



NHS

North West
Ambulance Service

NHS Trust



OUR
ACHIEVEMENTS
2019/20

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FOREWORD BY CHIEF EXECUTIVE

This booklet celebrates North West Ambulance Service's achievements in the past year, and what an extraordinary 12 months it has been.

I am extremely proud of the trust's achievements in that time, even more so considering the challenges presented to us in the form of COVID-19. Staff, both on the frontline, and behind the scenes in corporate services, worked hard to ensure we were able to continue our response to the public in a safe and effective way, and on the next page, you can read about some of those actions which have seen us through the spring and early summer of 2020.

In the rest of this book, you will find a concise look at everything else we have been proud of this year – from our efforts to contribute to helping the environment through to high level clinical research and patient care.

North West Ambulance Service isn't simply about taking patients to hospital - we are innovative, we push boundaries, we challenge. We develop and work alongside our partners to improve patient care far beyond our arrival. We constantly strive to improve and provide a safe, healthy working environment for our staff. Most importantly, we learn.

I have thoroughly enjoyed looking back at our key moments from 19/20 and I hope you do too.

Daren Mochrie QAM
CHIEF EXECUTIVE



NWAS AND THE COVID-19 PANDEMIC

CORONAVIRUS PANDEMIC

We could not produce this edition of the Achievements Book without acknowledging the impact COVID-19 has had on NWAS during the past months, and marking how we rose to this unprecedented challenge.

Changing ways of working at this pace and scale has been a huge team effort across the organisation, and is

- ✓ Following national guidance, we established an Incident Command Team (ICT) operating 24 hours, led by a tactical commander supported by clinicians, support and call centre (EOC) staff. This ensured a single point of contact for liaison and co-ordination for all COVID-19 patient management, alerts, referrals, transport and tracking across the North West of England.
- ✓ In the early days of the crisis, we rapidly recruited an extra 450 new workers to the frontline, predominantly supporting our 999 and 111 teams.
- ✓ Staff and volunteers from all areas switched roles and showed great willingness to be flexible to add extra capacity. For example as patient transport services (PTS) were scaled back, 200 PTS care assistants underwent training to support our emergency service clinicians, our emergency operations centres (EOCs) and NHS 111 colleagues.

without doubt one of the most significant achievements in the history of the trust.

As you would expect, we had to review every single aspect of our operation to respond to the pandemic. Here are just some of the measures taken:

- ✓ Multiple vehicles were converted and fitted with new equipment so they could be used as extra resource to respond to emergencies. Critical care transport and co-ordination capacity was increased, which included supporting the new NHS Nightingale Hospital North West in Manchester.
- ✓ Thousands of extra hours have been given by our volunteer network of community first responders, who between them have helped with everything from packing vital PPE for our crews, cleaning vehicles, providing refreshments and welfare checks for staff working long hours.
- ✓ We co-ordinated 1,600 swab tests for staff and their households in just two months, to help reduce the spread of the disease, protecting patients, colleagues and their families.

- ✓ Our Communications Team implemented new ways of sharing the most important information rapidly to our 7,000 staff, enabling them to ask any questions directly via Facebook live sessions between executives and employees, and using the staff app. A series of newsletters and bulletins were introduced for employees to give vital clinical and operational updates as well as focussing on staff welfare. A campaign of thank you letters from the Chief Executive to the children of our frontline workers was a huge hit, showing our appreciation for the support provided by families during this challenging time. In total more than 800 personalised letters have been issued.

- ✓ The appreciation felt towards our staff has been shown in the many gifts and lovely acts of kindness from the public, all of which are hugely appreciated. There have been too many donations of food and general treats to itemise, but one example includes an ambulance station taking delivery of a picnic bench so that crews could sit outside and enjoy the sunshine during breaks.

Chief Executive Daren Mochrie acknowledges the role played by staff and volunteers right across the trust. He said: **“Our staff responded to the pandemic with professionalism, fortitude and dedication, and I would like to thank every single member of the NWAS family for the extraordinary service they put in as well as the self-resilience and the support they have demonstrated for each other.”**

LEARNING AND DEVELOPMENT

Investing in our workforce is high on NWAS' agenda – we are extremely proud of the skills and passion for learning that our staff have. Improving and learning doesn't just apply to our clinical teams, behind the scenes we have mechanics, accountants, risk experts, project managers, communications specialists, IT professionals and many, many more all working to keep the cogs turning and making sure the service we provide is seamless and to the highest standards.

