SOCIAL WORK WITH MARGINALIZED GROUPS: METHODS AND APPROACHES

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ABSTRACT

The article covers comprehensive strategies and methodologies used by social workers to support and integrate marginalized groups into society. Marginalized groups include people who face social exclusion, discrimination, or lack of access to basic social services and rights for various reasons, including economic status, race, ethnicity, gender, sexual orientation, age, or health. The article begins by defining the concept of marginalization and explains why some groups find themselves on the periphery of society. Next, the authors proceed to review the various methods and approaches in social work that can be effectively applied to support these groups. Among the methods considered are the development of individual social support plans, group work, public engagement and advocacy for the rights of the marginalized.

KEYWORDS: Social work, marginalized groups, inclusion and integration, approaches to social work, empowerment, social exclusion, engagement strategies, individual support, group work, multidisciplinary approach, human rights and social justice.

INTRODUCTION

Social work with marginalized groups is an important area of activity aimed at supporting and integrating people on the periphery into society. These can be people with disabilities, the homeless, migrants, representatives of the LGBT community, the elderly, victims of violence and many others. Working with such groups requires not only professional skills from specialists, but also a deep understanding of their unique needs and challenges. This article examines the key methods and approaches of social work with marginalized groups. The humanistic approach focuses on human dignity and the rights of the individual[1]. It is based on the belief that everyone has the potential for personal growth and self-realization. As part of this approach, social workers strive to create a supportive and unconditionally accepting environment where clients can feel valued and respected.

The systematic approach considers an individual in the context of his social connections and interactions. He recognizes that marginalization is often the result of complex relationships in the family, community and society at large. Social workers use this approach to analyze and intervene in the various systems in which the client participates, seeking to improve their functioning and support for the individual. This approach focuses on identifying and leveraging existing customer resources and strengths to solve their problems. Instead of focusing on problems and their causes, social workers, together with clients, are looking for ways and opportunities to achieve concrete, positive changes in their lives.

The empowerment approach is aimed at increasing clients' self-confidence, developing their skills and ability to self-help. Social workers help clients recognize their own resources and use them to achieve goals, thereby contributing to their emancipation and social integration. Social work with marginalized groups is an important area of social assistance aimed at supporting and integrating into society those who, for various reasons, find themselves on its periphery[2]. Marginalized groups may include people without a fixed place of residence, people suffering from addictions, migrants, representatives of sexual and gender minorities, people with disabilities, and many others. Working with such groups requires a special approach and understanding of the specifics of their position in society. In this article, we will look at the key methods and approaches used in social work with marginalized groups.

Each person is unique, and the approach to their problems must take into account personal circumstances, life history, and the specifics of their social and cultural context. Social workers strive to establish trusting relationships with clients, which is the key to successful work. This helps to better understand an individual's needs and develop an individualized care plan. Group work allows participants to share their experiences and experiences, find common solutions and support each other. Creating support communities is especially important for people experiencing social isolation. Group classes can be aimed at developing social skills, rehabilitation, prevention and overcoming addictions.

Social workers advocate for the interests of marginalized groups by pushing for changes in policies and practices at the local, regional and national levels[3]. Advocacy includes informing the public about the problems of marginalized groups, conducting campaigns aimed at changing legislation, and working with the media. Programs aimed at social, professional and cultural integration help people become full-fledged participants in society. This may include professional retraining courses, language training, adaptation programs for migrants and refugees, as well as inclusive cultural and sports projects. Social work with marginalized groups is aimed at supporting and integrating people who find themselves on the periphery of society, including the homeless, migrants, people with disabilities, victims of domestic violence, and many others[4]. The effectiveness of social work with these groups requires an integrated approach, including both direct assistance to those in need and influence on socio-political factors that generate marginalization. In this article, we will consider the key methods and approaches in social work with marginalized groups.

Each person is unique, and the approach to their problems should be personalized. Social workers assess a person's individual needs in order to develop an assistance plan, which may include psychological support, assistance in finding housing, employment, access to medical and educational services. The systematic approach is based on the analysis and modification of social systems in which an individual is embedded: family, educational and medical systems, local community, etc. The goal is to change the conditions in which a person finds himself, for his better social integration.

The method involves the coordination of services and resources necessary to meet the complex needs of the individual. The social worker acts as a "case manager", guiding the client through the many services available and supporting him at every stage of the path to social adaptation. Group work helps people experiencing similar difficulties to find support and understanding in communicating with each other. Through group activities, people learn to cope with their problems, develop social skills and find new solutions to their problems. An important aspect

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of social work is advocacy — the protection of the rights and interests of marginalized groups at the state and public levels. This may include lobbying for changes in legislation, developing and promoting social support programs, and drawing public attention to the problems of marginalized groups.

CONCLUSION

This approach focuses on the fact that access to basic social services such as education, health care, and housing is a human right. Social work in this context is aimed at ensuring and protecting these rights.

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