



Ambulance

For people who live and work in the capital

Summer 2012

75 years of 999

Emergency system celebrates special anniversary

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The final countdown

Ready, set, go for the 2012 Games

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London 2012 Olympic Games mascots Wenlock and Mandeville

Diamond celebration

InBrief

Peter to depart

CHIEF Executive Peter Bradley is to leave later this year to take up a post with the organisation where he began his ambulance career.

Peter, who joined the Service in 1996 and has led it for 12 years, will become Chief Executive of St John in New Zealand - a role which will include running the ambulance service.

He said: "I feel really privileged and proud to have led the Service, which is in my view the best capital city ambulance service in the world."

"I will be sad to leave, but this opportunity, which has come out of the blue, brings new and exciting challenges which I'm looking forward to."



Extra staff were on duty across the Queen's Diamond Jubilee weekend, as millions of people visited central London to join the celebrations



New charity chosen



STAFF have selected a new charity for the Service to fundraise for over the next two years.

The Maypole Project, which is based in south-east London, supports children with life-threatening illnesses and their families.

The first major fundraising event for the charity was the Virgin London Marathon – see page four for more details.

Maypole's website can be found at www.themaypoleproject.co.uk

System change aims to save lives

LONDONERS stand to benefit from changes that will reduce the number of ambulances that are cancelled while on the way to emergency calls.

Under the adjustment to the way that staff are sent to incidents, up to an extra 60 seconds is now available to get more detailed information on a patient's condition and location, to ensure that they

receive the right response, first time.

It is expected that the changes – which came into effect at the beginning of June – will lead to 20 per cent fewer vehicles being cancelled once on their way to calls.

There should also be a significant reduction in the number of times that more than one vehicle is sent when it is not needed, which will mean

more are available to respond to the most critically ill patients.

The changes will not affect calls to people who are reported to have suffered a cardiac arrest and stopped breathing. Staff in a response car and ambulance will continue to be sent immediately to these calls.

Deputy Chief Executive Martin Flaherty said: "By

having this short extra period to better assess the patient's condition, we will be able to keep more staff available to respond to those who have stopped breathing, which really are time critical incidents.

"We are already reaching this small group of patients very quickly, and these changes should ensure that will improve further."

A day in the life at sports grounds

WITH thousands of fans in attendance, big sporting occasions always have the potential of leading to people needing medical treatment.

This summer – and ahead of the London 2012 Games – staff will be on duty at events such as the Wimbledon tennis championships and England cricket test matches.

During the football



season, the Service is also present at the home games of nearly all the professional London clubs.

Duty Station Officer John Gilbert (left), who manages the Service's presence on match days at Tottenham Hotspur's White Hart Lane ground, describes what



Olly Greenwood/AFP/Getty Images

THE Service played a key role in the medical response to Fabrice Muamba when he collapsed and stopped breathing at White Hart Lane in March.

One of the crews that

were on standby at the Spurs v Bolton FA Cup match took the player to hospital, and the medical team who treated him on the pitch and travelled in the ambulance included some

off-duty service staff. Fabrice was discharged from hospital a month later after having an internal defibrillator fitted, which would shock his heart should it stop beating again.

happened on the last day of the Premier League season in the club's game with Fulham.

12.22pm I arrived at Edmonton ambulance station and checked that the ambulances we needed to cover the event were in full working order.

12.27pm The other staff covering the game - four crew members, someone from the control room and another officer - arrived and I led a 30-minute briefing. It included important safety messages from a regular pre-match meeting I had with White Hart Lane officials two days beforehand.

1.04pm We arrived at the ground and while the crews prepared their kit, I went up to the stadium's control room with my colleague from our control room to liaise with the police and the club safety officer.

2.15pm We went to the medical room to meet with the St John Ambulance team of volunteers and the crowd doctors. It was a useful time to exchange any last-minute information before...

