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YAS Community Engagement

Quarterly update

July 2026 – September 2026

Community engagement plan objectives

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- **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

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We delivered 92 community engagement events and activities. 32 of these were delivered by Community Engagement Volunteers (CEVs).

We engaged approximately 7,860 people across Yorkshire.

Around 40% 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.

BIMA Lifesavers

On 26 September YAS staff supported the British Islamic Medical Association's (BIMA) national Lifesavers campaign.

The BIMA Lifesaver campaigns delivers life saving skills awareness sessions in mosques across the country.

This was the third year YAS has supported this campaign, with 11 YAS colleagues supporting events at three mosques to help around 70 people learn essential skills such as CPR, using a defibrillator and responding when someone is choking.



Get Started with YAS with the King's Trust

NHS Yorkshire Ambulance Service NHS Trust

In September we were joined by another 9 young people for our 'Get Started with YAS' course.

Get Started is delivered in partnership with the King's Trust and aims to support young people not in work or education into YAS paid or voluntary roles.



Free First Aid Awareness courses

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In this period we delivered 23 Free First Aid Awareness sessions, teaching 320 people life-saving skills.

Our courses were delivered with a range of communities across Yorkshire including mental health support groups, schools, youth organisations and parents of children who are home-schooled.



Community Engagement Volunteers

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32 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.

Events delivered by CEVs engaged approximately 3,000 people.



Restart a Heart Ambassadors

Yorkshire Ambulance Service NHS Trust

Our four Restart a Heart Ambassadors completed their training with YAS in this period, enabling them to deliver CPR training in their own school.

The Ambassadors achievement was recognised by the school with a celebration event.



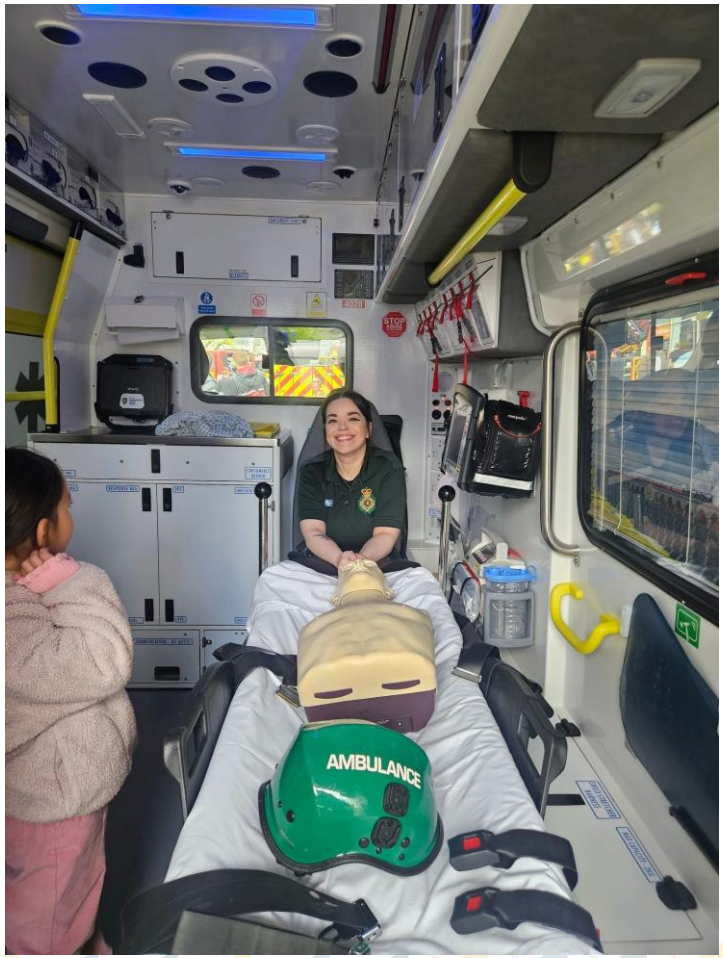
Engaging Refugees and Asylum Seekers

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20 engagement events were hosted by community organisations supporting Refugees and Asylum Seekers and other migrant communities.

These sessions raised awareness of YAS services and taught people life-saving skills..

Approximately 370 people were engaged through these sessions.



Our partners

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We worked with over 60 different organisations in this period who supported our community engagement activity by hosting events or delivering in partnership with us. Our partnerships enable us to reach a diverse range of people across our communities. In this period we have worked with:

- Youth organisations
- Mental health groups
- Mosques
- Schools and colleges
- Blue light partners
- Scout groups
- Refugee charities
- Deaf community charities
- Family hubs.