





YAS Community Engagement

Quarterly update
October 2025 – December 2025



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 activity



We delivered 69 community engagement events and activities.

Engaged 3,100 people across Yorkshire.

Half of our engagement activity took place in the 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.



Restart a Heart Day



Restart a Heart 2025 marked the 12th annual campaign by YAS to promote CPR awareness across Yorkshire's secondary schools.

This year over 40,000 people were trained in CPR across 185 schools. 20 schools joined the campaign for the first time.

This year also saw the launch of Restart a Heart Live, delivered jointly with Save a Life for Scotland and Save a Life Cymru, delivering live CPR training via YouTube on 1 October.



Get Started with YAS with the King's Trust



In October we delivered our fourth and final 'Get Started with YAS' course of the year in partnership with the King's Trust.

On the latest course 11 young people were supported with employability skills while learning about different roles in the ambulance service.

All the participants are now applying for paid or voluntary roles with YAS.

Each Get Started course this year has supported young people into roles in the Trust.



Free First Aid Awareness courses



In this period we delivered 24 Free First Aid Awareness sessions, teaching 460 people life-saving skills.

Our courses were delivered with a range of communities across Yorkshire including Refugees and Asylum Seeker families, women-only groups, school children and Muslim communities.



Achieve programme



In this period 6 Achieve sessions were delivered, teaching life skills, employability skills and first aid.

Achieve courses running in this period were delivered with groups supporting vulnerable women and with pre-release prisoners to support transition into the community.



Community Engagement Volunteers



35 engagement sessions were delivered by Community Engagement Volunteers (CEVs) and other YAS staff and volunteers.

Sessions included careers talks, life-saving skills training and raising awareness of YAS services.



Engaging Refugees and Asylum Seekers



In this period we held 6 engagement sessions with Refugees and Asylum Seekers, engaging 200 people.

The sessions teach Basic Life Support and raise awareness of ambulance services and how to access them.



Our partners



It is through grass-roots partnerships that we are able to reach communities across Yorkshire. Some of the partners we have worked with in this period are:

- Al furqaaan prep school
- Alco-Hull Free
- HMP Wealstun
- Hull Sisters
- Immigration and Asylum Support Kirklees
- Kings Trust
- Madni Islamic School
- Masjid Taqwa Ladies Group
- Open Doors Hull
- Refugee Council - Leeds
- Shipshape - Sheffield
- Together Women Bridlington Hub
- Xenia Sheffield

