



YAS Community Engagement Plan

2024 - 2026

Introduction



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, and other, services.

We recognise that health inequalities have a significant impact on people's likelihood to need our services, their ability to access them and their access to other services and support. 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.

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.



Community engagement plan objectives



- **Improve lives through targeted interventions** - Deliver programmes that improve outcomes and life chances for communities most in need of support, including supporting people into employment and volunteering and increasing people's confidence and general well-being.
- **Raise awareness of life saving skills in our communities** - Increase awareness of life saving skills, especially in communities with high discrepancy between OOHCA prevalence and likelihood of bystander CPR. Build capacity in communities and in our workforce to increase the reach of life saving skills training.
- **Engage with communities to be visible and develop relationships** - Engage with communities to be a visible presence, build relationships and have open dialogue with about our services, challenges and successes, particularly with communities that we don't know well and do not know us or our services.
- **Improve access to our services for vulnerable populations by generating insight** - Engage with communities to understand their needs and work with them to improve our services, targeting communities experiencing poor health outcomes and facing significant barriers to accessing services.
- **Develop volunteering across the Trust** – Implement a planned approach to volunteer development.



Community engagement plan principles



- **Focus on health inequalities** - Target community engagement activity for communities most likely to need our services now or in the future and those experiencing barriers to accessing services.
- **Partnerships** - Develop and deliver community engagement with partners, working with those that understand and are trusted by our communities.
- **Anchor organisation** - Act as an anchor organisation, seeking to improve life chances through education, training, employment support and building capacity in communities.
- **Insight led** - Be insight led in our engagement, using evidence to guide who we engage and how we engage them.
- **Doing with** — Work collaboratively with communities, developing projects together and involving people with lived experience.



Resources to deliver the community engagement plan



- **Community Engagement Team** - Our Community Engagement Team deliver key programmes of work to support this plan. They focus on targeted engagement, aligned to the objectives in this plan. Our Community Engagement Team also provide advice and support to other parts of YAS involved in community engagement and support community engagement undertaken by partners, where contribution of YAS is needed.
- **Partnerships** - We work with system partners to deliver community engagement collaboratively, recognising that we are often seeking to engage the same communities and seeking the same outcomes. We work in partnership with VCSE partners to support, inform and guide our engagement activity. We recognise that VCSE organisations are often well trusted by the communities we want to reach and we deliver our programmes collaboratively with them. Increasingly, we are seeking to support VCSE organisations to undertake engagement or training on our behalf, providing resource and support to enable them to do this.
- **Community Engagement Volunteers (CEVs)** - Our Community Engagement Volunteers (CEVs) are YAS staff and volunteers who undertake community engagement outside of their paid or primary role. CEVs undertake a vast amount of community engagement and play a vital role in enabling communities to connect with YAS staff and volunteers from their own area. As well as CEVs, we work with a large number of staff and volunteers who support community engagement activities on an ad hoc basis. Without this support, large scale community engagement events and programmes would not be possible.

Monitoring and evaluation



- A range of KPIs sit behind this community engagement plan, allocated to individual members of the Community Engagement Team.
- A Community Engagement Monitoring form captures activity delivered by the Community Engagement Team; Community Engagement Volunteers; other staff members and partners delivering on behalf of the Trust.
- Six-monthly updates are provided to the Trust Executive Group (TEG) highlighting progress against KPIs; key data on community engagement activity and project updates and case studies.

