mind from personal experience (teachers, doctors, nurses etc) the public rely on the media for their knowledge of social work, and so a more balanced picture would be fairer.	6/13/2014 8:38 AM
86	generally seen as interfering, heavy handed and without empathy	6/13/2014 8:18 AM
87	we do not put forward our good work /case studies	6/13/2014 8:01 AM
88	Social work largely receive negative press when there has been an unfortunate incident. Rarely do we see stories of positive interest other than in Social Work Journals	6/13/2014 7:47 AM
89	Often negative and lacking correct information or facts	6/13/2014 7:07 AM

Q3 Employers should be more open with the media about the work social workers do

Answered: 352 Skipped: 4



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	44.03% 155	46.88% 165	7.10% 25	0.28% 1	1.70% 6	0.00% 0	352	1.69

#	Extra information	Date
1	Local Authority PR/communication officers rarely seem able to respond professionally to allegations/incidents in the way the police and NHS do	8/5/2014 4:00 AM
2	I do not understand the question.	7/25/2014 11:59 AM
3	but what social workers have time to speak to media	7/25/2014 6:14 AM
4	The recent culture are fly on the wall documentaries which could help the image of social work if it's done with the right local authority	7/20/2014 8:20 PM
5	Employers, particularly local authority, need to ensure they provide positive experiences within social work and work openly with the media about what social work entails.	7/5/2014 10:51 AM
6	Social Work managers need training on how to deal with the media. Generally the response to issues is to state confidentiality and this comes across as dishonest or 'cagey' and doesn't help to promote what social workers are doing professionally	7/4/2014 4:34 AM
7	I think issues pertaining to confidentiality, information sharing and data protection are used far too regularly as an excuse to avoid media engagement. Social work managers and employers ought to come out to bat for the profession more regularly and more rigorously. This is not to suggest that bad practice is "spun" to avoid negative media attention. Errors should be owned but the "hunt the scapegoat" approach must cease. The treatment of Sharon Shoemith post-Baby P is the most striking evidence of horrendous media management and a nefarious political agenda.	7/4/2014 2:46 AM
8	I believe the profession needs to be more transparent.	7/2/2014 7:06 AM
9	This could be done without breaching confidentiality	7/2/2014 3:29 AM
10	Unfortunately the media are uninterested in what Social Workers do and bound by decency and confidentiality Social Workers cannot expect the media to sell news that is not sensationalised. They already know what we do.	7/2/2014 3:07 AM
11	how about the good work done each day and the 100,000 of children who have been successfully supported where do these get published!!	6/30/2014 4:08 AM

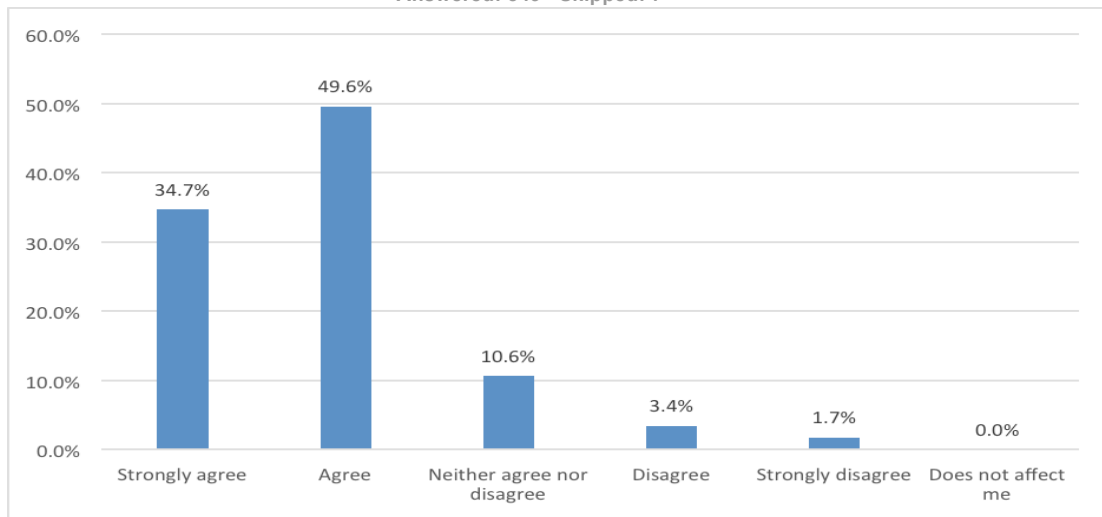
12	Ebulletins, or information on web site would be good to impart knowledge of our role/responsibilities and outcomes.	6/30/2014 1:47 AM
13	People have a right to confidentiality, the media feel it is the right of the people to know everybody's business. social work is not a soap opera we deal with people's lives	6/29/2014 6:12 PM
14	personally i am fed up with a media driven culture - i can see the argument for being more open but also think this feeds the beast.	6/29/2014 2:42 PM
15	Local Authorities should challenge negative press legally	6/29/2014 10:22 AM
16	Confidentiality rightly protects children but it might be worth highlighting some of the horrendous home situations Social Workers have safeguarded and removed children from.	6/29/2014 9:38 AM
17	Can be difficult because of confidentiality in individual cases but could be managed with care.	6/29/2014 8:20 AM
18	Social work covers a vast range of interactions yet the public always tend to think of child care. It does not help when Service Directors keep changing the criteria of social work without informing the public sufficiently or effectively - use of ambiguous words is unhelpful, say it as it is!	6/29/2014 1:46 AM
19	The problem is that employers (e.g. Local Authority officers) do not understand the complexities of the work. They employ social workers out of necessity for statutory work, not because they actually understand the role	6/28/2014 12:40 PM
20	the public need to hear about positive outcomes	6/28/2014 4:19 AM
21	Employers need to show support for their SW staff by sharing it with the press and acknowledging the positive side of the work we do.	6/28/2014 3:26 AM
22	I informed my Director 30 years ago of the necessity for the social work profession to be media savvy.	6/28/2014 2:15 AM
23	Social work is very much misunderstood. I feel that some think that social work is disempowering, is about control and taking children from their families. I feel that the general public really don't understand a social work role.	6/28/2014 12:32 AM
24	Linked to above, employers should be more assertive in informing media.	6/27/2014 11:09 PM
25	In this day and age PR is important. We need to publicise all the positive life changing work we do.	6/27/2014 2:41 PM
26	some reservations about exposing ourselves professionally	6/27/2014 2:38 PM
27	social workers should be allowed a stronger voice around their decisions, without this media are allowed to get away with demonising the profession which is a risk...no one wants to come into the profession as child protection officers	6/27/2014 1:15 PM
28	Employers again only comment when social workers are criticised for their practice but turning their back to them	6/27/2014 1:11 PM
29	difficult as these are very personal issues	6/27/2014 12:22 PM
30	I seems that employers only gain media attention in reaction to events perceived as tragic, rather than proactive media contact that highlights good or excellent practice	6/27/2014 11:18 AM
31	While many of the hostile press will simply ignore anything other than critical, some might do otherwise and effective marketing and promotion could work.	6/27/2014 11:15 AM
32	I think the public need greater awareness of the processes which have to be followed to understand we can neither "snatch" children or leave children in an environment where they are at risk.	6/27/2014 9:52 AM
33	yes the lack of transparency means that currently LA are hiding behind processes and bullying SW who want to protect children	6/27/2014 9:19 AM
34	More information should be made available about the true nature of working with families.	6/27/2014 9:17 AM
35	As long as service user confidentiality can be maintained.	6/27/2014 9:02 AM
36	a celebration of all the great things SW do would give a balanced picture	6/27/2014 8:58 AM
37	I think there should be some format for talking more generally. Obviously individual cases cannot be debated in public, but perhaps some carefully crafted fictitious cases could be used to illustrate the kinds of dilemmas that social workers face. And professional associations and employers associations should take on people like Booker. Backed by the Telegraph and the Mail such people might be prone to litigation, but some big organisations could take the risk and challenge the systematic dissimulation from this and similar sources.	6/27/2014 8:56 AM

