

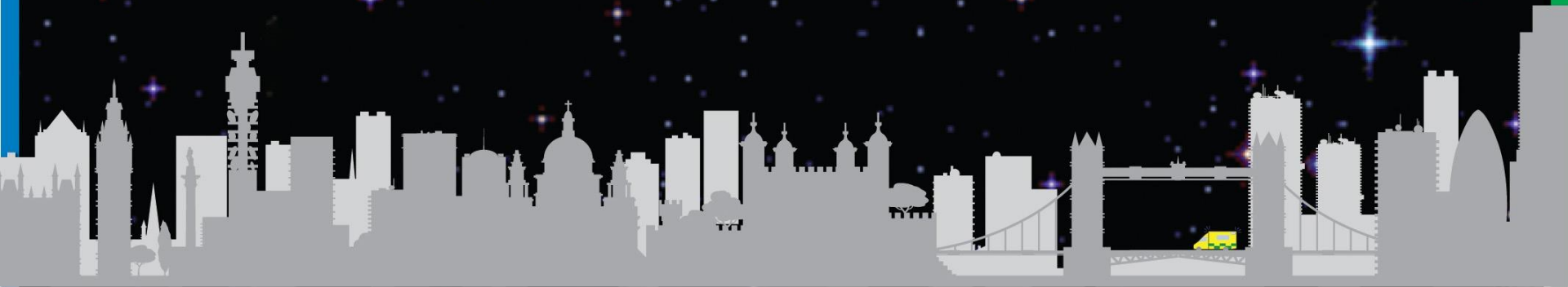


London Ambulance Service



NHS Trust

An evening with us
Public Education Event Engagement Matters





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Engagement Matters

Margaret Vander
Head of PPI & PE

13 October 2011



Introduction

- Good record of patient involvement and public education in the London Ambulance Service
- Embedded in the reporting structure, and well-supported at a senior level
- Approximately 100 events or activities per month, across London



Benefits of involving and engaging

- It's a legal requirement!
- We have to provide evidence to external bodies which monitor our services
- It increases our visibility and public confidence
- We can provide information and reassurance
- Involving people helps us to make better decisions



Levels of involvement

- Setting strategy
- Involvement in meetings and committees
- Projects and events
- Consultation / finding out people's views
- Teaching skills e.g. basic life support
- Providing information



Ways of involving and engaging

- Members / potential governors of the Foundation Trust (e.g. Members' Meet and An Evening with Us events)
- Local Involvement Networks (to become HealthWatch in future)
- Informally, e.g. through public education activities, voluntary sector groups, Patients' Forum



Some examples

- Involving people with learning disabilities to help us design an information booklet
- Involving patients in the design of new ambulances
- Involving deaf people in the introduction of the 999 text messaging service
- Involving service users in our committees, e.g. in our new mental health committee







Some more examples

- Involving teachers in the development of our website resources for children
- ‘Know your blood pressure’ day
- Category C service user survey and action plan
- Activities involving different age groups (e.g. pensioners’ forums, young people)
- Visits to travellers’ sites





Current priorities

- How to call 999 and what happens when you do (including different responses such as telephone advice, community first responders, referral to NHS Direct and other appropriate care pathways)
- Explaining call categorisation and how we decide which response to send
- Impact of NHS and social care reconfigurations, e.g. availability of pathways



More priorities

- Knife crime awareness and reduction
- Schools: activities for all ages (ranging from recovery position to careers)
- Junior Citizen Schemes, scouts, guides, brownies, cubs etc.
- Safe Drive, Stay Alive and other road safety initiatives
- Drugs and alcohol (especially alcohol)





... and more priorities

- Basic life support and cardiac awareness
- Diabetes, stroke and other condition-specific messages
- Messages for older people, e.g. pensioners' groups, people in care homes
- Messages for people in the Olympic boroughs, as part of the communication and engagement strategy for the London 2012 Olympic and Paralympic Games



Who does this work?

- Patient Involvement & Public Education Team
- Community Resuscitation Training Team
- Foundation Trust Membership Team
- Community Involvement Officers
- Staff from across the Service (over 500 – usually in their own time)
- Training provided via public education staff development programme



Outline for this evening

- Our role in reducing knife crime
- Road safety: Safe Drive, Stay Alive
- The Tower Hamlets Project
- Community Involvement Officer role

- Questions and discussion





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Knife crime

John Wright
Public Education Officer

13 October 2011



Anti-knife crime workshops

Why do we do them?

