

Career Ambassadors in North East London

TOOLKIT



**North East London
Health & Care
Partnership**
CAREERS

Welcome



...in North East London at any time, a career in this sector is not as unachievable as some may think.

Welcome to the North East London Health and Care Partnership Careers Ambassador Programme.

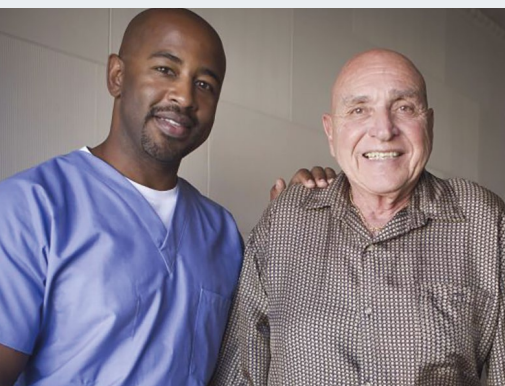
We are delighted that you have joined our network of Ambassadors, to help engage, inspire and educate the young people and job seekers of North East London (NEL) with your experiences of working in health and social care. With 380 different careers in health and social care and approximately 9,000 vacancies in NEL at any time, a career in this sector is not as unachievable as some may think.

We are actively liaising with schools in the area to promote our Ambassador network and will be receiving requests for Ambassador to support them with activities to engage, inform and educate their students. We will be matching Ambassadors as effectively as we can based on the needs of the schools.

This toolkit aims to offer you everything we think you need to run your schools activity successfully. But with everything we do, we are keen to get your feedback, as this pack will adapt as your needs do.

Should you have any questions, please don't hesitate to email us at: elhealthandcarecareers@carecity.org

Once again, thanks for joining our team.



Meet the Team at Care City

Care City is supporting the North East London Health and Care Partnership to coordinate its careers programme and encourage local people and job seekers into local health and care jobs. We thought you might like to meet the Care City team who very much look forward to working with you.



Hannah Harniess, Deputy CEO

Hannah helps lead Care City and oversees our workforce development, education and equalities projects. She is an east London resident, living in Poplar for almost 20 years and is passionate about improving health and wellbeing in our community. A physiotherapist by clinical training, her career has taken her from clinical roles at Barts Health and Homerton Hospital to running a local youth programme for excluded young people, clinical commissioning, digital health and finally to Care City.

This diverse career path has enthused Hannah about the multiple opportunities and career paths within the health and social care sector. As well as supporting with development of the Careers Programme she also volunteers as a Careers Ambassador.



Rachel Fuller, Communications Director

Rachel Fuller is the Communications Director at Care City and as such just loves to chat! She is responsible for the promotion of the work we do, to encourage new Ambassadors to join the network, advise local organisations of the careers support we can offer and raise awareness of the wide and diverse range of roles and pathways into local health and social care opportunities.

She is animal crazy and if she wasn't working at Care City, she'd be running a dog walking business or volunteering with orangutans!



Julia Prudhoe, Programme Manager

Julia Prudhoe is the Programme Manager for Development and Education at Care City. She is responsible for project managing the NELCHP Careers Project, which includes overseeing the ambassador programme, matching ambassadors to schools/Job Centre opportunities, building relationships with schools and Job Centres, and attending lots and LOTS of meetings with partners working across NEL to see how we can join up our work.

She loves to travel, having completed all the continents (except Antarctica) and if it wasn't for Covid she would be jetting off a plane somewhere far away...



Laura Gillett, Project Support Officer

Laura Gillett is often described as the glue for our North East London Health and Care Careers Partnership project. She is the face behind the inbox at elhealthandcarecareers@carecity.org and will often be the first person you speak to when discussing the project.

Laura is a keen cue sports player with an interest in Forensic Science, our very own Crime Scene Investigator will be taking on part-time studies for the next few years at London Metropolitan University while still being a part of the team.

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1.

Purpose and Vision of the Ambassador Partnership



Ambassadors are simply health and care staff passionate about their work, who inspire and motivate people in a range of different ways to understand more about working in the sector.

