Ambassador Activity Toolkit

TOP TIPS, ACTIVITY IDEAS AND TEMPLATES





Your Ambassador Activity Toolkit

This toolkit has lots of top tips and activity ideas and templates to help you deliver effective Ambassador activities.

We will ensure we receive a thorough event brief from the organiser to make sure we understand the event objectives and will share this with you as it may help to decide which of these activities may be most appropriate and effective.

However these are only ideas and tips; please feel free to design your session based on what you know has worked well in the past or what you feel comfortable with. And don't forget, we are here to help. We're very happy to brainstorm ideas and design the session together to ensure we all get the most out of it.

Happy planning.

NEL HCP Careers Team

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get the most out of it.



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Top Tips for Running Ambassador Sessions Promoting Careers in Care



NORTH EAST LONDON HEALTH & CARE PARTNERSHIP AMBASSADOR ACTIVITY TOOLKIT



General Tips

- Be yourself and try and make the session relaxed and informal so they get to know you and why you love what you do
- Use facts to counter the myths make sure you have the facts with you. Try and change people's mind-sets
- Tell stories your own, your colleagues and about real people you support
- · Draw out the relevance of their experiences, skills and aspirations to work in care
- Stress that working in care is about having the right personality and attitude and employers can teach you all you need to know and do
- For maximum impact develop a relationship with specific schools / colleges or job centres so you can follow up on interest
- Signpost people to local organisations that are looking for volunteers so they get involved in working with people



Communication Tips

- Try not to talk "at" people. Event participants will be so much more engaged if they feel they are included in the conversation and can join in and ask questions
- Be mindful of your body language. Communication is not only verbal, but also non-verbal: you should ensure that the signals you are giving out through your body language are positive, confident, and engaging. For example, making eye contact with your audience when you are talking to them shows that you are being supportive and attentive. Think about using gestures to emphasise your words. This increases the interactivity of the session, making it more visually interesting and hence, more memorable. Keep your arms open – do not fold them – and use smiles, nods, and thumbs up to encourage your audience when they participate
- Be mindful of the language you use. Steer clear of acronyms, technical terms and sector specific language. And be mindful that many in your audience may not have English as a first language, so don't talk too quickly and maybe take time to ask regularly if your audience has any questions or need further clarification or information
- Don't forget to listen to your audience. Active listening involves listening carefully to what the audience says, checking that you have understood them correctly (for example, repeating back to them what you think they have said), building on their ideas, and challenging or questioning them

 The use of humour has been found to increase learning, self-motivation, and positive relationships between students and teachers (see Segrist & Hupp, 2015). It allows you to establish a rapport with your audience. For example, you might tell jokes or funny anecdotes, give light-hearted personal examples. However, you should ensure that you don't use negative humour. Only continue to use humour that has received a positive response from your audience (such as laughing)



General Careers Sessions with Young People in a School / College



- Think about what you can do to hook them in / get them interested e.g. telling your story, telling them about something that happened recently
- Bring things to show and ask them what they think they might be used for
- If you have pictures of people you support doing things that can be shared, then show them actual people / activities (can be PowerPoint or photos) and tell them more about them as they are watching – it brings the work alive
- Ask them how many of you want to be teacher, doctor etc and say well if you do then you need experience in our field – makes them sit up. If you can offer work experience then they will be keen to meet you
- Try using quizzes / true false questions if you want to give any information this makes it more interesting
- Eye contact slide deck, to get the passion across, it could just be a conversation



Sessions with a Class of Students (such as a group studying health and social care)



- Try and arrange for the session to be at a time when the students aren't tired or waiting to go to lunch / home (avoid Friday afternoon)
- Make sure the teacher / person responsible stays and is helping manage the behaviour of the group (be prepared for some silliness / them testing you out)
- Plan an interactive activity to get them warmed up / interested
- Don't try and do too long a session
- Make sure you know about the group / age / what they're studying etc so you can plan age appropriate activities and link content back to their course
- Show films
- Try role plays
- Use the same approaches as for general sessions above
- If you can offer for a group to visit your organisation then this may bring the session alive even more



Having a Stand at a Careers Event

- Don't have things to give away as often this is all young people want to do collect the freebies
- Try having some things on the table that people won't know what they are for they'll come over to look and you can start chatting
- Have things that they can try out such as cling film glasses or gloves and get them to unwrap sweets, tie up shoes etc
- Have things from your organisation to show photos, things people have done / made / use
- Have random numbers up on a board and when people ask what they are you can tell them – the number of jobs in this area, the number of people requiring care, the average pay etc
- If you get to speak to them then you can use all the techniques in section 1. The key is to attract them over to speak to you!

