



**Community Engagement  
Update  
July – September 2024**



This update provides a summary of YAS's community engagement activity for the period 1 July 2024 – 30 September 2024.

For more information contact the community engagement team:  
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## About community engagement at YAS

Community engagement enables us to make contact with people across Yorkshire outside of our emergency response or service delivery role. We engage with our communities to raise awareness of our services, teach important skills, build trust and to learn about how we can improve access to our services.

While we engage widely with all communities across Yorkshire, we have a particular focus on reaching communities most likely to experience poor health and face barriers to accessing services.

YAS's community engagement is wide ranging. We work with communities across Yorkshire to deliver training on basic life-saving skills; awareness raising of our services; projects that improve people's life skills and employability; public engagement events and engagement to understand the experience different communities have of our services.

When we engage our communities, we make a difference to people's lives, we build trust between our organisation and the people we serve and we gain insight into how we can improve our services.

## Our community engagement objectives 2024 – 2027

- 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.

## YAS Charity

All of our projects are supported by YAS Charity, which raises funds to support Yorkshire Ambulance Service and help save lives.



## Our current community engagement projects

### Achieve

Achieve is a skills course designed for people needing additional support to improve their lives. In addition to basic life support, it teaches a range of life skills that relate to the work and values of the ambulance service such as teamwork, communication and resilience.

Achieve was developed in partnership with addiction charity [New Vision Bradford](#). We initially worked with the charity to deliver basic life support training to people recovering from drug and alcohol addiction and found that those completing the course were not only highly engaged, but wanted to do more with us and develop other skills. Since launching in late 2022 we have delivered 17 Achieve courses, teaching valuable skills to 110 people.

Achieve is delivered in partnership with a range of organisations who provide support to vulnerable and marginalised communities. Between July and September it has formed part of the support provided to prisoners at [HMP Wealstun](#) to prepare them for release into the community, and as a life skills course for women involved in the criminal justice system with [Together Women Hull](#).

### Get Started with YAS

Get Into YAS and Get Started with YAS are employability programmes run in partnership with the [Princes Trust](#). These week-long courses work with unemployed young people to help them develop employability skills and support them with applying for jobs with YAS.







We have been delivering courses with the Princes Trust since 2021. Over that time we have delivered 6 courses. Young people leave the course with more confidence, as well as learning valuable skills to help them secure employment. In addition, 5 people have gone on to secure roles with YAS as a result of the support they have received through the programme.

Our latest Get Started with YAS was delivered at Manor Mill Ambulance Station with 6 young people. Two of the attendees applied for paid positions within YAS, and although these were unsuccessful they have been equipped with skills to continue to seek employment with the Trust and elsewhere. One attendee has gone on to become a Community First Responder (CFR).

### **Learning Disability Awareness (LDA) Workshops**

Our LDA workshops are delivered for people with a learning disability and/or who are neurodiverse. They raise awareness of how to call 999 and 111 and provide familiarisation with ambulance staff and equipment so that people can be more comfortable if they use our services.

The workshops are part of the Trust's Learning Disability Programme. They were designed in partnership with people with a learning disability and/or who are neurodiverse.





Since January 2024 we have delivered 22 LDA workshops with 285 people taking part. All our workshops are delivered in partnership with organisations supporting people with a learning disability. Eleven workshops were delivered between July 2024 and September 2024.

### **Free First Aid Awareness**

Our Free First Aid Awareness courses are delivered across Yorkshire to a wide range of communities. We have been running courses for over 15 years and in that time have developed relationships with grass-roots community organisations that help us reach into a wide range of diverse communities.

The course can be adapted for communities with different communication needs and with people who do not speak English as a first language.

Between July and September we have continued to deliver rolling programmes of first aid awareness with Polish communities, Muslim communities, other BAME communities, parent and carer groups and a range of community organisations.

### **Community Partners Programme**

Our Community Partners Programme provides training and equipment to community organisations and colleges to support them to roll out their own life-saving skills awareness training. This train-the-trainer course has created 17 Community Trainers across 6 organisations. Collectively, our community trainers have delivered over 80 life-saving skills awareness courses to over 1,300 people over the last 18 months.

The Community Partners Programme not only teaches valuable life-saving skills, it supports the development of individuals to become Community Trainers and represents an investment in our communities.

In September our new Community Partner, Kirklees Road Safety Team, began delivering first aid awareness sessions to children and young people in the Kirklees area. Between July and September New Vision Bradford delivered 4 sessions, continuing to teach people recovering from drug and alcohol addiction life-saving skills.



### 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.



Over the July to September period our CEVs delivered 20 community engagement events, reaching over 700 people. Our CEVs deliver life-saving skills training; promote YAS as a place to work and volunteer and raise awareness of our services.



### Our current community engagement partners

We work with a wide range of partners to enable us to engage with diverse communities across Yorkshire. Below are some of the organisations we have worked with over the last 3 months.

- Al Haadiyah Harrogate
- Al-Furqaan Prep School
- Al-Furqaan Prep School
- Barnsley Council
- Brackenhill Primary School
- Calderdale Learning Disability Partnership Forum
- Case Training Services
- New Vision Bradford
- Fairfield School
- HMP Wealstun
- Kirklees Council
- Masjid E-Bilal
- Mencap Kirklees
- Parkwood Academy
- The Peel Project
- Penny Appeal Wakefield
- Polska Sobotnia Szkoła
- The Prince's Trust
- Priory Gateholme Supported Living
- Sheffield City Council
- Shipshape Community Hub
- Soothill Community Centre
- St John Ambulance
- Together Women Hull
- Wakefield Learning Disability Patient Experience Group
- Wakefield Metropolitan District Council
- Wasdale Children's Resource Centre



## Summary of engagement July – September 2024

There were 120 external community engagement events and activities in this period, including 20 delivered by our Community Engagement Volunteers (CEVs).

Of the 120 events, 51 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
- Asylum Seekers and Refugees
- People with a Learning Disability and/or who are neurodiverse
- People recovering from alcohol and drug addiction
- People with experience of the criminal justice system
- Vulnerable women

### Location of events by ICS footprint

ICS location of event	No. of activities in ICS footprint
WY	80
H&NY	26
SY	9
Not recorded	5
<b>Total events</b>	<b>120</b>

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

IMD Decile	No. of activities in IMD decile
1	33
2	18
3 - 10	62
Not recorded	7
<b>Total events</b>	<b>65</b>

\*NHSE/IT'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.