Yorkshire Ambulance Service NHS Trust

YAS Community Engagement

Quarterly update

April 2026 – June 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 110 community engagement events and activities. 42 of these were delivered by Community Engagement Volunteers (CEVs).

We engaged approximately 6,700 people across Yorkshire.

Around 40% of our engagement activity took place in the 20% most deprived areas in England.

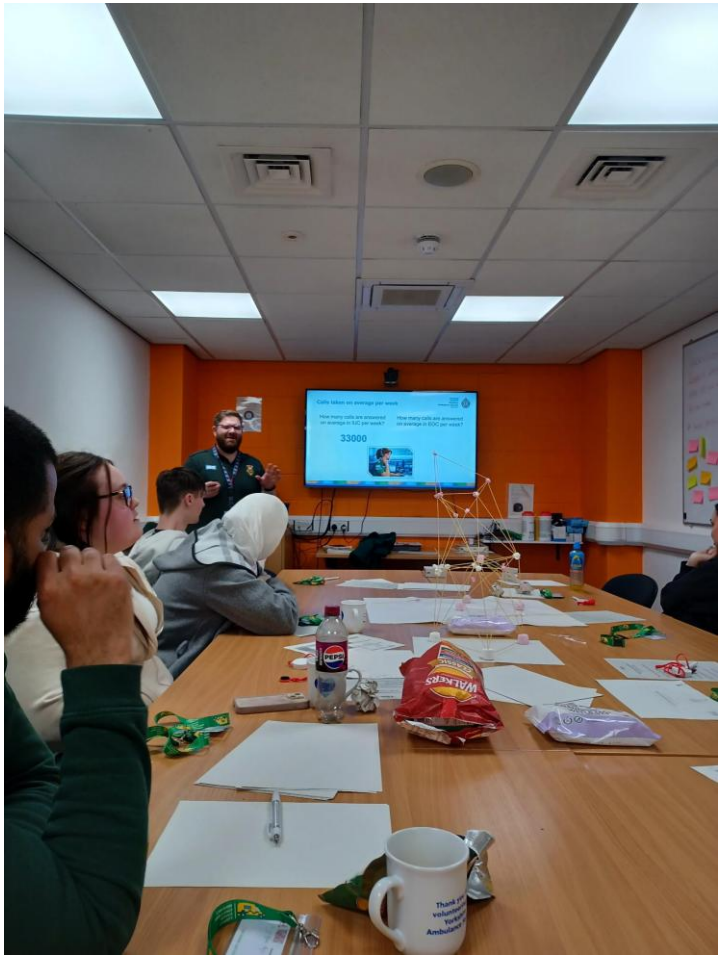
Our community engagement activity is supported by YAS Charity, who provide funding for equipment and projects that support our communities.

Get Started with YAS with the King's Trust

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In this period we held 2 'Get Started with YAS' courses, each supporting 8 young people not in work or education to apply for paid or voluntary roles with YAS.

Get Started with YAS continues to be a success in supporting young people into the Trust, with most attendees going on to apply for roles and many being successful in their applications.



Free First Aid Awareness courses

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In this period we delivered 40 Free First Aid Awareness sessions, teaching 417 people life-saving skills.

Our courses were delivered with a range of communities across Yorkshire including people with a Learning Disability, women-only groups, school children and Muslim communities.



Achieve programme

In this period 7 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, with pre-release prisoners to support transition into the community and with people with a Learning Disability and/or who are neurodiverse.



Community Engagement Volunteers

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42 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 5,400 people.



Restart a Heart Ambassadors

Four students from Outwood Grange Academy in Wakefield proceeded through a train-the-trainer course to prepare them for leading the delivery of CPR training for Restart a Heart Day.

The Ambassadors have been supported by volunteer mentors as well as Community Engagement Team staff.



Community Partners

Yorkshire Ambulance Service NHS Trust

Our Community Trainers are volunteers and staff in partner organisations who have been supported to run their own life saving skills awareness sessions. They delivered 45 life-saving skills training sessions in this period to 1,800 people.

We had active Community Trainers in this period from Kirklees Council and Huddersfield University, who are our partner in the Get Set Goal initiative which runs Restart a Heart sessions across communities in and around Huddersfield.

Our partners

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We worked with over 70 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:

- Mosques
- Community Centres
- Schools and colleges
- Supported accommodation providers
- Nurseries
- Scout groups
- Refugee charities
- Learning Disability charities
- Prisons.