Here are just a few of the opportunities and initiatives undertaken this year:



NEW ELECTRONIC TABLETS ROLLED OUT

For the first time, electronic tablets were provided for new EMT1 apprentices. The tablets are allocated to each learner with pre-installed e-learning, e-books and applications. The tablets also enable classroom lessons to be delivered electronically and allow a more interactive approach.



FIRST EMD APPRENTICES WELCOMED TO MANCHESTER

The Emergency Operations Centre (EOC) in Manchester welcomed the trust's first EMD Apprentices in November. The Emergency Medical Dispatcher (EMD) Apprentices are undertaking a 15 month apprenticeship. The first part of their training commences with healthcare professional call handling, allowing an induction into the EOC environment and gaining experience in taking non-emergency calls. They then learn how to process emergency 999 calls and will work in EOC for the remainder of their apprenticeship which culminates in an assessment. Whilst NWAS is only the second ambulance service in England to deliver the contact handler apprenticeship programme, NWAS is the first to deliver this for EMDs and emergency calls!

SHOWCASING NWAS AS A FUTURE EMPLOYER

The production company behind BBC One's Ambulance, Dragonfly TV, went out and about with some of our staff to showcase a variety of ambulance service roles. 12 NWAS staff featured on the BBC's popular careers website pages including a pharmacist, communications officer, mental health nurse, mechanic and specialist paramedic in a bid to spark the interest of young people considering their future careers.

ALL GOOD FROM OFSTED

Following an OFSTED inspection which took place in November, we were thrilled to announce that we received an overall effectiveness rating as 'good'. The inspection lasted four days and covered quality of education, behaviour and attitudes, personal development, leadership and management and the overall apprenticeship programmes.

PARTNERSHIP WORKING

In order to serve the public, it is vital we work alongside our colleagues in the NHS and other agencies such as the police and fire services and other NHS colleagues. In the course of our work, our paths cross many times and we need to understand their priorities and methods as well as our own. Through projects, exercises, meetings and mutual agreements – we can work as one for the benefit of our communities.



MAJOR INCIDENT TESTING

Our response to major incidents was tested in Cumbria in September when Network Rail held an exercise in the Barrow-in-Furness area based on a collision between a passenger train and two cars. Along with Cumbria FRS, Cumbria Constabulary, British Transport Police and Network Rail responders, we participated in the exercise that took place on a closed section of the rail network. We provided in excess of 30 members of staff, including 14 SORT (special operations response team) staff as part of their refresher programme. The exercise was a great opportunity for local staff including managers to experience the pressures of responding to a large-scale incident.



NIGHT SAFE HAVEN

A project in Blackpool town centre received funding from Lancashire's Police and Crime Commissioner to help support vulnerable people by taking pressure off emergency services. The Night Safe Haven project is the provision of a specially equipped vehicle available on most Saturday nights, staffed by NWS and Blackpool district nurses, to support vulnerable people who otherwise may have attended A&E.

NEW COPD SERVICE IN WIGAN

NWAS joined forces with Wrightington, Wigan and Leigh NHS Foundation Trust regarding a new COPD service at Wigan's Royal Albert Edward Infirmary. The new initiative offers both treatment on the day and follow up care in the community, to ensure patients are well supported after discharge.

REDUCING WAITING TIME

Last winter a group of six hospitals came together to break new ground in one of the most challenging areas facing the health service - reducing patient waiting times in hospital emergency departments. Working alongside NWS teams, the participating hospitals managed to reduce the delays experienced by patients brought in by ambulance. This year, we launched phase two of the collaborative and were joined by two other hospital trusts. The aim of this work is to reduce ambulance handover times at every hospital throughout the North West to 26 minutes by March 2021.





LANCASTER FIRE AND AMBULANCE STATION OFFICIALLY OPENED

Lancaster Community Fire and Ambulance Station was officially opened on Wednesday 29th May by HRH Princess Alexandra. A number of NWAS representatives were in attendance including CEO, Daren Mochrie.

£12M HEALTH CENTRE

A celebratory event for a new state-of-the-art £12 million health centre in Barrow took place in November. The Alfred Barrow Health Centre on Duke Street brings together a number of primary and community health services to benefit the Furness population. Our Barrow ambulance station relocated to the new development and is a base for emergency and patient transport services. The station provides modern facilities for staff and allows them to work much more closely with local health colleagues.

SAFE DRIVE, STAY ALIVE

The Safe Drive, Stay Alive initiative took place in November. This is a joint project between NWAS, Greater Manchester Police, Greater Manchester Fire and Rescue Service and other partners, where a powerful performance is delivered to college students encouraging them to be sensible behind the wheel. The performances consist of hard hitting story telling by emergency service and NHS staff about incidents they have attended and patients they have treated, as well as the families of those who were fatally injured in road traffic collisions.