38	Within the bounds of confidentiality.	6/27/2014 8:54 AM
39	This has to be negotiated not just with employers but with the people the profession directly serves	6/27/2014 8:47 AM
40	I think people think they know what social workers do, public dont want to hear about it because they believe it to be the unpleasant or negative part of life (stigma) and if its a positive story they see it as tokenism.	6/27/2014 8:44 AM
41	as long as this is promoting purpose and function of the role and not just in response to crisis stories	6/27/2014 8:35 AM
42	What about a fictional TV series?	6/27/2014 8:11 AM
43	Social workers are always potrayed as 'child snatchers' or the individuals responsible for murdering children or inflicting the abuse	6/27/2014 6:46 AM
44	with the obvious rider that no confidences are breached	6/27/2014 12:32 AM
45	almost every situation or news story where social work or social workers are villified could be turned around if managers gave an open explanation, this does not have to give any confidential information. Managers and local authorities are happy for socail work to take the flack	6/24/2014 12:36 AM
46	i feel transparency within the proffesion can only be a good thing if people are aware of the exact role and roles held within the proffesion maybe this would break down barriers and help people understand the proffesion as awhole and the difficultis faced each day within the role.	6/20/2014 6:55 AM
47	Public perceptions are misinformed and the balance needs to be redressed	6/20/2014 3:58 AM
48	I think that as a profession we need to explain more about the complexity of the decisions that we have to make, the lack of resources, the challenge (including physical violence) that some families present and the reality that even the best risk assessment is not risk prediction. Contrary to the NSPCC's ridiculous slogan, as yet we have no idea how to ensure that 'child abuse stops'. Some people will always hurt their children and some children will die, however well we do our jobs. We also need to be more vocal about how wider government policy affects the families we work with - recent cuts have increased homelessness, poverty, overcrowding and unemployment. All of these are well-recognised to increase the risk of abuse. We need to explain that social workers do not have the time to do their jobs properly, to think, or even in some cases to go to the loo. We can't recruit or retain workers of the quality that this highly intellectually and emotionally demanding work requires. This won't change until paper work is reduced and caseloads made manageable. Social work is inherently political - it is the sharp end at which state intervention meets family life. As a society, we need to talk more about where we would like our thresholds for action to be - there will always be false positives and false negatives. Endless retreat to targets, inspections and monitoring will not change this.	6/19/2014 10:56 AM
49	They are open but can't control what the media choose to publish	6/18/2014 8:11 AM
50	I don't strongly agree because there is a risk of generalising the procedures people begin to accept, to all families, and the media could begin to segregate families with any social work involvement.	6/18/2014 6:18 AM
51	Recent documentaries are more balanced than previous images nonetheless they do show an oversimplified side of the work which might be necessary for a mainstream audience.	6/17/2014 7:24 AM
52	but many employers do not understand the importance of what social workers do. my employer call social workers all the "foo foo" stuff	6/17/2014 2:31 AM
53	if people understod general issues better they would understand dilemmas and actions	6/17/2014 2:00 AM
54	Via fact sheets and FAQ 's to be proactive vs our typical reactive responses.	6/16/2014 2:49 PM
55	It depends on what they are sharing	6/16/2014 10:46 AM
56	Better understanding of the range of social work roles.	6/16/2014 9:27 AM
57	Not necessarily the responsibility of employers. Professionals/governing bodies should undertake this task.	6/16/2014 7:29 AM
58	Especially good pratice cases	6/16/2014 5:44 AM
59	This of course is a difficult one, as much of the work that social workers do is bound by Confidentiality, but there needs to be more information to show the work that social workers do.	6/16/2014 5:08 AM
60	I don't think it would matter what employers did. The media have a set image of social workers as lazy, half witted, unless wishy washy lefties and I am not sure anything is going to change that. If a child is taken into care we are snatching a child from a loving family and we are evil and incompetent and if we leave a child with a family and they get abused we are useless, evil and incompet.	6/16/2014 12:39 AM

61	Many Social Workers that are portrayed in the media are not always shown in a positive light.	6/15/2014 9:10 PM
62	Social work and local govt do not use social media to the fullest extent. Within many authority areas staff cannot even access social media sites, and are unable to communicate with people using services via social media. There are, of course, risks around the use of social media, particularly for people who are not familiar with it, but it's skill that should be taught and used	6/15/2014 8:33 AM
63	Without sharing client details, it appears we all have some level of understanding of differing disciplines within other professions, it's dispiriting at times that this is not the public understanding of social work.	6/14/2014 3:46 AM
64	As ever education is key	6/14/2014 3:24 AM
65	Where possible and of course with complete confidentiality	6/13/2014 1:02 PM
66	Need to be much less risk averse & be much more proactive	6/13/2014 12:11 PM
67	Positive practice, innovation, and positive outcomes for people who access services should be promoted more strongly	6/13/2014 10:52 AM
68	Transparency is always good.	6/13/2014 10:14 AM
69	('effect' should be 'affect')	6/13/2014 9:00 AM
70	within bounds of confidentiality	6/13/2014 8:18 AM
71	Yes, we stand behind confidentiality and fear of repercussions from Data Protection Laws, whereas we could explain the nature of our practice and decision making in a sensitive and anonymised approach	6/13/2014 7:47 AM

Q4 Maintaining confidentiality, social work should have more exposure in all forms of media

Answered: 349 Skipped: 7



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	34.67% 121	49.57% 173	10.60% 37	3.44% 12	1.72% 6	0.00% 0	349	1.88

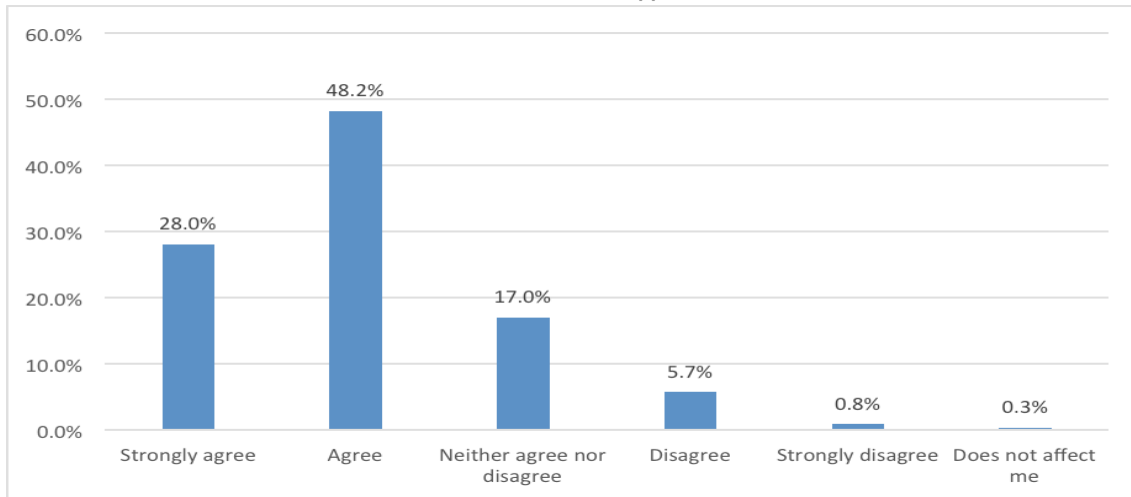
#	Extra information	Date
1	this would possibly encourage people to join and put more pressure on the government to get funding in the right places	7/25/2014 6:14 AM
2	But, with care taken as some social workers fear media and this impacts on how they do their job.	7/21/2014 6:31 AM
3	yes this is very important once it is positive	7/20/2014 8:20 PM
4	I do t understand the question	7/16/2014 10:27 AM
5	The recent programmes have shown that confidentiality can be managed	7/5/2014 10:51 AM
6	See above. Good news stories and sharing of "hard truths" are essential.	7/4/2014 2:46 AM
7	The public need to have a balanced view of what SW's do.	7/2/2014 7:06 AM
8	Again it is a two sided coin. Do Social Workers fit in with the State? I would guess "no" as we represent the loony left according to the newspapers; and the government according to the population. The problem may be lessened to some extent if Social Workers were more media savvy.	7/2/2014 3:07 AM
9	Only bad reports are heard and only serious debates about those bad reports are seen on TV and in the newspapers	6/30/2014 4:08 AM
10	There should exceptions in child protection vulnerable adults and public safety	6/30/2014 1:47 AM
11	i am a returning social worker and it completely riles me that I am restricted from using a title that I earned and yet TV production companies can have people acting to be social worker and using the tittle (Jo Brand)	6/29/2014 6:12 PM
12	see comment above - but feel this probably has to happen.	6/29/2014 2:42 PM
13	As 3	6/29/2014 9:38 AM
14	This is a person's basic human right - respect to private family life - and therefore personal details should be avoided. However, I strongly believe if you blatantly contravene someone's human rights, you should forfeit your own.	6/29/2014 1:46 AM

15	Depends on the accuracy of the 'exposure'. My cynicism tells me that there is always a hidden agenda.	6/28/2014 12:40 PM
16	The social worker from Birmingham represented in "the choir" probably educated the public more about the pressures of child protection work in that short time than any other television program in recent history. The public need to see that the vast majority of social workers are doing their absolute best within the legal, governmental and financial frameworks that exist.	6/28/2014 4:59 AM
17	Although it is difficult to ensure SW perspective is understood by the public I still believe it is important not to parade a family, child or their abuse in the media. It is not a witch hunt.	6/28/2014 3:26 AM
18	Those doing this must be thoroughly trained in rating to the media	6/28/2014 2:15 AM
19	I understand that the reason councils are unable to justify situations because of confidentiality. However there should be measures in which explanations can be given without breaking confidentiality	6/28/2014 12:32 AM
20	We should be able to highlight the scale of the problems and the unrelenting nature of the pressure. Combined with the awakening that newspapers are liars with an agenda as demonstrated by the recent exposure of phone hackers, people will be better informed. However this is a double edged sword. We also need the press for the publicity. No one is going to start buying a social work paper apart from social workers and we are too busy to read it.	6/27/2014 2:41 PM
21	where a case is exposed the social worker should have the right to reply and ensure a balance, however the child has a right to privacy and this is often overlooked	6/27/2014 1:15 PM
22	Social workers should be able to comment on how the current political changes are impacting in the wor we do and how much more effort we put to adjusting with the very limited resources available.	6/27/2014 1:11 PM
23	Due to people's lack of knowledge and adverse and incorrect press info I like to keep my profession non-public for my safety	6/27/2014 9:24 AM
24	as above	6/27/2014 8:58 AM
25	I'm not sure what this includes or what I'm being asked to agree/disagree with	6/27/2014 8:47 AM
26	it depends on the discussion area and that social worker - a good practitioner that can engage in debate. We could learn from people like Rita Chakrabarti of Liberty who has gravitas and coherent argument, you may not agree with what she says but she delivers it well.	6/27/2014 8:44 AM
27	this depends on what the aim of exposure is for, there needs to be clarity of the position, purpose and role of social work	6/27/2014 8:35 AM
28	again possitive promotion and awareness has to be key to changing attitudes and understanding	6/20/2014 6:55 AM
29	Caveat - Like any other profession, care should be taken in choosing which professionals face the media.	6/20/2014 3:58 AM
30	The two recent series - Protecting Our Children and 15, 000 Kids were absolutely fantastic. They changed the attitudes of many people and have opened up really interesting discussion for me with clients. We need to encourage people to come forward to train who have a realistic idea of what the work entails - working with difficult people, analysing complex information, listening to distressed children, arguing your case in court. Social work is exciting and demanding, sometimes investigative and forensic. It gives you the privilege of coming into contact with the raw drama of human life.	6/19/2014 10:56 AM
31	but "we like to be confidential" is not a news story anyone will want to publish	6/18/2014 8:11 AM
32	However think a lot of employers have no actual clue what social workers do!	6/17/2014 6:40 AM
33	as or q.3	6/17/2014 2:00 AM
34	Refer to #3 please	6/16/2014 2:49 PM
35	more exposure doesn't have to breach confidentiality	6/16/2014 11:42 AM
36	I think if we do our job well and advocate well, we don't need to seek out media exposure	6/16/2014 10:55 AM
37	Client information kept confidential, but the profession itself needs exposure	6/16/2014 10:46 AM
38	Social workers are already on the front lines of social problems. They should be loud public voices for change.	6/16/2014 9:27 AM
39	There needs to be a degree of protection and governance over this.	6/16/2014 5:44 AM

