



YAS Community Engagement

Summary of 2024/25 activity



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 (out-of-hospital cardiac arrest) prevalence and likelihood of bystander CPR (Cardiopulmonary Resuscitation). 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.



Summary of 2024/25



380 community engagement events and activities.

11,000 people engaged across Yorkshire.

Nearly half of activity in 20% most deprived areas in England.

Our community engagement activity is supported by YAS Charity, who provide funding for equipment and projects that support our communities.

Community Engagement Volunteers



Our Community Engagement Volunteers (CEVs) are YAS staff members and volunteers who support and deliver community engagement activities in their own time and outside of their core role with YAS.

Our CEVs deliver life-saving skills training, careers events and events to raise awareness of our services.

Over 2024/25 our CEVs delivered 57 events and activities, engaging 2,600 people across Yorkshire.

Achieve Programme



Delivered over 6 weekly sessions, Achieve supports some of our most marginalised communities and teaches first aid alongside employability skills, mental health awareness and communication skills.

We have delivered courses with addiction charities, prisons, Learning Disabilities organisations and projects supporting vulnerable women.

Over 2024/25 we delivered 76 sessions of Achieve, supporting 640 people to learn valuable skills and improve their lives.

‘Get Started with YAS’ with the King’s Trust



In partnership with the King’s Trust, we run 3-4 'Get Started With YAS' courses each year to support disadvantaged young people into careers and volunteering with YAS.

The week-long course teaches practical employability skills, provides support with applications and introduces participants to different YAS services.

Over 2024/25 we have supported 6 young people into YAS volunteer or paid roles through courses with the King’s Trust.

Community Partners and Ambassadors



Our Community Trainers and Restart a Heart Ambassadors are pupils, volunteers and staff in schools, colleges and community organisations who have completed a train-the-trainer course with YAS and now deliver life-saving skills training in their own school or community, with equipment provided by YAS Charity.

We have over 20 active Community Trainers and Ambassadors across Yorkshire. Over 2024/25 they collectively delivered 65 training sessions, teaching 1,600 people life-saving skills.



Free First Aid Awareness Courses



Our Free First Aid Awareness courses have been running since 2012, working in partnership with grassroots community organisations to reach communities across Yorkshire.

Over 2024/25 we have delivered courses with a wide range of communities, including the Jewish community in Harrogate, Roma community in Hull and Muslim communities across Yorkshire.

This year we delivered 73 first aid awareness sessions, reaching 1,700 people.

Restart a Heart



Volunteer for
RESTART A HEART DAY
on Thursday 16 October 2025



We need your help
to teach cardiopulmonary
resuscitation (CPR) to
to more than:

35,000
students in
one day!

You don't need to be a clinical member of staff to volunteer.
Just a basic understanding of CPR is required as the training
will focus on a step-by-step interactive DVD.

Sign up
now
at:
<https://survey.yas.nhs.uk/s/Restart-a-Heart-Day-Volunteer-Registration-Form-2025/>

Find out more at:
www.restartaheart.yas.nhs.uk

YAS-27-03-25 Ad: YAS027_0325



Each year on Restart a Heart day our staff and volunteers teach CPR to children across Yorkshire.

This year on Restart a Heart day we held 165 training events and trained over 35,000 people.

Restart a Heart day is supported by over 700 volunteers.

Learning Disability Awareness Workshops



Our Learning Disability Awareness Workshops are delivered for people with a Learning Disability and/or who are neurodiverse.

The workshops raise awareness of YAS services and how to use them and provide sensory familiarisation with ambulance equipment and staff.

Over 2024/25 we held 49 Learning Disability Awareness Workshops, engaging over 400 people with a Learning Disability and/or who are neurodiverse.



Developing volunteering



We achieved Investing in Volunteers reaccreditation for the second time in 2024/25, recognising that the Trust has safe, effective and rewarding volunteering programmes.

A volunteer demographics report was established this year, helping us to understand the profile of our volunteers.

We supported the British Islamic Medical Association (BIMA) Lifesavers campaign, providing opportunities to build relationships with our Islamic communities.

We developed a Trust-wide volunteer reward and recognition framework, which includes the introduction of long service awards recognising every 5 years of volunteering.





For more information visit

**[www.yas.nhs.uk/get-
involved/community-engagement](http://www.yas.nhs.uk/get-involved/community-engagement)**

