

## Age Friendly Ambassador Role Profile

An Age Friendly Ambassador is an adult of any age who will take action to help raise awareness and spread the Age Friendly message to others.

Age Friendly Ambassadors are individuals from organisations, businesses or communities who can help us to make Leeds an Age Friendly city.

Ambassadors may promote Age Friendly Leeds within their workplace, sports team, place of worship, with family and friends or anywhere in their community.

### Who are we looking for?

The Age Friendly Ambassador role is a flexible one, both in terms of time commitment and types of activities undertaken.

An ambassador could contribute on a regular basis, by promoting and supporting Age Friendly initiatives, or may wish to find ways to link their Ambassador role in with the work they already do.

The role suits anyone that is willing to connect with others and is passionate about making Leeds Age Friendly.

### What could an Ambassador do?

- Raise awareness and promote Age Friendly initiatives within your workplace, community or to the general public
- Spread the message, talk to people about it - be an age positive champion
- Feedback information or questions from your organisation or community to the Friendly Communities team
- Share things on social media
- Make sure that the voice of older people is heard by encouraging people to take part in consultations, campaigns and other opportunities for people to contribute
- Encourage change when services are inaccessible or exclude older people, making suggestions for adaptations and signposting for advice and guidance

- Promote Age Friendly initiatives such as Come in and Rest, encouraging take up
- Get involved in the Age Proud Leeds campaign and encourage others to do so
- Encourage local businesses to sign up to Age and Dementia Friendly initiatives

## Support and Benefits

All Age Friendly Ambassadors will receive the following:

- Age Friendly Ambassador resource pack and badge
- Opportunities to meet the Friendly Communities team and other ambassadors at one of our 'Get Togethers'
- Opportunities to share ideas and make recommendations to Age Friendly Leeds
- Ongoing support from the Friendly Communities Team
- Friendly Communities newsletter
- A way for your business or organisation to show your commitment to making Leeds an Age Friendly city.

## Contact us and sign up

If you have any questions about the Age Friendly Ambassador role please contact the Friendly Communities team at Leeds Older People's Forum:

Elizabeth Griffin [elizabeth@opforum.org.uk](mailto:elizabeth@opforum.org.uk)

Sarah Prescott [sarah@opforum.org.uk](mailto:sarah@opforum.org.uk)

Tel: 0113 244 1697

You can sign up to be an Age Friendly Ambassador by visiting our website:

<https://www.opforum.org.uk/get-involved/become-an-age-friendly-ambassador/>