



YAS Community Engagement

Summary of 2025/26 activity

Introduction

Our community engagement team and volunteers engage with a wide range of communities across Yorkshire, enabling us to make contact with people outside of our emergency response or service delivery role.

We have a rolling programme of community engagement projects run in partnership with grass-roots community organisations. We engage widely with all communities across Yorkshire but have a particular focus on engaging communities impacted by health inequalities. This includes engaging with some of our most vulnerable and marginalised communities.

Our community engagement activities are wide ranging and include raising awareness of our services, teaching important skills and building trust between our organisation and the people we serve.

At Yorkshire Ambulance Service our community engagement approach is built around partnerships with grass-roots community organisations, demonstrating action on health inequalities and acting as an anchor organisation delivering benefit for our communities.

Our approach

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.

Community engagement plan objectives

1. Improve lives through targeted interventions

Deliver programmes that improve outcomes and life chances for communities most in need of support, (supporting people into employment, volunteering; increasing people's confidence and general well-being).

2. 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.

3. 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.

4. 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.

5. Develop volunteering across the Trust

Implement a planned approach to volunteer development.

Summary of activity in 2025-26

360 community engagement events and activities

18,000 people engaged across Yorkshire

A third of activity in 20% most deprived areas in England

Reaching into underserved communities with grass-roots partnerships

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



Current projects

Restart a Heart

Mass CPR training programme in schools across Yorkshire. Over 40,000 children were trained across 185 in October 2025.

Free First Aid Awareness

Rolling programme of free life-saving skills training targeted for areas of deprivation and migrant communities. 1,600 people trained across 88 sessions in 2025/26.

Community partners and ambassadors

Staff, volunteers and students in schools and community organisations who are supported to deliver their own life-saving skills courses. 50 training courses delivered by partners and ambassadors across 2025/26.

Community Engagement Volunteers (CEVs)

Existing YAS staff and volunteers who deliver community engagement and training in their free time. 165 events delivered by CEVs across 2025/26, engaging approx. 9,500 people.

Current projects

Refugee and Asylum Seeker engagement

Drop-in sessions and pop up Basic Life Support sessions to raise awareness of YAS services. 27 engagement sessions delivered across 2025/26, engaging 885 people.

Get Started with YAS with the King's Trust

Week-long course run 4 times a year to support young people from disadvantaged backgrounds into YAS and other NHS roles. Over the last 2 years the course has supported 14 young people into YAS roles.

Achieve skills programme

6 session course teaching life skills alongside first aid for some of our most marginalised communities. 7 courses delivered over 2025/26 with vulnerable women, pre-release prisoners and refugees.



Communities we are engaging

- People with multiple unmet needs (homelessness, addiction, offending)
- Refugees and asylum seekers
- Migrant communities (English not first language)
- Young people not in work, training or education
- School-age children (Restart a Heart, Community Engagement Volunteers)



Feedback

King's Trust Get Started participant:

“The programme really helped me develop my confidence.... I found there was still much to learn about myself.”

Ambassador programme:

“The pupils have grown in confidence throughout the programme, becoming leaders in their own right.”

Achieve programme:

“I learned so much today. Sasha made the session really fun and engaged in a way that was easy for me to understand with my autism.”



Expanding community engagement beyond 2025/26



NHSCT Community Resilience Grant (£142k) secured to fund 2-year **targeted engagement and resilience projects** at neighbourhood level

Expand engagement with migrant communities, Refugees and Asylum Seekers (£19k external grant)

Expanding Community Engagement Volunteers – staff and volunteers active and engaging in their own communities

Expanding ambassadors and community partners – establishing community assets to share key messages in their own communities

Continue with Get Started with YAS – programme established with proven ability to bring disadvantaged young people from diverse backgrounds into YAS roles



For more information visit

www.yas.nhs.uk/get-involved/community-engagement