



**Community Engagement  
Quarterly Update**

**July 2022 – September 2022**



This update provides a summary of YAS's community engagement activity for the period 1 July 2022 – 30 September 2022.

For more information contact the community engagement team:  
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## Community Engagement Strategy Objectives 2021 – 2024

- Saving lives
- Encouraging appropriate use of YAS services
- Using our position as an anchor organisation to provide employment and training opportunities in our communities, and to support and strengthen them
- Being responsive to the needs of our communities.

## Community Engagement priorities for 2022/23

- Engagement with homeless communities, people with a Learning Disability and vulnerable women
- Train-the-trainer programmes to expand the reach of our life-saving skills training
- Employability and skills support for those facing the greatest barriers to employment
- Events programme to provide visibility and build relationships with our communities.

## Summary of engagement in this period

There were 39 external community engagement events in this period. Activities included First Aid and Basic Life Support (BLS) training; engagement on YAS careers; employability and general engagement or public events.

Of the 39 events, 21 were delivered in areas within the 20% most deprived nationally. As well as events for the general public, we engaged with a range of communities experiencing poor health outcomes and needing support to access services, including:

- Black, Asian and Minority Ethnic communities
- Carers
- People who are Deaf
- People recovering from drug or alcohol addiction.

We have continued to build relationships with partners working with communities we have prioritised to engage over 2022/23 - people with a Learning Disability, homeless communities, and vulnerable women. This ongoing engagement means that we can provide ongoing support to the communities that we work with and develop new projects.

Appendix 1 provides a breakdown of community engagement activities by Integrated Care System (ICS) area; deprivation (based on the location of the activity) and populations targeted.



## Stakeholder and community engagement in this period

### Summer roadshows

Over the summer we held five community roadshows, partnering with grassroots community organisations to engage with people across Yorkshire. Our roadshows gave local people a chance to meet our staff, learn about our career and volunteering opportunities as well as opportunities to learn and practice CPR.

### Supporting people recovering from alcohol and drug addiction

In September we completed our seven-week Achieve programme in partnership with [Change Grow Live](#), a national social care charity. Working with the Bradford branch of the charity we delivered seven weekly practical sessions focused on life skills and first aid for people recovering from drug or alcohol addiction. We are now looking to expand this programme to work with others supported by Change Grow Live, with the second Achieve programme focused on victims of domestic violence.

*A participant in the programme said: "This programme has really helped me in my recovery, it is something to look forward to and it has given me an insight into what I could do in the future like volunteering, I have learnt some valuable skills."*

*Sean Ridley, Project Manager for the outreach teams for Change Grow Live in Bradford, said: "It has been amazing to see this project come to life from what started as a conversation around offering basic life support skills to service users following their feedback on what would be beneficial to them in recovery groups."*

### Supporting young people into employment with The Prince's Trust

In July we delivered our second 'Get Started with YAS' programme in partnership with [The Prince's Trust](#). The programme was a week-long taster of working with YAS for 18 young people not in work. The course provided practical skills to support young people's employability alongside sessions focused on different careers in YAS.

One of the participants has since gone on to successfully apply for a role as a call handler in our Emergency Operations Centre and will be starting in her role in January 2023. We are planning further programmes with the Prince's Trust in 2023.

*Of the most recent programme The Prince's Trust said: "Working with Yorkshire Ambulance Service was a fantastic experience. All the young people spoke highly about the course and said that they had gained great skills and confidence during the week."*



*One 16 year-old participant has fed back the personal benefit to his confidence that attending the programme has had. Struggling to engage with education because of social anxiety and bullying, the participant would often avoid school and had lost confidence in himself. Through the Get Started programme he pushed himself out of his comfort zone and felt that, after his negative experiences with education, this was the start of a positive change for him. His confidence notably increased over the week of the programme, and he has an ambition to work for the ambulance service in the future. He is undertaking training courses to develop his skills and is looking to volunteer with St John's Ambulance Service until he is old enough to apply for employment.*

## **First aid for Black, Asian and minority ethnic communities in Hull**

Over this period we have developed a new partnership with [The Peel Project](#), a charity in Hull supporting Black, Asian and minority ethnic communities. We have launched a five-week ladies only first aid course and are planning to join a ladies Bazaar in October to talk about YAS's role and services and about career and volunteering opportunities in the Trust.

