

Community Health and Wellbeing Ambassadors

NHS Herts Valleys Clinical Commissioning Group (CCG), in partnership with patient representatives, has developed a Community Health and Wellbeing Ambassador programme to enhance engagement with local people.

Who are Community Health and Wellbeing Ambassadors?

- Ambassadors are people with a wide interest in the NHS and live or work in west Herts and have an understanding and relationship with their local communities.
- Many Ambassadors will be involved in their GP practice or local patient groups and have had experience of using local services, as a patient or carer.
- Some Ambassadors will be very active within their own communities and wish to use the role to help the NHS engage with community members.
- Ambassadors help people to improve their health and wellbeing by raising awareness of local health initiatives and discussions.
- Ambassadors work on a voluntary basis dependent on their availability and receive reimbursement for travel and out of pocket expenses

What do Ambassadors do?

- Ambassadors provide information about NHS initiatives and have discussions with local people to raise awareness, knowledge and to encourage participation.
- Ambassadors also actively promote involvement in the work of Herts Valleys CCG to support broadening engagement.

What is not an Ambassador role?

- Ambassadors will not deal with individual complaints but can signpost to appropriate agencies and support.
- Ambassadors, whilst in the role, will not provide a personal opinion on initiatives, campaigns, consultations etc – their role is to raise awareness and to encourage others to participate.

What support is offered to become an Ambassador?

Herts Valleys CCG will support the development of the Ambassador programme.

- Tailored induction including, if required, and dependent on individual background and knowledge:
 - Introduction to the NHS
 - Communication using Yammer
 - Information on the Ambassador programme
 - Safeguarding
- Initiative resources and information will be supplied to Ambassadors by Herts Valleys CCG. Care will be given to ensure that volunteers are not required to undertake any heavy lifting.
- Peer support, shadowing and mentoring may be available from experienced Ambassadors as the project develops.
- Regular communication – mainly provided electronically through yammer or email.
- NHS branded T shirt for use within the Ambassador programme

What skills, competencies and qualities do Ambassador's need?

- Good knowledge of the NHS initiative being promoted
- Ability to effectively communicate with a wide range of stakeholders, including good social interaction and listening skills
- The ability to work as part of a team and independently
- To be aware of and identify communities that are perceived as hard to reach and work with Herts Valleys to improve participation
- To understand and sign a confidentiality agreement if necessary
- To feedback issues of importance or concern to the engagement manager at Herts Valleys CCG

Accountability

- The role is voluntary (individuals are not employees) and therefore Ambassadors are not subject to employment law and can step down or be asked to step down at any time.
- If Herts Valleys CCG feels that an Ambassador is unable to work in the best interest of the role they may request they undertake training or stand down.
- Regular updates on the Ambassador programme will be reported back to Herts Valleys CCG Patient and Public Involvement Committee (PPIC)
- The CCG will ensure, when arranging activities, that Ambassadors are fully supported and not asked to work in an unsafe environment. Ambassadors should inform the CCG on any activities arranged directly by them.

How to become an Ambassador

If you are interested in finding out more about the Ambassador programme contact Herts Valleys CCG.

- Heather.aylward@hertsvalleysccg.nhs.uk
- 01442 898885