6 Running a Session with Job Seekers

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- Tell your story and why you went into care
- Either use true / false or get them to say what things they know about care to bust some of the myths
- Ask them what their ideal job is and from that try and link back to aspects of that they'd find in a care role
- Stress the number of jobs available and how they can make a career / get qualifications on the job and always be in employment
- Give them examples of people who were unemployed and started work with you and what they're doing now
- Ask them what they've done to find out more about care (direct them to the quizzes, case studies and information available)
- If you can, offer to host a visit, or even offer work experience or work trials

Activity Ideas for Ambassadors Promoting Social Care Roles

Many thanks to our friends at Skills for Care for sharing these ideas with us



Myth Busting: True or False Quiz

Purpose

To bust some of the myths about social care and raise awareness.

Activity

TRUE

FALSE

FALSE

FALSE

TRUE

FALSE

TRUE

FALSE

Either read out the statements and ask people to say whether they are true or false or have statements on cards and people have to turn over a card and say whether that statement is true or false.

1. There are more jobs in care than in health

In England the NHS employs 1.3 million people. Care employs 1.54 million. In North East London approx 39,000 employed by the NHS, but 45,000 employed by adult social care organisations registered with the Care Quality Commission

2. Not many people need the support of a care worker in their life

Mention range of reasons care needed and most of us will need end of life care.

3. All care jobs involve personal care like helping people with washing, dressing and going to the toilet

Outline the range of roles not involving personal care and even when personal care needed that it's only a small part of the role.

4. Care workers all work with the elderly

Mention the other types of people needing care and the range of roles with different service user groups.

5. There are over 30 different roles you can do if you work in care

Stress the range of different job titles and type of work / roles available.

6. You can't work in care if you're under 25

Talk about can work from 16+ (under 18 with agreement of service user and appropriate support etc) highlight mixed age groups of care workers.

7. Every day is different when you work in care

Give examples of how the work always changes.

8. Only women make good care workers

Mention the need for personalisation and choice and some people's preference for a male carer. Also challenge assumptions about women only ones able to be caring.

FALSE	9.	l need relevant experience to work in care		
		Discuss usefulness of work experience / voluntary work but not needed if show willingness to learn. Mention possibilities of work trials to see if the job is right for you before starting.		
TRUE	10.	If you get a job in care you can get training and qualifications when working		
		Talk about the care certificate, induction, level 2 diploma and the training offered and stress the progression opportunities and work based learning up to degree level.		
FALSE	11.	All care jobs are on zero hours contracts		
		Highlight the range of different types of employment contracts and that good employers that have to use zero hours contracts will always give an indication of the minimum hours per week / month.		
FALSE	12.	Being a care worker is an easy job		
		Talk about don't go into care for easy life – importance of knowing what to expect and being prepared to work hard but highlight the rewarding aspects.		
TRUE	13.	Working in care isn't for everyone		
		Talk about the kind of person you need to be and the qualities /values that are important to have.		



Quiz About Social Care

Purpose

To raise awareness and bust some of the myths about social care.

Activity

Either use as a written quiz for people to complete e.g. on arrival at a session or read out the questions and ask for responses.

- 1. Which employs the most people in England the NHS or social care?
 - 1.3 million are employed by England's NHS
 - 1.54 million employed in social care in 41,000 care providing locations (21,200 organisations)

For latest figures please see here:

https://www.skillsforcare.org.uk/adult-social-care-workforce-data/ Workforce-intelligence/publications/national-information/The-size-andstructure-of-the-adult-social-care-sector-and-workforce-in-England.aspx

2. Are the number of jobs in care roles increasing or decreasing?

Likely to increase to at least 2 million or more over next 10-15 years. We have a growing population, increasing numbers of people with disabilities or dementia so we know that in the next 15 years a further 1.7 million people will require social care. This means the number of adult social care jobs is projected to grow probably by an increase of 40% by 2035. So you'll never be out of a job if you get into care now!

