

I Care... Ambassadors

www.skillsforcare.org.uk/icareambassadors

Step by step guidance: Register your organisation as an *I Care...Ambassador* service

This step by step guide will help you create a new *I Care...Ambassador* service.

Contact your Skills for Care locality manager who can help - find their details at www.skillsforcare.org.uk/inyourarea.

There are four easy steps:

- 1. Get prepared before you start**
- 2. Register your new *I Care...Ambassador* service**
- 3. Nominate staff to become ambassadors**
- 4. Start your ambassador activity**

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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 www.skillsforcare.org.uk/icareambassadors.</p>
<input type="checkbox"/>	<p>Check you're eligible to join by reading the Care Quality Guidance.</p> <p>Read it at www.skillsforcare.org.uk/carequalityguidance</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 www.skillsforcare.org.uk/principlesandpledge.</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">▪ Think about which of your staff would be suitable for the ambassador role.▪ Do they have the right skills, capacity and values?▪ Will you be able to release them from their day to day role to do activities?▪ Do they have access to the internet and an email address?
<input type="checkbox"/>	<p>Identify a 'service coordinator' within your organisation who'll be responsible for running and managing your service. Make sure they have sufficient capacity to manage and support the day to day commitments of the service.</p>
<input type="checkbox"/>	<p>Make a plan about how your service will work and ensure everyone involved understands their role and how it will operate. You should capture this on our service agreement template at www.skillsforcare.org.uk/serviceagreement.</p>

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2. Register your new *I Care...Ambassador* service

When you're happy that you understand how *I Care...Ambassadors* works and you have the resources and capacity to get involved, you should register online at www.skillsforcare.org.uk/ICAregister.

Login or make an account

Please read this whole document before registering. If you already have a Skills for Care account, login [here](#). If you don't have a Skills for Care account, click on 'Register as a new user.' Complete the registration process and then login.

When you've logged in to your Skills for Care account, click on 'Join *I Care...Ambassadors*' and choose to 'Register as a new *I Care...Ambassador* service'.

Register your service

When you register you'll need to:

- choose a user name for the account
- choose a central email address for the service (you should consider choosing an email address which can be accessed by another member of staff in the event of prolonged absence, holiday or if you leave the organisation)
- choose a password
- add a service description to your account; this is what customers, such as teachers and careers advisors, see when searching for an ambassador. There's guidance on how to write a good description below.

When you register 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.

Skills for Care will check that your organisation meets the eligibility requirements of the initiative, normally by checking the CQC register.

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

You can login to the Hub at any time from www.skillsforcare.org.uk/ICAHub.

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From here you can edit your details, add new ambassadors, download useful guides and templates from the Resources Bank and access the Welcome Modules.

Writing a good service description

To ensure you have the most effective listing your description should:

- be no more than 200 characters including spaces
- explain what your *I Care...Ambassador* service can offer without listing all the services you provide
- explain why you're different to other services
- reflect the personality and experience of your service
- provide clear information to help the searcher choose the right service to deliver their requirements.

Good examples

Social care professionals who offer a 'real insight' into the care sector and provide information, support and bespoke sessions to schools, colleges and the wider community, regarding careers in care.

We are personal assistants who are directly employed by an individual. We help others to understand what it's like to work in the sector and share what we enjoy about our work.

We support individuals on a daily basis to promote and encourage independence, for adults who are living with parents /guardians or within a supported housing community.

Bad examples

A partnership of social care employers in West Yorkshire (too brief).

We provide lots of different services and are based in the London area (too vague).

Our ambassadors are apprentices, former job seekers, graduates, those who have changed careers. They have experience of working with children and young people, older people, people with autism, learning disabilities and sensory impairments. They can deliver presentations, workplace visits, group activities and media and publicity (too descriptive).

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

Your employer should nominate staff they think would make good *I Care...Ambassadors*.

From the home page of the Hub, you can add the details of staff that are selected to be *I Care...Ambassadors* – please note, each ambassador must have their own unique email address.

Once we've verified that all the information is there, we'll send ambassadors a confirmation email with their own link to the Hub. If they're not already registered on the Skills for Care system, they'll need to click the link in the email to activate their account within 24 hours.

Once you have ambassadors registered, your details will appear on the Search Register so customers, such as teachers or careers advisors, can find you and ask you to deliver activities.

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 or download them from 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.

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.

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1 Your role – explore more about *I Care...Ambassadors*, what you might be asked to do and what is expected from you.

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 ambassadors 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
The details of your service will appear on the Search Register so anyone searching for an ambassador in your area, can contact you. 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, it's important that you respond efficiently within five working days.

If you're unable to cover the activity they want, please direct them back to the online Search Register and ask them to contact another *I Care...Ambassador* service.

In certain circumstances you might find that you go through periods where you don't have capacity to deliver any activities, for example during busy periods or when staff change. You can temporarily remove yourself from the online Search Register by clicking on 'Take a break' in the 'Edit your details' section of the Hub.

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.

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

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the great work you do, ensure *I Care...Ambassadors* is worth the investment and help you identify any learning and development needs of ambassadors.

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.