**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.

- **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.

**Help and support**

- **Teacher, career or employment advisors**
  - Find a local *I Care...Ambassador* to deliver activities and inspire your students.

- **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).

**Activities by region:**

- **North East**: 3%
- **North West**: 7%
- **Yorkshire, Humber and North East**: 15%
- **East Midlands**: 3%
- **West Midlands**: 3%
- **Eastern**: 8%
- **London**: 2%
- **South East**: 32%
- **South West**: 8%

**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**

This information is taken from 1,467 responses from the I Care...About Impact tool between March 2017 and March 2019.