NWAS BECOMES OFFICIAL PARTNER OF ARC NORTH WEST COAST

In October, NWAS became an official partner of the Applied Research Collaboration Greater Manchester (ARC GM). The partnership with ARC North West Coast was established as part of a £135m national investment in a new health research programme that aims to tackle the nation's biggest health challenges.

PATIENT CARE

As an NHS trust, our patients are at the heart of everything we do – every role, every action and every decision made has to consider what is best for the people of the North West and how we can be an ambulance service they can rely on and be proud of. Our patients come to us at a time of need and they deserve a forward thinking, innovative and safe response at all times.

WIPE IT OUT CAMPAIGN

From April, the trust embarked on a year-long infection prevention campaign 'Wipe It Out'. As part of this, the Clinical Safety Team worked on a number of initiatives to improve Infection Prevention and Control standards across NWAS. One of these initiatives is good hand hygiene. The Clinical Safety Team produced a hand hygiene video, with help from our in-house learning and development department and our communications team, to get this important message across.

TRANSFORMING PATIENT CARE

2019 saw the close of Transforming Patient Care - a two year programme to improve outcomes for patients by introducing initiatives to help us deliver the right care, at the right time, in the right place; every time. These included introducing more clinicians into our Emergency Operations Centres (EOCs) and expanding our clinical hub, trialling new roles such as the urgent care practitioners, and focused engagement work with healthcare professionals to encourage appropriate use of the ambulance service. With a focus on treating more people on scene (see and treat) or on the telephone (hear and treat) where appropriate, the programme reduced the number of people we took to hospital, helping them to avoid an unnecessary trip to A&E, and helping us to keep our emergency resources free.



FIVE YEAR UEC STRATEGY

The trust launched its five year Urgent and Emergency Care (UEC) Strategy, which sets out how we can play a key role in developing a more joined-up urgent and emergency care system, ready to respond to our patients' needs. There are four main work-streams under the strategy; service delivery, integrated response model, rotational working and clinical programmes. An UEC Transformation Team was formed and is responsible for driving change to fulfil the ambitions of the strategy and the trust's vision to be the best ambulance service in the UK. The team works in partnership with all other areas of NWAS and external stakeholders by providing transformation skills, knowledge and programme management support.

BYSTANDER CPR REPORT BY NWAS

A report by NWAS revealed that bystander CPR took place in 8 out of 10 cases of cardiac arrest last year; a figure that stood at just over 5 out of 10 cases in 2014. Use of publicly accessible defibrillators has more than quadrupled in the past five years, but remains relatively low with community-based defibrillators used on just 9.5 percent of the eligible 3,591 patients. With members of the public able to make a real difference to the lives of people in their communities, we relaunched our 'cardiac smart' initiative as an accreditation scheme to celebrate and recognise those who actively help to increase survival rates from cardiac arrest. Successful applicants will be awarded one of three levels of accreditation status; accredited, accredited+ and accredited partner, all of which are determined by specific criteria.

FALLS/FRAILTY RESPONSE VEHICLE LAUNCH

In October, we launched a falls/frailty response vehicle in Liverpool. The response vehicle is manned by a paramedic and a Mersey Care therapist; and is available to attend falls and frailty related calls across the city.



NEW PATHWAY FOR THE CLINICAL HUB IN LANCASHIRE

A new pathway was made available for the clinical hub to use for patients in Lancashire who have fallen and have called 999 or NHS111 but don't have an injury. The response and lifting service is available 24 hours a day, seven days a week to lift patients who do not require an emergency ambulance response. The clinical hub triages and streams appropriate patients to the provider services.

NWAS SUPPORT NATIONAL #FIT2SIT CAMPAIGN

NWAS supported and internally promoted the national #Fit2Sit campaign that encourages clinicians and frontline health professionals to put an end to patients lying down on trolleys and stretchers if they are fit and well enough to sit or stand. Studies have shown that if patients are able, they should sit rather than lie down as it is easier to get up and move around to access food and drink or go to the toilet, and patients who are more independent are more likely to go home sooner.

MENTAL HEALTH AND DEMENTIA STRATEGIC PLAN

In October, we launched the Mental Health and Dementia Strategic Plan which sets out our aims and recommendations for the next three years. The plan includes 17 recommendations and a range of actions, which collectively aim to shape and transform mental health and dementia care within the organisation. All of these have been based on extensive scoping and appraisal of care provision between January and July 2019 including feedback from our staff, our patients and partners within mental health organisations across the North West region.