## **New programme supporting young people into public service careers in Leeds**

We are working with the Public Service Pathfinders programme, led by Leeds charity [Catch](#) and supported by public sector partners across West Yorkshire. The programme aims to engage young people from diverse backgrounds to raise awareness of what public services do and support young people into public service careers. We have delivered first aid sessions for young people participating in the programme and are working alongside partners on a range of other initiatives.

## **Supporting our staff and volunteers to get involved in community engagement**

We have now established our Community Engagement Volunteers Programme, initially supporting staff and Community First Responders (CFRs) to undertake engagement in their own communities. We met with staff and CFRs who had registered an interest in supporting community engagement activities to discuss the programme. Registered Community Engagement Volunteers (CEVs) are attending engagement events to get a flavour of what we do, and we have our first CEV training day planned for November 2022.

## **Focus in the next period: October 2022 – December 2022**

### **Restart a Heart**

On October 14 we held our ninth Restart a Heart day in Yorkshire. Restart a Heart teaches schoolchildren CPR and this year we taught over 30,000 students across 132 schools.



Since 2014 Restart a Heart has grown year-on-year and now represents an enormous effort to increase bystander CPR rates in our communities. The campaign included 700 volunteers this year and as well as teaching in schools included CPR demonstrations at professional football clubs on matchdays across Yorkshire.

*"Friday was a huge success from our point as a school. Training nearly 300 pupils in CPR on one day is no mean feat. Hopefully, they won't ever need to use it, but if so, it would be nice to think that lives could be saved.*

*A huge thank you to Yorkshire Ambulance Service and all the lovely volunteers! You are doing an amazing job, keep up the good work!*

*Very best wishes from all of us at Roundhay School!"*

## **Employment support for people with a learning disability**

In October we welcomed a client of [Disability Action Yorkshire](#) to a six-week work placement with our Fleet and Ancillary services. The placement is supported by mentors from Disability Action Yorkshire, who as part of their work support people with Learning Disabilities into employment.

## **Expanding our Achieve Programme**

Following our successful Achieve Programme with Change Grow Live Bradford, we are now expanding the programme to deliver a female-only course for victims of domestic violence. As with the first programme, we will deliver a range of practical life skills over seven weekly sessions.

We are also bringing the programme to the Hull branch of Change Grow Live working with people in recovery from drug and alcohol addiction.

## **Launching train-the-trainer programmes in communities**

In this period we will launch our Community Partners Programme, providing training to community organisations to enable them to deliver life-saving skills training to the communities they support. We will initially work with Change Grow Live, providing an opportunity for those who completed our Achieve Programme in September to become Community Trainers and deliver life-saving skills training to their peers.



## Appendix 1 - Summary of community events in this period

### Location of events by ICS footprint

ICS location of event	No. of activities in ICS footprint
WY	25
H&NY	12
SY	2
<b>Total events</b>	<b>39</b>

### Number of events by Index of Multiple Deprivation decile\*

IMD Decile	No. of activities in IMD decile
1	18
2	3
3 - 10	17
<b>Total events</b>	<b>38</b>

\*NHSE/1's CORE20PLUS5 framework for health inequalities asks NHS organisations to prioritise the 20% most deprived areas for action to address health inequalities. The number of events within the 20% most deprived areas nationally are highlighted above.

### Number of events by population group targeted

Population groups engaged	No. of activities with population group
General Public	16
People recovering from substance/alcohol misuse	7
BAME communities	4
Carers	3
Primary School	3
Secondary School	3
Nurseries	1
Young people needing support	1
Disability	1
<b>Total events</b>	<b>39</b>