

# I Care... Ambassadors

[www.skillsforcare.org.uk/icareambassadors](http://www.skillsforcare.org.uk/icareambassadors)

## **Step by step guidance: join an existing *I Care...Ambassador* partnership**

This step by step guide will help you join an existing *I Care...Ambassador* partnership as an employer member.

Contact your Skills for Care locality manager who can help - find their details at [www.skillsforcare.org.uk/inyourarea](http://www.skillsforcare.org.uk/inyourarea).

There are four easy steps:

- 1. Get prepared before you start**
- 2. Join your local partnership**
- 3. Nominate staff to become ambassadors**
- 4. Start your ambassador activity**

# I Care... Ambassadors

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## 1. Get prepared before you start

<input type="checkbox"/>	<p>Make sure you understand how <i>I Care...Ambassadors</i> works and what's expected of you.</p> <p>You can read more at <a href="http://www.skillsforcare.org.uk/icareambassadors">www.skillsforcare.org.uk/icareambassadors</a>.</p>
<input type="checkbox"/>	<p>Check you're eligible to join by reading the Care Quality Guidance.</p> <p>Read it at <a href="http://www.skillsforcare.org.uk/carequalityguidance">www.skillsforcare.org.uk/carequalityguidance</a></p>
<input type="checkbox"/>	<p>Read and agree to the Principles and Pledge which outlines what's expected of all employers and employees involved in <i>I Care...Ambassadors</i>.</p> <p>Read them at <a href="http://www.skillsforcare.org.uk/principlesandpledge">www.skillsforcare.org.uk/principlesandpledge</a>.</p>
<input type="checkbox"/>	<p>Make sure you have sufficient resources and capacity to support <i>I Care...Ambassadors</i>.</p> <ul style="list-style-type: none"><li>▪ Think about which of your staff would be suitable for the ambassador role.</li><li>▪ Do they have the right skills, capacity and values?</li><li>▪ Will you be able to release them from their day to day role to do activities?</li><li>▪ Do they have access to the internet and an email address?</li></ul>
<input type="checkbox"/>	<p>Identify a 'lead contact' within your organisation who'll be the primary contact on behalf of your organisation.</p>

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## 2. Join your local partnership

When you're happy that you understand how *I Care...Ambassadors* works and you have the resources and capacity to get involved, you should contact your local partnership to request to join. You can search for a partnership on the [I Care...Ambassador service search](#) and contact them directly.

### Join the partnership

Before you join the partnership, it may be helpful to ask to see their service agreement and make sure you agree with it - this explains how the partnership works and what commitment you'll need to make when you join.

Make sure that you're happy to join the partnership and work to this agreement.

If you're accepted to join the partnership, the coordinator will collect your details and enter them onto the online register.

If you're new to the Skills for Care system, you'll be sent an email with a link as part of the registration process. You'll need to respond to this email within 24 hours to activate your account.

### Verifying your account

We'll then verify your details and check that you're eligible to become an employer member, normally using the CQC register.

If you're an **individual employer** (a person who employs their own care staff using a direct payment, personal health budget or their own money) we'll ask you to provide one of the following:

- current certificate of Employer's Liability Insurance
- confirmation from the local or health authority who's funding you to employ your own care or support staff
- confirmation of regular payment to your employee, which could be from the direct payment support service or the payroll service you use
- a document showing your inland revenue tax employer reference number (PAYE).

Once we've successfully verified your account, we'll send you a confirmation email and a login to the Hub.

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You can login to the Hub at any time from [www.skillsforcare.org.uk/ICAHub](http://www.skillsforcare.org.uk/ICAHub). From here you can edit your details, download useful guides and templates from the Resources Bank and access the Welcome Modules.

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## 3. Nominate staff to be *I Care...Ambassadors*

You should nominate staff you think would make good *I Care...Ambassadors*.

Use the 'Registering a new *I Care...Ambassador* form' on the 'Setting up a service' section of the Resources Bank to gather their details, and send this to your service coordinator. Remember, each ambassador needs a unique email address.

