



**Community Engagement
Update
October – December 2024**



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



Projects in this period

Get Started with YAS with the King's Trust

In October we held our 6th 'Get Started with YAS' course in partnership with the [King's Trust](#). Over the 5-day course 10 young people joined our staff at Manor Mill Ambulance Station to learn employability skills and be supported to apply for roles with the Trust. In recruiting participants for this latest course, we worked with partners who support young people leaving care and had 3 care leavers within the cohort.



Of the 10 young people who completed the course, 5 have either secured employment with YAS or have applications in progress.

Achieve Programme - teaching life skills with marginalised communities

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.

In this period Achieve courses were delivered with:

- [CASE Training Services](#) for people with a Learning Disability and/or who are neurodivergent
- [Together Women Hull](#) for women involved in the criminal justice system, and
- [HMP Wealstun](#) as part of the support provided to prisoners to prepare them for release into the community.



Since launching in late 2022 we have delivered 17 Achieve courses, teaching valuable skills to 110 people that can help them improve their lives.

Restart a Heart

Each year on [Restart a Heart](#) day volunteers from Yorkshire Ambulance Service and partner organisations teach CPR in schools across Yorkshire. Restart a Heart Day was developed in 2013 by the European Resuscitation Council to encourage others to teach members of the public how to help restart the heart of someone who has suffered a cardiac arrest.



This year, on October 16, 740 volunteers taught CPR to 35,000 children. This activity forms part of the national campaign which aims to raise awareness of CPR and encourage people to learn this important life-saving skill.

Restart a Heart Ambassadors

In the run up to Restart a Heart day this year we have been working with [Parkwood Academy](#) school in Sheffield to train students as Restart a Heart Ambassadors. Six students have completed a course that has equipped them with the skills to deliver CPR training to their peers.

On Restart a Heart day this year our ambassadors trained 180 other students on and are continuing to roll out training across the school.

Free First Aid Awareness

Our Free First Aid Awareness courses are delivered across Yorkshire to a wide range of communities. In this period we delivered 18 sessions, teaching over 300 people life-saving skills.

In this period we have taught first aid to BAME community groups, school children and have run women-only groups for a range of communities.



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 this period our CEVs delivered 10 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.

Learning Disability Awareness (LDA) Workshops

This period marked a year since the launch of a 12-month programme of workshops for people with a Learning Disability and/or who are neurodiverse. The workshops aim to 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. In this period 8 workshops were delivered, with a total of 127 participants across all sessions.

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. In this period Community Trainers delivered 16 life-saving skills awareness raising talks and training to over 450 people.



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
- Appleton Roebuck Tennis Club
- Austhorpe Primary School
- Austhorpe Primary school
- Calderdale Learning Disability Partnership
- Case Training Services
- Fenchurch Family Hub
- Fieldhead Carr Primary School
- Guru Gobind Singh Gurdwara
- Hilderthorpe Primary School
- HMP Wealstun
- Horton Grange Primary School
- Huddersfield University
- Kirklees Council
- Leeds City College
- Manor CE Academy
- Mencap Doncaster
- New Horizons Muslim Scout Fellowship
- Normanton 1st Scouts/Cubs
- Outwood Primary Academy
- Parkwood E-Act School
- Pickering Mother's Union
- Pickering Patient Participation Group
- Pivot Group
- Pivot Group Education
- Priory Group
- Roundhay School
- Royal Air Force Air Cadets
- Sheffield City Council
- Shipshape Community Hub
- Street League Charity
- The Fountain Muslim Girls School
- The King's Trust
- The Peel Project
- Together Women Hull
- West Yorkshire Fire and Rescue Service
- Whixley Wanderers Football



Summary of engagement October – December 2024

There were 77 external community engagement events and activities in this period, including 10 delivered by our Community Engagement Volunteers (CEVs).

Of the 77 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 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	40
HNY	27
SY	11
Total events	77

Number of events by Index of Multiple Deprivation decile*

IMD Decile	No. of activities in IMD decile
1	23
2	12
3 - 10	42
Total events	77

*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.