



**Community Engagement
Quarterly Update**

October - December 2022



This update provides a summary of YAS's community engagement activity for the period 1 October 2022 – 31 December 2022.

For more information contact the community engagement team:
yas.communityengagement@nhs.net

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 49 external community engagement events in this period. October 14 also saw Restart a Heart day, with 144 individual events taking place on the day or in the weeks before and after.

[Restart a Heart](#) events provide training in CPR to school children or the general public. 132 schools and colleges schools took part in Restart a Heart this year, with additional events taking place at professional football clubs across Yorkshire.

Our wider engagement activity in this period included first aid and Basic Life Support (BLS) training; engagement on YAS careers; employability and general engagement or public events.

Of the 49 events, 31 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 have sight loss
- People with Autism and/or a Learning Disability
- Vulnerable women.

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

Restart a Heart

This was YAS’s ninth year participating in the [Resuscitation Council UK’s](#) (RCUK) national Restart a Heart campaign, held on October 14 every year.

YAS held 144 RSAH training events and trained over 30,000 people. 132 events were in Secondary schools and colleges with the additional events being held mostly at professional football clubs across the region. All events involved hands on CPR training.

Since 2014 YAS has now trained over 200,000 people in CPR during Restart a Heart day activities. A history of YAS’s involvement with Restart a Heart Day is included at appendix 2.



“I know you already know, but your campaign makes a huge difference. Not only are students learning a life-saving skill, but they’re learning more about healthcare and seeing positive role models, and us volunteers are getting a chance to remember why we do what we do, particularly when the day job is so tough at the moment.” Consultant in Paediatric Emergency Medicine

Life skills for vulnerable women

In November we launched our second Achieve programme with the social care charity [Change Grow Live](#) (CGL), this time working with a female only group. As with the first programme we delivered a range of practical life skills over seven weekly sessions.





We are now looking to expand the programme to CGL in Hull, and to support CGL in Bradford to deliver the course independently.

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

We have continued to work with the [Peel Project](#) in Hull, delivering a free first aid awareness course for women from Black, Asian and minority ethnic communities in Hull supported by the charity.

In October we joined the Peel Project's Ladies Bazaar alongside other agencies, enabling us to engage with women from the diverse Peel Street area of Hull and talk about our services and careers.

Employment support and engagement with 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 was supported by mentors from Disability Action Yorkshire, who as part of their work support people with Learning Disabilities and Autism into employment.

The placement provided practical work experience for a young person needing support to secure employment, and who had a keen interest in the ambulance service.

Supporting programmes for young people

Over the last quarter we continued to support local and national programmes that work with young people who can benefit from support to develop, raise their aspirations and gain employment skills.

The [National Citizenship Service](#) (NCS) works with young people from diverse backgrounds to support them to develop skills and increase their employability. We have worked in partnership with NCS, delivering first aid and careers sessions over the last quarter.

[Catch](#) is a Leeds-based charity providing a wide range of programmes for young people. The Pathfinders project aims to encourage young people from diverse backgrounds to pursue careers in public services. We have supported the programme, running first aid sessions alongside other interactive workshops from a range of partners.

Working with our Community Engagement Volunteers

In November 2022 we trained our first cohort of 17 Community Engagement Volunteers (CEVs). Our CEVs are YAS staff or volunteers who wish to support community engagement, delivering training or education in their own communities.



Focus in the next period: October 2022 – December 2022

Supporting young people into employment with the Prince's Trust

In February we ran our third employability programme with [The Prince's Trust](#), this time focused on supporting young people into specific roles within YAS. The week-long course worked with unemployed young people to help them develop employability skills, with a specific focus on call handler roles in our 999 and 111 call centres. Participants met people from these services, took part in training exercises designed around the roles and now have the opportunity to interview for live vacancies potentially leading to employment with the Trust.

Community event at the White Rose Centre

On 12 February we hosted a YAS roadshow event at the White Rose Centre in Leeds, talking to the public about our services and giving people the chance to learn CPR. Staff from our 999 and 111 call centres joined this event to talk to people about working as a call handler for YAS.

Training community partners to be life savers

Over the coming months we will be launching our Community Partners Programme, which will support staff, students and volunteers in community organisations and colleges to deliver life-saving skills training to the communities that they work with.

Through a train-the-trainer course we will equip people to become community trainers, providing a structured programme and training equipment that will enable them to work independently, providing life-saving skills training.