Why Career Ambassadors are important

The NHS and social care sector are crucial pillars in society, providing care and support to people at their most vulnerable moments. Most people choose to work in these sectors because they are motivated by working with people and helping others. Our health and care system is facing huge challenges and creating a sustainable workforce for the future is one of the most pressing priorities.

NEL has been especially hit by the COVID-19 pandemic and the resulting economic impact is concerning, particularly with rising levels of unemployment. However, we have an opportunity to tackle both challenges and we'd love your support!

With a large number of job seekers and school leavers we have an opportunity to inspire more people from our community to work in health and social care. Many of them won't know about the wide variety of career paths available in health and social care or may have misconceptions about this type of vocation. However, providing more information about this won't solve this issue. We need to draw on the lived experience and enthusiasm of people like you to inspire others and demonstrate that the routes into health and social care are diverse and accessible.

We know how powerful the influence on a young person's career choice can be, just by hearing people talk about what they do. Meeting people from a variety of roles, visiting workplaces and undertaking work-based learning (even virtually) are even more impactful. Countering some of the myths people may have heard and inspiring them to consider work in care and health is essential so that more local people will consider work in the sector.

Ambassadors are simply health and care staff passionate about their work, who inspire and motivate people in a range of different ways to understand more about working in the sector. What makes Ambassadors so special is that they've been there and have experience in the job they're promoting, can talk with passion about their jobs and why health and care careers are so rewarding and worthwhile.

In NEL we are fortunate to have some great local care and health Ambassadors and feedback on the activities offered has been very positive. Over the last few years Ambassadors have done a range of things including visiting schools, colleges and jobcentres, attending special careers events, hosting activities or offering work-based learning, delivering live broadcasts to schools and colleges, creating videos and case studies or using other means to actively promote their roles.

COVID-19 restrictions have changed what can take place and what is being requested by schools and colleges and the move to virtual working has opened up new possibilities. The number of job seekers locally has risen exponentially whilst in parallel, the health and care sector continues to carry a large number of vacancies. To address both these challenges, we need to promote health and care careers in a meaningful and tangible way. The North East London Health and Care Partnership Careers Ambassador Partnership brings together people working in a range of roles, who are passionate about promoting the exciting career opportunities available working in care and health, to young people and job seekers in NEL.

The vision of the partnership is that all Ambassadors will be able to highlight the range of jobs and careers available and information about how to get into the sector as well as detailing their own role. Wherever possible Ambassadors from both health and care jobs will attend events together. Where this isn't possible, they will have access to information provided in this Ambassador toolkit to ensure the audience is aware of the opportunities across the whole sector in NEL.



2.

Promoting the Opportunities in North East London – Understanding the Local Context, Roles, and Opportunities

The local context

We are working in a North East London Integrated Care System which covers a population of nearly 2 million people and the highest population growth in London.





NEL has a young, diverse population compared to the London and England average.

NEL has a young, diverse population compared to the London and England average. An estimated 50% of residents are from Black, Asian and Minority Ethnic communities, ranging from 16 % in Havering to 68% in Newham.

Between 45% (Havering) and 81% (Newham) of the adult social care workforce are from Black Asian and Minority Ethnic (BAME background)

Across England, the London Boroughs of Barking and Dagenham, Newham, Tower Hamlets, and Hackney are among the most deprived communities. These are also the areas with the highest proportion of younger people. In all NEL boroughs, the proportion of the working age population without a formal qualification was higher than the average for England and London.

Messages to give about opportunities in care and health in North East London

The number of health and care organisations

Care

- There are 651 adult social care organisations registered with the Care Quality Commission (CQC) in NEL – between them they employ about 45,000 workers in a range of different care roles
- Vacancy rates are between 6% (Tower Hamlets) and 16% (Newham) this means that there are always high numbers of vacancies being advertised.