3pm Kick off! Throughout the game we exchanged information with other

agencies to ensure we could react quickly to any incident that might have required advanced medical care. We also kept a close eye on the crowd as, with 36,000 people, a relatively small incident can turn into a major one if not managed properly.

4.45pm The final whistle. It was a quiet match for the medical responders – four patients and no one taken to hospital on this occasion. We waited for the stadium to empty and the crowd to move safely away before the club safety officer, after consulting with the police, confirmed we were stood down.

How will your travel be affected during the Games?
27 July – 12 Aug and 29 Aug – 9 Sept
Find out which journeys will be busier and how to get around more easily at GetAheadoftheGames.com and follow us on Twitter: @GAOTG

Working together:
MAYOR OF LONDON, National Rail, Transport for London

Emergency number's big birthday

THE 999 system is celebrating its 75th anniversary this year – and is still going strong.

Believed to have been the first service of its kind in the world, it was launched at the end of June 1937 following a serious fire in central London which had shown the need for telephone operators to be able to identify emergency telephone calls.

It was reported that, in the first week, there were 1,336 emergency calls across London.

This compares with an average 4,400 calls received by the Service every day last year.

Assistant Chief Ambulance Officer John Pooley, who worked in the control room in the 1970s, said: "We've come a



Way back when: the control room in the 1930s

long way in how we handle emergency calls and train our staff. On my first day, I observed for a few hours, but when it got busy, I started

taking calls myself – now our staff receive intensive training and there is ongoing support to enhance their skills and responsibilities."

Londoners reassured about Games time treatment

THE 2012 Games coming to London will not affect the care and treatment given to patients across the capital.

This is the message from the Deputy Director of Operations Paul Woodrow, who is in charge of the normal day-to-day work

away from the summer's competitions.

He said: "It is really important that we can continue to deliver the best possible care to patients throughout London.

"The scale of the 2012 Games is unprecedented for us and it's going to be a very busy

time, so to manage this, we're going to have to do some things slightly differently.

One example is that we'll be making sure that all of our medically-trained staff, such as managers and training officers, are out on the road treating patients."

Paul added: "While a lot of focus will be on the Games itself, everything else doesn't stop, and we're determined that the Olympic and Paralympic Games will not have a detrimental impact on the service we provide to our patients who need us in emergencies."

Testing, testing

AMBULANCE staff from across the country came to London to test and demonstrate their response to incidents ahead of the Games.

Exercise Amber was hosted by the Service over the first weekend of May. The scenarios – which were supported by other agencies such as the Metropolitan Police, London Fire Brigade and the Royal National Lifeboat Institute – included patients on a boat on the River Thames, and others needing treatment at the top of scaffolding and rescuing from under rubble (right).

The exercise was held at the site of the Service's Olympic deployment centre, which was also used for the first time to manage the attendance of staff at a number of sporting test events. They included staff from other ambulance services who will be working in London during the Games.



Olympic deployment centre in numbers

450

The maximum number of staff who will be processed through the centre in one day, along with an average of 80 police officers using it daily

45

The number of minutes it will take for a member of staff to be registered, supplied with their kit and fed before their shift

28

The size of the team responsible for the centre, which will be open around the clock during the Games

TIPS on staying healthy during the Games and the best place to go for medical help are included in this new leaflet.

It also contains advice on sun safety, eating well, drinking sensibly and travelling safely.

Developed by NHS London, some of the Service's foundation trust

members also had an input on the content and design.

The leaflet will be given out by ambulance staff and be available in places such as health centres.

Service's support from local lifesavers

VOLUNTEERS who work alongside the ambulance service will play a vital role during the Games.

First Responders Manager Chris Hartley-Sharpe said: "Over the years, we've trained hundreds of volunteers, who give their own time on a regular basis to help seriously ill and injured people in their communities, and we're

increasing this cover during the Games."