Vacancy rates vary but average 6.6% nationally but 8.4% in London. Average of 500 jobs being advertised at any one time in London – so myth that there aren't many jobs in care.

3. Name a type of person who is likely to need social care:

- Older people
- Young adults
- People with a physical disability
- People with a learning disability
- People with mental health needs
- People with a sensory impairment
- People with drug and alcohol dependencies
- People receiving end of life care

Any adult may need to receive social care at some point in their life.

Working in social care is about providing personal and practical support to help people live their lives.

Social care is about supporting individuals to maintain their independence and dignity, and to make sure they have choice and control.

4. The majority of care work takes place in residential settings – true / false

Jobs proportion In London – Non-residential, 62% and residential 38% (rest of England = 50 / 50).

Residential 38% (and decreasing), Domiciliary 45% and increasing, Day Centre 5%, Community 14%. Around two thirds (65%) of jobs in adult social care were for independent employers. Jobs in local authorities accounted for less than 10% of all jobs. The direct payments recipients' workforce is big 12,000 employing their own staff. 26,000 jobs. Personal Assistant (PA) jobs increasing all the time.

Care workers can work with people in:

- Their own homes
- The community
- Residential and nursing homes
- Supported housing
- Day care
- Rehabilitation centres
- Hospices
- Hospitals

FALSE

5. What do you think the average hourly pay of a care worker is?

Minimum wage £7.38 National Living Wage £7.83 and Real Living Wage in London £10.20 (rest of country £8.75).

Average in London £8.21.

NE London yearly average is about £16,000. Some boroughs which pay London Living Wage it's more like £17,500. With experience, qualifications and extra responsibilities – can rise to £18,000 and £21,000. In some cases, free or subsidised accommodation is provided. Certain shifts may have a higher hourly rate. Registered Manager – starting salary around £20,000 to £30,000 p/a. With several years' experience, could rise to around £40,000. Depending on the employer, a range of extra benefits can be included in a salary package, such as private healthcare, company car, bonus and share options.

About 35% in London on zero hours contracts a large percentage of this in dom care. Largely due to changing needs of individuals. However varied working practices and good employer will always ensure minimum number of hours per week.

You have to have a level 2 NVQ or Diploma in Health and Social Care to get a job working in care – true / false?

You can do on the job training. As a minimum an employed care worker will be expected to undertake a Level 2 Health and Social Care Diploma, as a minimum Level 3 Health and Social Care Diploma if you supervise others & Level 5 Diploma to become a manager. There are now lots of specialist qualifications for CPD – all done as work based learning. Career progression is therefore good and someone can progress to level 3 and management qualifications at level 5. Apprenticeships available at level 2 and 3 – good way of getting paid whilst learning and gaining good all round qualifications. Also can now do level 5 apprenticeships (higher apprenticeships) with an HE pathway enabling transfer to university.

All care work involves personal care e.g. helping someone with washing, toileting and dressing – true / false?

There are many roles that don't involve personal care as the person can do that for themselves but need support with other aspects. Roles include support worker, activity worker, rehabilitation worker, advocacy worker and many more.



6.

7

FALSE

8. What type of person does someone have to be to work in care?

They have to like working with people! Employers complain that being sent the wrong kind of person – assumption just to get people off the register! Good to ask about the sort of person they are as employers are more and more moving to value-based recruitment.

- Able to work with people
- Considerate and interested in people
- Keen to help people maintain their dignity
- Able to listen and communicate with others
- Able to remain calm in different situations
- Responsible and respectful of others
- Able to understand and act on needs of others
- Willing to learn and be flexible

9. Name one of the advantages of getting a job in care

- Recession proof employment opportunities
- A job that really matters
- No two days are the same
- Variety of job roles
- Choice
- Flexibility
- Career progression opportunities

10. What questions do you want to ask the employers today?

Recap on ensuring they know what the role is and what the job is about, the kind of contract / hours available, what kind of induction and training they would get and the employer's expectations of a worker.



