

The adult social care sector may need up to 1 million extra care workers by 2025...

What is an *I Care...Ambassador*?

I Care...Ambassadors are enthusiastic people working in an adult social care role which involves direct day to day delivery of care and support. Ambassadors share their experiences with those who may not have previously considered a career in social care to help them gain a better understanding about working in the sector. *I Care...Ambassadors* aims to dispel the negative myths which are associated with the sector and promote a wide range of different career opportunities.

What is the role of an *I Care...Ambassador*?

As an *I Care...Ambassador* your main responsibility will be to raise the profile of working in social care, delivering one or more of the following activities on behalf of your *I Care...Ambassador* service:

- Formal presentations.
- Informal talks or discussions.
- Interactive group activities.
- Support an information stand at events.
- Support work experience placements.
- Guided workplace visits.
- Participate in publicity/media activities.

If you feel you have other skills which will play a vital role in promoting careers in adult social care, please speak to your *I Care...Ambassador* service coordinator.



Who benefits from the *I Care...Ambassador Service*?

The *I Care...Ambassador* service is intended to support all of the people who are affected by the future of the adult social care sector.

How will this help me?

- It will help you develop your own confidence and skills by talking to other people in the sector.
- It will help you to expand your network of contacts.
- It can support career progression and your employer may offer incentives for undertaking this role.

How will this help my employer?

- It will help them to raise their profile as a quality employer who invests in staff development.
- Attract more informed workers who will stay for longer.
- It will help to increase take up of care services.
- It will help them to reduce future marketing and recruitment costs.
- *I Care...Ambassador* activities help to develop and motivate staff.

How will this help those who are considering a career in adult social care?

- The *I Care...Ambassadors* service promotes a first-hand, current picture, of what its like to work in the adult social care sector.
- It provides the opportunity for them to ask questions and check their understanding of the different roles in social care.
- It offers valuable and up to date information that will help them to make informed career decisions

How will this help people who use social care services?

- They will have continuity of support by people who have the right values and skills to provide high quality care

What support will I receive?

When you first sign up to become an *I Care...Ambassador* you will be able to access online learning modules that will help you to become familiar with the ambassador role. You will learn about the role and responsibilities of an ambassador, what resources there are to help you in your role and support for you to plan your skills development.

You will also have access to the *I Care...Ambassador* 'Resources Bank' which has a wide range of useful guidance and materials to help you deliver *I Care...Ambassador* services.

OK – I'm interested! What's next?

Contact your local *I Care...Ambassador* service coordinator who will tell you more about what's involved and visit www.skillsforcare.org.uk/icareambassadors

Contact organisation:

Contact name:

Telephone:

Email address: