



**Community Engagement
Quarterly Update**

January – March 2024



This update provides a summary of YAS's community engagement activity for the period 1 January 2024 – 31 March 2024.

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 106 external community engagement events in this period, including 27 delivered by our Community Engagement Volunteers (CEVs).

Engagement activity included delivery of Free First Aid courses; workshops to raise awareness of our services; engagement with rough sleepers on experience of our services and first aid and life skills courses.

Our Community Engagement Volunteers (CEVs) delivered 27 community engagement events in this period, reaching approximately 12,000 people across Yorkshire.

Of the 106 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 with a Learning Disability and/or who are neurodiverse
- People experiencing homelessness
- People recovering from alcohol and drug addiction
- People being released from prison.

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

Expanding YAS's Achieve programme

We continue to roll out our Achieve programme, teaching life skills alongside first aid to people needing support to improve their lives.

In this period we completed an Achieve course with pre-release prisoners in HMP Wealstun. The course formed part of the support provided by the prison to prepare prisoners for release and reduce the risk of re-offending.

We have also delivered a course with [Renew Hull](#), supporting people in recovery from drug and alcohol addiction and have begun an adapted version of the course for people with a Learning Disability and/or who are neurodiverse.

Community Trainers delivering life-saving skills training

Our Community Trainers collectively delivered 15 basic life saving skills to 190 people during this period. Our Community Trainers are volunteers, students and staff in partner organisations who have been trained to deliver basic life-saving skills training.

Community Trainers at Leeds City College have now trained all students enrolled on the Public Services Course and we have begun to roll out training to Health and Social Care students.

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](#).

Equipment for community partners is funded by [YAS Charity](#).

Engagement sessions for people with a learning disability

In January we launched a 12-month programme of workshops for people with a Learning Disability and/or who are neurodiverse. The workshops aim to raise awareness of our services and support people to be comfortable with our staff, vehicles and equipment.

The workshops were co-produced with service users and their carers over five sessions in partnership with [Disability Action Yorkshire](#) (Harrogate); [Case Training Services](#) (Hull); [Scarborough and District Mencap](#); [Coleman Training Development](#) (Bradford); and [Enable](#) (Sheffield).

Seven workshops were delivered between January and March 2024.

Free First Aid courses

Our free first aid courses were delivered in this period across a range of communities. 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 January and March we delivered 36 free first aid courses, teaching 700 people vital life-saving skills. Our courses are delivered with grass-roots community organisations with extensive reach across communities. These partnerships enable our training to consistently reach people who otherwise would not access first aid courses.

Restart a Heart

Registration for 2024's Restart a Heart day opened in this period. This year will be YAS's 11th delivering the campaign. As well as delivering CPR training to school children across Yorkshire on Restart a Heart day on 14 October, the campaign has partnered with Huddersfield University's [Get Set Goal](#) programme to support students to teach CPR in communities across the whole year. Between January and March students delivered 14 sessions to over 200 people in and around Huddersfield.



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	60
H&NY	34
SY	12
Total events	106

Number of events by Index of Multiple Deprivation decile*

IMD Decile	No. of activities in IMD decile
1	23
2	12
3 - 10	71
Total events	106

*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.