- 2,412 incidents in 2009/10
- We believe we (and our partners) can influence how young people behave by providing education and positive role models
- We may be able to prevent some violent incidents in the future



Who do we deliver the workshops to?

- Youth offending groups
- Pupil referral units
- Schools
- Colleges
- Other youth groups



What do the workshops consist of?

- A recording of a real 999 call following a fatal stabbing
- Personal story from a member of LAS staff
- A short DVD showing the inside of a mortuary
- Discussion about the potential consequences of knife crime, e.g. being disabled
- Using fake blood to demonstrate severe blood loss



Key messages

- How to make an effective 999 call in a stressful situation
- There is no safe place to stab someone
- The knock-on effects and impact on others
- Even small wounds can cause substantial blood loss and can be fatal
- Advice about who to talk to in confidence



What impact does the presentation have?

“I felt sick – very disturbing.”

“The information was very useful and we learnt lots of things.”

“Scary and emotional.”

“I am going to be more aware of who I hang around with.”

“Too graphic!”

“I didn’t realise how quickly you can bleed to death.”

“I felt very sad - I don’t know what to say.”

“The mortuary DVD made me think.”

“Harrowing!”

“Don’t hang around with the wrong people.”

“It made me think more about the people in my life.”

“I won’t get involved in gangs.”

“Really made me think about the people I love and my friends.”

“It made me want to cry.”

“Down to earth presentation.”



The future

- All primary schools in Westminster, with a view to expanding to other London boroughs
- Annual workshops to colleges and schools
- Work with more pupil referral units
- Continue to work with other agencies e.g. the police, and more youth groups
- Links on our website to a knife crime section





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Safe Drive, Stay Alive

Richard Walker

Public Education & Media
Resources Manager

13 October 2011





Young drivers - risk factors

- Lack of experience
- “It’ll never happen to me”
- Peer pressure
- Texting and phone calls
- Drink and drugs



August 15 2011

A recent report has shown.....

- Number of younger drivers refusing to take a drink driving test or testing positive has risen by 15% over the last 12 months
- Between the ages of 17-24 are those most likely to have driven, or been in a vehicle driven by someone under the influence of both drink and drugs
- That young people appear to be aware of what the drink driving limits are and yet choose to ignore them



Cost of a fatal collision

£1.5M



Background

- Began in the UK in 2003
- Year 10 and 11 pupils
- Multi agency
- Havering (2006), Enfield, Redbridge, Hounslow, Barking and Dagenham
- Similar model launched in California in 2007



Format

- Theatre based presentation
- Personalised to each borough
- Film drama and personal accounts
- Hard hitting and emotional content
- >2000 pupils per week



The aim

- Educate - facts not fiction
- Choices and consequences
- Change behaviour



A stark lesson in the dangers of bad driving

MORE than 500 local young people got a stark lesson in the need for safer driving at Barking & Dagenham College.

The borough's road safety partnership, made up of emergency services and council staff, gave the Safe Drive, Stay Alive presentation to the students, in four sessions over two days.

Emotional

Graphic images and speeches from car-crash victims, together with stories from the police, fire brigade and ambulance service, provoked an emotional reaction from the audience.

One student, Tyson Husbands, said: "I just kept thinking about my mum and how awful it would be for

Susan Whitear

susan.whitear@lbbd.gov.uk

her to get a knock on the door and find out I was dead.

"It really has made me think about wearing a seatbelt and slowing down.

"I think it's a really good thing that the college has done this, as a lot of young people think they're invincible. This has made everyone think and hopefully drive safely."

Fellow student Sarah Connor said: "It raised awareness about safer driving, as it showed real people and how road accidents have affected them."

National studies have found that

15 to 24 year olds are most likely to be in a road accident.

The peak months for car accidents are October and November, and the most dangerous time is between 3pm and 7pm.

Collisions

Chief Inspector Richard Goodwin from Barking and Dagenham police said: "Serious road traffic collisions fell from 96 in 2000 to 42 in 2009. But we still have work to do to reduce these incidents further.

