

# I Care...Ambassadors

## Bringing a career in care to life

*I Care...Ambassadors* are enthusiastic care workers who promote and change perceptions of social care, helping people decide if a career in care is for them.

23%



increase in people interested in a career in care after hearing from an ambassador

361

ambassadors delivered activities in the last two years



I Care... Ambassadors

### Help and support

#### Teacher, career or employment advisors

Find a local *I Care... Ambassador* to deliver activities and inspire your students.

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

#### Employers

Join *I Care... Ambassadors* to help you find new workers and develop your existing workers.

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

122,000

estimated people reached in the last two years

1 in 8



events are integrated, promoting health and social care careers together

100%

who requested an ambassador gave positive feedback



92%



of those who heard from an ambassador rated activities 'very good' or 'good'

91%



agreed that they now have a better idea of what it's like to work in care

### Activities by region:

North East

North West

Yorkshire, Humber and North East

East Midlands

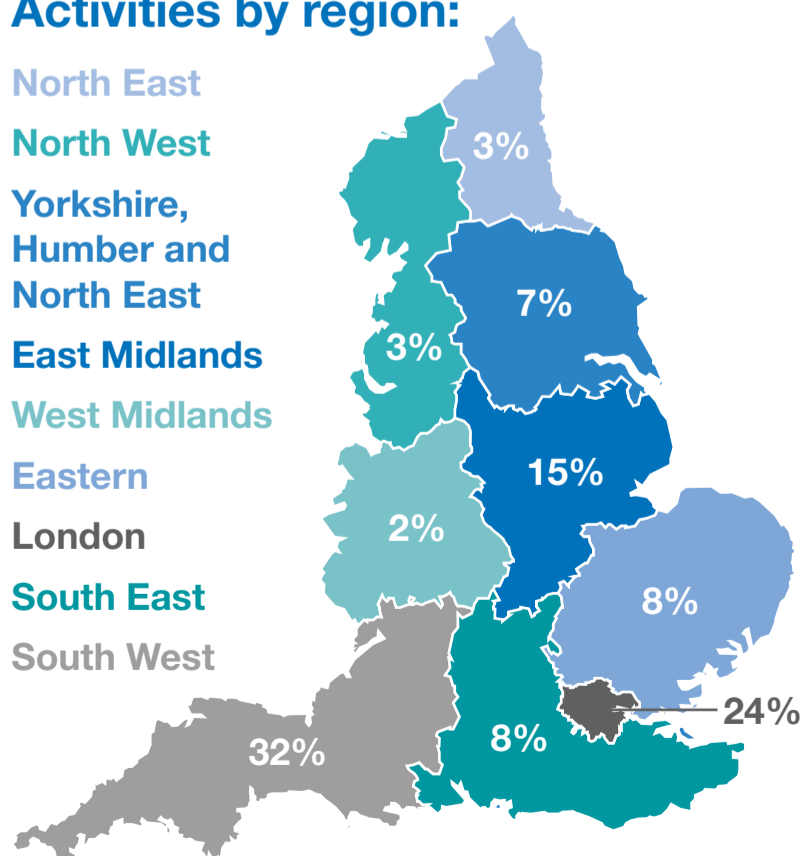
West Midlands

Eastern

London

South East

South West



### Who events targeted:

School pupils	50%
Students in college/training	31%
Unemployed people	26%
Career advisors	14%
Teachers/educators	13%
Community groups	10%
University students	8%
Other	8%
Employment advisors	6%

### Activities delivered:

Talk or presentation

Interactive group activity

Careers fair/information stand

Supporting a work placement

Media/publicity

Guided workplace visit

Mentoring new people to the sector