40	<p>Social work has not helped itself in the past, it has lived up on occasions to its 70s image of bearded Guardian readers in socks and sandals with a t shirt saying "I care". Academic standards for social work were low and more attention was paid in training courses to equality rather than intelligence, competence and law / procedure etc. However things changed and today's social workers are better, more intelligent, better trained and competent. Managers are better as are system, policies and procedures. We are a profession and a good one. We work with fine lines, nuanced decisions were context is everything. we try to support and enable families and keep them together and when we make a decision it is because the facts suggest that is the best option. It is this image of pragmatic professionals we need to get across to the press. The press need to get off our backs and see that we have one of, if not the, best Child Protection systems in the world, that our Youth Justice system is one of the best and that our foster care is to [sadly our residential care isn't]. Likewise care for the elderly, for the disabled and mentally ill etc is good and improving. we have systems and services to be proud of even in times of austerity and we need to get that message across. We need the press to see excellence not incompetence but sadly I do not think that fits the narrative of most of the press, especially the Daily Mail who just wish to hate social workers.</p>	6/16/2014 12:39 AM
41	<p>I think I would need more information about this.</p>	6/15/2014 9:10 PM
42	<p>Change thus perceptions and profile .</p>	6/14/2014 3:24 AM
43	<p>important to develop the profile in all the media, including social media</p>	6/13/2014 10:52 AM
44	<p>It would very much depend on the subject.</p>	6/13/2014 10:14 AM
45	<p>This should be handled by the most appropriate person be it manager or publicity worker</p>	6/13/2014 7:07 AM
46	<p>success stories would be good to share</p>	6/13/2014 5:14 AM

Q5 Front line social workers should be seen and heard more in the media

Answered: 353 Skipped: 3



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	28.05% 99	48.16% 170	17.00% 60	5.67% 20	0.85% 3	0.28% 1	353	2.02

#	Extra information	Date
1	this is a difficult one, the amount if work and pressure that goes with that would just put more stress on them and in turn affect the children	7/25/2014 6:14 AM
2	but safety has to be taken into consideration	7/20/2014 8:20 PM
3	It is informed and trained managers rather than the workers who need more exposure and be accountable as front line workers are generally struggling to balance the various resopnsibilities and don't need the pressure of media too. Dealing with the media is a skill but can be taught.	7/4/2014 4:34 AM
4	With the right support	7/2/2014 7:06 AM
5	Risk to workers needs to be considered	7/2/2014 3:29 AM
6	This may be the best idea or worse idea depending upon the Social Workers in the spotlight.	7/2/2014 3:07 AM
7	We ony ever hear/read families views/beliefs. The media targets professionals as cold hearted family wreckers, when the truth is thay work very hard to keep families together.	6/30/2014 6:03 AM

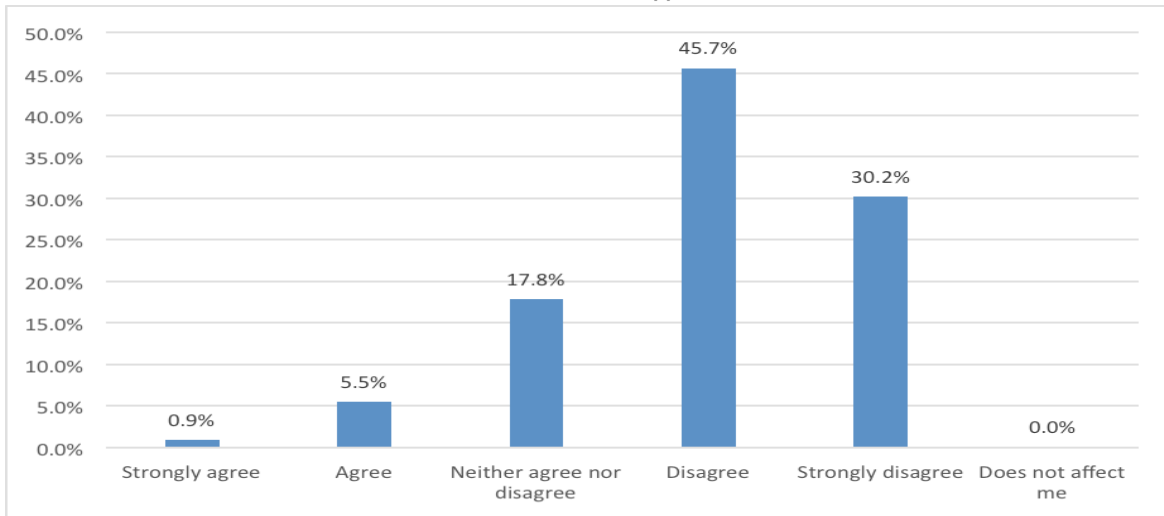
8	<p>why are we represented on discussion shows, we could have media coverage on breakfast shows to discuss normal everyday issues with families difficulties such on on Lorraine or breakfast TV, good morning, loose women, newnight, etc we are a wealth of information and have dealt at the front line of the most harrowing family difficulties we have been involved with mental health issues, learning difficulites and there is an ownness on us to continually train and put this training into practice and yet we are never given a voice. The public have a dreadful impression of social workers because their view is limited and shaped by the bad press which is the only angle ever portrayed. There have been numerous white papers undertaken throughout the many years I have been a social worker which come about as a result of a child death and although these reports are revealing etc and have made a lot of sense these are quickly brushed under the carpet with no futher action taken such as in the Munroe report recently undertaken after baby P. Everything outlined was what any social worker worth their salt could have advised such as high case loads, poor computer systems no office support etc, and the need for social workers to be freed from the beaurocracy that binds them to spend more time with service users. Back to relationship social work. The report should receive a public buring ceremony in recognition of its lack of impact on government. Mr Cameron continues to strike his axe at the root of local authority funding and services are falling all around in chaos. Case loads remain high, and the expectation on social workers exceeds what is humanly possible. This make the profession unattractive to anyone other than agency staff who are usually from the African continent and just want to send money home with a vision of returning one day. This is not social work! we used to be right on guys with a clear left slant to the left and a desire to be heard. We were motivated to support those who could be discriminated against and fight for justice. This was our pathway but with the increasing number of social workers coming in from abroad who only want a quick buck, the heart of our profession has been ripped out which for me makes the work souless and driven by bearocrates. We are all better off honouring ourselves and our integrity by taking a job in tesco's.</p>	6/30/2014 4:08 AM
9	would require media training, best to employ a public relations officer, media trained	6/30/2014 1:47 AM
10	When promoting a possitive image f social work and the effects they have had on society yes	6/29/2014 6:12 PM
11	Neither agree nor disagree as media can manipulate how social workers are portrayed - would need further consideration/on case bycase/individual level.	6/29/2014 9:38 AM
12	I think handling the media needs skill and I would like representatives of BASW and other professional bodies to be the main speakers	6/29/2014 8:20 AM
13	This could positively promote the image of social workers but I do not feel many social workers have the experience of dealing with reporters who are fishing for negatives. Negative views work both ways unfortunately.	6/29/2014 1:46 AM
14	They need to be media savvy to avoid misrepresentation. The media - and politicians - need to be educated. They have a responsibility to be informed and factual. I am often dismayed at their ignorance.	6/28/2014 12:40 PM
15	only where safe to do so	6/28/2014 4:19 AM
16	Social work is politically driven - not based on fact	6/28/2014 3:49 AM
17	Unlike most professions, Police inc, SWs generally work alone which in itself is a risky business without putting us more at risk in the community	6/28/2014 3:26 AM
18	Only present the social workers who have the intelligence and presentation skills necessary. In my role as lecturer I saw a saddening decrease in the intellectual ability of the social students. Poor quality social workers will doper harm than good.	6/28/2014 2:15 AM
19	Personally I would not like to be in the press or on TV	6/28/2014 1:46 AM
20	I do feel that front line social workers should be heard, by doing this it could aid the government to have a better understanding of the communities in which we work and inform future social policies.	6/28/2014 12:32 AM
21	Needs focus or likely to confirm public prejudice	6/27/2014 11:01 PM
22	We are positive role models unlike false celebrities obsessed with looks and publicity that young people view as role models.	6/27/2014 2:41 PM
23	as above	6/27/2014 2:38 PM
24	the media should report the strength of social work, where social work has made a difference...they fail to see all the good work that is undertaken and where we make a difference	6/27/2014 1:15 PM
25	Practitioners should be seen, but be seen being supported by senior managers and members.	6/27/2014 11:46 AM
26	Although I would say that many front line workers do not feel experienced in responding directly to media	6/27/2014 11:18 AM