Prompts for Things To Talk About / Questions to Answer



Purpose

To help you prepare with things to say about your role and work.

Activity

Look at the list of questions and prepare what you want to say in advance.

- · How did you get into working in care? / how long have you worked in care
- What has your career journey been like?
- What organisation do you work for / your role
- What's the best thing about your job?
- What makes you stay working in a care role?
- What's a day in the life of a care worker /other role in your organisation like?
- What sort of people does your organisation offer care and support to?
- What kind of things do you do for them?
- What do all the workers in your organisation have in common / what kind of people are they?
- When you look for a new staff member what are you looking for? What sort of person do you need to be to work in care?
- What kind of training do care workers in your organisation get?
- What progression opportunities are there? Give examples of people who have progressed
- Why do you think people should consider working in care?
- What things should someone consider before they decide to work in care?
- What advice would you give to anyone considering a job in care?



Addressing the Awkward Questions



Purpose

To be prepared with answers to some of the most commonly asked questions.

Activity

Look at the questions in advance and think of how you can respond.

- What is social care anyway?
- Why would I want to go into a job in care when I get paid more working in a shop?
- Why do a lot of care workers get given zero hours contracts
- Care is a dead end job
- I can't afford to work in care, I'm better off staying on benefit
- I want to work with people but the NHS is a much better employer to work for than care
- I've been told that care work is really hard work so why would I want to do that?
- I'm not interested in wiping old ladies bottoms
- The idea of seeing someone naked really puts me off
- As an over 50 year old I'm too old to start a new career now
- I'm a man and care is a woman's job
- How do I know if I'm the right kind of person to work in care?
- I want to work in care but I keep being asked if I have a car and I can't drive
- Why would I want to be a care worker when I really want to be a professional like a nurse or social worker?
- My family wouldn't want me to work in care it's not an acceptable job in my culture



Could I Work in Social Care?

Purpose

This activity will get the audience thinking about if they have the right skills, values and behaviours to work in social care.

Audience

Anyone interested in working in care.

Activity

- 1. Print out the *Could I work in social care?* sheet and give it to the audience.
- 2. Ask them to think about each question and tick yes or no.
- 3. If they have more yes's than no's suggest that a career in social care could be for them.
- 4. You could follow this activity on with a discussion about the skills, values and behaviours needed to work in social care.



Could I work in social care?

If you're thinking about a career in social care, it's important that you have the right skills, values and behaviours.

Read the questions below and tick yes or no.

		YES	NO
1.	Do you want a job that makes a positive difference to other people's lives?		
2.	Can you communicate well verbally, for example talk, chat and put people at ease?		
3.	Do you think you are reliable?		
4.	Can you empathise with people?		
5.	Do you respect the values and beliefs of others?		
6.	Can you work well under pressure?		
7.	Can you work to deadlines?		
8.	Can you follow instructions, procedures or policies?		
9.	Can you communicate well in writing, for example use a diary or fill in forms and		
10.	Do you think you are a good listener?		
11.	Do you think that everyone should have the right to privacy and dignity?		
12.	Are you happy to have training and to develop your own skills for your job?		

If you have answered more yes than no, it's likely you have what it takes to work in social care.

You could also try **A Question of Care** – this is an online quiz that asks you questions based on typical social care scenarios. It can help you to understand whether a career in social care is for you, and gives you a score at the end with suggestions based on your answers.



Match the Job Role to the Individual



Purpose

This activity will highlight the different roles in adult social care, including the individuals you could support.

Audience

Wide range.

Activity

- 1. Print out the job roles and individual scenario cards. One set of cards are based on individuals who might need care and support, and the other set of cards are based on the job roles of the people who provide this care and support.
- 2. Split the audience into groups and give them a set of each cards.
- 3. Ask the groups to read through the individual scenario cards and try and match their individual care needs to the job role of the person who would support them.