Health

- There are 5 NHS Trusts (Barking, Havering and Redbridge University Hospitals Trust (BHRUT), Barts Health NHS Trust, The Homerton University Hospital NHS Foundation Trust, East London NHS Foundation Trust (ELFT), North East London NHS Foundation Trust (NELFT) employing about 35,000 people in a range of roles
- There are around 4,500 vacant posts across the 5 organisations and each trust has between 9% and 18% of job roles currently vacant
- There are 286 GP practices and around 3,829 staff are employed in primary care settings in a range of roles.



This means that across health and care in NEL there are nearly 84,000 jobs.

At any one time there are likely to be up to 9,000 vacancies in NEL.

The different roles in health and in social care

It is important for us to communicate that there are so many different roles in health and social care. These include frontline roles, managerial, information technology, communications, project management, informatics and other ancillary roles.

There are 350 different NHS careers and at least 30 primary roles social care with many more job titles and career pathways.

For more information on all the roles and what might suit people see:

<https://careers.eastlondonhcp.org.uk/working-in-health-social-care/whats-the-right-job-career-for-me/>

A key message

People join health and care roles from a wide variety of backgrounds, knowledge and experience and at different stages in their career. What is important is that they are willing to learn, bring the right attitude and behaviours and you can identify with the values of the organisation you wish to work for. Skills and knowledge can be learnt on the job or with further training.



3.

Top Tips For Running Activities



Don't just talk at people, make sure the audience can get involved in different ways.

It is really important that you spend some time preparing for the activity you are delivering or supporting. We know your time is limited and so we have developed a range of resources to support you.

Some key points to remember:

- **Prepare and plan well** – check you have all the information you need and be clear when you plan the activity you know what outcomes you want based on the request and requirements of the school and its students
- **Know your audience** – make sure you pitch the activity to suit the age, experience and understanding of the audience
- **Manage your nerves** – being prepared and practising in advance/doing dry runs with colleagues can really help
- **Be yourself** – make the session relaxed and informal so they get to know you and why you love what you do
- **Tell stories** – your own, your colleagues and about real people you support anything that brings what you do to life.
- **Show things** – this could be equipment used for the job or a workplace video – things that spark interest and help understanding
- **Build in interactive activities** – don't just talk at people, make sure the audience can get involved in different ways like asking questions, quizzes, activities and tasks
- **Give them the whole picture*** – make sure they know about the range of roles and opportunities available and have the website details to follow up – please ensure you give the website address: <https://careers.eastlondonhcp.org.uk/>
- **Capture feedback and learning** – both from the audience but also reflect on what you have learned and can pass onto other Ambassadors.

**Remember we want the audience to know about the role you are promoting but also to know that if that isn't for them, there are many other roles in health and social care that they can consider. Please ensure that you include this aspect in your activity.*



If you feel you need support in advance of the session one of the team will talk to you to help you prepare.

4.

Activity Suggestions



Build in opportunities wherever possible for the involvement of the young people allowing question and answer.

The range of activities that Ambassadors can be involved in is very broad and you will have indicated your preferences when you joined the partnership.

When delivering a session directly to young people or job seekers we have a range of suggested activities that you can do depending on the audience, time available and purpose.

Please note: Schools and colleges organise career programmes that have to meet standards set out in the government's Careers Strategy, published in 2017, and statutory guidance for school leaders published in 2018. Schools are encouraged to use 8 'Gatsby benchmarks' (You can find more information about the Gatsby Benchmarks and download the original report from the Gatsby Website [here](#).) They are working with the London Enterprise Adviser Network (LEAN) to support them deliver quality careers education and we are working with LEAN to ensure that Ambassador activities can meet the needs of young people and fit in with the schools' career programme.

