

#NotAGame

www.londonambulance.nhs.uk



London Ambulance Service



NHS Trust

Getting Drunk is not a Game



London Ambulance Service NHS Trust

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Unconscious drunk person

Potentially life-threatening..... Yes

Priority..... High

Collapsed and unconscious patients are a higher priority than many other people as it's not possible to tell over the phone if they are seriously ill or just drunk. For this reason, elderly fallers with no other injuries and children with broken bones may be left waiting longer for us to attend.

Getting Drunk is not a Game



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Elderly faller with no injuries or illness

Potentially life-threatening..... No

Priority..... Lower

We responded to over 6,000 calls. It's not possible to tell if someone is seriously ill or if they are unconscious with a broken arm. This elderly faller will have to wait longer.

Potentially life-threatening..... Medium

Priority..... No

We responded to over 6,000 calls. It's not possible to tell if someone is seriously ill or if they are unconscious with a broken arm. This child with a broken arm will have to wait longer.

WHAT TOPS?



Getting Drunk is not a Game

this festive season

WHAT TOPS?



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Introduction



This festive party season, we have launched a hard-hitting alcohol awareness campaign highlighting the impact of alcohol-related calls on the capital's other ill and injured patients.

The campaign, "What Tops? – Getting drunk is not a game" illustrates how people who have drunk so much they are collapsed and unconscious can 'top' other patients as paramedics rush to treat them leaving others to wait longer.

Alcohol-related calls are the most common need for an ambulance among 21-30 year olds across London.

In 2015-2016, the capital's ambulance service responded to over 66,700 alcohol related incidents. Of these, 6,244 calls were in December alone, making up almost seven per cent of all ambulance call-outs.

Every ambulance crew responding to someone who has simply had too much to drink, is an ambulance crew not responding to an ill or injured person who needs them.

Patients reported to be collapsed and unconscious trigger the fastest ambulance response. It's not possible to tell over the phone whether they have a serious illness or injury, or have simply had too much to drink, so we have to prioritise them immediately.

Meanwhile, other patients such as a child with a broken arm, an uninjured elderly faller or someone involved in a road traffic collision will wait longer for an ambulance.

We want Londoners to have a great time during this party season but, we also need them to look after themselves and their friends. By eating a meal before they go out, drinking responsibly and taking care of themselves, they can make sure our ambulance crews are free to respond to other incidents."

Which is why we need you! You can help us to get the message out to Londoners, to encourage people to think about the consequences of drinking too much this party season and to take responsibility for themselves and their friends.

In this pack, we have brought together all the information that you and your organisation needs, along with a number of tools and resources that make it simple to join our campaign.

By taking some simple advice, everyone can have a safe night out.

Your help will be hugely important to the success of our campaign and we look forward to working with you.

**Dr Fenella Wrigley,
Medical Director,
London Ambulance Service**

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Key messages

Campaign messages:

- The campaign illustrates how people who have drunk so much they are collapsed and unconscious can 'top' other patients.
- A collapsed and unconscious person takes priority over the majority of other patients, as their condition could be potentially life-threatening.
- It is not possible to tell over the phone whether they have a serious illness or injury, or have simply had too much to drink, so we have to prioritise them immediately.
- This means other patients such as a child with a broken arm, an elderly faller or someone involved in a road traffic collision will wait longer for an ambulance.
- Alcohol-related calls are the most common need for an ambulance among 21-30 year olds across London
- Last December, we responded to over 6,000 alcohol-related incidents – 25 per cent of these were to people unconscious after drinking.
- We're asking people to think about the consequences of drinking too much this party season and to take responsibility for themselves and their friends.
- By looking after themselves and their friends, eating a meal and drinking responsibly, party goers can make sure our ambulance crews are free to respond to other emergencies.

Key statistics:

- In 2015/2016, London Ambulance Service responded to 66,707 alcohol related incidents.
- **6,244** calls were in December alone – making up seven per cent of all ambulance call-outs for the month. Of these, 1,502 calls were to a patient who was collapsed and unconscious after drinking.
- Alcohol related calls by borough for December 2015:

| | |
|------------------------|-----|
| Barking and Dagenham | 136 |
| Barnet | 160 |
| Bexley | 102 |
| Brent | 198 |
| Bromley | 138 |
| Camden | 358 |
| City of London | 145 |
| Croydon | 216 |
| Ealing | 226 |
| Enfield | 120 |
| Greenwich | 188 |
| Hackney | 202 |
| Hammersmith and Fulham | 156 |
| Haringey | 187 |
| Harrow | 94 |
| Havering | 124 |
| Hillingdon | 202 |
| Hounslow | 179 |
| Islington | 263 |
| Kensington and Chelsea | 136 |
| Kingston | 123 |
| Lambeth | 290 |
| Lewisham | 188 |
| Merton | 115 |
| Newham | 263 |
| Redbridge | 149 |
| Richmond | 111 |
| Southwark | 278 |
| Sutton | 96 |
| Tower Hamlets | 190 |
| Waltham Forest | 171 |
| Wandsworth | 203 |
| Westminster | 532 |

Personal safety:

- Eat a meal before going out and drink responsibly – try spacing out your alcoholic intake by having a soft drink in between.
- Look after your friends and colleagues and make sure you know how you are getting home at the end of the night.
- Before you go out, think about where the nearest public transport is to your party and check the time of the last bus or train.
www.tfl.gov.uk/travel-information/timetables/
- Have the number for a reputable taxi company in your area saved on your phone and book in advance. Share the fare and share a cab with a colleague or friend who lives close by.