27	A less defensive approach to the media by employers should be replaced with some 'training' in how to respond effectively to enquiries etc.	6/27/2014 11:15 AM
28	we don't have time for this	6/27/2014 11:06 AM
29	What would this achieve? If the general public do not understand our role and limitations it would only create further difficulties for social workers.	6/27/2014 9:52 AM
30	Get some good news stories into the media	6/27/2014 9:30 AM
31	If this were backed up and supported by employers	6/27/2014 9:24 AM
32	my experiences of SW is that whilst those individuals may not start of as such, the system is such that those that survive to become managers do not have the ability to be care about children or their staff.	6/27/2014 9:19 AM
33	The risk attached to publicity is too great. Confidentiality could not be guaranteed and workers could be put at risk of their addresses being found. Disgruntled parents can be aggressive and pose a significant risk to workers and their families.	6/27/2014 9:17 AM
34	Yes in a pro-active way, not only defensively when a scandal breaks	6/27/2014 9:02 AM
35	To be supported by their employers	6/27/2014 9:02 AM
36	as above	6/27/2014 8:58 AM
37	The should be backed up by ADCS, LGA, professional associations, BASW (of course) and College of SW etc. Perhaps there should be a 'fighting fund'.	6/27/2014 8:56 AM
38	To simply stated - in order for SW's to be seen and heard and have positive effect some thought needed about preparing and protecting the SW in this - some TV programmes shadowing SW's have in my view highlighted this and I have wondered about the impact these programmes have had on individual workers/teams/practices and on public attitudes	6/27/2014 8:47 AM
39	Do we see front line any professional in the media? Occassionally a nurse, usually senior managers, consultants. Do they have anything to say that is useful for the debate? No good if its not relevant	6/27/2014 8:44 AM
40	The voice of the person/people /carers having a postive experience is more important	6/27/2014 8:35 AM
41	This is a difficult area I believe. Nurses are generally prevented from speaking to the media because of issues of confidentiality, alongside fear of reprisals if they tell it like it is. The same is probably true for Social Workers - so even if front line social workers were of interest to the media, training and preparation would be necessary to prevent falling into prepared traps.	6/27/2014 8:20 AM
42	ONLY positive stories though	6/27/2014 8:14 AM
43	They will need training as part of their basic pre qualification courses to eal with this appropriately	6/27/2014 12:32 AM
44	Not everyone is comfortable being in the media. Child Protection social workers might also put themselves at risk by being identified.	6/24/2014 11:24 AM
45	I think the work that frontline workers do should be more visible, but not necessarily the individuals on the frontline	6/23/2014 10:39 AM
46	why not they are the ones doing the job they know the ins and outs and are best positioned to speak and promote, not the target driven money making pencil pushers further up	6/20/2014 6:55 AM
47	Again, selection is key. Some social workers reinforce negative perceptions by their presentation.	6/20/2014 3:58 AM
48	We need to stand up and speak out for our profession. There are fantastic social workers out there doing great work despite the deep seated flaws in the system.	6/19/2014 10:56 AM
49	They need media training, it's a big thing to ask	6/18/2014 8:11 AM
50	There is a danger and risk to putting a face to frontline social worker. However , we definitely need to be heard.	6/18/2014 6:18 AM
51	Although this depends which ones, I wish to be represented by experienced, intelligent and confident practitioners.	6/17/2014 7:24 AM
52	Not specific social workers as could be difficult for clients to see this and feel that confidentiality an issue - perhaps front line middle managers or professional groups, media training is required to do this effectively	6/17/2014 6:40 AM
53	the public needs to know the advocacy efforts and the policy influence. not just the act of signing up people for welfare or children's services	6/17/2014 2:31 AM

54	can see benefits, but would also be concerned about them being over-exposed/ villified. also worried about individual social workers portraying personal views which could do more harm than not.	6/17/2014 2:00 AM
55	Although this could be difficult in terms of maintaining that Social worker's confidentiality/personal life	6/17/2014 1:22 AM
56	Please see # 3. Front line workers must have training, support, safety, protection.	6/16/2014 2:49 PM
57	front line workers tend to be scapegoats	6/16/2014 11:42 AM
58	However, this should include those of us in Macro Social Work so that the public doesn't see our profession as consisting of only mental professionals	6/16/2014 11:38 AM
59	Only if they want to be.	6/16/2014 10:55 AM
60	like all professions, not everyone is an effective public voice.	6/16/2014 9:27 AM
61	Only where this would promote openness and a sharing of the positive work done.	6/16/2014 5:08 AM
62	with careful media training and awareness!	6/16/2014 1:17 AM
63	There could be some merit to this however it should be carefully managed so the correct professional image is the one that is given out. Not the angry politico with an axe to grind who does more harm than good.	6/16/2014 12:39 AM
64	I would prefer to leave this for front line social workers to have their say	6/15/2014 11:59 PM
65	Yes, the positive work that Social Workers provide for people within communities.	6/15/2014 9:10 PM
66	Dangerous for them: suspect all the safeguards would mean they were not allowed to speak their minds anyway	6/15/2014 10:42 AM
67	There are pros and cons to this. Some SWs won't want the exposure, and may be less confident about what they can and can't say during media interviews. It depends on the circumstances - the agency also needs to protect the worker	6/15/2014 8:33 AM
68	The success of what we do should be	6/15/2014 7:48 AM
69	L	6/15/2014 2:29 AM
70	Tell it as it is .	6/14/2014 3:24 AM
71	On a par with our key partners ie police, education and health	6/13/2014 11:54 PM
72	Very important that the perspectives of front line workers are presented in the media	6/13/2014 10:52 AM
73	The public need to know the reality of the work.	6/13/2014 10:14 AM
74	Agree if they are representing views of organisation or professional body, individual views should be clearly stated as such	6/13/2014 8:38 AM
75	problem with live cases and attitudes of parents. Could interfere with court process	6/13/2014 8:18 AM
76	As long as this is in a balanced approach, we now have available transcripts of court cases where social workers are named for their involvement however we do not have a forum which reports on positive interactions and interventions	6/13/2014 7:47 AM
77	A reality program or documentary	6/13/2014 7:07 AM
78	For positive stories and comments. Senior people should answer serious criticism	6/13/2014 3:17 AM

Q6 Only senior managers should be seen and heard in the media

Answered: 348 Skipped: 8



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	0.86% 3	5.46% 19	17.82% 62	45.69% 159	30.17% 105	0.00% 0	348	2.01

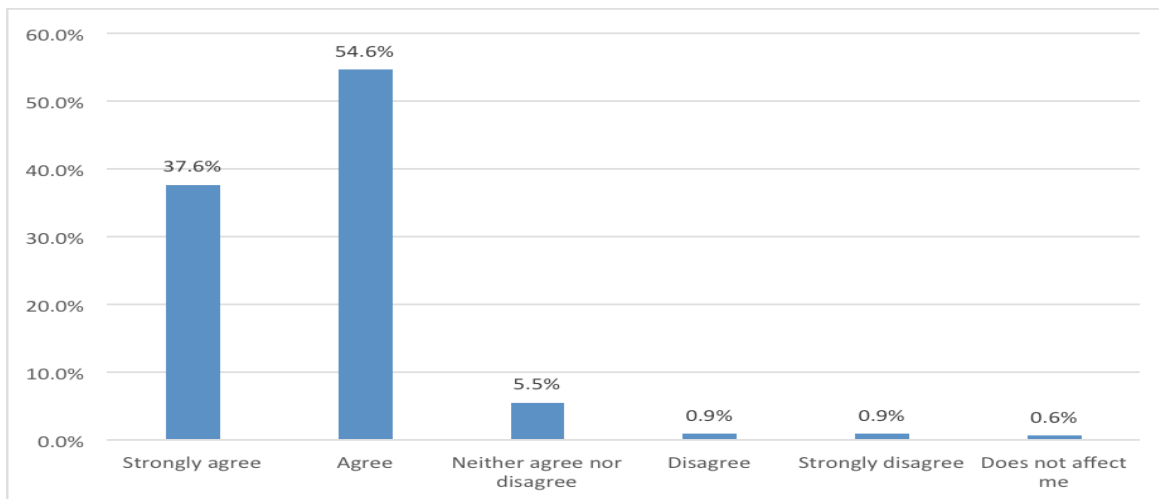
#	Extra information	Date
1	senior managers are often trained to keep negative facts out if the media. This is not always the case	7/25/2014 6:14 AM
2	I can understand this in terms of safety for frontline staff, but at time senior manager have not a clue what the front line workers are experienceing	7/20/2014 8:20 PM
3	everyone should have a voice	7/5/2014 10:51 AM
4	A culture of media engagement should filter through the profession.	7/4/2014 2:46 AM
5	Training is needed so that they dont sound like spin doctors	7/2/2014 3:29 AM
6	Senior Managers are not always there to protect the Social Worker and self-preservation is a theme that comes to mind.	7/2/2014 3:07 AM
7	Many are not Social Workers, and if they are have limited experience of field work	7/2/2014 12:59 AM
8	depends on the situation	6/30/2014 6:03 AM
9	we need to hear it from the front line. Everything is far too santised at senior level and this is not what the public need to hear. When the public ask of social work why are children not protected a social worker on the front line a few home truths need to be heard from those involved directly. I dont think a managers stock response carries any soul and people switch off to such responses. The public are unaware of the realities of the profession or the fact that there is no child protection in reality as case loads are too high and the paperwork ridiculous. Social workers come and go like the wind and case loads remain unattended for weeks. There is no money in the pot and social workers are forced to take on more and more and cope less and less with some social workers reported as being rushed into A & E with suspected heart attacks due tot he pressure. Why dont we hear this in the media??	6/30/2014 4:08 AM
10	Director of social work and line manager for cases that have gaine dadverse publicity should convey LA's message tot he media. Or a publlic relations officer.	6/30/2014 1:47 AM
11	why should the hierachy get the credit if lower ranking social workers have achievements to be promoted	6/29/2014 6:12 PM
12	Most of them have little idea about the complexity of real practice any more.	6/29/2014 2:42 PM
13	Senior Managers have a different perspective from front line Social Workers	6/29/2014 9:38 AM

