



# Building a Carer Friendly Community in East Sussex

## Why not sign up to be a Carer Ambassador?

We know that when we ask someone if they would like to become a Carer Ambassador, as part of our Building a Carer Friendly Community Initiative, they often want to ask a few questions before deciding. Below are answers to questions we are most frequently asked.

## What do you mean by a Carer Friendly Community?

There are many diverse communities where people gather, perhaps based around a place or locality, a shared need or interest, a specific purpose or a shared identity. Any group, service, organisation, town or village can become a Carer Friendly Community.

A Carer Friendly Community has:

- Awareness of the challenges faced by carers, an understanding that they can be under a lot of pressure and are often hidden from view.
- Obstacles removed and things in place to support carers' lives to be a little bit easier.
- Supportive conversations taking place.
- Carers being signposted or referred to their local carers centre.

## What is a Carer Ambassador?

- A Carer Ambassador is someone who tries to do little things that can make a big difference to an unpaid carer's life within their organisation, business or community.
- They may be a volunteer with a local or national charity or be employed in a local business or service. They may be a carer, a former carer or anyone who is interested in making a difference to carers' lives.
- Being carer aware, they will be able to raise awareness of the valuable role unpaid carers play, feel able to have a conversation that supports people to recognise themselves as carers, and signpost to Care for the Carers when appropriate.
- A Carer Ambassador's role can fit in with interests, skills, availability, current work or current volunteering. An Ambassador may already:
  - Volunteer for a charity or local community organisation for example in your local hospital, place of worship, charity shop, support group or community centre.
  - Be a member of your local Patient Participation Group.
  - Be a local Town or Parish Councillor, Member of Parliament or represent the community through other roles across the county.

- Be supporting Care for the Carers as a Volunteer Counsellor, Care for the Carers Member, Carers Voices Network Member, Wellbeing Carer Group Host, Carers Card business or fundraiser.
- Be a Carers Lead or Champion in a Health or Social Care setting.
- Work in a local business and have an interest in employee rights and welfare.

## What does a Carer Ambassador do?

Carer Ambassadors are not expected to know all the answers, they just need to be willing to have the conversation. Some examples of what Ambassadors might do include the following:

- **In the workplace**, they may be the 'go to person' – happy to talk to carers, share information and signpost to Care for the Carers.
- **In the community**, they may check noticeboards and displays, support with fundraising or other activities to raise awareness and help communities to be more carer friendly.
- **As a volunteer with a local or national charity**, they can ensure that whenever they make contact with a community member in their role they also consider if they may be an unpaid carer and share information as appropriate.

## If I sign up as a Carer Ambassador, what will I get?

- You will have access to free 'Think Carer' Training.
- You will receive a training attendance certificate.
- You will receive the Care for the Carers monthly e-newsletter and quarterly CareLine magazine by email.
- You will receive a bi-monthly email informing of anything relevant to the role.

## We can also provide:

- Resources.
- Support from Care for the Carers staff.
- A 'Carer Friendly' checklist for your service, business, organisation or community as appropriate.
- Support in helping your business, organisation or community group gain Carer Friendly Community Status.

**Remember that the little things you do can make a big difference to an unpaid carer's life, so sign up as a Carer Ambassador now.**

**To find out more or sign up, give us a call on 01323 738390 or email [info@cftc.org.uk](mailto:info@cftc.org.uk)**

## No one left to care alone

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