The Community Partners Programme is a pilot project funded by YAS Charity initially working with [CGL Bradford](#), [Hull CVS](#) and [Leeds City College](#).

Engaging young people in partnership with Humberside Police

In the next period we will be re-launching our Aspire programme working with young people at risk of offending and school exclusion. YAS first developed Aspire in 2020 in partnership with West Yorkshire Police and West Yorkshire Fire Service with the aim of raising aspirations in young people and improving their perceptions of emergency services.

We have been working with [Humberside Police](#) to plan a new Aspire programme and will be delivering this with a Pupil Referral Unit during the next school term.

Expanding life skills training

Our skills programme, Achieve, will expand in the next period as we roll out the course to the [Hull branch of CGL](#). The programme will work with people recovering from drug or alcohol addiction to provide practical life-skills, including first aid and mental health resilience.



Free First Aid

We have well established rolling free first aid programmes run in partnership with a range of voluntary and community sector (VCS) organisations. These courses provide free basic first aid awareness for a range of communities. As well as growing our partnership with Hull-based charity the Peel Project, we continue to work with young parents' support groups, carers organisations and Bradford charity Neesie, supporting vulnerable women to learn first aid.

“Ali was the best trainer I have ever met. She paced the session so well that I feel very confident that in the event of an emergency I have a greater chance of saving a life than before attending this session.” Participant of Neesie first aid awareness course



Appendix 1 - Summary of community events in this period*

*Does not include Restart a Heart events

Location of events by ICS footprint

ICS location of event	No. of activities in ICS footprint
WY	21
H&NY	19
SY	9
Total events	49

Number of events by Index of Multiple Deprivation decile*

IMD Decile	No. of activities in IMD decile
1	24
2	7
3 - 10	18
Total events	49

*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	12
Women	11
Young People	7
BAME	6
Carers	5
Primary School	3
Disability	2
Mental Health	1
Older People	1
Total events	49



Appendix 2 - Yorkshire Ambulance Service celebrates 10 years of Restart a Heart Day

Timeline

2013 - Restart a Heart Day was developed in 2013 by the European Resuscitation Council to encourage others to teach members of the public how to save the life of someone in cardiac arrest.

2014 - We offered all Yorkshire's secondary schools in the opportunity to receive free cardiopulmonary resuscitation (CPR) training for pupils on Restart a Heart Day with the support of hundreds of volunteers, mostly off-duty ambulance staff and community first responders. This was done in partnership with the British Heart Foundation, Resuscitation Council UK and St John Ambulance.

2016 – Due to the overwhelming success of the initiative, Yorkshire Ambulance Service supported the roll-out of the initiative to all UK ambulance services.

2018 - The event was adopted by the International Liaison Committee on Resuscitation to encourage mass CPR training on a global scale under a World Restart a Heart Day banner. Participating countries included America, Canada, Australia, New Zealand, South Africa, Saudi Arabia, India and many others in Europe.

Why is it important?

Over 30,000 people suffer a cardiac arrest out of hospital in the UK every year. The earlier a patient can receive CPR and a shock from a defibrillator, the greater their chance of survival. Currently in the UK, less than one in 10 (8.6%) survive a cardiac arrest. If we achieved the same survival rates as Norway (25%) - where CPR is taught more widely and in schools - an additional 100 lives could be saved every week.

Headline achievements

In the last nine years on Restart a Heart Day we have:

- provided CPR training to **202,529** students
- made **881** visits to **82%** of the secondary schools in Yorkshire
- provided **33,613** volunteer hours for the training
- won **6** national and regional awards
- told the stories of dozens of **cardiac arrest survivors** including Keith Procter whose life was saved by Martha Hogg who had learnt CPR at Skipton Girls' High School on Restart a Heart Day in 2015.
- developed a new CPR training aid called the **Pillow Partner**, a simple, low-cost pillowcase marked with the human thorax and CPR instructions, with translation into four different languages. The Pillow Partner has been hailed a success by the British Islamic Medical Association (BIMA) which trialled and assessed its use during its Lifesavers programme at mosques in the UK and abroad.
- developed England's first training **CPR kiosk** which teaches CPR in just 90 seconds. Users watch a tutorial video and practise on a manikin which provides feedback.



The future

We will be celebrating 10 years of Restart a Heart Day on **Monday 16 October 2023** by teaching CPR to tens of thousands of students at secondary schools in Yorkshire – details to follow.



Web: www.restartaheart.yas.nhs.uk **Email:** yas.restartaheart@nhs.net