THE FIRST AMBULANCE SERVICE TO ASK DEMENTIA OR MEMORY QUESTION

NWAS became the first ambulance service, and patient transport service provider, to add a specific question relating to dementia or a memory related condition, at the point of booking a non-emergency, pre-planned journey, to ensure appropriate care.

OUR STAFF

The people who work for North West Ambulance Service are our most important and valued asset. They are the public face of our organisation and the first reassuring voice those in need hear when they are at their most vulnerable. Engagement with staff, their health and wellbeing and recognition of their service is extremely important and we do all we can to be an inclusive and appreciative employer.

RACE TO INCLUSION

The second National Ambulance BME Conference, "Race to Inclusion", took place in Brighton in October and ten NWAS staff members attended representing teams from across the trust. The areas explored included the role of staff networks and supporting mental health in the BME workforce and cultural intelligence in inclusive leadership.

LGBT CONFERENCE

The National Ambulance LGBT conference took place in October 2019 and was hosted by West Midlands Ambulance Service with eight staff members attending from NWAS. This year's theme was intersectionality, combining sexual orientation or trans status with other aspects of diversity. There were workshops on topics including: tackling hate crime; good mental health in the control room; religion versus sexual orientation and understanding health inequalities for LGBT patients. Adam Williams, NWAS LGBT Chair, facilitated a well-received workshop on HIV care and the experience of patients.

LONG SERVICE AWARD WINNERS TOT UP 6,650 YEARS BETWEEN THEM

All three NWAS areas held Long Service awards with recipients totting up an incredible 6,650 years between them! The awards included the presentation of the Queen's Medal, which is awarded to members of the NHS Ambulance Service in the United Kingdom, Isle of Man and Channel Islands for distinguished service, and to those who have served 25, 30, 35, 40 and 45 years. We are incredibly proud of all of them and the number of years served.



THERAPY DOGS PILOT

The trust supported a pilot to use therapy dogs as a wellbeing initiative within the regional headquarters, EOC and 111. NWAS teamed up with Therapy Dogs Nationwide (TDN) to allow their volunteers and therapy dogs to interact with staff whilst on duty. The response from the visits was extremely positive and staff fed back that the dog visits were an immediate mood lifter. Feedback was sought from staff and managers to measure the staff satisfaction from the visits, the impact on individuals' mental and emotional wellbeing after the visits, and, how the use of therapy dogs impact on positive engagement and culture within the local team and environment.



ARMED FORCES WEEK

Armed Forces Week in June gave NWAS the opportunity to celebrate those staff who use their skills in the military as Reserves in the Navy, Army and Air Force. The Armed Forces Flag was raised at trust headquarters in Bolton and a reception held for some of the 49 staff who give up their time to help serve. Recognised as a supporter of the cause by the forces, NWAS gives reservist staff ten paid days per year so they can serve.

NEW INTRANET SITE

The Green Room, NWAS' new intranet site was launched to staff in November and provides a one-stop-shop for all things NWAS! Policies, procedures, news, publications and guidance, the project was a culmination of almost two years' of research and planning by the Communications Team.

MENTAL HEALTH FIRST AID

We now have nine members of staff at 111 who have been trained to become mental health first aiders. They have followed a training programme that teaches participants how to notice and support a colleague who may be experiencing a mental health concern and provide help. The first aiders act as a point of contact if a member of staff is experiencing a mental health issue or emotional distress. They are not therapists or psychiatrists but they can give initial support and signpost people to appropriate help if required.



BYE BYE ELM HOUSE

It was 'Bye Bye' Elm House and hello Estuary Point for our Merseyside EOC and Clinical Hub teams! They were the last groups to leave our former Cheshire and Mersey regional office and move into their new accommodation. The move went smoothly and since then, they have settled in well. The move was so well planned that staff started to answer emergency calls ahead of schedule. We're glad to report that everyone has settled in well and they are enjoying their new, modern working environment.



RECOGNITION SCHEME

A new recognition scheme was launched to award staff with an NWAS branded baby pin badge and certificate if they assist with the delivery of a baby. To receive a certificate and baby pin badge, staff must have taken an active role in the delivery of the baby either on scene or whilst en-route to a receiving location.

NWAS APPOINT FIRST NURSE AMBASSADORS

NWAS appointed its first nurse ambassadors with the aim to promote a career in nursing at the trust. The appointments were made as part of a national scheme to attract more people to the profession. Our two ambassadors, 111 Clinical Advisor, Gill Hargreaves and 111 Clinical Duty Manager, Emma McGoldrick assist their nursing colleagues to develop their roles as well as spending time in the community to recruit future nurses.

