



**Community Engagement  
Quarterly Update**

**October – December 2023**



This update provides a summary of YAS's community engagement activity for the period 1 October 2023 – 31 December 2023.

For more information contact the community engagement team:  
[yas.communityengagement@nhs.net](mailto: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 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 76 external community engagement events in this period, including 18 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 76 events, 35 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 experiencing homelessness
- 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

### Restart a Heart 10 year anniversary

This was YAS's tenth year participating in the [Resuscitation Council UK's \(RCUK\)](#) national Restart a Heart campaign, held on October 14 every year. The day saw 32,000 people receive CPR training across 166 events. Restart a Heart represents a huge effort to introduce secondary school children to CPR training and our tenth year of the campaign saw 700 volunteers joining events in schools to support training.

Find out more about Restart a Heart at YAS [here](#). The project is supported by [YAS Charity](#).

*"Thanks to everyone who organises this event and all the volunteers who support it. Our students and staff really enjoyed the day and it alerted us to the fact that our COVID year - Year 7 (now Year 10) have never had the full session so we will be planning a day for them too." Hessle High School*

### Expanding YAS's Achieve programme

Our Achieve programme has been running for 18 months, delivering courses over this period with a range of partners. It is a practical skills course designed around values and skills important in the ambulance service and is delivered over 7 weekly sessions.

Achieve teaches valuable life skills, including first aid, for people needing support to improve their lives. The programme has worked with organisations supporting people with addiction recovery, homelessness and mental health support.

In this period we have agreed two courses for February 2024, one working with offenders as part of pre-release support from prison and another with [Renew Hull](#), supporting people recovering from drug and alcohol addiction.

### Community Trainers delivering life saving skills training with partners

Our Community Partners Programme is working with five organisations to expand the reach of life-saving skills training. Providing equipment alongside a train-the-trainer course, the programme gives local organisations everything they need to teach others how to save lives in the event of an emergency.

We have Community Trainers delivering life-saving skills training for [Leeds City College](#); [New Visions Bradford](#); [Hull CVS](#); [East Riding Voluntary Action Services](#) (ERVAS); and [SHoRes Centre Withernsea](#).

In the last period our partners collectively delivered 13 sessions, teaching 130 people valuable life-saving skills. Equipment for community partners is funded by [YAS Charity](#).

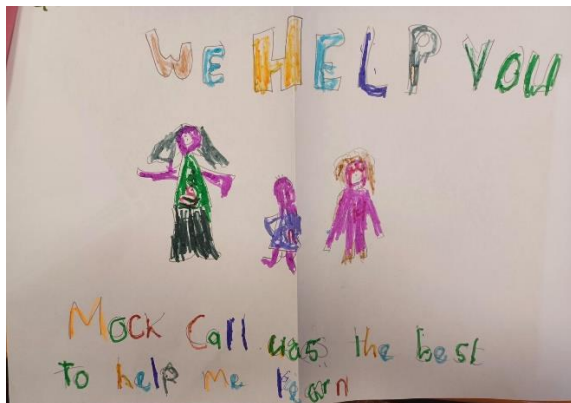
### Engagement sessions for people with a learning disability

In the last period we ran a series of co-production workshops with people with a learning disability and/or those who are neurodivergent. The purpose of these workshops was to



develop a series of engagement sessions that would raise awareness of our services and how to use them. Between October and December we piloted the sessions with five organisations that support people with a learning disability and/or those who are neurodivergent. Sessions were delivered with [Disability Action Yorkshire](#) (Harrogate); [Case Training Services](#) (Hull); [Scarborough and District Mencap](#); [Coleman Training Development](#) (Bradford); and [Enable](#) (Sheffield). This pilot forms part of the Trust's wider programme of work to improve services for people with a learning disability and/or those who are neurodivergent.

A total of 70 people were engaged across the five sessions. Participants have fed back they are more confident in accessing YAS services should they need to. A full programme of engagement, based on the format co-produced and piloted, will be rolled out in the coming months.



*Feedback from participants of engagement sessions*

### **Free First Aid courses**

Our free first aid courses were delivered in this period across a range of communities including parent and carer groups, parents of home schooled children and BAME organisations. A number of our courses are female only, which has enabled us to engage with people who would not usually attend a first aid course including vulnerable women.

Between October and December we delivered 23 free first aid courses, teaching 400 people vital life-saving skills. Our courses are delivered with grass-roots community organisations and these partnerships provide valuable opportunities for further engagement with a wide range of communities.

### **Engaging rough sleepers on experience of YAS services**

Our work to understand experiences of rough sleepers of YAS services continued in this period. Working on our behalf, [Healthwatch Hull](#) have spoken to 40 rough sleepers, 15 wider stakeholders and 70 YAS staff members. This project is generating valuable insight that we can use to improve our services and on how we can work better with partners.



An event to wrap up the engagement and share the insights it has generated is planned for April 2024. The project is funded by [YAS Charity](#).

### **Community Engagement Volunteers**

Our Community Engagement Volunteers (CEVs) are members of YAS staff and volunteers who undertake community engagement activities on behalf of the Trust, outside of their paid or voluntary role.

In the last period our CEVs engaged with over 1,000 people over 18 engagement activities and events, delivering life-saving skills training; promoting YAS as a place to work and volunteer and raising awareness of our services.



*Community Engagement Volunteers delivering CPR training*

### **CPR training for Kirklees Year of Music**

In this period we supported [Huddersfield University's Get Set Goal](#) programme to deliver CPR training to over 200 people across events for Kirklees Year of Music. Get Set Goal is a wellbeing service that health and wellbeing training, events and education in communities.



## 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	37
H&NY	26
SY	13
<b>Total events</b>	<b>76</b>

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

IMD Decile	No. of activities in IMD decile
1	26
2	9
3 - 10	41
<b>Total events</b>	<b>76</b>

\*NHSE//I'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.