We have provided examples below but you may wish to make your own version.

Read the scenario below and find which social care worker could help?

INDIVIDUAL SCENARIO CARD	JOB ROLE CARD
Alan	Personal assistant
Download it here	Download it here
Alan is 25 and has a physical disability. He lives in his own home and would like to employ someone who can support him each day at work and to continue with hobbies such as exercise, going to the cinema or eating out.	 I am Nick and I work as a personal assistant. I support people to live independently in their own home and will often only support one person on a daily basis. My role could include supporting someone to: Get washed and dressed Prepare and cook meals Take part in their hobbies and social interests Attend activities and trips out To work in my role you don't necessarily need formal qualifications, but a Level 2 Diploma in Health and Social care may be helpful. There are opportunities for training on the job.

INDIVIDUAL SCENARIO CARD

Carl

Download it here

Carl has a personality disorder and requires someone to provide emotional support and advice about what care and support he needs in his everyday living. This person would need to assess Carl's needs regularly to ensure he is receiving the right support for his needs.

JOB ROLE CARD

Social worker

Download it here

I am Dan and I work as a social worker. I provide advice and emotional support to help people adjust to changes in their life such as illness, disability, age related problems or bereavement. I could work with someone with mental illnesses such as depression, anxiety or a personality disorder.

My role could include:

- Assessing what type of care someone needs
- Visiting people in their own homes to review their support needs
- Providing emotional support

To work in my role you will need a degree in social work.

Dalton Hall	Activities worker
Download it here	Download it here
Dalton Hall is a supported living scheme for people of all ages with mental health issues. Social interaction is an important part of their care and support and they require someone to assist them with activities such as baking, crafts, sports and trips out.	 I am Tim and I work as an activities coordinator. I oversee social activities for people who need care and support. My role could include: Supporting people to pursue new hobbies Designing activities relevant to people's needs such as baking, sports, games or reminiscence. Organising day trips out or holidays
	To work in my role it is desirable that you have experience working with vulnerable adults. Grade A-C at GCSE is usually required and a Level 2 Diploma in Health and Social Care or relevant experience in drama, music, arts or crafts would be desirable. However, there are opportunities to undertake training on the job.

INDIVIDUAL SCENARIO CARD

Mary

Download it here

Mary is an 85 year old woman who has dementia. She lives in a residential care home and requires assistance with her personal care including washing and dressing.

JOB ROLE CARD

Care worker

Download it here

I am Pam and I work as a care worker. I work in a care home but as a care worker you can also work for a domiciliary care agency or in the community.

My role could include:

- Helping someone to get washed and dressed
- Supporting someone to take part in activities
- Monitoring people's health such as temperatures, pulse rate or fluid intake
- Administering medication to people

To work in my role you don't necessarily need formal qualifications, but a Level 2 Diploma in Health and Social Care may be helpful. When you start your job you should be given specific training necessary to the role such as first aid, food hygiene and health and safety.

NinaOccupational therapistDownload it hereDownload it here

Nina was in an accident and requires support in rehabilitation. She needs advice about what types of equipment is available to support her round the house and exercises to assist her rehabilitation. I am Leanne and I am an occupational therapist. I work to support people to overcome the effects of their disabilities and assess what treatment or equipment is required to increase their independence.

My role could include helping people who need support in:

- Physical rehabilitation
- Mental health
- Learning disabilities
- Care management
- Equipment for daily living

To work in my role you will need a degree or a two year post graduate diploma to work as a practicing occupational therapist. You will also need to be registered with the Health Professionals Council.







You'll Never Be Out of Work

Purpose

To raise awareness of the range of job roles in social care and the number of vacancies.

Resources

Job vacancy pages from a newspaper and pens.

Activity

- 1. Split listeners into small groups and provide each group with a newspaper (or if access to computers internet sites).
- 2. Ask them to circle all the social care related jobs (including administrative roles, kitchen roles etc).
- 3. Ask them to pick two or three of the adverts and read them out.

OR

Cut out the social care related jobs you find in the local paper (and or online) and stick them on a piece of card to demonstrate the amount of work and the variety of job roles available in the sector.



