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Contact us



#NotAGame www.londonambulance.nhs.uk



London Ambulance Service MHS

NHS Trust

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."

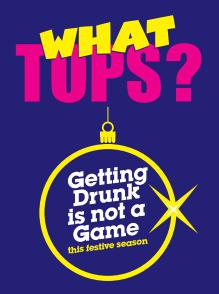
Which is why we need you! You can help us to get the message out to Londoners, to encourage people to think about the consequences of drinking too much this party season and to take responsibility for themselves and their friends.

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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London Ambulance Service **WHS**



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.

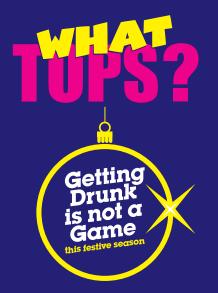
Key statistics:

- 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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London Ambulance Service **MHS**

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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.

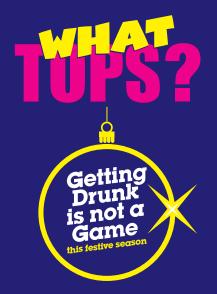
[Your spokesperson] said:

"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 #NotAGame





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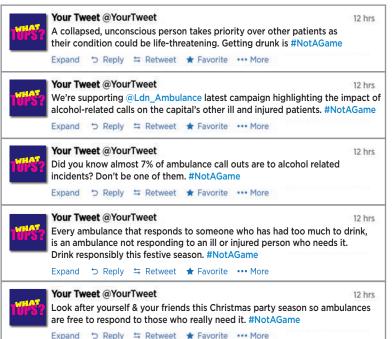




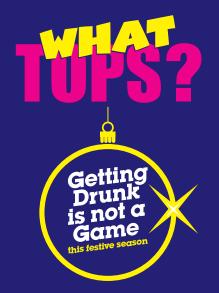
Social Media

Suggested tweets:

Suggested Facebook post:







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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



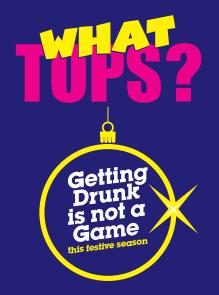












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Please get in touch if you have any questions about our campaign and if we can help you.

Please contact the communications department for further information:

communications@londonambulance.nhs.uk or

call us on **020 7783 2286**

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