14	This depends on the subject of reporting. Senior Managers only have written reports to base their comments on, they do not fully understand the front line experience anymore.	6/29/2014 1:46 AM
15	The profession should have an effective Public Relations scheme. The problem would be getting our voices heard	6/28/2014 3:12 PM
16	It depends on the individual. I have worked with senior managers who are so far away from the front line that they should be embarrassed at their distance. 'Back to the floor' policies would help them to be truly representative of the profession	6/28/2014 12:40 PM
17	No senior managers are part of the mis representation and are only interested in not being published in a negitive manner.	6/28/2014 3:49 AM
18	This will depend on how SWs and managers will be supported following exposure	6/28/2014 3:26 AM
19	Some of these power hungry, narcissistic career mongers are the last people who shpuld be heard. It is the workers at the coal face who are the true voice of social work.	6/27/2014 2:41 PM
20	senior managers need to represent the organisation, but you need to hear from the front line and allow social workers without repercussion to have a right to reply re their practice and decision	6/27/2014 1:15 PM
21	They shold take responsibility by being seen, but also should be seen with practitioners.	6/27/2014 11:46 AM
22	It may be that senior managers need to enable/support more junior (front line) staff to be seen and heard	6/27/2014 11:18 AM
23	Senior managers portray an image which seems excessively bureaucratic and somewhat 'dead'. Good practitioners could present it quite differently.	6/27/2014 11:15 AM
24	Any social care staff, regardless of rank, could make very relevant, appropriate comments about their profession.	6/27/2014 10:41 AM
25	This comes with less risk.	6/27/2014 9:17 AM
26	Definitely not, as sometimes they are the problem. Also, sometimes they can sometimes be so far removed from what is actually happening on the front lines they do damage than good.	6/27/2014 9:02 AM
27	senior managers don't know what we do and franly, in many cases, have n ot been in practice for decades	6/27/2014 8:58 AM
28	They should be working together as a team.	6/27/2014 8:54 AM
29	As above - they too need preparation for this...	6/27/2014 8:47 AM
30	As above!	6/27/2014 8:20 AM
31	Depends. If they have front line experience before being managers then they would have greater understanding it would be a good thing.	6/24/2014 11:24 AM
32	In order for perceptions to be well formed, front line workers need to be part of that mix	6/20/2014 3:58 AM
33	We need to hear from people on the front line	6/19/2014 10:56 AM
34	Or managers of any type	6/18/2014 8:11 AM
35	can see beneits and problems to this. senior managers dont always speak or ront line sta... or even have much idea o the reality at 'ground level. however, see issues raised at point 5.	6/17/2014 2:00 AM
36	Communication or media managers should deal with edits after conferring with child/case specific staff ,	6/16/2014 2:49 PM
37	This is a leading question as it says 'only'. Doesn't have to be an either/or	6/16/2014 10:55 AM
38	Titlistic attitudes need to disappear	6/16/2014 10:46 AM
39	see 5 above.	6/16/2014 9:27 AM

40	There is room for workers and managers but we need a careful press strategy to be worked out, we need a message and it needs sticking to. That message should be about intelligent, hardworking dedicated professionals doing a hard job in difficult circumstances, operating with very narrow parameters, little room for error and in very difficult situations with no clear right or wrongs. The message has got to be we are professionals, we know what we are doing and when we make a decision to do something it is because on the evidence we have it looks to be the best situation at the time. We cannot ever eradicate risk, we will always have tragedies but they are very few and far between and when they happen they are thoroughly investigated and we look to learn from our mistakes. I doubt any other industry or profession is as closely monitored and scrutinised as social work is.	6/16/2014 12:39 AM
41	See response to Q5. Needs to take into account that the stories often picked up by the media are the human interest stories where they can hear from the people directly involved. The challenge is in doing that in a way that protects workers from inappropriate contact from the media, and has some control over content	6/15/2014 8:33 AM
42	They are often out of touch with current reality & bound to financial targets	6/14/2014 4:37 PM
43	They may well be too distant from the job and contaminated by local politics .	6/14/2014 3:24 AM
44	Social work should ensure that all perspectives are heard, including those of individuals who access services	6/13/2014 10:52 AM
45	It is more important to hear from frontline workers.	6/13/2014 10:14 AM
46	Different perspective as managers have different level of responsibility - all need preparation for media exposure	6/13/2014 8:38 AM
47	Whilst a strategic approach is required in some situations social workers are the frontline representatives, representation should be from the most applicable role to fit the media 'story'	6/13/2014 7:47 AM

Q7 Television and radio programme makers should make more factual programmes about social work

Answered: 348 Skipped: 8



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	37.64% 131	54.60% 190	5.46% 19	0.86% 3	0.86% 3	0.57% 2	348	1.71

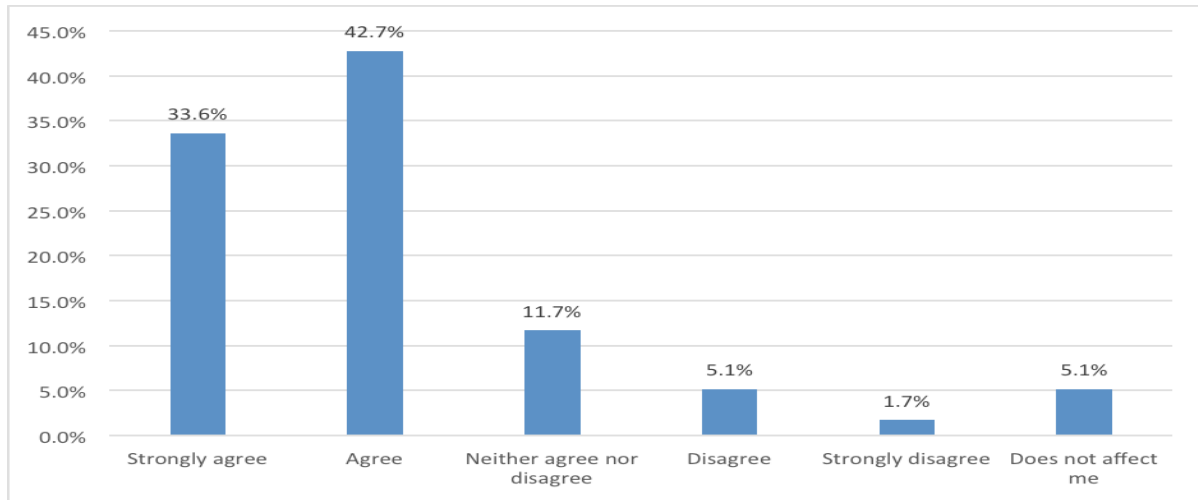
#	Extra information	Date
1	Yes but with fact comes the reality of the work and how workers are conducting themselves...are we ready for this?	7/20/2014 8:20 PM
2	This educates the public about the complexities that social workers have to manage and the legal framework in which they have to operate	7/5/2014 10:51 AM
3	There have been a number of programmes both in Scotland and England but I didn't think they provided a platform for public understanding of the role and they concentrated to my mind the vulnerbailities of the client groups represented.	7/4/2014 4:34 AM
4	If material is interesting, engaging and relevant then fine.	7/4/2014 2:46 AM
5	I agree so as to show the wide range of work social workers undertake.	7/2/2014 7:06 AM
6	Only if they present a balanced /non sensationalist view	7/2/2014 3:29 AM
7	The Health profession has a great deal of exposure as do the Police and other Emergency Services. That is what we are; essentially responding to an emergency in the life of a child or adult. It is likely to get worse before it gets better with medi exposure however it is a necessary opportunity to take if presented.	7/2/2014 3:07 AM

