



Membership Sub-Group Presentation

By Rod Spratley



Background

- The Membership Sub-Group identified a need for generic support material for use in community engagement events.
- The FT, Marketing and Business Development, Communications and Engagement teams have worked with Sub-Group Members to determine the materials required.



Aim

- To promote awareness of Yorkshire Ambulance Service (YAS) in local communities and opportunities to listen to local views.
- Provide Forum Members with the tools to engage with local communities, staff and external stakeholders.
- Accessible to all.
- Share best practice and learning.
- Ensure that we are delivering key public health messages.
- Ensure all Forum Members are promoting factually correct information/statistics.



Materials

A suite of materials has been/are being designed:

- Generic PowerPoint presentation
- Presentation boards – alternative where no electronic facilities are available at the venue.
- Engagement packs carrying relevant support materials
- Suite of videos suitable for Trust-wide use.



Membership Presentation

- The next slides are a snap-shot of the full PowerPoint presentation.
- Already received a hard copy with factual notes attached.



Who are we?



- 6,000 square miles
- Varied terrain, from isolated moors to big cities
- Not just in Yorkshire



- Population of 5.3 million people, over 80 different languages
- 4,600 staff
- Over 1,000 volunteers



- 1,000 vehicles
- 708,883 urgent and emergency incidents
- 886,312 Patient Transport Service journeys

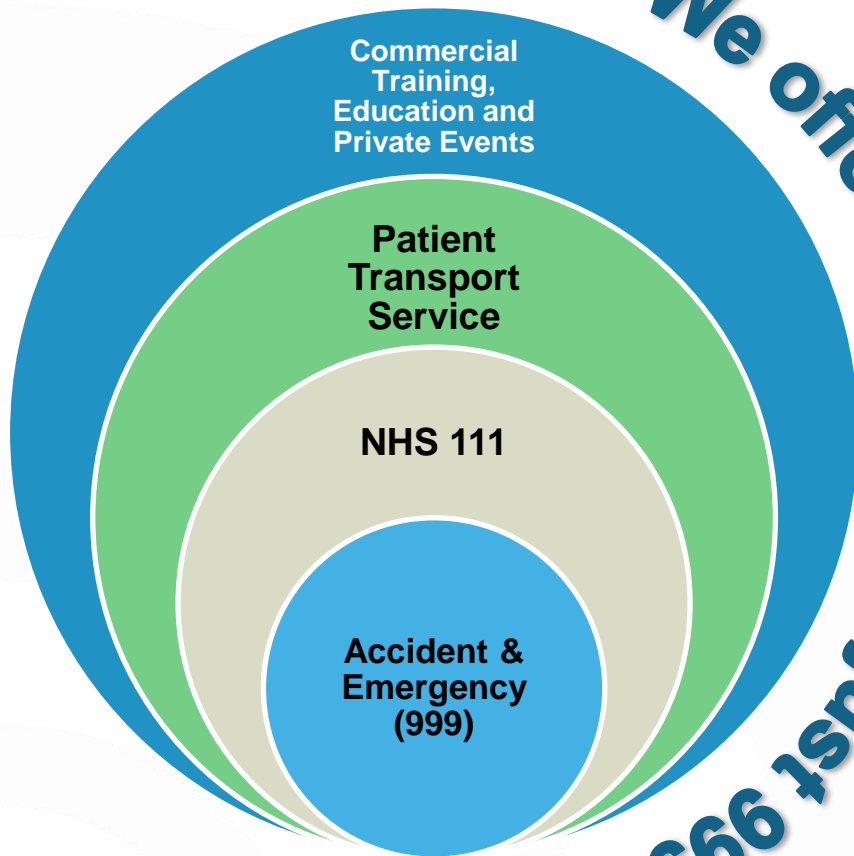


- 795,750 emergency and urgent calls
- 2,180 emergency and urgent calls every day
- Over 1,000,000 calls to NHS 111 (March 2013 – February 2014)

All figures refer to 2013-2014.



How we help



We offer more than just 999



What happens when you call 999?



999 call transferred to YAS
Emergency Operations Centre.



Telephone advisor answers call,
checks address of incident, contact
telephone number and the reason for
calling.



Ambulance assistance sent to patient.



Telephone advisor asks carefully structured questions.
Computer software determines priority of call.



Depending on call nature, telephone advisor will either advise on
assistance or stay on the line to offer further help and advice.



Each call is given a category based on the information provided.



How will we respond?



NHS 111 – the urgent care helpline

Call NHS 111 if:

- You need medical help fast, but it's not a 999 emergency
- You think you need to go to A&E or need another urgent care service
- You don't know who to call or you don't have a GP
- You need health info or reassurance on what to do next.



Patient Transport Service

Providing transport for people who are unable to use public or other transport due to their medical condition and includes those:

- Attending hospital outpatient clinics
- Being admitted or discharged from hospital wards
- Needing life-saving treatments such as chemotherapy or renal dialysis.



Show your support



Keep in touch



www.yas.nhs.uk



[@yorksambulance](https://twitter.com/yorksambulance)



Join the YAS team

Volunteer
with us

JOIN OUR
TEAM

Work
with us



What do you think to the presentation/presentation boards so far?



Video content

- To be produced with further involvement and consultation with Sub-Group Members.
- Each video will meet a range of objectives to ensure the content is suitable for use across the Trust, resulting in a multi-functional resource and making the best use of the budget.
- Initial plan is to produce six two-minute videos covering:
 - Overview of YAS
 - Join YAS as a Member – time to achieve FT status
 - What happens when you dial 999
 - When to call 999 and when to call NHS 111
 - Using the Patient Transport Service (PTS)
 - Volunteering with YAS and the YAS Charitable Fund



What happens next

- Filming is planned for March/April 2015 with full involvement of Sub-Group Members and support of staff.
- Further opportunities for YAS Forum Members involvement include determining the content, filming, editing and production.
- As a guide, YAS is looking to spend around £10,000 on this project.
- Important that you look to build your local networks/find your first opportunities where you can deliver the presentation – Clinical Commissioning Groups (CCGs), Healthwatch, Health Forum Groups, local groups/societies.



**Membership Sub-Group
value your comments and
feedback.**

Thank you.