"If this initiative saves one life or prevents a serious injury, then it's worthwhile."

Each Safe Drive, Stay Alive session lasted for an hour. They are part of National Colleges Week.



SHOCK TACTICS: Students and car-crash victim Nick Bennett with Chief Inspector Richard Goodwin and emergency services members

“I kept thinking about my Mum, and how awful it would be if she got a knock on the door and was told I was dead”

“It’s a really good thing – a lot of young people think they’re invincible”

“This has made everyone think, and hopefully drive safely”

“It really made me think about wearing a seat belt and slowing down”

“It raised awareness and showed real people and how road accidents have affected them”

Safe Drive, Stay Alive

Your Life

Your Choice

Your Future





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The Tower Hamlets Project

Mark Bolding
Paramedic

13 October 2011



The Tower Hamlets Project

A project created to address the needs of the local community to ensure access to healthcare



Tower Hamlets events



Faith In Health



Tower Hamlets events

Free two-hour basic life support sessions for
parents



Tower Hamlets events

- Translated basic life support sessions
- School visits
- Link Age Plus events
- Open days



Poplar HARCA

Educational sessions:

- Introduction to the LAS
- Heart attacks and basic life support
- Stroke, epilepsy and diabetes
- Accidents and how to help
- Children's emergencies
- Breathing emergencies



Poplar HARCA

- Youth group basic life support
- Tower Hamlets College 'Emergency Life Support: CPR Module' AQA exam



Tower Hamlets future

- Community first responder project
- Heart Start Training with the Community Resuscitation Team



The Tower Hamlets Project

- Four months
- 59 Events
- 2,645 member of the Tower Hamlets community





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Community Involvement Strategy and Development

John Carmichael
Community Involvement Officer

13 October 2011



Our vision

To meet the needs of the public and all our patients, with staff who are well trained, caring, enthusiastic and proud of the job they do.



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Community Involvement Officer

Areas of responsibility

- Hospital liaison
- Appropriate care pathways (ACPs)
- Mental health
- Safeguarding
- High risk register
- Frequent callers



Hospital liaison

- Partnership working
- Improved patient care
- Better understanding & communication
- Local pathways (ACPs)
- Problem solving



Appropriate care pathways

- Right care first time, every time
- A&E avoidance
- Faster access
- More services available
 - Core (Stroke, heart attack, major trauma)
 - Local (Urgent care, minor injuries, walk in, falls)
 - Bespoke (Drugs and alcohol, intermediate care)



Mental health

- Rapid access for assessment
- Appropriate patient care
- Place of safety
- Partnership working
- Staff development



Safeguarding

- Local engagement
- Staff development & training
- Rapid response case meetings
- Policy development
- Improved quality of LAS referrals



High risk register

- Local ownership
- Partnership working
- Local knowledge & intelligence
- Real-time monitoring
- Staff engagement



Frequent callers

- Local forums
- Patient Centred Action Team (PCAT)
- Multidisciplinary approach
- Direct referrals
- Commissioner engagement



Community Involvement Officer

- Continuity and availability
- Locally-tailored services
- Closer working relationships
- First point of contact
- Local knowledge & intelligence

IMPROVED PATIENT CARE





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Community Involvement Officer: The Role – Community Events and Engagement

Andrew Maxted

Community Involvement Officer

13 October 2011



Aim & objective

Aim

- To give an insight into the role of a community involvement officer (CIO)

Objective

- To understand the community role of a CIO and to provide information and advice on how to engage with the LAS



Public education - the facts

- A public education event is classified as anything that educates the wider community on emergency awareness or health promotion
- The LAS attended approximately 600 events during 2010
- We have attended 743 so far this year



Public education

Three areas

- Initiatives
- Community fêtes and fairs
- Community groups



Initiatives

Identifying key target groups:

- HeartStart
- Knife crime
- Safe Drive, Stay Alive
- Junior Citizen schemes
- Community responders



Community fêtes and fairs

- Neighbourhood Watch
- Schools
- Health agencies



Community groups

- Visits to schools, colleges, care homes
- Volunteer groups
 - Cadets, scouts, disabled groups
- External agencies
- Observer shifts
- Station visits



Questions and discussion

- Is there anything else we should be focusing on?



Contact

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