

## Meet the *I Care...Ambassadors*

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**Justin Charnock**  
*I Care...Ambassador*

Justin is the Care Manager at Way Ahead Care, and what attracted him to the care sector was the variety and the idea that he could go into a job where no two days were the same! He shares his story of how being an ambassador helps him to inspire the next generation.

### Becoming an *I Care...Ambassador*

I want to be able to play a frontline role in promoting a positive and endearing image of modern social care. Time and time again social care receives negative press, and too often people are quick to focus on mistakes made and things gone wrong, so it's refreshing to have the opportunity to shed happier light on the vast array of fantastic work which goes on every single day.

For me, it's an enjoyable 'addition' to my day job. As an ambassador I have the opportunity to meet different people in various settings across the region. It always feels good to share knowledge and if I can help to inspire even just one person to consider a career in social care, then that's an achievement!

### The benefits of being an ambassador

Speaking with an engaged and enthusiastic audience is a fantastic experience and being able to answer their questions, dispel myths and allay any concerns they may have is so worthwhile.

It can be nerve-racking at times – I know I must work hard to overcome my anxieties around public speaking, but the potential rewards far outweigh any drawbacks. You're making a direct contribution to raising the profile and enhancing the reputation of adult social care.

Just raising the public profile of social care and drawing attention to what it is we do each day is an invaluable exercise. Knowledge is power, and the more people who know the more likely they are to take us seriously.

**Sign up and be proud of what you do.**

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

**#ICareAmbassadors**

