



General Election

On Wednesday 22 May 2024, Prime Minister Rishi Sunak called a surprise early General Election which is scheduled to take place in England on Thursday 04 July 2024.

This means that we have fallen into a six-week pre election period. As the general election will be held on Thursday 04 July 2024, the pre-election period began on Saturday 25 May 2024. During this pre-election period, there will be no new decisions or announcements of policy or strategy work.

Update on Body Worn Video Camera (BWVC)



Since the trust-wide rollout of the body worn video camera (BWVC) pilot in October, an average of 42% of staff are choosing to wear a camera whilst on duty to protect themselves – which is great to see.

Jason Eddings, Operations Manager, said: “BWVCs have already been shown to not only deescalate violent and aggressive incidents but also provide evidence in criminal cases where violence and aggression have taken place.”

Paramedic Anne Mason, who has been on the frontline for five years, said: “I would encourage staff to wear a camera. It may not always stop any aggression or even worse, an assault happening, but if in that unfortunate time it does happen, we can gain proof to help get a prosecution. All staff need to feel safe whilst undertaking our job on a daily basis.

Changing seasons

Throughout winter, our Communications and Engagement Team supported operational pressures with a detailed plan of activity to help inform and educate the public on using our services wisely. The campaign used research and data to focus on five key themes alongside our usual winter demand messaging. These were, using 999 wisely, falls prevention, reducing repeat prescription calls to 111, mental health awareness and managing expectations of the patient transport service, and has been one of our most comprehensive and far-reaching winter campaigns yet.

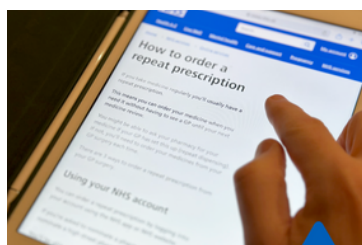
During the campaign, we saw:

- A 10% reduction in 999 calls during October 23 compared to October 24. Throughout winter overall there was a slight increase in 999 calls compared to last year although strike action taking place last year resulted in a reduction of calls.
- A 25% reduction in NHS 111 calls for repeat prescriptions throughout December compared to the previous year, despite an overall increase of 2% in the number of calls we received to 111 during this month.
- A 17% decrease across the region in 999 calls from November 23 - February 24 for ‘falls or faints without injury’. A reduction of 1,421 calls, which would have saved the trust over £390,000 for see and treat response. In our focus area of Manchester, there was a 12% decrease.

Following a detailed evaluation, we found that the campaign made the following impact:

- Over 1.5 million social media impressions across winter.
- 25 positive pieces of media coverage, including a national interview on BBC Breakfast.
- Over 30,000 physical leaflets distributed, including six language translations.
- 20 social media reels created.
- Over six million pairs of ears heard our Bauer radio adverts.
- Four Winter Watch editions issued to stakeholders.

As we look towards the warmer months and cross our fingers for some sunshine, the team has been working on sharing summer health messages focusing on keeping well in the heat. An information leaflet and dedicated web page has been created which is available to download and access [here](#).



Where are we in June?

We want to be as visible as we can be so that the general public can locate us and tell us about their experiences. In the North West, you can find us at the following pop-up events and informational days.

- Hopwood Hall - Community fun day - Saturday 08 June
- Healthwatch Wirral Carers event - Saturday 08 June
- Milnrow and Newhey Districts Carnival - Saturday 15 June
- CAHN Windrush - Saturday 22 June
- Bolton Eid Extravaganza - Saturday 22 June

Get involved!



Patient and Public Panel (PPP)

Our Patient and Public Panel have over 289 volunteers already supporting improvements at NWAS. If you would like to contribute by sharing your lived experiences to help improve our ambulance service and become a member of our Patient and Public Panel, please do not hesitate to get in touch: Patient.Panel@nwas.nhs.uk

Patient stories

If you or your family have any feedback or experience that you would like to share, we would like to hear from you! Please get in touch, Talk.tous@nwas.nhs.uk

Patient Engagement Team

Just a reminder that the Patient Engagement Team are always happy to come and speak to your organisation, group or forum to share NWAS updates. This can be done virtually on MS Teams, Zoom, or in person. If you would like a visit, please do not hesitate to contact us at Talk.tous@nwas.nhs.uk