When planning activities, the most important things to think about are:

- Include key information that learners want, for example:
 - What are the jobs available? What are the different pathways in?
 - What is a day in the life of that worker like, including the pros and cons of the role?
 - What makes a successful application? What are employers looking for?
 - How subjects they are learning, hobbies, activities they love and volunteering can link to the world of work and how attitude to learning links to employability
 - Challenge stereotypes around certain roles (myth bust and prepare responses for the awkward questions) and introduce them to the lesser known roles
 - Where can they go for additional support? (signposting to local links and making sure they know about the careers website)
- Students love hands on experience and activities they can actively participate in. Build in opportunities wherever possible for the involvement of the young people allowing question and answer and if possible, set tasks such as quizzes or case studies and give direct feedback
- Consider the different needs of the audience including any young people with special educational need or disability (SEND).

5.

Ensuring Events Are Run Safely



Being an Ambassador involves sharing real experiences with others. You need to carefully consider what and how you will share these.

We are committed to protecting the health, wellbeing and basic rights to personal security for all those that engage with the programme. Activities run with young people under 18 or with vulnerable adults will need to have been risk assessed.

For virtual events with students we will discuss with the host school/college what measures they have in place for safe access to e.g. webinars/Zoom workshops. The Ambassadors will have full control over what students see (via screen sharing control), preventing any other participant from sharing any inappropriate and unrelated content. Where appropriate (e.g. for sessions wider than one class group) all video and audio and all forms of private and public messaging, except to the host, are disabled to ensure personal information cannot be obtained to/from users during the event.

Confidentiality

Being an Ambassador involves sharing real experiences with others. You need to carefully consider what and how you will share these so that you don't disclose personal information about individuals (unless you have their permission.) It may be a good idea to talk through your examples with your employer.

Safeguarding

Ambassadors usually speak to supervised groups such as a class of students with a teacher present. You shouldn't make any arrangements to meet or communicate with children or vulnerable adults individually, unless organised with a relevant/responsible party; for example, if following a talk you wish to organise a guided visit to your workplace you should arrange this through the teacher. On rare occasions somebody in the audience may share a concern they have. Consider what you would do if somebody discloses a safeguarding issue when you are presenting as an Ambassador. Be prepared to refer them to an appropriate safeguarding contact.

Safe use of equipment and props

When face to face events resume, we will issue guidance on ensuring safety when e.g. taking equipment or resources to a venue.

6.

Resources For Use

At the moment whilst activities are virtual, we will support you with the setting up of your activity via webinar etc. A range of electronic resources that can be used in sessions will also be provided including some slides which outline the whole picture of care and health opportunities in NEL and the range of roles.

When face to face events are possible, we will be developing a resource bank of e.g. banners, badges, leaflets that Ambassadors can use.

If you have ideas for resources that would be useful please let us know.

7.

Evaluating and Recording Activities

It is important to capture as much feedback and learning as possible from each activity. We will therefore be asking you to complete a short post event form outlining both the details of your activity and also your thoughts, learning and recommendations and any feedback you received directly from attendees. In addition, we will be asking the person from the school/college or job centre who requests the event to provide feedback from attendees.

We will share the feedback in reports and regularly arrange for Ambassadors to learn from each other.

8.

Contact Information and Systems

You will be contacted by our Project Coordinator to ask whether you are able to respond to a request for an Ambassador. We try and share out requests between Ambassadors and there is no expectation that you say yes to every request.

We will go through details and arrangements with you and offer support prior to the activity. If you have any questions at any point, email:

elhealthandcarecareers@carecity.org

9.

Top Tips and Advice From Our Friends and Partners

There is lots of great advice out there, from how to run engaging events, through to effective media engagement. The links below will help you guide to these tools that we hope you find useful.

Top Tips from Skills for Care for delivering Ambassador activities

There are lots of activities you could be asked to deliver or choose to deliver. These tips have helped Ambassadors plan and deliver different activities. They may provide some inspiration for you too.

► [SEE HERE](#)

Activity resource bank developed by Ambassadors

Quizzes, addressing the awkward questions, myth busting and job matching are just some of these tools available here.

► [SEE HERE](#)

Advice from the London Enterprise Advisor Network (LEAN)

The LEAN plays a pivotal role informing and updating careers leaders on local and national labour market information and the different entry points. This document explores what school Career Leaders need from the NHS/HEE.

► [SEE HERE](#)



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