



North West
Ambulance Service
NHS Trust



Measuring, reporting and acting, using insight for improvement

Hello.

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Community listening events 2023-24

Background of events

The community listening events began in 2019 with the main aim to engage with and listen to local communities, particularly those often underrepresented. At the time, we were having limited engagement and had a lower return rate on paramedic emergency service (PES) and patient transport service (PTS) friends and family test (FFT) surveys from some communities.

We sought to:

- Improve awareness and access to ambulance services, PES, NHS 111, and PTS, particularly among underrepresented groups.
 - Listen to feedback from the public about their own experiences of using the service.
 - Identify opportunities to make service improvements and share insight and experience across the organisation to drive positive change and inform new initiatives.
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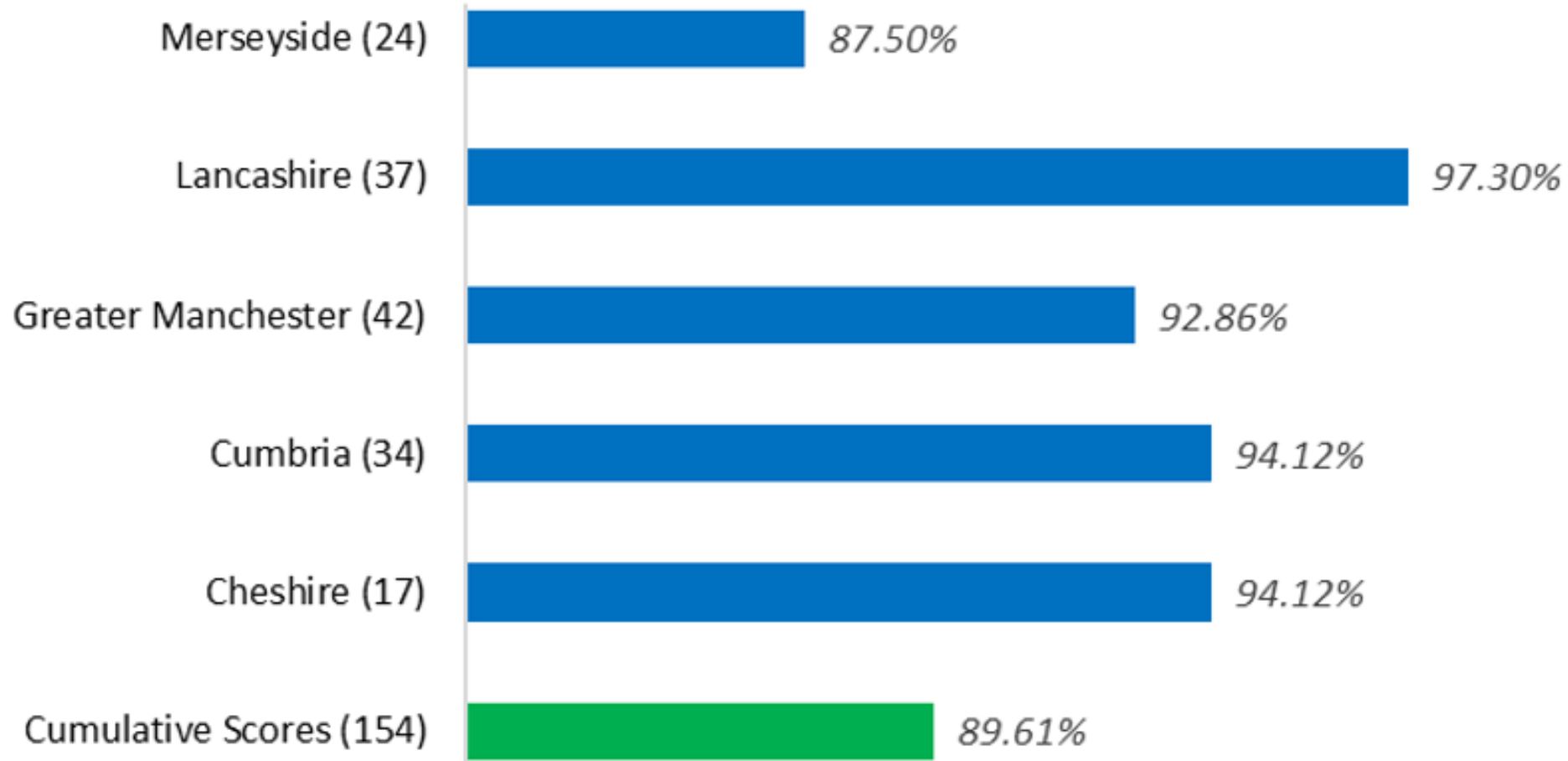
Event delivery