8	It is well known that the media have the power to change perspectives. I believe that the media are only fed the mistakes made by various social work authorities, at which point the debate will be a negative reflection of the profession as a whole. When in fact each day social workers are supporting and maintaining people from all disciplines and providing an invaluable service often changing the lives of people. As stated elsewhere why do we never have a social worker to get a professional opinion on a talk/chat show. It is usually an agony aunt or a doctor. Why are there no columns run by social workers. Why are we so invisible until a problem arises. Over the years social services have been under the spotlight of serious case reviews but nothing has changed on the workfront AT ALL! And the so called action reports written by eminent professors has been a waste of public money. Why don't we know how much these white papers cost? especially in a climate where we are naming and shaming top earners and making their salaries public knowledge. Clearly a move to influence public outrage. Why are we not forcing to the surface 30 years of inquiries and recommendations that have cost fortunes but have been totally pushed to the side. What did the Monroe report cost? it has been ignored by Cameron's government and most recently the government were looking at outsourcing CP to Serco and G4, is this public knowledge? Have we heard any debates about this? Has anyone discussed the content of Monroes recommendations and how the government took this on board and acted. No not one jot because they are currently busy axing social workers whilst spreading propaganda in the media about how anyone can be a social worker and how results are no different when an unqualified worker does the job! Should we not be doing a chronology of inquiries and recommendations over the years. Should this not be a time of attack rather than just sitting back and taking it?	6/30/2014 4:08 AM
9	But only if this is proportionate and not extreme	6/30/2014 2:50 AM
10	This would hopefully give positive message of the roles/responsibilities of various practice areas of SW and the balance in criminal justice for example care v's control human rights of public/offender	6/30/2014 1:47 AM
11	again social work is real and involves real people's lives not "Big Brother"	6/29/2014 6:12 PM
12	A more balanced view - not all child protection and disaster stories	6/29/2014 10:22 AM
13	The media need good representatives of the profession to interview, provide information though	6/29/2014 8:20 AM
14	This may help to promote a more positive view, however, it would need to be a balanced approach to reflect the negative and positive side of social work. Additionally, I have never seen any reporting of reflexive social workers and the angst we at times go through with complex cases.	6/29/2014 1:46 AM
15	..or dramas based on the reality of the work. Why should social work dramas be less successful than the plethora of police and hospital dramas?	6/28/2014 12:40 PM
16	Although there has been greater media coverage of social problems within our society, such as dementia, homecarers and terminally ill people (such as my last summer), none of them seem to identify the huge impact that social workers have in supporting the individuals or their families.	6/28/2014 4:59 AM
17	there is a public appetite for this and it has been really helpful for me as an adoption social worker to have so many programmes about adoption	6/28/2014 4:19 AM
18	Yes some social workers would be honest enough to tell the public just how we have to work and why things at times go wrong.	6/28/2014 3:49 AM
19	Many people have a very warped view of SW and why we become involved in families although it would be nice to see a more positive side not just CP	6/28/2014 3:26 AM
20	We have seen that recent documentaries have caused a reaction and brought certain subjects to the attention of those who change policy	6/28/2014 12:32 AM
21	I think a social work drama would be hugely beneficial in improving public perception of the profession. Could do the same for social work as casualty and the bill did for medics and police officers!	6/27/2014 7:11 PM
22	So far the ones I have seen have been really good. Much better than some of the stereotypes seen on soaps over the years.	6/27/2014 2:41 PM
23	Through documentaries, dramas and films.	6/27/2014 2:24 PM
24	it depends whether this shows balance...strengths and weakness, it should be allowed to show how the impact of budgets both local and central has and does impact on the job	6/27/2014 1:15 PM
25	The recent Lorraine Pasquale programme (on fostering) was excellent.	6/27/2014 11:46 AM
26	Yes, but I am aware that there are many versions of 'factual' coverage. No view comes without bias.	6/27/2014 11:18 AM
27	There have been some very useful and supportive TV programmes recently but more would be helpful	6/27/2014 11:15 AM

28	they need to be realistic not stupid programmes portaying social workers on bicycles	6/27/2014 11:06 AM
29	Unfortunately the media coverage, both on TV and in the newspapers , portrays social workers as either incompetent, inexperienced or unempathetic. Editing after filming may also be done in a way which gives the viewer a skewed impression of real events.	6/27/2014 10:41 AM
30	They should speak to a wider range of frontline workers	6/27/2014 9:24 AM
31	They should highlight how children are being left in neglectful conditions	6/27/2014 9:19 AM
32	This is not actually possible if you need to maintain confidentiality for children and their parents.	6/27/2014 9:17 AM
33	The public can connect more with this format.	6/27/2014 9:02 AM
34	dimystify the role	6/27/2014 8:58 AM
35	purposely highlighting the dilemma's SW's face in practice and the relationship SW process has in systems context (politics/policy ideology and managing public/private interest	6/27/2014 8:47 AM
36	& should inform the public about the realities & pressures social workers are under	6/27/2014 8:31 AM
37	Media needs to understand that often it is acourt that makes the final decision	6/27/2014 8:25 AM
38	they should represent it accurately in ANY media setting	6/27/2014 8:14 AM
39	There is a need to give a much more balance view of the work of social workers with examples of situations where they have successfully supported families in staying together. The complexity of the situations they work with need to be made clearer as the representation is often simplistic	6/24/2014 3:48 PM
40	again transparency , and understanding can be brought about by this type of forum	6/20/2014 6:55 AM
41	Difficult. Much information cannot be made public and the need to entertain is always there. Danger of skewing perceptions again	6/20/2014 3:58 AM
42	I suppose there could be ethical issues re: this but think they can be overcome - also ethical issues re: participation of children/families in such programmes could arise	6/17/2014 6:40 AM
43	encourage people to talk about good experiences of social work	6/16/2014 11:42 AM
44	Tv programmes should make programmes which people watch. If they are about social work, so be it but we have to understand that no everyone is interested in watching programmes about social work and stop complaining about media coverage.	6/16/2014 10:55 AM
45	Definitely, people need to see what the job actually entails, not the Daily Mail fantasy but the reality.	6/16/2014 12:39 AM
46	and more positively in fiction might be a good thing too.	6/15/2014 10:42 AM
47	Social work is extremely diverse, and this makes it a difficult profession for the public or other professional colleagues to understand fully. More coverage about eg diversity (rather than always concentrating on the same areas) would increase public awareness about the role	6/15/2014 8:33 AM
48	Showing the positive side of social work	6/15/2014 12:38 AM
49	Eecuation again although Clare in the Community has its merits :-)	6/14/2014 3:24 AM
50	They MUST be balanced and make careful selections around the workers that represent the social work profession.	6/13/2014 1:02 PM
51	This would raise the profile of the work.	6/13/2014 10:14 AM
52	there have been some good programmes recently regarding social work practice, what should be improved in radio station hosts holding live debates, they should have a sound baseline knowledge of social work i.e. JEREMY VINE	6/13/2014 7:47 AM
53	as long as confidentiality is maintained	6/13/2014 5:54 AM

Q8 The negative media coverage of social work makes my work more difficult

Answered: 351 Skipped: 5



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	33.62% 118	42.74% 150	11.68% 41	5.13% 18	1.71% 6	5.13% 18	351	1.83

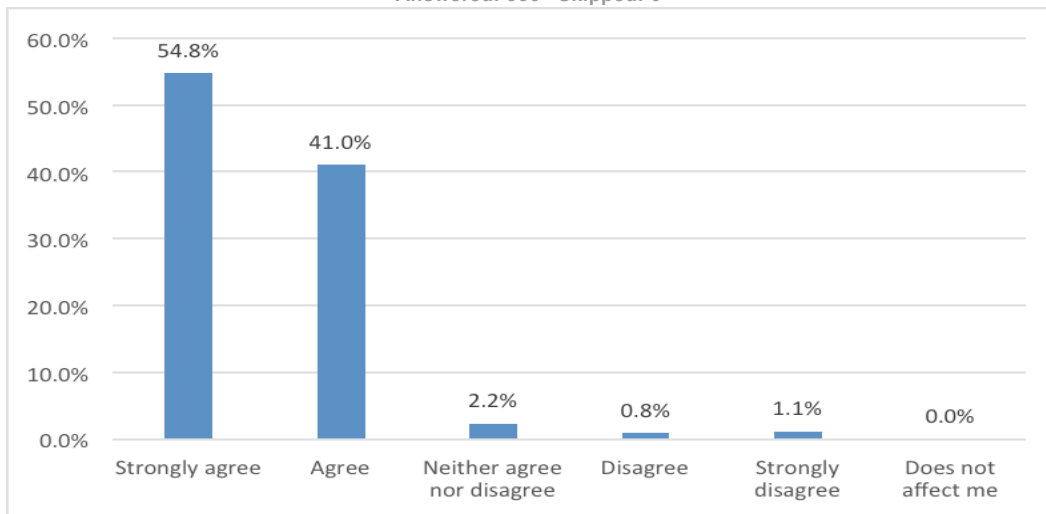
#	Extra information	Date
1	Because of lack of respect from the general public. ex. the phrase "baby snatchers"	7/25/2014 11:59 AM
2	People practise in ways that are defensive when feel threatened	7/21/2014 6:31 AM
3	As the client then has preconceived ideas	7/20/2014 8:20 PM
4	The work is difficult enough without the additional challenges of negative media coverage	7/5/2014 10:51 AM
5	I have no doubt that aggressive media targeting of social workers in the wake of scandals/tragedies makes the job of practitioners more difficult.	7/4/2014 2:46 AM
6	Service users see the SW's role as taking their children away.	7/2/2014 7:06 AM
7	The views of clients, professionals and others are all tainted by some media story that glosses over the truth and leaves a lasting and negative imprint. This can impact upon how the Social Work profession is viewed and makes it difficult to maintain equal relationships with other professionals and appear competent when working with families.	7/2/2014 3:07 AM
8	It is demoralising and leaves a strong sense of anger which I find difficult to live with. It would seem our counterfences are weak and often portrayed by senior managers in a sanitised and toned down way. There needs to be far more of an outcry from ordinary social workers at these times as senior managers just come across as though they are making lame excuses. The public are entitled to know the facts the human impossibility of managing the risks to children in a climate of no money with the weight of ever increasing beaurocracy impeding the best efforts. There is no room for creativity, the family group conference project was probably the most invitiatie in recent times and offered much to the child protection arena and other disciplines, but have you ever heard of his being openly discussed in forums on the TV. Why dont we discuss our processes and involve the public?	6/30/2014 4:08 AM
9	It makes engagement with involuntary cleint group even more difficult	6/30/2014 1:47 AM
10	A possitive image is good for business	6/29/2014 6:12 PM
11	When challenging people re their care of their children, Baby P and other failures continually brought up to use as examples of how 'Social Work gets it wrong all the time'	6/29/2014 10:22 AM