DYING TO WORK CHARTER

Supporting the 'Dying to Work' charter, the trust announced that we have signed a pledge to support the TUC 'Dying to Work' charter which details ways in which employees should be supported and guided following a terminal diagnosis. In the past we have supported a number of staff who have been diagnosed with a terminal illness and the organisational development directorate works closely with managers, staff and their families during these very difficult times. Staff, who are able to continue to work in some capacity, albeit punctuated by treatment and hospital appointments, are supported to do so and we have a policy in place which protects those who become unwell or disabled during employment.



FLU JABS

Our flu vaccinators were kept busy getting out and about across the North West to help protect staff, their loved ones and our patients against flu this winter. Using the hashtag #JabDone, the team visited stations, offices and call centres to give the jabs and an incredible 65.87% of staff received the vaccinations – the highest ever uptake we have recorded.

UK BLACK HISTORY

In October, to coincide with the start of UK Black History month, the trust hosted an event looking at race and ethnicity. The forum was open to anyone with an interest in looking at culture, race, ethnicity and nationality and how that can impact on both staff and on patient experience.



GREEN FINGERS

After moving to the brand new station earlier this year, Development Senior Paramedic Helen Shepherd came up with an idea to transform a patch of land into a welcoming area to give staff somewhere to reflect and enjoy. With support from her colleagues, Helen got to work prepping the soil and removing stones before planting brightly coloured plants, and adding a table and solar string lights so that the garden can be enjoyed by staff working nights. In a special opening event in July, children from Burnley Private Day Nursery visited and were invited to have a look around the new station and an ambulance whilst learning all about what the service does and how to use 999.

LEADING THE WAY

We pride ourselves on our innovation, creativity and drive to improve the lives of staff and our patients, and to have our industry peers recognise this commitment is a huge compliment to everyone at the trust. We're pleased to say that our awards cabinet is chock full of plaques and trophies and we're hugely proud of all the teams who have won them or have been shortlisted. It isn't just about awards though – many of our staff influence change by taking part in projects and research, and they too lead the way in improving patient's lives and their experience of the NHS. Have a look at just some of our achievements this year!

THE GOLDEN NUGGET

We were very proud to hear of the success of one of our advanced paramedics from Preston who was celebrated at the College of Paramedic's National Conference and presented with the prestigious 2019 Golden Nugget prize - a trip to New Orleans! Shaun Tierney, impressed the judging panel with his simple but effective technique to improve the way clinicians are debriefed after a complex incident. Shaun identified an opportunity to improve the way colleagues are debriefed by a senior clinician and researched a streamlined and consistent approach to reflecting and learning on incident responses. The tool is expected to improve patient care by reducing errors as well as improve mental wellbeing for staff as they are able to more clearly understand what factors led to certain outcomes. Shaun's work was published in the British Paramedic Journal in 2018 and five journal articles were shortlisted for the Golden Nugget prize. Authors were all asked to present at the annual conference in May where Shaun was announced the winner.

HR TEAM SHORTLISTED

The Corporate HR Team was shortlisted for the Personnel Today awards in the category of Diversity and Inclusion – Public Sector.

ARMY RESERVISTS

The work of the Trust in support of Reservists was shortlisted by the HSJ in the Reservist Support Initiative category. Dominic Gething and Simon Walton, members of NWS Armed Forces Network, joined HR at the awards ceremony in London.

HEALTH AND WELLBEING

NWAS was recognised for its work to improve the health and wellbeing of staff, winning health and wellbeing category at the HR Distinction awards. The award recognises an organisation which has developed outstanding strategies aimed at ensuring the health and wellbeing – whether mental, physical, emotional or financial of its employees and its workforce more broadly in an effort to promote wellness and performance across the organisation.

SOCIAL MEDIA TRAINING PACKAGE

New guidance for all ambulance service employees on social media was approved by the Association of Ambulance Chief Executives (AACE). The social media guidance was jointly produced by the National Ambulance Service Medical Directors' group (NASMED) and the National Ambulance Communications Group (NACOM), in consultation with frontline ambulance staff, NHS England and the HCPC. NWAS Communications Manager, Fiona Bateson, led on the creation of the training package, contributed to the development of the guidance and co-wrote a supplementary article on social media use in ambulance services which appeared in the Journal of Paramedic Practice.

DIVERSITY AND INCLUSION RECOGNITION

Recognised for our diversity and inclusion, we were delighted to have been shortlisted for a Personnel Today Award. Working to encourage people from different backgrounds to work for us, our HR team engaged with local communities to make them aware of opportunities within NWAS. The team also led an internal career development programme designed to inspire women to develop their careers within the trust. Working with our LGBT network, they helped to host the National Ambulance LGBT conference as well as hold disability and ethnicity forums with staff.

