

## **“Promoting Social Inclusion and Self-Reliant Livelihood Activities in Armenia”**

### **Brief Report of the Press Conference held by AASW on 16 March, 2021**

As a tradition World Social Work Days is celebrated the third Tuesday of March and this year that was March 16<sup>th</sup> 2021. This day is a great opportunity for social workers to come together and raise their voice to highlight their achievements and emphasize once again the important role of social workers in the lives of vulnerable families and communities, especially nowadays when we all have to live a stage of hard transformations of reality as pandemic and war and deal with its consequences.

The Armenian Association of Social Workers on this occasion on this day organized a press conference in the press hall of “Armenpress” to share and discuss these important issues with public and represent their new project “Promoting Social Inclusion and Self-Reliant Livelihood Activities in Armenia” which will be an important step to help vulnerable families to overcome poverty.

“Armenpress” Closed Joint-Stock Company is the oldest news agency in Armenia, founded in 1918 and owned by the state. At the moment it produces eleven news lines: official, politics, economy, society, regional, international, Armenian world, culture, sport, life, innovation, interviews and photo news. The media center of “Armenpress” is one of the most active, modern and popular platforms for press conferences.

At the press conference the AASW was represented by Dr Mira Antonyan, the president of AASW, Anahit Sahakyan, Deputy Dean of the Faculty of Sociology and Mariam Arakelyan, community social worker from Jermuk.







The press conference is the best opportunity to speak about the main issues of social work in Armenia, about actions implemented by AASW through WB project and in the framework of other initiatives of relevant importance.





During her speech, the president of Armenian Association of Social Workers Mira Antonyan noted that the key role goes to social workers with case management methodology and the project aims to help social workers get involved in development of life skills of people, which will lead them to activation and resilience, thereby complementing the efforts of other partner organizations to overcome poverty.

The press conference was broadcasted via social media to achieve wider audience and was led in the presence of key Mass Media of Armenia and shared by them. The press-conference is also presented via social media channels (facebook pages) of the project and AASW. Livestream will be posted on the videos section of the upcoming website of the project (The List of Mass Media Covered Press Conference is presented below).

The donor visibility (WB/JSDF) was ensured in accordance to the POM (the Project banners were placed in the Press Conference hall, the Armenpress provided proper information on Project and WB/JSDF involvement to partner agencies).

**List of Mass Media Covered the Press Conference**

1.	 <b>Armenpress</b> Armenian News Agency	From volunteers to professionals: Over 4000 social workers are engaged in the social sphere in the Republic of Armenia  <a href="#"><u>Կամավորներից մինչև պրոֆեսիոնալներ. ՀՀ-ում սոցիալական ոլորտում ներգրավված է 4000-ից ավելի սոցիալական աշխատող</u></a> (in Armenian)
2.	 <b>Armenpress</b> Armenian News Agency	<a href="#"><u>From volunteers to professionals: Over 4000 social workers are engaged in the social sphere in the Republic of Armenia</u></a>  (in English)
	 <b>Агшепресс</b> Armenian News Agency	<a href="#"><u>От волонтеров до профессионалов: в Армении более 4000 социальных работников задействованы в социальной сфере</u></a>  (in Russian)
3.	 <b>1in.am</b> Armenian News Agency	<a href="#"><u>From volunteers to professionals: Over 4000 social workers are engaged in the social sphere in the Republic of Armenia</u></a>  (in Armenian)
4.	 <b>factor.am</b> Information centre	<a href="#"><u>Press conference on the following topic. “Social workers on the front line of reducing poverty and crises”</u></a>  (in Armenian) Full Youtube Live stream
5.	 <b>A1plus.am</b> Independent Armenian media network	<a href="#"><u>Social workers on the front line of reducing poverty and crises</u></a>  (in Armenia) Live Stream

6.	 <p><b>panorama.am</b> News website</p>	<p><a href="#">“It’s time to think of proper work conditions for social workers”, Mira Antonyan about government of Armenia and Artsakh</a></p> <p><b>(in Armenian)</b></p>
7.	 <p><b>Armenian Times</b> Newspaper</p>	<p><a href="#">Social workers on the front line of reducing poverty and crises</a></p> <p><b>(in Armenian) Live Stream</b></p>
8.	 <p><b>1lurer.am</b> Public TV</p>	<p><a href="#">Over 4000 social workers are engaged in the social sphere in the Republic of Armenia</a></p> <p><b>(in Armenian)</b></p>
9.	 <p><b>AsekoseTv</b> Broadcasting &amp; Media Production Company</p>	<p><a href="#">Social workers on the front line of reducing poverty and crises</a></p> <p><b>(in Armenian) Live Stream Full Youtube video</b></p>