



## Join us at our 'Ambulance Awareness Day' in Cheshire!

Each year the Patient Engagement team host a series of community engagement events, with one event in each county area, to allow for members of the public to attend to find out more about their local ambulance service, careers and volunteering opportunities.

Our events programme for 2024/25 is underway with our first event due to take place in Cheshire on **Thursday 11 July, 10.30-14.30 at Canalside Conference Centre, Middlewich, Cheshire.**

Our Ambulance Awareness Day in Cheshire is a great opportunity for young people and members of the public to learn about our 111 and 999 emergency services, find out about how to get into a career or volunteer with us and learn some life saving skills in a fun and interactive environment. Feedback from previous events has suggested there is interest from the public in finding out more about our careers and volunteering opportunities, and we have used this feedback to tailor our events this year.

With this in mind, do you know of anybody who would be interested in attending this event? This is a great opportunity to share with your colleagues, friends and family.

**The event is free to attend, and free lunch and refreshments will be served on the day.**

**To book your free places, please visit our Eventbrite page [here](#)**

Alternatively you can email [Talk.tous@nwas.nhs.uk](mailto:Talk.tous@nwas.nhs.uk) to book your free place.

We will shortly be announcing the dates and locations for our remaining 'Ambulance Awareness Day' events in other count areas, due to place later in the year and into early 2025.

## Urging the public to learn CPR during the Euros 2024



NWAS have produced a film to educate people on how to recognise the warning signs of a cardiac arrest and perform life-saving CPR. The video is only one minute 22 seconds long and, in that time, you will be more prepared in an emergency.

**[Learn CPR and become one of the community CPR life-savers this summer](#)**

There are over 30,000 out-of-hospital cardiac arrests each year in the UK. Tragically, less than one in ten people survive. Cardiac arrest occurs when the heart suddenly stops beating, leading to a stopping of blood flow to vital organs, including the brain.

Community Resuscitation Manager Cheryl Pickstock says: "We all remember the devastating events of the Euros 2021 when Christian Eriksen suffered a cardiac arrest whilst playing. CPR saved his life."

For every minute that someone's in cardiac arrest without receiving CPR and having a defibrillator used on them, their chance of survival decreases by 10%. This is why it's vitally important that people in the community who witness a cardiac arrest, start lifesaving CPR and defibrillation in the crucial minutes before an ambulance crew arrives – it can make the difference between life and death.

Cheryl continues: "Defibrillation within five minutes of a cardiac arrest can result in survival rates as high as 70%. Defibrillators are not something to fear, they can be used by members of the public. They provide audible prompting which gives a step-by-step guide to save someone's life."

## Where are we in July?

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.

Preston City Mela - Saturday 06 July  
Disability Awareness Day - Sunday 14 July  
Collabor8 Multicultural Event - Wednesday 24 July  
Liverpool Pride - Saturday 27 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](mailto: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](mailto: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](mailto:Talk.tous@nwas.nhs.uk)