Over 700 community first responders, who are trained in basic life support, are on call from their homes to attend local serious medical emergencies and offer treatment while an ambulance is on the way.

There are also around 75 people in London trained

as emergency responders, who have advanced medical training and respond to emergencies on blue lights. Another 75 are being trained and will provide lifesaving treatment across London during the Games.

Chris added: "We also have over 8,000 people who are trained to restart people's hearts using defibrillators, which are located in public places such as train stations.

"This work is obviously important for the 2012 Games, however, it will continue long after the summer so will be an important part of their health legacy."

InBrief

Queen of hearts

DAME Helen Mirren visited the Service's headquarters to mark her becoming patron of its Voluntary Responder Group.

The Oscar-winning actress took the opportunity to pick up some lifesaving tips from Community Resuscitation Training Officer Malcolm Ritchie during the meeting in March.

Dame Helen became involved in the charity after a friend suffered a cardiac arrest at a premiere of one of her films last year and was resuscitated using a public access defibrillator.

Actor's role in real-life drama

AN ambulance crew saved the life of a man who had been out jogging in Hyde Park – with a bit of help from a very famous bystander.

Paramedics Martin Macarthur and Luke Sullivan arrived at the scene to find that one of the witnesses to Sam Dempster's collapse in April had been actor Dustin Hoffman.

He told the crew what had happened and later congratulated them with the words "Good job, guys" after they had been able to resuscitate 27-year-old Sam – who stopped breathing just as they arrived – with one shock from a defibrillator.

The story captured media headlines across the world after Sam wrote about his experience in a blog.

Control system up and running

A NEW system for handling 999 calls and sending staff and vehicles to patients was introduced at the end of March.

CommandPoint was initially implemented in June last year, but had to be switched off because of technical problems.

The faults were fixed, and following further developments and staff training, live tests were carried out before it was reintroduced.



Marathon effort

SIXTEEN members of staff raised almost £10,000 for the Service's new charity after completing the Virgin London Marathon.

The runners – including Colin Smith, Natalie Chisnall, Paul Schack and James

Corrigan (below) – all took part in aid of The Maypole Project, which supports children with life-threatening illnesses.

A student paramedic who secured his own place in the



race, meanwhile, was one of the first 100 finishers.

Patrick Wright completed the course in just two hours and 35 minutes to finish in 95th position overall.



How to contact us



In an emergency

Always call 999 if somebody is seriously ill or injured.

About the care you have received

Contact our patient experiences department if you have any comments, feedback or complaints about the service you have received from us. Call the team on 020 3069 0240 or email patientexperiences@londonambulance.nhs.uk



About membership

To speak to us about membership or update your details, call our membership office on 0800 7311 388 or email membership@londonambulance.nhs.uk

Online

Go to our website at www.londonambulance.nhs.uk, search for *ldn_ambulance* on Twitter or *londonambulanceservice* on Facebook.







Want to see a particular issue covered in Ambulance News? Call 020 7783 2286 or email communications@londonambulance.nhs.uk

Stay healthy during London 2012



Where can I get medical treatment or advice?

-  For health information and advice choose NHS Choices at www.nhs.uk
-  For face to face health advice and medication choose a pharmacy
-  For an illness or injury that requires immediate treatment choose a walk in service
-  For major accidents or serious illness choose Accident and Emergency

Find your nearest health service at www.nhs.uk/London2012



Before you set off for your day out remember:

- A bottle of water for your journey*
- Any medication you need
- Healthy snacks
- Sunscreen minimum SPF 15* and a hat
- Travel information and maps
- Games information and tickets
- Oyster card or travel pass
- Comfortable walking shoes
- Waterproofs
- Any health insurance details



* Containers of liquid taken into Games venues must hold no more than 100ml

Remember **ONLY** call 999 or 112 in an emergency.

For non emergency health advice visit www.nhs.uk/nhsdirect or call 0845 4647 24hrs a day, 365 days a year.

