



Age-friendly Ambassador Role Information Sheet

East Lindsey committed to becoming an Age-friendly community in 2019. In 2021 they became a member of the [WHO Global Network of Age-friendly Communities](#).

“At the heart of an Age-friendly Community is the meaningful engagement and involvement of older people. They ensure that older people can shape their local community and place, so that services and spaces work for people as they age.” (The Centre for Ageing Better)

East Lindsey District Council have been working with Lincolnshire Community and Voluntary Service to develop an Age-friendly Ambassador scheme. This will provide people aged 50+ and living in East Lindsey, the opportunity to both have their say on issues affecting them and to share Age-friendly messages in their community.

The Age-friendly Ambassador Role:

- This is a voluntary role for an adult aged 50+.
- Ambassadors can give as much, or as little time, depending upon what suits them.
- Ambassadors will be involved in communicating Age-friendly messages, including tackling ageism. This will largely be within their own personal life networks. For example, in their workplace, social groups, places of worship or with family and friends.
- Ambassadors could be involved in co-designing, with partner organisations, initiatives and developments across the district.

The Ambassador role suits anyone that is willing to connect with others and is passionate about having their say on issues affecting older people.

It is our intention to work with Ambassadors to develop the role further so that it truly reflects the best interests of older people living in East Lindsey.

Ambassadors will also be invited to attend regular Age-friendly Forum meetings and will be able to contribute to an Age-friendly Newsletter.

Some examples of what an Age-friendly Ambassador might do:

- Spread the message, talk to people about it - be an ‘age positive’ champion.
- Make sure that the voice of people who are ageing well 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 ageing well people, making suggestions for adaptations and signposting for advice and guidance.
- Promote Age Friendly initiatives.
- Meet with other Ambassadors to share ideas and make recommendations on issues affecting people as they age.

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