

Meet the *I Care...Ambassadors*

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Ruth Daynes
I Care...Ambassador

Ruth is a learning and development co-ordinator at Leading Lives, who provide social care support for people with learning disabilities, autism and complex needs across Suffolk and beyond. She is passionate about promoting careers in care, and uses her role as an *I Care...Ambassador* to tackle the recruitment challenges in the sector.

Becoming an *I Care...Ambassador*

It was a no-brainer for me, as I already actively encouraged younger people to consider a career in the sector. As an ambassador, I take part in a variety of activities. I visit schools and colleges to deliver lessons for health and social care learners and I hold information classes talking about my experiences in care.

I also regularly attend careers and recruitment events at schools, colleges and job centres. Ambassadors talk about what it's like to work in social care, the different jobs available in care, where you can find out more about social care careers and the type of person who would enjoy working in care.

Sign up and be proud of what you do.
www.skillsforcare.org.uk/icareambassadors

#ICareAmbassadors

The benefits of being an ambassador

Social care is drowning in opinions and misconceptions, it's vital that we break down barriers to careers in care and provide students with opportunities to ask questions.

We have access to Skills for Care's online hub where we can download a wide range of support materials to help us deliver sessions and can also access an 'impact tool' to evaluate the impact after each careers session we deliver. It's great to be able to really see the difference you're making.

For me personally, being an ambassador has given me the opportunity to remember why I came to work in care, and why I stay. I love my job and enjoy promoting why working in this sector can be so rewarding – it's an honour and privilege to provide care and support to those who need it.

