

# Are you passionate about effective local health and care in Staffordshire and Stoke-on-Trent?

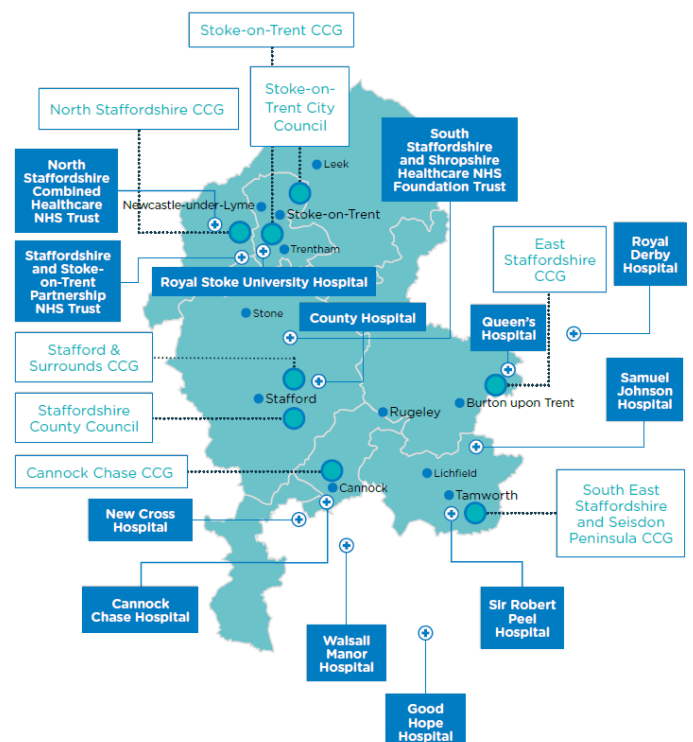
## BECOME AN AMBASSADOR



- Are you a good listener?
- Are you interested in engaging others in new and different ways of thinking and working?
- Are you an advocate for positive change across the health and care system?
- Are you looking for a new challenge or a development opportunity?

## Context

NHS organisations and local authorities across Staffordshire and Stoke-on-Trent have formed Together We're Better to transform the way health and care is provided. This is one of 44 Sustainability and Transformation Plan (STP) areas across the country. They aim to provide services which better meet the needs of local people, focus on prevention and wellbeing, breaking down traditional organisational boundaries and working together to share ideas and learning.





## Why do we need Ambassadors?

We are looking to recruit 200 Ambassadors across Staffordshire and Stoke-on-Trent to help us spread the word about the Together We're Better programme by engaging with a wide range of staff and organisations, asking questions and gathering views and feedback to help shape the Sustainability & Transformation Plan (STP) going forwards.

## What is an Ambassador?

An Ambassador is someone who shares information about the work that the Together We're Better programme is doing, to create an integrated and sustainable health and social care service across Staffordshire, with colleagues, friends, family, fellow club, community group and organisation members... in fact anyone that they come into contact with that might have an interest in the future of health and social care in Staffordshire.

## Who can be an Ambassador?

We are looking for members of the public or NHS and social worker staff members who come into contact with lots of people in their day to day life either in person or through social media. You could be an active member of a Patient Participation Group, Healthwatch, the Women's Institute, a member of a Community Centre Management Committee, local community advocate, a hospital volunteer an NHS worker, a social worker, a school governor or any other relevant role. We want people who are interested in supporting the Transformation Programme by helping to shape services through genuine engagement with staff and our communities.

## Why would I want to be an Ambassador?

As well as a development opportunity, it is an opportunity to make sure that the voice of your colleagues, staff, personal networks, community and those you know are heard and that plans are influenced by all sections of our community.







### What will I have to do?

You will share the key messages to at least two groups or meetings that you attend and feedback any comments, concerns and ideas using a standard template. You will inform people about how they can have a say and help us collect more ideas for how we spread the message widely as well as promoting the Ambassador role.

### Will I be paid?

As an Ambassador member of the public - this is a voluntary role and if you attend meetings or training outside of your usual attendance at groups, meetings or events, then you will be reimbursed for travel and parking expenses. You will be provided with details of the expenses policy and reimbursement process for expenses at the Ambassador training session. As an Ambassador Staff member, your time and expenses should be covered by your local organisation. You will be provided with a named contact in your organisation who can help with any queries.

### What support do I get?

There will be an initial two-hour programme training session, in addition ID badge, web resources and Ambassador Toolkit will be provided - plus dedicated support from the Ambassador's Programme Co-ordinator. You will also have a named contact in the organisation that recruited you.

### What if I get asked questions I don't know the answer to?

You will be provided with an up to date Frequently Asked Questions (FAQ) sheet as part of your Ambassador toolkit (which will be regularly updated) but if you have any questions that you are unable to answer, you will be able to add these to the centralised questions log and refer the question to Marie Wardle ([marie.wardle@ecstaffs.co.uk](mailto:marie.wardle@ecstaffs.co.uk) or 01785 221706) who will then seek an appropriate response, forward that to you and add the question and answer to the FAQ sheet.







### **What happens to the information I feedback?**

All the feedback will be gathered and analysed by Engaging Communities Staffordshire, an independent Community Interest Company that champions the voice of patients and the community. They will ensure that the concerns and ideas of patients and members of the public are fed back and taken account of in plans that are being made.

### **What if I don't agree with some of the things I am sharing?**

Making changes to health and social care is always going to have some elements that are contentious and that people don't agree with. You will have the opportunity to voice your concerns in the same way as the people you are talking to, however when talking to people you just need to explain what is happening and encourage discussion around the key questions.

**Local training sessions are being held over the next few months.**



**For a discussion or to book onto a training session, please contact Marie Wardle on:**



**01785 221706**



**[marie.wardle@ecstaffs.co.uk](mailto:marie.wardle@ecstaffs.co.uk)**