Experiences Relevant to Working in Social Care



Purpose

To help people understand the range of life experiences that could be relevant experience when applying to work in social care.

Audience

Adults, particularly those in career transition.

Activity

Ask a series of questions - you could ask people to raise their hands if the 1. answer is yes or count up the number of times they say yes or write down each of the things they say they have done / can do.

For example:

- If you're a parent
- If you've ever cared for someone such as a parent, friend or neighbour
- If you've organised an outing for a group of friends
- If you've done the shopping for a vulnerable neighbour or friend
- If you've helped run a local sports club or community group
- If you can drive a car
- If you can cook a meal
- If you are the one that friends turn to for advice and help
- If you've joined groups or activities because you like being with people
- If you've found out about a different viewpoint or religion to understand It more
- If you've worked in the care sector before
- Explain that all of these things are relevant experience that people in the care 2. sector could be looking for.
- You could also ask people to summarise how these experiences can show the 3. skills, values and behaviours needed to work in social care, for example team work, organisational skills, being reliable and respecting policies and procedures.
- 4. Encourage people to include these experiences when filling in job applications remind them to make it clear how it links to the job they are applying for.





What is Your Dream Job?

Purpose

To challenge misconceptions about working in social care and to demonstrate it can be equally as, if not more so, fulfilling and rewarding than other careers.

Audience

Could be adapted for adults or young people.

Activity

- Ask the audience to write down what their dream job is on a piece of paper. 1.
- 2. Then ask them to write down what they want their dream job to bring them. For example money, job satisfaction, opportunities for development, fame or the chance to make a difference.
- Ask a couple of people to read their answers out. 3.
- When they read out what they want their dream job to bring them, explain that 4. they could also get all these things from a career in social care.

Here are some stats and further information to help you:

- In a survey, 96% of care workers said they feel their work makes a difference
- Skills for Care estimate that there will be a steady increase in the number of adult social care jobs needed so stress job security / always work
- Social care was the largest sector in terms of Apprenticeship starts in 2014-15 so this is a real opportunity for employment
- The fame one might be a bit tricky but you could perhaps say that there are opportunities to enter awards in social care, feature in case studies or be involved in the local and national press. You could take some examples of press cuttings or social media posts that show social care workers in the media
- There are lots of videos and case studies here that could help with this activity
- There are also lots of statistics about the number of workers and average pay rates in the State of the adult social care sector report



Starting the Day



Purpose

To get the audience thinking about what it's like to have a disability and the effect it would have on day to day life.

This would link in well with the use of any simulation aids (see below).

Audience

Young people.



Activity

- 1. Ask the audience to list everything they do between waking up in the morning and leaving the house, including tasks such as putting their socks on, unlocking the door, making breakfast, watching the news or making a cup of tea. You could use a flip chart to write these as one big group, or ask individual groups to write it on a piece of paper.
- 2. Then ask the audience how they would manage each task if they had a disability, for example a visual impairment, hearing impairment or a physical disability.

Ask them to think about:

- Would they still be able to do the task independently?
- If so, are there any challenges they might come across?
- If not, what support would they need?
- What kind of social care worker could provide this support?
- Are there any aids (including technical) that the individual could use to support them with the task? For example subtitles on the TV to watch the news, a sock aid to help put socks on or a talking alarm clock for someone with a hearing impairment. You could take examples of aids, or pictures, if you have them in your organisation





Activities Using Simulation Aids

These include, glasses, gloves, blindfolds, aids to put on socks, toothbrushes, hairbrushes etc.



Purpose

The aim is to help people think about what it feels like to not be able to do things effectively for yourself and / or what it feels like to help someone who needs support.





Any but good for young people.

Activity

There are a range of things you can do including:

- Unwrap sweets, peel oranges, cut chocolate up, write something down, read text, use your mobile phone, get coins out of a purse or wallet with gloves and / or glasses on
- Use toothbrushes to brush each other's teeth or brush each other's hair with a hairbrush / comb
- Have pots of yoghurts (or jelly) and spoons and get people to feed each other
- Get people to do things with left hand instead of right brush teeth, cutting up chocolate





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