ACUTE OR SPECIALIST SERVICE REDESIGN INITIATIVE

Our 'Every Minute Matters' handover collaboration was shortlisted in the 'Acute or Specialist Service Redesign Initiative' category. We have been working with six key hospital trusts in the region since October 2018 to reduce delays and improve the experience of patients and carers, including reducing long waits in corridors.

SYSTEM LEADERSHIP INITIATIVE OF THE YEAR SHORTLIST

The trust was shortlisted for 'System Leadership Initiative of the Year', recognising our work with NHS colleagues in Cumbria to jointly recruit healthcare professionals in the county. This way, no potential candidate will be missed and we can recommend healthcare professionals to each other's services whilst exploring innovative ways of utilising these skills.



REGIONAL FINALISTS

The Copeland Community Stroke Prevention Project and BASIC STEPS tool approach to mental health were named as two of seven regional finalists for the Sir Peter Carr Award. This award aims to recognise innovation and effective partnership working within a provider trust, CCG, a Sustainability and Transformation Partnership (STP), Integrated Care System (ICS) or primary care service across England. Community Specialist Paramedic, Mike Taylor and Public Health Consultant, Claire King from Cumbria County Council headed the

community-led initiative which tested local people for blood pressure and an irregular pulse. The BASIC STEPS tool was developed by Senior Paramedic, Darren Earley and supported by Mental Health and Dementia Lead, Gill Drummond which equips the trust with a standardised structured format that enables all grades of staff to record a mental status examination including risk factors relating to the individual at the point of assessment.

RESEARCH PRACTITIONER OF THE YEAR

Research Paramedic, Betty Pennington, earned the accolade 'Research Practitioner of Year' in the Greater Manchester Clinical Research Awards 2019. The annual awards are arranged by the National Institute for Health Research (NIHR) local Clinical Research Network in Greater Manchester, and are designed to recognise the region's hard-working and high achieving researchers, research teams, research and development departments and other research support staff.

NATIONAL INSTITUTE FOR HEALTH RESEARCH

NWAS paramedic, Szymon Palac, was featured in the new National Institute for Health Research (NIHR) #YourPathInResearch campaign, which encourages health professionals to consider a career in research. Szymon is one of the leading recruiters to the PRESTO Study which is currently taking place at the trust and was presented with an award for his excellent recruitment record during the Bitesize Research Seminar held in September.

PRIDE OF BURY EMERGENCY HERO AWARD

EMT1 Janice Cheetham and Paramedic Howard Woolfenden attended the Pride of Bury awards to represent Bury Ambulance Station and the trust. The event celebrates every day incredible people around the borough of Bury who go the extra mile to make other's lives better, bring communities together, inspire those around them and add some joy to people's days. They were finalists for the Emergency Hero Award, congratulations to all.



STAR IN A CAR

NWAS' Communications Team was shortlisted in two categories at the 2019 CIPR North West PRide Awards and won Gold Award (first place) in both. Firstly for the Public Sector Campaign for 'Star in a Car', which was aimed at recruiting volunteer car drivers, and the coveted 'Outstanding In-House Public Relations Team' award. The team saw off competition

from The Lake District National Park Authority, Electricity North West, M&S Bank, Manchester Airport and Essity, with judges commenting on how the team has "successfully managed the full spectrum of public sector public relations with skill and professionalism" and achieved impressive results.

FOOTBALL AWARD

Operations Manager, John Moorhouse, received a North West Football Award alongside the medical team at Burnley Football Club after they helped save the life of ex-professional referee Eddie Wolstenholme who went into cardiac arrest.

RESERVIST SUPPORT

We also have been shortlisted for the Reservist Support Initiative Award, for the work we do in supporting staff who are also reservists.

WE TAKE CARE OF TALENT AWARD

Our Learning and Development Team scooped two awards at the HPMA North West branch 'Excel19' ceremony in November. The team was given the 'We Take Care of Talent' award and presented with the 'overall winners' award for the initiative Empowering Women into Leadership. The HPMA is an organisation that supports HR and OD practitioners in the NHS and has more than 4,000 members ranging from HR directors and deputy directors through to trusts and CCGs.

GOLD STAR OF LIFE AWARD

At the national ambulance LGBT conference, Michael Forrest, Deputy Chief Executive, and Stephanie Chadwick, HR Advisor for Workforce and Equality, were each awarded the Gold Star of Life Award which celebrates those who have supported and worked to promote LGBT issues within their own trust.