12	Some members of the public have negative views but others are understanding of the difficulties and most parents appreciate Social Worker support.	6/29/2014 9:38 AM
13	At times this statement is true but on the whole, I find people are more interested in my personal approach towards them. I have been told 'I didn't know social workers were as helpful'.	6/29/2014 1:46 AM
14	The public are adversely affected by the press towards social workers.	6/28/2014 3:12 PM
15	Assumptions are made that we are interfering busybodies who make bad decisions and capture children at every available opportunity. Relationship building with families begins with such negativity. Building trust and constructive work takes even longer than it should.	6/28/2014 12:40 PM
16	Comments can be made about social work just based on something like Eastenders or high profile cases.	6/28/2014 7:13 AM
17	Social work is considered to be the removal of a child from their family, which makes establishing a relationship of trust extremely difficult.	6/28/2014 6:03 AM
18	people are almost universally worried about interacting with a social worker	6/28/2014 4:19 AM
19	Yes because we have no means of redress	6/28/2014 3:49 AM
20	We are often reminded that we don't do our job properly or seen as baby snatchers	6/28/2014 3:26 AM
21	People can panic, feeling that we are there to take their family members away, however it is part of the role to put people at ease but also to be open and honest about concerns and what could happen or what needs to be done, you have to treat every case individually	6/28/2014 1:46 AM
22	Absolutely	6/27/2014 2:47 PM
23	Middle class people have pre conceived ideas based on what the daily mail says. Personally I think we should robustly defend against everything that is ever reported in the mail.	6/27/2014 2:41 PM
24	makes it more emotionally challenging & more likely to experience hostility	6/27/2014 2:38 PM
25	I am not afraid to say I am a children's social worker, but I know a number of esteem colleagues who will not admit their job because of the reaction they receive ..at the same time I have experienced positive comments from the public who have recognised its not an easy job	6/27/2014 1:15 PM
26	manhy many times families make the comments on the bad reputation of social workers fed by the media to divert from the real issues and avoid compliance	6/27/2014 1:11 PM
27	My partner buys a particular national newspaper. While I try not to read it, I have read a sample of just how toxic it can be. The outpourings against the Family Courts are frequent, and there is no balance against these views. It makes be wonder how close this paper is to the newspapers of the Nazi party when it was gaining power in Germany.	6/27/2014 11:46 AM
28	Families are often terrified or immediately defensive when informed that a social worker will see them	6/27/2014 11:18 AM
29	Parents and carer's are reluctant to engage with SW's for fear of losing their children to the care system	6/27/2014 11:12 AM
30	We need to dispell the myths around social work and hope that, in time, attitudes will change and asking for help and support will no longer carry a stigma.	6/27/2014 10:41 AM
31	I have been vilified by an MP who clearly did not have all the facts when my job was to be remove a child	6/27/2014 9:52 AM
32	Because sometimes it means you are fighting negative stereotypes before you have even started working.	6/27/2014 9:02 AM
33	In my role as SW teacher I have noticed this coverage is used by students constructively - they feel inspired to provide best practice to address critiques, develop understanding of the tensions in the role in managing uncertainty - and understanding impact on teams/practices ...etc	6/27/2014 8:47 AM
34	yes, sometimes we have to convince people we can help,	6/27/2014 8:44 AM
35	It is good to be realistic about the poor press we have but this should and does not mean that I cannot positively work with people and be a good role model for my profession	6/27/2014 8:35 AM
36	I have come across facebook groups used by disgruntled parents to 'name & shame' their social workers. There should be pressure on social networks to take these kinds of posts down.	6/27/2014 8:31 AM
37	As a student, it does concern me that I am planning to enter a profession which seems to be derided or disparaged in the press, but I can't imagine that it would have an impact on my work, unless in a team which is directly affected.	6/27/2014 8:20 AM

38	Does not affect my current role, but did when I was a social worker.	6/24/2014 11:24 AM
39	but ita our own fault we play victim mode and seem to enjoy it	6/24/2014 12:36 AM
40	Spend to much time explaining what social workers really do rather than what people believe the do	6/20/2014 3:58 AM
41	Parents are made more fearful by scare stories about social workers snatching children	6/19/2014 10:56 AM
42	I am not a front line social worker	6/17/2014 1:22 AM
43	Some of these stories result in more bureaucracy and fear based practices, which helps no one.	6/16/2014 2:49 PM
44	I didn't go into social work to be loved. I pay no attention to media coverage.	6/16/2014 10:55 AM
45	How social workers treat clients	6/16/2014 10:46 AM
46	The daily mail!!	6/16/2014 10:29 AM
47	When did anyone last see a positive story about social work outside of the Guardian. Even Radio 4, that great bastion of left liberal sentiment that supports all things "right on" veers to the right and goes negative when social work is discussed.	6/16/2014 12:39 AM
48	... and I'm not even a SW!	6/15/2014 10:42 AM
49	Purely from a professional image, credibility and morale perspective	6/15/2014 10:31 AM
50	Social workers have statutory responsibilities to carry out, but so do teachers, police etc, however the coverage in the media is often more negative for SW. I think that this is partly because social workers are not clear about the contribution they make to society, and the different ways in which they do this, and the media will get more hits or attention if they are portraying social workers in a negative light.	6/15/2014 8:33 AM
51	Families form a poor impression before they meet a sw, not reality	6/15/2014 7:48 AM
52	Hiding to nothing . People work better when praised at least occasionally then when constantly berated .	6/14/2014 3:24 AM
53	Affects applications to social work programmes and hence numbers at university	6/14/2014 1:56 AM
54	In my present role preparing adopters it doesn't apply but believe generally it does affect SW's image in the public's eyes	6/13/2014 1:03 PM
55	Part of my role is to encourage people to come into SW as a career. If they think they will be criticised or worse why would they?	6/13/2014 12:11 PM
56	media coverage always presents only one biased aspect	6/13/2014 11:19 AM
57	I have had negative experiences of misrepresentation in the media where news stories have been given a negative spin	6/13/2014 10:52 AM
58	I am not a social worker but understand the problems linked to this	6/13/2014 9:06 AM
59	tHIS CAN RESULT IN EPPLAINING TO LAY PEOPLE THE POSITIVE	6/13/2014 7:47 AM

Q9 A more positive image of social work would help build greater community trust in social workers

Answered: 356 Skipped: 0



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	54.78% 195	41.01% 146	2.25% 8	0.84% 3	1.12% 4	0.00% 0	356	1.53

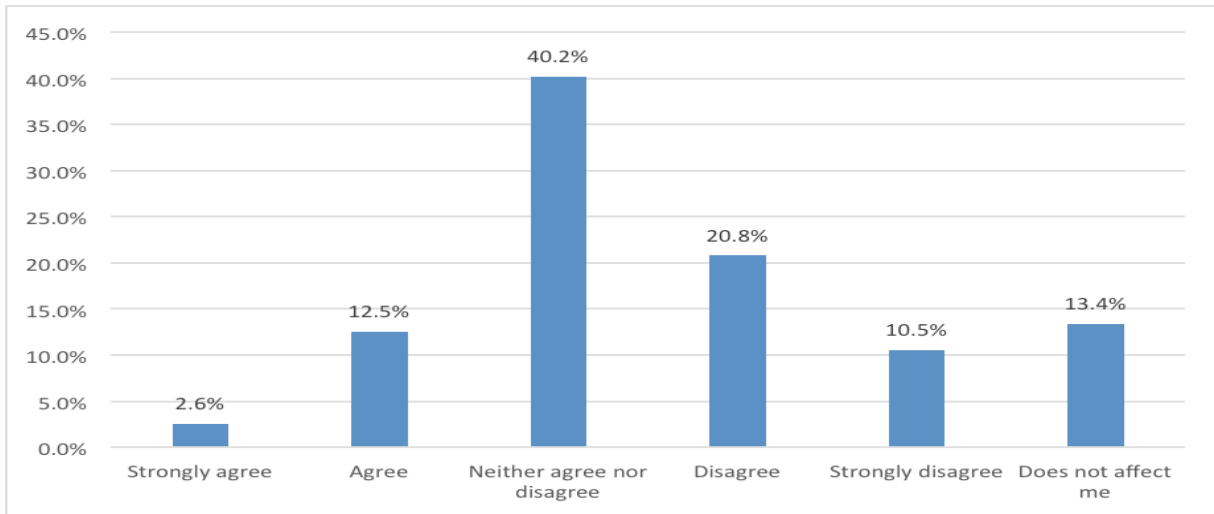
#	Extra information	Date
1	I hope so, feel that is probably true but do not know for sure.	7/21/2014 6:31 AM
2	If the community trust social workers they are more likely to report concerns, which is important in helping the vulnerable in society	7/5/2014 10:51 AM
3	I agree but it is also about changing the culture of social work	7/2/2014 7:06 AM
4	Only if social workers work more in the community eg in Family Centres/Schools etc	7/2/2014 3:29 AM
5	I would question what is a more positive iage of Social Work as removing children is unlikely to be viewed in a positive light. A moe reflective image of what Social Workers do may be a better place to start.	7/2/2014 3:07 AM
6	I think all social work should be seen as part of a healthy community and the public should be involved in knowing how well their local authority is performing and what the difficulties are. As mentioned above family group conference has a strong community base involving all relatives, friends and anyone from the community, e..g the church, school to take a collective approach to supporting families who struggle. These are the types of creative initiatives that would unburden social workers in the front line and would offer a wonderful oppourtuny to include communities in the care of families and those experiencing mental illness etc. Why dont local authorities publish figures on the fundiging (money in) and the expenditure (money out). Why are we more explicit. If the public had a more local understanding of the difficulties then there would less judgement and more action. I believe it is difficult to motivate the community if you have passion.	6/30/2014 4:08 AM
7	would help build public confidence	6/29/2014 6:12 PM
8	It may help but this is far too simplistic there are other huge challenges facing our profession	6/29/2014 2:42 PM
9	If Social Workers are seen working on a professional level with teachers, nurses and community they become more accepted and approachable.	6/29/2014 9:38 AM
10	Those people who have already experienced a negative approach are likely to be listened to more - word of mouth with communities - in the first instance. It is likely to take a long time to change public views and this goal is more likely to be gained through positive, consistent interactions.	6/29/2014 1:46 AM

