**Ambassador briefing**

*Because We All Care : Improving care for people with learning disabilities & autistic people*

**Introduction:**

In 2020, the Care Quality Commission and Healthwatch England launched a campaign called Because We All Care. It aims to encourage people in England to share their feedback and experiences of health and social care. Organisations like CQC and Healthwatch use this feedback to understand what is working and what could be improved to help make care better everyone.

Our research found that almost 9 in 10 people with a learning disability reported changes to their care during the pandemic – more than the national average. People with a learning disability and autistic people are also more likely to receive poor care. This is unacceptable – and we need your help to make a difference.

**Your story:**

CQC and Healthwatch are recruiting six campaign ambassadors to help us develop our campaign messaging for people with a learning disability and autistic people, and to feature as our campaign spokespeople. Ambassadors will help us encourage other people with learning disabilities and autistic people to share feedback on their care. We want to reflect a broad range of people with different learning disabilities / across the autism spectrum. Age, location and gender diversity will also be considered.

We want to hear from you if you:

* Have a positive story to tell about your experiences of health & social care (for example, staff went above and beyond to make sure you were safe and comfortable)
* Have had a negative experience of health & social care that you are happy to talk about (for example, you didn’t feel respected or safe)

We will work collaboratively with each ambassador to make sure you’re given a platform to be your authentic self and to tell your story in your own way.

The selected campaign ambassadors will feature in a campaign photo exhibition. You would meet with a professional photographer with a learning disability / who is autistic, to feature in a series of images that depict your personal experience of health and social care.

These pictures will be presented in a variety of places to encourage other people to share their feedback on their care. This may include a digital exhibition presented on our website (like this one from [Mencap](https://www.mencap.org.uk/get-involved/campaign-mencap/here-i-am)), being posted on different social media channels (like Facebook and Twitter), or even published in a newspaper. We or the media may have to make edits to your stories.

We would also be delighted for ambassadors to share the campaign on their own social media accounts, through Facebook groups, or on forums you are a member of, to help spread the message to your own network.

We are very happy for your parents or carers to support you. Where required we will reimburse any travel expenses.

**How we will work together:**

We understand that you might be completely new to this. We’ve outlined a step-by-step guide as to how we envision working with you on this campaign:

1. CQC and Healthwatch will select ambassadors to take part in the campaign and
2. We’ll arrange a time to speak with ambassadors to discuss the story you want to tell, how you want to feature in the campaign imagery and how you will help amplify the campaign
3. We will develop a personalised plan for your involvement in the campaign, based on your own ideas, experiences and what you are comfortable with, for you to approve.
4. We will organise a photo capture session with yourself, your loved ones and the photographer to produce powerful images that reflect your personal experience of health and social care
5. We will share a selection of images for the campaign photo exhibition for you to choose from
6. We will launch the exhibition, and work with ambassador to amplify your involvement as outlined in your personalised plan.

**How to take part:**

If you have any questions or would like to as a campaign ambassador please get in touch by Monday 20th March 2023.

Please contact Jay Harman from CQC by email: [jay.harman@cqc.org.uk](mailto:jay.harman@cqc.org.uk) including the below information in your email to register your interest in becoming a campaign ambassador:

* Your name:
* Your age:
* Where you live:
* Your story of health or social care that would like to share:

**Timings:**

This activity will take place during March- April 2023:

* Selection of campaign ambassadors – mid-late March
* Campaign plans and arranging photo shoots – mid-late March
* Photo shoots – late March/ early April
* Exhibition launch – mid April

The campaign will run for approximately 1 month.