OUR VOLUNTEERS

We have some amazing volunteers! More than 1,100 of them and they give up their precious free time to help those in their communities. Volunteer car drivers take patients to pre-planned non-emergency appointments and our Community First Responders respond to urgent 999 calls and can start vital treatment before ambulance crews arrive. We are very thankful and appreciative of their services and we know our patients are too!



20 YEARS OF CFRS

Marking 20 years of community first responders (CFRs) in the North West, we held a full day celebration event in October to say a big thank you for the invaluable service they provide. NWAS currently has 870 active CFRs across the region. The celebration event included a conference where speakers took to the stage to show their appreciation of CFRs and speak about the past, present and future of the volunteer role. In the evening, it was time for CFRs and guests to get their glad rags on as the room was transformed into a glitzy awards ceremony, hosted ITV Granada's Paul Crone, where 'remarkable responders' from across the region were recognised for exemplary service.



VOLUNTEER CAR DRIVERS

We were pleased to announce the increase in mileage expenses for our valued volunteer car drivers (VCDs) – these are members of the public who support our patient transport service by taking patients to and from pre-planned health appointments. NWAS currently has more than 300 VCDs throughout the region.

SMARTPHONE APP

NWAS started work on a smartphone based application enabling better mobilisation of our volunteers. The application is fully integrated in to the NWAS Emergency Operations Centre and allows volunteer first responders to be securely mobilised using a standard Android™ Smartphone on any mobile network or WiFi connection. The application provides frequent GPS location updates to the control room so the most appropriate active volunteer can be mobilised. Once the volunteer has indicated they are on their way, the satnav facility built-in to Android smartphones is automatically programmed to guide the responder to the incident.

ENGAGEMENT

As a public sector organisation, the views and experiences of the people we serve are vital for us to fully understand their needs, ensure we are learning from them and to make improvements. It is commonplace for organisations to say they learn from their mistakes but though regular engagement with our communities, we can lessen the risk of the mistakes being made in the first place. Through hosting our own events, attendance at community events, providing the facility to feedback and even creating our own public 'think tank' – we believe our engagement really does demonstrate that the public is at the heart of all we do.



PATIENT & PUBLIC PANEL

We launched the Patient and Public Panel to ensure that the voices of patients/the public are heard and acted upon - something we have identified as being vital in terms of influencing service plans and delivering an improved patient experience. The infrastructure of the panel is based on varying levels of involvement and participation, and on what volunteers are able to offer, and aims to support the patient involvement and engagement needs of the trust. Since its launch, we have more than 50 confirmed members from throughout the North West.

BRAND NEW WEBSITE GOES LIVE



PUBLIC ENGAGEMENT

NWAS hosted five public engagement events – one in each county designed for us to meet members of our local communities and find out what they think about our services. Guests got the opportunity to provide feedback in an interactive way and were able to learn more about the services we provide. The events were such a success; we are planning to repeat the exercise as soon as we can.

Our brand new website went live in July! The site offers a whole host of improvements including a much fresher look and easier navigation, and enables us to host videos. We'd love for you to take a look and any feedback would be most welcome www.nwas.nhs.uk



PRIDE EVENTS

Staff from all over the North West took part in the various PRIDE events in the region's towns and cities. Waving their rainbow flags, staff, managers and our very own Chief Executive, Daren Mochrie, joined in the public celebrations and marched in parades, spurred on by the cheers of the crowds.



999 OPEN DAY

Building on the success of previous years, the annual 999 Open Day took place in Barrow-in-Furness on Sunday. Pandamedic, the trust's mascot, joined our staff and local Community First Responders to support the event and helped to explain all our different roles across the trust, demonstrate our equipment and vehicles and taught people how and why to perform CPR. It generated plenty of interest with many people speaking to staff and CFRs afterwards to discuss how they can become more involved and find out more to support our services

BBC'S AMBULANCE

A second series of BBC's Ambulance filmed in Greater Manchester broadcast on BBC One in the Autumn. Each episode followed the service making tough decisions and touching many lives during the busy winter months. Important and heart wrenching issues were brought to the forefront in the series and this allowed us to share further information with the public via social media. Following one episode, we promoted the use of a Recommended Summary Plan

for Emergency Care and Treatment (ReSPECT) form, which summarises treatments to be considered and those that would not be wanted, or would not work for the patient in an emergency. The form can include recommendations of when transfer to hospital would be desirable or not, as well as whether the patient wishes for CPR to be attempted or not.

