

Age Friendly Ambassador Role

The Ambassador role is essential in developing communities that are age friendly and that are moving toward a culture that promotes an active older life for everyone.

As an Age Friendly ambassador, you will be a key part of the age friendly movement and help us to highlight things we can all do to be age positive. Our aim is to build a group of ambassadors across the country who can share news and celebrate the work of our membership. Whether you get involved in a local action group, engage with local people on a regular basis or follow engagement online, we want you help spread the word of Age Friendly.

We will send you a badge, provide you with appropriate training and share updates with you through regular online newsletters.

This is a new role which is likely to evolve and grow over time. Your ideas on how the role could grow will be welcomed by the Age Friendly Dorset team as we move forward.

Role Description:

1. Raise awareness and promote Age Friendly initiatives within your workplace, community or the public. You can do this by word of mouth, at social clubs and groups, articles in the local press and newsletters, and through social media.
2. Actively challenging ageism and demonstrate being age positive, e.g. awareness of language, the use of positive imagery and attitude towards others.
3. Feedback information/ questions from your organisation or community to the Age Friendly team (agefriendlyambassador@dorsetcouncil.gov.uk).
4. Make sure the voice of the older person is heard through encouraging people to take part in consultations, campaigns and other opportunities for people to contribute to the Age Friendly movement.
5. Encourage change to services when they are inaccessible or exclude older people. This may include, by joining working groups, by making suggestions on how adaptations might improve services and by signposting for advice and guidance.
6. Encourage local businesses to sign up to Age Friendly movement.

Support and benefits for Age Friendly Ambassadors

- Opportunities to meet other Ambassadors
- Share ideas and make recommendations on issues affecting people to Age Well
- Receive support from the Age Friendly team at Dorset Council

- Contribute to specific topics as a valued peer
- Participate in training where appropriate
- Autonomy to create local age friendly support networks as needed
- Support the delivery of an annual feedback event to the Age Friendly Network

What is not included in being any Ambassador

The Age Friendly Dorset Ambassador is a volunteer role which is not intended to become a lot of extra work and is a role that is expected to be held lightly. An ambassador can do as much or as little as they want in the role.

We want to ensure that all ambassadors are well supported in their role and that all actions are approved by the Age Friendly Dorset team. For this reason, please check any new initiatives with the team before getting started.

Ambassadors are not responsible for the care or wellbeing of individual people in your community. You can use our signposting sheet to help navigate any initial issues that arise. If an ambassador becomes aware of someone who needs professional support then an ambassador should direct them to the Police (dial 101), NHS (dial 111) or Dorset Council (dial 01305 221000).

In very rare cases an ambassador may need to make a phone call on behalf of an individual or have safeguarding concerns about someone. In these cases, you should call Police (dial 101) or Dorset Council (dial 01305 221000) as necessary. You can also contact someone for the Age Friendly Dorset team for advice and support at agefriendlyambassador@dorsetcouncil.gov.uk.

When out and about their local area, an ambassador is not expected to undertake doorstep activities or enter a private residence. The personal safety of an ambassador is very important to us, so regardless of the activity, we recommend that they volunteer in a pair.

Being an Age Friendly Ambassador should not leave you out-of-pocket. An ambassador must not take or receive money as part of their role, unless they have express permission to do so by Age Friendly Dorset and they have arrangements on reimbursement with the organisation.

If an ambassador is also a volunteer with another organisation, then that should be celebrated. We ask that we are made aware about it. An ambassador is careful not to speak on behalf of organisations they are not directly involved with. This helps avoid confusion when conducting their role and ensures that there are clear limits to their responsibility.

Ambassadors do not write official policy or documentation on behalf of Age Friendly Dorset, any partner organisation or a Town or Parish council, unless doing so with the express permission of that organisation.

Sign Up

To sign up as an Age Friendly Dorset Ambassador, please complete the membership form included in this pack and return it to the address below, or complete it online here.

Age Friendly Dorset, C/O Dorset Council, Adult Services, 5th Floor. County Hall, Colliton Park
Dorchester, Dorset DT1 1XJ