11	I saw this in coast Rica. It was lovely and refreshing to see.	6/28/2014 11:48 PM
12	I think as a profession we are rubbish at defining the work we do and often fall into the trap of believing that anyone can do the work we do. I work within a predominantly health environment and its easy to belittle the work you do in comparison with theirs. However, I think the profession itself is largely responsible for that as we've never been good at standing up for ourselves, promoting the amazing work that many colleagues do or recognising the fact that we support and enable many other professions to do their job. It needs to change!	6/28/2014 4:59 AM
13	In time	6/28/2014 3:49 AM
14	We are always seen as the bad person who takes children away	6/28/2014 3:26 AM
15	How?	6/27/2014 11:01 PM
16	Does what it says on the tin.	6/27/2014 2:41 PM
17	we need to get rid of the image that social workers are "child catchers", that are goal is to help, support and keep families together SAFELY, if that is the right decision for the child	6/27/2014 1:15 PM
18	I think this could take years as cultural change is needed	6/27/2014 11:18 AM
19	Help bust the myth that SW's aim is to take children away from their family!!	6/27/2014 11:12 AM
20	I worry that what happens is below what should happen and that the idea that more exposure could	6/27/2014 10:57 AM
21	whilst individual social workers need trust the system does not deserve trust it is not fit for purpose so we should not be creating a positive image of social work it does not exist.	6/27/2014 9:19 AM
22	Interestingly the view of SW expressed by media/public consciousness in UK is not internationalty held - in other countries SW is seen as valuable contribution to the community	6/27/2014 8:47 AM
23	it could help but not if you have to wait 3 months to see one and when you do they are so rushed they can only visit once.	6/27/2014 8:44 AM
24	but this needs to start with attitudes and culture from within the profession itself, trust comes from meaningful, honest and effective relationships and contact	6/27/2014 8:35 AM
25	Yes, but there are good and bad social workers. Trust must be earned by the individual not given just because there are some positive images.	6/24/2014 11:24 AM
26	Obvious benefit	6/20/2014 3:58 AM
27	It's not about people liking us, it's about people understanding our role.	6/18/2014 6:18 AM
28	This depends largely upon the cohort of LA's and the social workers represented, some practice is very poor.	6/17/2014 7:24 AM
29	We still have statutory functions which will not endear us to public.	6/16/2014 10:55 AM
30	If you have a social worker turn up at your house and all you have heard is that they will snatch your children, take the lad who stole your car on holiday to Egypt, sell your house and put you in an old people's home, separate to your wife, whilst simultaneously sitting their reading their copy of the Morning Star and going on social worker demonstrations what would you think? That image [whilst all generally and strictly speaking very occasionally true [all be it at some point in the past, to an extremely small measure] and very rare] is very inaccurate and misleading but it is the one that sticks. We should not be in this position. People should be informed about what we really are and how we really try and help and how we are good professional people who will do our best to help them. They should not fear us, feel stigmatised they should see us as part of the support our society has in place for people who need it.	6/16/2014 12:39 AM
31	It's desperately important to build trust and that is one way to do it.	6/15/2014 9:10 PM
32	.. well it couldn't do any harm!	6/15/2014 10:42 AM
33	Potentially. But social workers also need to walk the talk and be able to do and be whatever we are going to claim we do - I think that at the moment this is inconsistent, and that has the potential to reduce rather than raise public trust and confidence	6/15/2014 8:33 AM
34	The profession needs to earn trust & question itself as to how this could be achieved	6/14/2014 4:37 PM
35	How could it not .	6/14/2014 3:24 AM
36	Though actually I think there is a high degree of trust in SWs in communities.	6/13/2014 12:11 PM

37	Community expectations are vastly different from what most SWs attempt	6/13/2014 11:19 AM
38	This would be hugely beneficial to workers.	6/13/2014 10:14 AM
39	Social workers are one of few professions who deal with involuntary clients (in child protection) and it needs to be made clear that social work undertake this work on behalf of society	6/13/2014 8:38 AM
40	more balanced as in social workers get it wrong sometimes but also get it right a lot of the time	6/13/2014 8:18 AM

Q10 I'm confident that my employer's contact with the media is improving the image of social work in my community

Answered: 351 Skipped: 5



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Does not affect me	Total	Average Rating
(no label)	2.56%	12.54%	40.17%	20.80%	10.54%	13.39%	351	2.36
	9	44	141	73	37	47		

#	Extra information	Date
1	Not aware of any contact with the media	7/5/2014 10:51 AM
2	A positive representaiion within drama/comedy might be more useful than 'fly on the wall' docs.	7/4/2014 4:34 AM
3	My employer has made real efforts to get a positive social work message into the public domain,	7/4/2014 2:46 AM
4	Employers contact with the media tends to be defensive	7/2/2014 7:06 AM
5	I am an Independent although I recall that my previous employer was far more media savvy than required. We do not need an image revamp... there needs to be more honesty about what we do and more integrity within journalism to stop manipulating the news.	7/2/2014 3:07 AM
6	I dont think local authorities have a means of creating public awarenes. They approach matters beaurocratically and make ambiguous statements and seem to have a lot of wind and no real action. I dont think the public are that interested in what men in grey suits have to say and I dont think they are trusted. We need innovation and passion at a base level with ordinary people if we are to change anything.	6/30/2014 4:08 AM
7	In small authorities we use radio/ newspaper website and public signgage	6/30/2014 1:47 AM
8	Have seen no efforts from my local authority to show anything other than bland impression of Social Work - Fire should be fought with fire, and when anti social work stories with wrong information are printed, there should be legal response.	6/29/2014 10:22 AM
9	There has been some good media coverage in the past in respect of foster carers that included the child's perspective - positive outcomes in Private/Public Law has not been utilised to best effect -to date	6/29/2014 9:38 AM
10	Service cuts and change in service provision is extremely negative - based on government policy. Some other disciplines have a negative view let alone the public!	6/29/2014 1:46 AM
11	I am self employed and my voice isn't reprsented effectively	6/28/2014 3:12 PM
12	Working in the voluntary sector, the value of relationship building and supporting families is positively encouraged as an integral part of the work.	6/28/2014 12:40 PM

13	What contact	6/28/2014 3:49 AM
14	My employer is a traditional right wing Authority which views social work as nothing but an inconvenience.	6/27/2014 2:41 PM
15	I have yet to see a local authority that allows the full story to be told	6/27/2014 1:15 PM
16	My employer issued a press release drawing the media's attention to a positive commendation of good practice by a Family Court Judge. It was really good to read, but was not sufficiently prominent in the local newspaper. However, it was good that my employer promoted this.	6/27/2014 11:46 AM
17	the 'independent' fostering agency I work for currently is unashamedly in favour of presenting itself as an effective business, sometimes embarrassingly ineptly.	6/27/2014 11:15 AM
18	media are only interested when something is going wrong	6/27/2014 11:06 AM
19	I am an independent SW	6/27/2014 9:30 AM
20	as above we need as a profession to be making people aware that the system is failing children and that it is impossible to practise in sw if you are child centred.	6/27/2014 9:19 AM
21	But I am not impressed by the way senior managers/employers deal with the media. Often incompetent, evasive and unhelpful.	6/27/2014 8:56 AM
22	They are too busy justifying cuts imposed by an uncaring government.	6/27/2014 8:54 AM
23	not sure how the University does contribute to this...perhaps through the acknowledgement of the high standards we maintain/aspire to in SW education that is reported by HCPC and TCSW programme approval/endorsement = but doubt that this impacts on media in any way that is useful for this purpose...	6/27/2014 8:47 AM
24	local issues	6/27/2014 8:44 AM
25	Individuals awareness and understanding of fostering has improved due to media coverage	6/27/2014 6:46 AM
26	Do not have an employer	6/20/2014 3:58 AM
27	His media contact is positive but it's doubtful people read it - negative news sells much better	6/18/2014 8:11 AM
28	I teach social work, so in a different organisation	6/17/2014 7:04 AM
29	no known contact	6/17/2014 6:40 AM
30	I am retired. However, I doubt whether an employer in social service has that much contact with media. General, if there is contact with media, it's to COA due to something gone awry.	6/16/2014 4:12 PM
31	My employer does media well.	6/16/2014 10:55 AM
32	don't know that my organisation specifically mention social workers when talking to media.	6/16/2014 6:59 AM
33	We do our best but I am a senior manager and I have tried to get positive measures into the press and even the local press are not interested, on the contrary they have at times turns positive stories into negative ones and used misleading articles, with inaccuracies, half truths, lacks of context, lies and much of the information left out to create a totally negative and inaccurate picture. The media are not about the truth, they are about story telling and they like a nice simple narrative, a fairy story; a good David triumphing over an evil Goliath or a wicked stepmother versus a Cinderella etc.	6/16/2014 12:39 AM
34	Not sure yet: a lot of sw in my area is / about to be contracted out to a private company, so it will be interesting to see what effect that has.	6/15/2014 10:42 AM
35	Im not aware of any media work undertaken by my local authority	6/15/2014 10:31 AM
36	The Scottish Social Services Council tries to highlight good practice and positive impact from social service support, eg the Care Accolade awards, and the media releases we give	6/15/2014 8:33 AM
37	certainly trying to promote the positive	6/15/2014 7:48 AM
38	I am self employed	6/15/2014 1:21 AM
39	My employer's main priority is to avoid challenge & pretend everything is fine in child protection when it clearly isn't	6/14/2014 4:37 PM
40	Happily out of the front line now .	6/14/2014 3:24 AM

41	Often the LA will respond when they have to where as if the LA was pro active with he media response is likely to be better	6/13/2014 11:54 PM
42	Unfortunately we have to make public decisions about poor practice or worse.	6/13/2014 12:11 PM
43	not relevant to me	6/13/2014 11:19 AM
44	We could do more to present positive stories of social work in the media	6/13/2014 10:52 AM
45	Unfortunately, councils are very cautious about what they say.	6/13/2014 10:14 AM