

PENNA Awards

Communicating Effectively: Online Engagement

















What was the Issue?

We wanted to make sure our patients could access our service and information about our services regardless of their specific communication needs.

Also, the pandemic presented a number of challenges to us in getting information out to communities and patients as most of our face to face public engagement had ceased due to restrictions, IPC concerns, cancellation of large gatherings and events



How did we identify the solution?

- Multi disciplinary project group
- Executive team dedicated budget
- Stakeholder feedback
- Third sector involvement
- Considered changing public habits
- Use of new and emerging technologies
- Sustainable with low future management costs
- Understand support / access needs
- Compliment national curriculum requirements
- Able to be used across multiple platforms





Aims

North East mbulance Service NHS Foundation Trust

- Improve access to information for all groups, providing audience specific information about our services
- Dispel the myths about our service and encourage correct use of our services
- Establish a new way for people to self-serve information
- Develop new ways to engage digitally to support and reduce the costs of physical engagement
- Have content that represented the community we serve
- Be as accessible as possible to Deaf/BSL users and people with learning disabilities

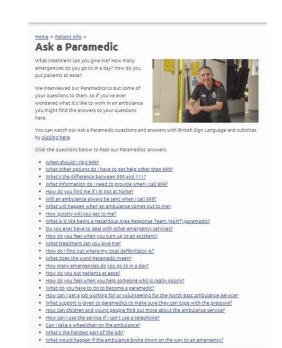




Online Engagement

- 134 separate videos all contained on our website/ Youtube (BSL/Easy Read),
- An interactive 360 degree
 Ambulance virtual tour
- Ask a paramedic videos
- Games and activities, lesson plans and a school zone to help with curriculum needs













If English isn't your first language, ask for an interpreter



Contact 999 using the text or British Sign Language relay service



A range of videos developed

- When to use 999
- When to contact 111
- CPR Man learn CPR
- Using a defibrillator
- What should road users do
- Patient Transport Services
- How we assess a call
- Ambulance response times
- What happens when you 999
- Over 20 questions answered by paramedics
- Ambulance 360 tour



When to use 999



Learn CPR with CPR Man



What should road users do



How we assess your call



What happens when you call 999



When to contact 111



Using a Defibrillator



Patient Transport Service



Ambulance response times



Ask a Paramedic

Diversity and access built in to the resources

- Videos have diverse characters
- Child KS2 & KS3/4/adult, BSL and Easy read versions of videos created
- BSL and subtitles all videos
- Language Line and BSL/Text relay services highlighted
- Two versions of 360 Tour (KS2 and KS3/Adult)
- Aim to help to reduce health inequalities and improve awareness of support



Different Zones on our website

Adults



Young people



BSL



Learning Disabilities



Self Service Schools resource area

School Visits and Resources

We work with local schools to raise awareness of the ambulance service, the work we do and to help children and young people learn important life saving skills. We offer free visits from our staff to your local event, nursery, school, college or community group, whether that's face to face or

Our programme can be tailored to different age groups and includes a mix of presentation, practical skills training, videos and discussion to make sure you get the most from a visit. Complete the school or community visit booking form to request a visit.

Alternatively, we have developed a range of videos, quizzes, learning plans and other educational resources that you can download to help you in your own sessions.



Click on the link above to request a visit to your school or community group.



Videos

Learn about our services and what to do in an



Restart a Heart

Find out more and get involved in Restart a



Learning plans

Use our learning plans to help you talk to your students or group members.



Test your knowledge by trying our interactive



A toolkit of activities to support the delivery of PSHE at KS3.

Learning Plans Download one of our Learning Plans to help you deliver educational sessions about the ambulance service or lifesaving awareness skills to your class or group. The plans include key messages, suggested activities and links to relevant videos, quizzes and resources to help you deliver your session. When to call 999 Learning Plan When to contact 111 Learning Plan 360 Tour of an Ambulance Learning Plan Using a Defibrillator Learning Plan

CPR Learning Plan

Road Users Learning Plan



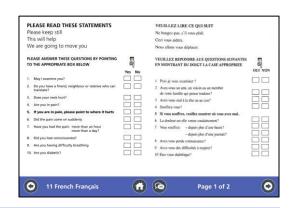
Communications Support guide

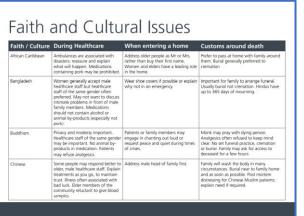
Electronic paramedic resource on all tablets in vehicles, over 100 pages of support that can be accessed in three clicks

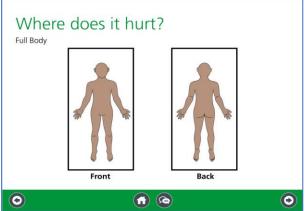


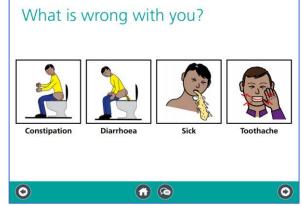


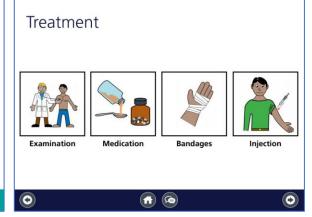














Recite Me – Web tool bar









Raising awareness of Text Relay and Interpreters

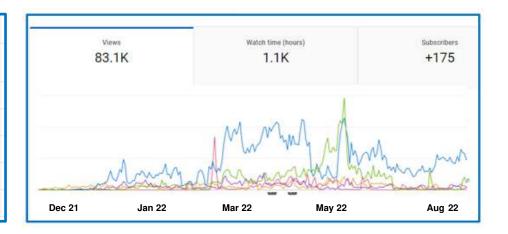


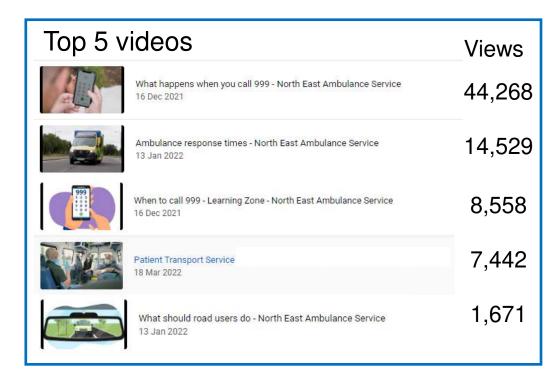


mpact (as of August 2022 – 9 months)

- 83,000 views
- 1,100 hours viewed
- Age profile 1% under 17, 20% 18-24, 31% 25-34, 20% 35-44, 15% 45-54, 3% over 55
- Global interest Russia, Australia, USA, Brazil. Moldova, Romania, Mexico, Japan, Malaysia, Saudi Arabia
- Device used tablet 44%, phone 32% PC, 12%, TV 10%
- Community, stakeholder and staff feedback has been very positive

Geography		Views ↓	
	Total	83,133	
	United Kingdom	32,719	39.4%
	United States	24,061	28.9%
	Canada	2,344	2.8%
	Australia	2,255	2.7%
	Ireland	542	0.7%







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Mission: Safe, effective, responsive care for all

Vision: Unmatched quality of care