- **Minimum of 1 community listening event per county**
- **Underrepresented communities target audience**
- **Location and venue well used by local communities**
- **Good access, interactive approach and catering**
- **Service line lightning talks, tabletop activities , experience sharing, Q and A and 121 opportunities.**
- **Include key areas of interest: volunteering, careers, seasonal messages**
- **Involve front line staff, vehicles, equipment/demos.**
- **Extensive publicity and promotion.**

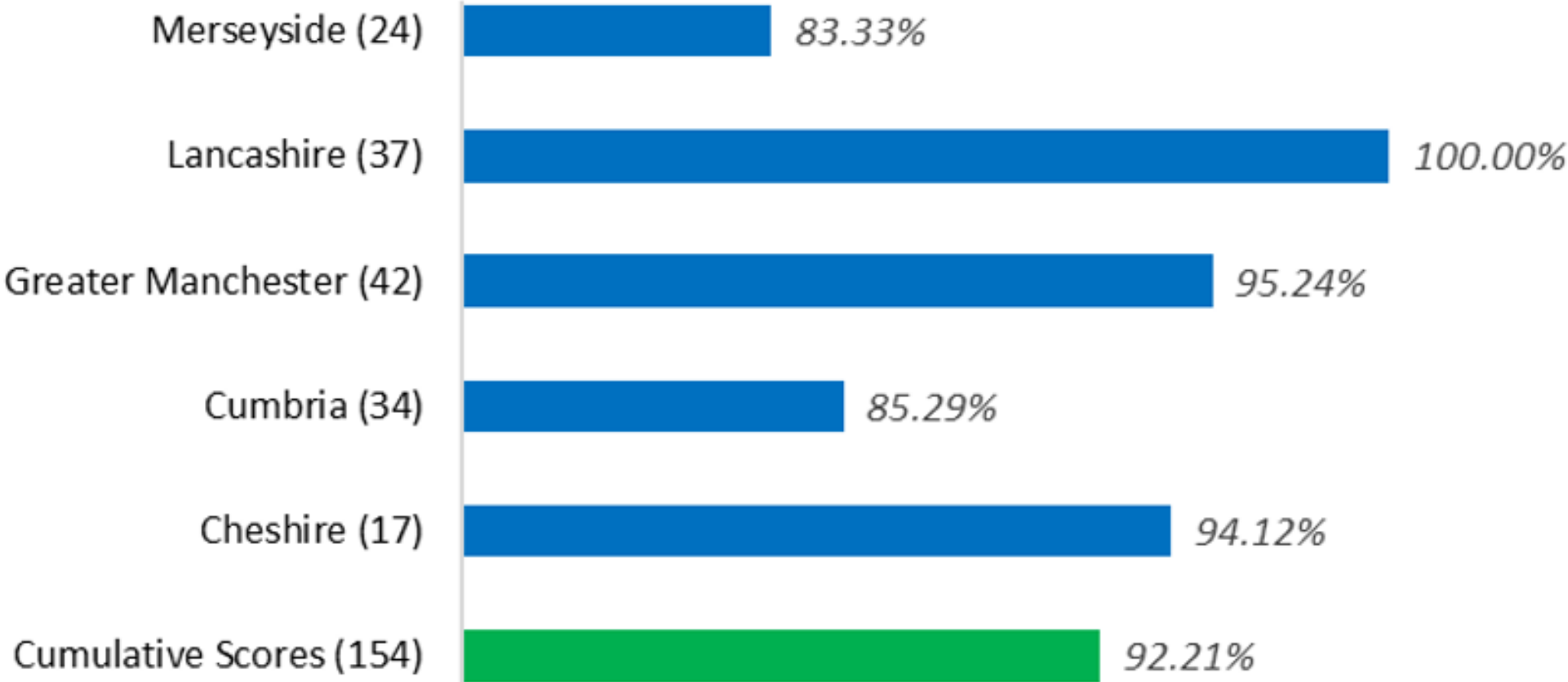


Event satisfaction scores

Highly satisfied/satisfied



Knowledge of the ambulance service improvement scores



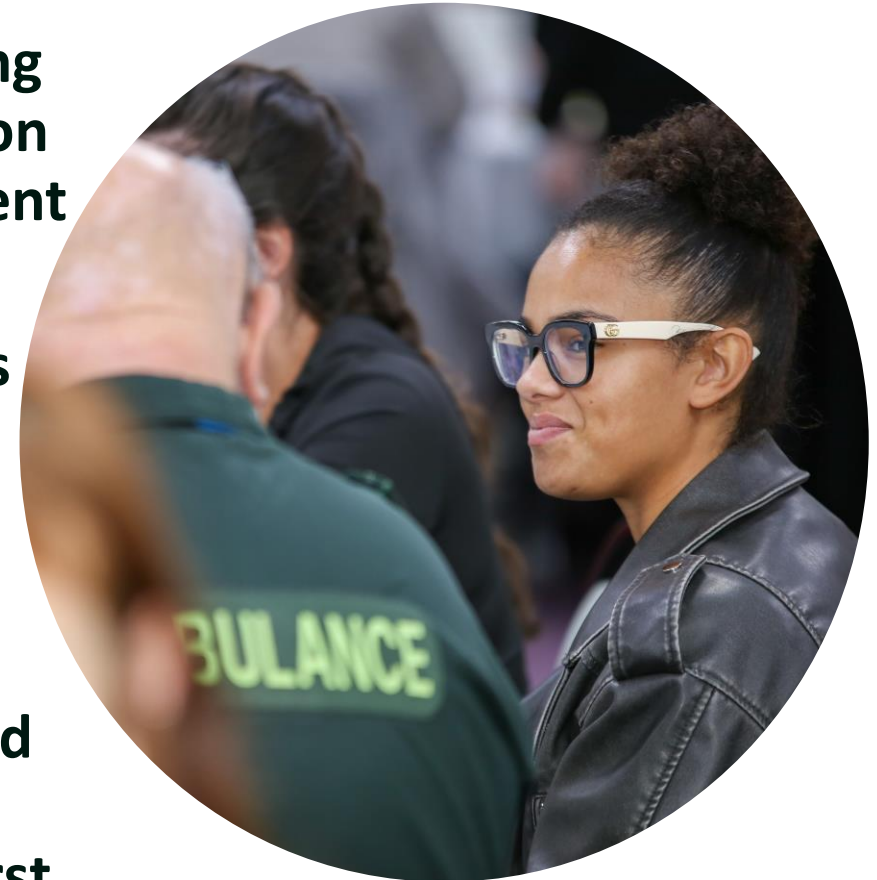
Findings and improvements

- Low awareness of PTS and NHS 111, particularly in ethnic communities.
- Issue with defibrillator maintenance and the replacement of pads and batteries after use.
- CPR training visits, in schools, Muslim and other communities.
- BSL route for calling NHS 111 as for 999.
- Improve cultural awareness eg wearing foot coverings and mosque friendly materials.
- Easy reads and activities for patients with learning disabilities
- Tell callers if the service is busy and their options.
- Focus on career opportunities, basic first aid and partner work.



Future development

- **Ongoing engagement with community groups, updating educational materials and campaign messages based on feedback, and looking at the possibility of a virtual event for those with transport issues.**
- **Focus on addressing health inequalities, particularly as we have some of the most deprived areas in the UK in the North West.**
- **Our 2024/25 events are well under way with an ‘Ambulance Awareness Day’ in Cheshire, aimed at young people and anyone with a learning disability and a Community Day in Oldham, bringing in other health and emergency service partners and including basic first aid training and careers material.**



Key learning

- Patients should be at the centre of everything you do, whether you are frontline or not. Use a range of approaches to build relationships in order to engage, listen, and identify barriers within different communities.
- Our community listening events enable us to hear what matters most to our patients and help us make the appropriate changes to ensure services are accessible and inclusive to everyone's needs.
- The insights we gain through these events and other forms of patient feedback ensures we continue to learn. We evaluate and refresh our approach after every event and look for ways to improve.



**Thank you.
Comments or questions?**