



**Community Engagement
Quarterly Update**

July – September 2023



This update provides a summary of YAS's community engagement activity for the period 1 July 2023 – 30 September 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 55 external community engagement events in this period, including 7 delivered by our Community Engagement Volunteers (CEVs).

Engagement activity included first aid and Basic Life Support (BLS) training; engagement on YAS careers and general community engagement to promote our services. We also delivered a number of targeted activities for projects to engage rough sleepers and people with a learning disability.

Of the 55 events, 27 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
- People with a learning disability.

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

Engagement on rough sleepers' experience of YAS services

Our work to understand the experiences of rough sleepers of our services continued in this period, with [Healthwatch Hull](#) joining our engagement team to meet ambulance crews and get feedback on their experience of working with rough sleepers. Healthwatch Hull have also run a number of focus groups for local organisations supporting rough sleepers in this period.



Over the coming months we will be connecting with local agencies to engage directly with rough sleepers to talk to them about their experiences of using our services.

Engaging with people with a learning disability and/or autism

Over this period we have run a number of co-production sessions to design a series of ambulance service events for people with a learning disability. The Trust has a wider programme of work to make our services more responsive for people with a learning disability and/or autism.

Previous engagement identified that people would benefit from events and workshops with YAS that focus on addressing the sensory experience of using our services; raising awareness of the different roles within the ambulance service and gathering feedback on experiences of our services.

Over the last few months we have run 5 co-production sessions to help design these activities, so that we can roll out on ongoing programme of engagement that helps improve our services for people with a learning disability and/or autism and their carers. These



sessions have been co-facilitated by the following organisations and groups supporting people with learning disabilities and their carers:

- [Enable Sheffield](#)
- [Case Training Services](#)
- [Disability Action Yorkshire](#)
- [Scarborough and District Mencap](#)
- [Coleman Training Development Ltd](#)

Working with the Prince's Trust to support young people into work

In September we ran our fourth employability programme with [The Prince's Trust](#). The week-long course worked with unemployed young people to help them develop employability skills, with a focus on different roles in the ambulance service. Participants took part in classroom and practical exercises and met people from different services across YAS.



One of the young people attending the September course has applied for a call handler role with the Trust. Previous courses have led to people gaining employment with the Trust and feedback demonstrates that participants gain confidence and learn valuable skills to help them in their journey to finding work.

Improving lives with 'Achieve'

Our Achieve programme is run on a rolling basis, delivering weekly sessions over 7 weeks. It is a practical skills course based on the YAS values with sessions including first aid and mental health resilience.

In this period we have run courses with [Centrepoint in Barnsley](#) working with young people at risk of homelessness. We have also continued to run the programme with people recovering from drug and alcohol addiction, partnering with [Change Grow Live \(CGL\) in Hull](#) and [New Visions in Bradford](#).



Evaluation of Achieve shows that the programme has a significant impact on participants reliability, confidence and communications skills.

First aid

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 BAME organisations; community centres; parent and carer groups and carer support groups.

Events

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. In this period we have attended 14 community events across Yorkshire.

Working with our Community Engagement Volunteers

Our Community Engagement Volunteers (CEVs) are members of staff and Community First Responders (CFRs) who undertake community engagement outside of their core role with YAS. Over this period our CEVs led 7 community engagement events, teaching CPR; talking about working for YAS and about our services.



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	22
H&NY	20
SY	13
Total events	55

Number of events by Index of Multiple Deprivation decile*

IMD Decile	No. of activities in IMD decile
1	21
2	6
3 - 10	28
Total events	55

*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	14
Homeless	8
LD/Autism	7
Substance misuse/alcohol	5
Mental health/wellbeing	4
Young people	3
Older people	2
Primary school	2
Secondary school	2
Carers	1
Faith organisation	1
Women	1
Total events	55