

Age Friendly Ambassador Role Profile

Ambassadors are people of any age, from organisations, businesses or communities, who are committed to making Leeds a great city to grow old in, where the huge contribution of older adults, as workers, adult carers, taxpayers, volunteers, campaigners, child carers etc, is fully acknowledged.

It's a flexible role; it's up to you how much time you commit. It can range from sharing Age Friendly messages, stories and images to getting actively involved in campaigns such as getting older adults online, increasing uptake of benefits or getting more active.

And you won't be on your own, and it is fun! We have regular ambassador get togethers, some are themed around issues such as 'Ageing Well', others we just meet up for a cuppa, play a bit of sport (we are in the process of setting up walking football and netball teams) and have a chat, about how people are finding the role etc.

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 them to take part in consultations, campaigns that affect the lives of older adults
- 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
- Join the Age Friendly Ambassador sports team
- 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:

Tony Mullin: tony@opforum.org.uk

Mobile: 07970 903 766

Tel: 01132 441 697

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/>