CAMPAIGNS

Through storytelling and campaigns, we can help the public to fully understand how we can help them and how they can help themselves to stay healthy and well. We sometimes join forces with other NHS or blue light colleagues to highlight an issue or give advice and we support these using social media, traditional media, videos and articles. Here are some of this years' highlights.

WE ARE 111

In late 2019, we launched #WeAre111, focusing on the NHS 111 service and the staff that are at the beating heart of it. The campaign kicked off with a 111 Twitter take-over where followers got a behind the scenes look at our Horwich contact centre and met the team behind the voices that patients hear when they call 111. The campaign ran for a month and featured facts and hints and tips on how patients can make the most of NHS 111 during one of the busiest periods of the year. BBC Radio Manchester reported live from our 111 call centre in Bolton for their breakfast show as part of the campaign.



SUPPORTING NHS ENGLAND

We supported NHS England with its region wide campaign to highlight a new service for the public – 111 online. NWAS lead on external roadshows and NHS England on marketing and digital. NWAS arranged for roadshows to take place across 12 sites in central Manchester, where field marketing assessed awareness and usage of the 111 online service through public surveys.

THE SPIRIT OF CHRISTMAS

In a bid to encourage members of the public to display their house numbers in case of an emergency, the Communications Team filmed and created a fun video in the spirit of Christmas. Vital minutes can be lost when ambulance crews are looking for houses in the dark and, in life-threatening emergencies, minutes can mean the difference between life and death. The video featured Advanced Paramedic, Luke Marriner in a 'tactical meeting' where he "brings in an expert" to help the ambulance service find specific properties in an emergency – Santa Claus! The tongue-in-cheek video with a serious message has been viewed on social media around 38,000 times and shared 632 times.



HAPPILY EVER AFTER BOOK

Stories such as Snow White and the Seven Dwarfs, Sleeping Beauty and Hansel and Gretel were given a modern twist by NNAS, in a new book, 'Happily Ever After', available to primary school children across the region. To engage with young children on which scenarios are considered to be an emergency, the book sees classic characters such as Snow White in scenarios that require emergency attention, whereas characters such as Sleeping Beauty deal with less serious incidents by dialling 111.

THINK 999

In December, the trust urged the public to think before calling 999. A hard-hitting radio advert was broadcast across the region for two weeks depicting an emergency call for a cardiac arrest patient, the advert is interrupted with examples of non-emergency calls before returning to the original caller who fears it's too late to help their relative.

ONCE UPON A CALL VIDEO

In 'Once Upon a Call', we featured some of the weird and wonderful calls the service dealt with last year. The aim of the video was to show what is a real emergency and when someone should call 999.

THANK YOU NNAS

As part of the winter plan, the trust launched its '#ThankyouNNAS' campaign featuring patients who wanted to thank our front line staff for giving them their 'happily ever after'. The idea behind the campaign was to highlight some of the real life stories of people who have received life-saving intervention to positively reinforce the message that the ambulance service is here for emergencies. We were contacted by grateful patients and families who wanted to take the opportunity to say thank you to the people who have made a difference to their lives and, in many cases, kept them alive to be with their loved ones.

ENVIRONMENT

The environment is something which is on everyone's agenda and is the subject of debate amongst world leaders and businesses. As an organisation where the majority of our workforce is mobile, it's important for us to recognise the impact that our operations can have on the environment and to take steps to reduce that impact. These are just a few of our environmental achievements this year.

SUSTAINABILITY AWARD

For the third year running, NNAS was awarded with a certificate of excellence for their sustainability reporting. Recognised by the Sustainable Development Unit (SDU), NHS Improvement and the Healthcare Financial Management Association (HFMA), NNAS was commended for its commitment to operating with environmental responsibility.

WATER HARVESTING

The trust's new regional office in Merseyside, Estuary Point, utilises a rain water harvesting system. This system is a way in which harvested rainwater will collect and automatically be used for toilet flushing. The initiative saves water and our water bills!

NNAS INTRODUCE ELECTRIC CARS

NNAS introduced electricity powered vehicles into the ambulance fleet following a successful trial of four BMW i3 models operating as rapid response vehicles (RRVs) in Greater Manchester. This was then rolled out across the trust and is expected to reduce the carbon contribution from RRVs by 90% with an estimated annual fuel cost saving per vehicle of £3,500.



**PLEASE NOTE THAT PICTURES
FEATURED IN THIS BOOKLET WERE
ALL TAKEN BEFORE SOCIAL DISTANCING
GUIDELINES WERE NECESSARY**

This information can be made available in alternative formats, such as easy read or large print, and may be available in alternative languages upon request.

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