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Template news release

We're backing London Ambulance Services' latest festive campaign

[Your organisation] is backing London Ambulance Service's hard-hitting alcohol awareness campaign highlighting the impact of alcohol-related calls on the capital's other ill and injured patients.

The social media campaign illustrates how people who have drunk so much they are collapsed and unconscious can 'top' other patients as paramedics rush to treat them leaving others to wait longer.

Dr Fenella Wrigley, Medical Director at London Ambulance Service says:

"Every ambulance crew responding to someone who has simply had too much to drink, is an ambulance crew not responding to an ill or injured person who needs them.

"Patients reported to be collapsed and unconscious trigger the fastest ambulance response. It's not possible to tell over the phone whether they have a serious illness or injury, or have simply had too much to drink, so we have to prioritise them immediately.

"Meanwhile, other patients such as a child with a broken arm, an uninjured elderly faller or someone involved in a road traffic collision will wait longer for an ambulance.

"We want Londoners to have a great time during this party season but, we also need them to look after themselves and their

friends. By eating a meal before they go out, drinking responsibly and taking care of themselves, they can make sure our ambulance crews are free to respond to other incidents."

Alcohol-related calls are the most common need for an ambulance among 21-30 year olds across London. Startling statistics from the emergency services show London Ambulance Service responded to over 6,000 alcohol-related incidents last December, making up seven per cent of all ambulance call outs for the month.

[Your spokesperson] said:

"Each year, London Ambulance Service responds to over 66,000 alcohol-related incidents. That's why we're supporting them as they ask people to think about the consequences of drinking too much this party season."

As part of the campaign, London Ambulance Service will be providing tips and advice on social media throughout December, so that party goers can look after themselves and their friends as they enjoy their night out. For more information please visit

www.londonambulance.nhs.uk/

or follow the campaign on social media

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WHAT TOPS?

TOP TIPS FOR A SAFE NIGHT OUT

This year we're encouraging party goers to think about the consequences of drinking too much this party season. By following these top tips, you can make sure you have a safe night out and our ambulance crews are free to respond to other emergencies.

Eat before drinking: Book a party somewhere that serves meals or snacks, or make sure you eat before you go out. Food soaks up alcohol, slowing it down on its way into the bloodstream. It will provide more energy, and lessen the effects the next day.

Drinking beer? Remember that high strength brews deserve respect or else it could be a messy night and a miserable morning. The difference between a normal and a strong beer can be more than a unit per pint.

Try pacing and spacing. Having a soft drink or some water between alcohol drinks slows the rate of your drinking.

Drink smaller drinks: A large glass of wine in most bars is equivalent to a third of a bottle!

Keep a check on how much you're drinking. The NHS Change4Life tracker will help you keep track of how much you are drinking and spending.

Look after each other. Look after your friends and colleagues and make sure you know how you are getting home at the end of the night.

Plan your journey home: Don't leave it to chance—think about how you're going to get home, and who with, before you go out. Make arrangements before you start drinking, and make sure you don't get left to walk home alone.

Book your taxi: Have the number for a reputable taxi company in your area saved on your phone and book in advance. Share the fare and share a cab with a colleague or friend who lives close by.

For more information, use Cabwise and text HOME to 60835 for a list of licensed cab numbers.

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Social Media

Suggested tweets:

Suggested Facebook post:

WHAT TIPS? **Your Tweet @YourTweet** 12 hrs
A collapsed, unconscious person takes priority over other patients as their condition could be life-threatening. Getting drunk is #NotAGame
Expand Reply Retweet Favorite More

WHAT TIPS? **Your Tweet @YourTweet** 12 hrs
We're supporting @Ldn_Ambulance latest campaign highlighting the impact of alcohol-related calls on the capital's other ill and injured patients. #NotAGame
Expand Reply Retweet Favorite More

WHAT TIPS? **Your Tweet @YourTweet** 12 hrs
Did you know almost 7% of ambulance call outs are to alcohol related incidents? Don't be one of them. #NotAGame
Expand Reply Retweet Favorite More

WHAT TIPS? **Your Tweet @YourTweet** 12 hrs
Every ambulance that responds to someone who has had too much to drink, is an ambulance not responding to an ill or injured person who needs it. Drink responsibly this festive season. #NotAGame
Expand Reply Retweet Favorite More

WHAT TIPS? **Your Tweet @YourTweet** 12 hrs
Look after yourself & your friends this Christmas party season so ambulances are free to respond to those who really need it. #NotAGame
Expand Reply Retweet Favorite More

WHAT TIPS? **London Ambulance** 43 mins · London ·
This Christmas, we're supporting London Ambulance Service's campaign to make sure that everyone has a safe festive night out.
Every ambulance that responds to someone who has had too much to drink, is an ambulance not responding to a seriously ill or injured person who needs their help, so make sure you take some simple steps to ensure you have a Christmas party you will want to remember <http://bit.ly/2gdfRLX>
Like · Comment · Share
564 people like this.

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Campaign assets

How to use the campaign assets

Please contact the London Ambulance Service communications department to order posters and logos with your branding included.

communications@londonambulance.nhs.uk

or call us on 020 7783 2286



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Contact us



Please get in touch if you have any questions about our campaign and if we can help you.

Please contact the communications department for further information:

communications@londonambulance.nhs.uk or

call us on **020 7783 2286**

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