

Leading Lives and *I Care...Ambassadors*

What's the Skills for Care *I Care...Ambassador* initiative?

I Care...Ambassadors is an employer-led initiative, hosted by Skills for Care, which helps to tackle the recruitment and retention challenges in adult social care by attracting new recruits to the sector. *I Care...Ambassadors* are nominated by their employer to promote careers in care and engage with local communities through a range of careers-related activities.

Evidence from our *I Care...About Impact* Tool shows that:

- 1 in 3 people who speak to an ambassador are more interested in coming to work in the sector
- 93% of people have a better idea of what it's like to work in social care after hearing from an ambassador
- 83% of *I Care...Ambassadors* feel more motivated in their work after becoming an ambassador.

Ruth Daynes tells us why she loves being an *I Care...Ambassador*

Ruth Daynes is an *I Care...Ambassador* for Leading Lives, who provide social care support for people with learning disabilities, autism and complex needs across Suffolk and beyond. Ruth talks about why Skills for Care's *I Care...Ambassador* initiative is so important in tackling the recruitment challenge in the sector:

***"I Care...Ambassadors* are essential in bringing awareness to young people thinking about a career in social care and can help contribute to the recruitment of these students in the longer-term.**

"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 *I Care...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.

"I also enjoy the opportunity to be able to influence and potentially support someone to take the first step on their career journey. I care, and I'm proud to get to shout about it to our workforce of the future."

For more information please visit:

www.skillsforcare.org.uk/ICA

Skills for Care recommends

Finding and keeping workers

This online toolkit has practical tips and resources to help you find and keep workers with the right values.

www.skillsforcare.org.uk/finderskeepers

Values-based recruitment

Taking this approach can help you get the right people to work in your organisation, and save time and resources in recruiting the wrong people.

www.skillsforcare.org.uk/values

I Care...Ambassadors

Nominate your staff to be ambassadors and deliver careers activities to inspire more people to work in adult social care.

www.skillsforcare.org.uk/ica



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