



August 2011

Care Ambassador Newsletter

Hello Everyone

Welcome to the Eleventh edition of the Care Ambassador bi-monthly newsletter. I have designed this newsletter as a means of keeping everyone updated on the Care Ambassador project.

In the last edition of the Care Ambassador Newsletter I informed you all of the recent changes in how the Care Ambassador Scheme is managed. I'm pleased to note that the new 'Recruiting and Retaining a Talented Workforce' sub-group has now met-up on two occasions and has made steady progress in developing an Action Plan that will form part of the Adult Ingenerated Care Workforce Strategy for North Yorkshire. The group included representatives from **Skills for Care, Job Centre Plus** and the **National Apprenticeship Service** as well as other key partners.

The group initially looked at the outcomes taken from the Adult Ingenerated Care Workforce Strategy, some examples of which are:

- There are clearly defined roles and career pathways that make it easy for workers to see the range of options and possibilities. People know how to enter the workforce, what type of jobs there are, how to progress and what experience or qualifications they need.
- There are increasing numbers of traineeships/apprenticeships on offer in social care.
- Employers have strong and effective relationships with education providers and successfully inform and shape future education, training and qualifications for the social care sector.

As I said previously the newly formed sub-group will be looking for Care Ambassadors to offer assistance where possible in order to achieve certain outcomes as highlighted in the strategy. In response to this, I will be looking to set up regular network meetings for all care ambassadors from September with a view to developing the Care Ambassador role. My main priority will be to develop and build on the valued contribution you have each made.

JCP Activity

Care Ambassadors continue to build on the new found relationship with **Job Centre Plus**. Working in partnership with JCP Advisors, Care Ambassadors continue to give inspirational and thought provoking presentations to jobseekers interested in social care.

I would like to thank Barry McNally from the Wilf Ward Family Trust for supporting a recruitment event at **Scarborough Job Match**. The event proved to be extremely successful in providing an opportunity for jobseekers to engage with care providers in the local area.

I would also like to thank Yvonne Tomlinson (Care Ambassador) for attending a similar event at Selby College. The event was well received by all who attended including, Domus Health Care, Meadow Lodge and the Wilf Ward Family Trust. Similar events have also taken place in Northallerton, Harrogate, Skipton and York. Thank you to everyone who contributed to the success of these events.

School / College Activity

The Care Ambassador scheme continues to support local schools and colleges. 11 year 10 Society Health and Development (SHD) diploma students from Millthorpe School, York will be visiting Barstow house in September so they can see first hand how legislation, policies and care values are implemented.

Similarly, a group of SHD students from Burnholme Community College, York will be visiting Fulford Nursing Home in the coming weeks to learn about how the principles and values of care are implemented.

I would also like to thank Tracey Popham (NYCC Care Ambassador) for participating in a speed dating workshop at Norton School. The purpose of the workshop was to look at what employers are looking for when recruiting.

Impact

The Care Ambassador Scheme continues to work closely with JCP in an effort to address some of the myths and stereotypes associated with careers in Social Care. Although it remains difficult to assess the overall impact of the scheme, general feedback from Job Centre Plus customers is extremely positive. Of the 356 evaluation forms completed, 329 (92%) have indicated that they are more likely to look for a job in social care. I think it's important to point out that this figure does not include those who have been directly influenced by a workshop attendee. I'm sure you'll all agree these figures are excellent and could not have been achieved without your continued dedication to the scheme.

Planned activities:

- Care Ambassador network meeting – City of York Council
- Care Ambassador planning meeting – Job Centre Plus

If you would like to place an article in the Care Ambassador newsletter, please contact the scheme Co-ordinator Michael.Watt@northyorks.gov.uk

Thanks again for all your hard work and support

Michael Watt
Care Ambassador Scheme Co-ordinator.