Once the coordinator has added their details, we'll send them a confirmation email – if they don't already have a Skills for Care account, they'll need to click on the link in the email within 24 hours to set a password so they can access the Hub.

### Resources to help

We have resources to help you encourage staff to become *I Care...Ambassadors*.

- **Do you care? Leaflet and poster**  
You can request paper copies by emailing [icare@skillsforcare.org.uk](mailto:icare@skillsforcare.org.uk) or download them from [www.skillsforcare.org.uk/doyoucare](http://www.skillsforcare.org.uk/doyoucare).
- **Presentation template**  
You can download this from the Resources Bank under 'Promoting your service' section.
- **Meet the *I Care...Ambassadors* videos**  
You can watch these on the website at [www.skillsforcare.org.uk/meeticas](http://www.skillsforcare.org.uk/meeticas).

### Prepare *I Care...Ambassadors* for their role

From the Hub, ambassadors can access the Welcome Modules and the Resources Bank to help them prepare for their role.

- **The Welcome Modules**  
The Welcome Modules provide information to help ambassadors in their new role, so they feel prepared and confident to deliver activity. They're broken up into three sections.  
  
**1 Your role** – explore more about *I Care...Ambassadors*, what you might be asked to do and what's expected from you.

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**2 Your support** – find out more about the support you will get as an *I Care...Ambassador*, including learning and development.

**3 Your impact** – learn about how you can measure the impact your activity will have on people exploring their career options.

**Reflect on your learning** - this short quiz will help you put your learning into practice and feel confident in your role as an ambassador. Ambassadors can download a certificate when they've completed them.

The Welcome Modules also contain group activity ideas which you could use in practical face to face sessions alongside the online learning.

- **Resources Bank**

The Resources Bank is a collection of free online resources to support ambassadors in their role.

It includes:

- activities toolkit of example activities for events
- presentation template about working in social care and some myths and facts
- resource order form so you can order leaflets to use at events
- top tips for communicating with your audience (including doing presentations and talking to young people)
- how to use the *I Care...About Impact* tool to evaluate your activities.

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## 4. Start your ambassador activity: what do I do next?

### Promote your *I Care...Ambassador* service locally

We have lots of resources to help you promote your *I Care...Ambassador* service.

- **Online Search Register** [www.skillsforcare.org.uk/ICAssearch](http://www.skillsforcare.org.uk/ICAssearch)  
The details of your service will automatically appear on the Search Register so anyone searching for an ambassador in your area can contact your service coordinator. You should direct all enquiries to the Search Register.
- **Resources to help you**

We have lots of resources on the 'Promoting your service' section of the Resources Bank to help you promote *I Care...Ambassadors*, including:

- leaflet for teachers and careers advisors
- email and letter template to send to schools, colleges and Jobcentres
- top tips for talking to the media, including example press releases
- using social media to promote your service.

### Deliver activities

When a request for an ambassador comes in, your service coordinator will allocate activities to ambassadors they feel suitable.

They will either contact the lead contact or the ambassador directly – this should be decided when you join the partnership. If your ambassadors are unable to cover the activity, let the service coordinator know.

In certain circumstances you might find that you go through periods where you don't have capacity to deliver any activities, for example when staff leave. You can temporarily remove yourself by contacting your partnership coordinator. When you're ready to deliver activities again, you can reactivate your account.

### Evaluate your activities

When ambassadors deliver activity, it's important that they use the *I Care...About Impact* tool to evaluate it. This will help you showcase the great work you do, ensure *I Care...Ambassadors* is worth the investment and help you identify any learning and development needs of ambassadors.

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The *I Care...About Impact* tool is an online survey tool that generates questionnaires and reports to evaluate your ambassador's activities.

You can find useful guidance and a link to the tool on the 'Evaluating your impact' section of the Resources Bank.

## **Continuing development**

We recommend you explore opportunities for ambassadors to connect, share and celebrate learning and achievements by, for example, holding development sessions, teleconferences, one to one catch ups or by adding to supervision or team meeting agendas.

The impact tool can provide useful feedback to support the development of your service and ambassadors.