



**Community Engagement
Quarterly Update**

April – June 2023

This update provides a summary of YAS's community engagement activity for the period 1 April 2023 – 30 June 2023.

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 2023/24

- Improving lives through targeted interventions
- Raising awareness of life saving skills
- Engaging communities to be visible, build relationships and raise awareness of our services
- Engaging to improve experience of and access to our services.

Summary of engagement in this period

There were 56 external community engagement events in this period, including 5 delivered by our Community Engagement Volunteers (CEVs).

Our partners delivered an additional 13 events through programmes funded or supported by YAS to expand the reach of our life-saving skills training.

Engagement activity included first aid and Basic Life Support (BLS) training; engagement on YAS careers; general community engagement to promote our services and a number of targeted interventions supporting people to gain life skills and raise their confidence.

Of the 56 events, 34 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
- People recovering from drug and alcohol addiction
- 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.

Community engagement in this period

Achieve

We have continued to grow our Achieve programme, delivering courses with people recovering from alcohol and substance misuse in Bradford and with vulnerable women in Hull.

Achieve is a practical skills course run over seven weekly sessions. It is designed around YAS's values, with sessions including mental health resilience and team work. As well as teaching practical skills, the programme aims to raise aspirations and confidence and to give people encouragement to take new steps in their lives.

Starting in July 2022 we have now run six Achieve programmes working with people who benefit from support to improve their lives. The people who have participated in the programme, and the partners we work with who provide support to them, have fed back that Achieve has raised their confidence, reduced anxiety and helped them take steps to improve their lives.



A participant of our first Achieve programme, Michelle, has since gone on to become a Community Trainer (see Community Partners Programme below) for YAS, delivering Basic Life Support training to other service users. Michelle's story is included at appendix 2.

Restart a Heart partnership

[The Resuscitation Council UK's](#) (RCUK) national [Restart a Heart](#) campaign aims to increase the number of people trained in life-saving CPR. [This year will be the tenth that YAS has participated in the campaign](#), recruiting volunteers to train thousands of school children across Yorkshire.

We have established a number of Restart a Heart partnerships to support CPR training throughout the year, building on the impact of the yearly Restart a Heart day.

Partnering with the University of Huddersfield's [Get Set Goal](#) programme we have supported students to deliver CPR training in the community over this period. This includes delivering training events as part of the [Kirklees Year of Music](#).

Community Partners Programme

We have now signed off Community Trainers in five partner organisations. Funded by [YAS Charity](#), our Community Partners Programme provides equipment alongside a train-the-trainer course to give local organisations everything they need to teach others how to save lives in the event of an emergency.

Our active Community Trainers are from [Leeds City College](#), [New Visions Bradford](#) and [The SHoRes Centre](#) in Withernsea. Over this period they have delivered 11 life-saving skills awareness sessions.



In the coming months trainers from [Hull CVS](#), the [Moorlands Centre](#) in Goole and [East Riding Voluntary Action Services](#) (ERVAS) will also begin rolling out their own training programmes.

Free first aid programmes

Our rolling free first aid courses continued in this period, teaching basic first aid across a range of groups and communities. Our courses in this period have been delivered with a number of schools; BAME organisations; community centres; parent and carer groups and disability groups.

Community events

Our community events provide an opportunity for us to talk to the public about our services; about working for us and to meet us outside of our emergency response role. We hold events across Yorkshire and in this period have engaged with communities at large and small community events, shopping centres and festivals.

Working with our Community Engagement Volunteers

Our Community Engagement Volunteers (CEVs) are members of staff and Community First Responders who undertake community engagement outside of their core role with YAS. Over this period our CEVs led five community engagement events, teaching CPR; talking about working for YAS and about our services.

Rough Sleeper Engagement

We are currently working with Healthwatch Hull to help us understand the experiences of rough sleepers of our services. We know that we receive a high number of calls from rough sleepers and have worked with local partners to launch a project that will talk to rough sleepers; local agencies and our staff in Hull.

The project began in this period by engaging our ambulance crews to talk to them about their experience if working with rough sleepers. The project will continue over the coming months.

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	30
H&NY	24
SY	2
Total events	56

Number of events by Index of Multiple Deprivation decile*

IMD Decile	No. of activities in IMD decile
1	19
2	15
3 - 10	22
Total events	56

*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/interest group targeted

Population/interest groups engaged	No. of activities with population group
General	22
Primary School	10
Substance Misuse	7
Women	6
Secondary School	6
Disability	2
BAME	2
Homeless	1
Total events	56

Appendix 1 – Achieve and Community Partners case study

Achieve is a seven-week course delivering a range of practical life skills. It was developed by working closely with people recovering from addiction and the professionals supporting them.

Together we wanted to identify what sorts of programmes would make meaningful differences for the people attending the service. The result was practical and useful first aid and life skills training.

The course is delivered by Yorkshire Ambulance Service with [New Vision Bradford](#), a partnership led by national charity Humankind with The Bridge Project, Project 6 and Create Strength Group, providing drug and alcohol treatment and recovery services across the Bradford district.



Michelle Mawdsley didn't realise how attending the Achieve programme in Bradford would make a difference to her life.

Michelle, aged 46, who lives in the city, had been referred to New Vision Bradford to access its alcohol treatment and recovery services.

The first time Michelle found it difficult to interact with other people and left the service. But she was encouraged to try again and found that she started to bond

with people and went on to complete one of the support programmes, until the COVID-19 lockdown.

Then in 2022 Michelle started the Achieve programme, which focuses on life skills including team building, first aid, mental health resilience and interview skills.

When she first attended the course, she said she was so nervous "you could almost see my heart beating through my top!"

But very soon Michelle started to interact with people on the course and over time said it started to feel like a family.

"The icebreaker games at the start were really good to help us find out about each other. Soon it felt like a family, and I was looking forward to coming in and getting to know people.

"I really enjoyed the CPR and putting people in the recovery position and soon I was helping teach other people on the course.

"After the course when I was asked if I would do a Train the Trainer course to become a community trainer I couldn't believe it – I'd accomplished something and I was useful."

Today, she is a volunteer with the service and a community trainer on their [Beating Hearts](#) programme, providing CPR (cardiopulmonary resuscitation) training to other service users. Beating Hearts is part of our Community Partners Programme and is funded by [YAS Charity](#).

As well as delivering training to groups of service users, she has given motivational talks to other organisations and schoolchildren.

“It gives me get up and go in the morning, making me motivated with a real sense of purpose. The CPR training is like a chain – passing on the knowledge from me to another person, and then another.

“There is a feeling of achievement, knowing that I’m making a difference to other people’s lives, helping people who are in the same situation as I was, if not worse.

“My advice to anyone is do the course if you get the chance – you’ll get a lot out of it. There is a real support network here.”