

From National Guardian guidance: Developing Freedom to Speak Up Champion and Ambassador Networks Guidance for Freedom to Speak Up Guardians April 2021

“What is the role called? The terms ‘champion’ and ‘ambassador’ are often used interchangeably to describe roles which are designed to support workers, raise awareness and promote the speaking up agenda. Some organisations use the term ‘advocate’, but this can create confusion and a false expectation that there is a personal representative element to the role. We recommend that this term is not used. Using either ‘champion’ or ‘ambassador’ helps to create a clear distinction between these roles and that of the Freedom to Speak up Guardian, depending on the purpose of the role within the organisation (see below). We will use the term ‘champion’ throughout this guidance for ease of reference.”

<https://minhalexander.files.wordpress.com/2023/08/guidance-on-champions-and-ambassador-networks-2021.pdf>