



Public Education News

July/Aug/Sept 2017



An update on our public education activity

Welcome to *Public Education News*, a quarterly newsletter giving you a round-up of the last three months of public education activity carried out by staff from across the Service.

An interview with ...

This quarter we met with **Apprentice Paramedic, Edward Harrison**. Here's what Edward had to say about public engagement:

1. How long have you worked for the LAS and what is your current role?

I have worked for the LAS for 5 years. I am currently an Apprentice Paramedic and I will be a newly qualified Paramedic as of this month.

2. How did you first get involved with public education?

I first got involved with public education after speaking to Ruth when I was visiting Bow, after helping recruitment deliver a CPR assessment day.

3. What is your favourite group of people to visit?

I enjoy delivering session to younger children. I particularly enjoy events such as the Junior Citizens Schemes.

4. How do you know what to say when at visits? Is there anything that inspires you?

I find a little bit of planning goes a long way. I know what to say on visits as I plan my sessions. I already have an idea of what I am going to talk about before I visit. I also like to speak directly with the host of the session before a visit to find out if they want me to cover something specific.

5. What is the funniest/strangest thing you've been asked at a public education visit?

I haven't ever really been asked anything funny, perhaps I need to get out and do more visits :-)

6. How would you encourage other staff to get involved in public education?

I would encourage other staff to get involved because I feel that Public Education is one of the most important services the LAS offers. Educating

young people in basic first aid, CPR and when to call ambulances are important life skills that young people should learn. I also find it a lot of fun, the department are really supportive and the giveaways go down a treat. :-)

7. What has been your public education highlight so far?

My Public Education highlight has to be the Redbridge Junior Citizens scheme last year. I found it rewarding and I felt that we actually taught a group of young people some basic life skills.

8. Question from our previous interviewee, Elaine Cooper; “How could they expand community knowledge, for medical emergencies leading to hands on immediate assistance at scene.”

I think getting out and talking to as many varied groups as possible about the importance of first aid, basic life support and what is the appropriate use of the ambulance service would really expand community knowledge.

In the spotlight ...

Some of the amazing feedback and photos our staff have received this quarter

MPS Primary School Challenge, Leyton – 13th July 2017 – Sukhi Kadri & Emma Purslow



The Metropolitan Police Primary School Challenge was set by the police to encourage primary school children to learn essential skills. The police invited the LAS along to teach Year 6 children DRABC and then to challenge the children about what they had learnt. In total, 32 schools attended; one from each borough to compete against each other. The teams were marked against a score card which gave them points for achieving several goals throughout the assessment. They all performed to such a high standard and learnt the system so competently it was quite hard to nominate a winner!

Heathrow Airport Event on 22nd July – Chris Richardson and Innes Easton

Chris and Innes attended an event at Heathrow Airport for a friends and families day. Chris said “Over 2500 people attended and there was great interest all day! All freebies went! Lots of people happy to engage and learn CPR. We were busier than the met police & fire brigade. It was a very good event to do! Much bigger than we had certainly thought.”





Haringey Impact Factor - CPR/Knife Crime events in Haringey



The Blue Light Collaborative pilot in Haringey has been taking place throughout July and August. The Public Education Officers, with the help of wonderful staff volunteers and the other blue light partners, have been offering schools tailored sessions on either knife crime or basic life support depending on the needs of the school. Six schools have taken part and over 1,000 children have been taught.

Coppermill Recycled Teens Group visit – 26th September 2017

Public Education Officer, Sukhi Kadri, attended a group for older people called Coppermill recycled teens, to talk with them about the LAS. Sukhi received the following amazing feedback -



“Thank you so much for visiting the group, it was a complete success. The talk you gave was informative and educational. We learnt a lot about just what the Ambulance Service does, other than the obvious. There were aspects that we had no idea about, for instance your visits to schools and the team that deals with more complex situations involving hazardous substances. The group will certainly pass on their new found knowledge about the service to their family and friends. Once again thank you for your visit and please do drop in and see us any time you are in the area.”

Charing Cross Day Nursery – 2nd August 2017

Diarmuid Colgan visited Charing Cross Day Nursery and received the following feedback -

“They absolutely loved having Diarmuid come in. Staff said that Diarmuid was great with the children, approachable and friendly. The children were very comfortable around him, which allows the children to get the full potential out of their learning. Thank you so much once again, we have added observation from the day to our planning and Early Learning Journals with our topic ‘People Who Help Us’.”

Teddington Memorial Hospital Open Day – 9th September



On Saturday 9th September, Michael Eldridge and Diarmuid Colgan attended Teddington Memorial Hospital Open Day and received the excellent feedback below -

“A massive thank you to you both for coming along and doing a sterling job on Saturday! I hear it was your day off as well – people like your good selves are what makes the NHS what it is! A million thanks 😊”

New Eltham Nursery Visit – 11th September 2017

Katherine (Kaz) Parker visited New Eltham Nursery on 11th September and the children had a brilliant time-

“Kaz was amazing, the children had such an amazing visit as did the staff and parents who joined us too, they loved trying on her uniform and some even loved being bandaged up :) Pre-School then sat very quietly for a story she read to them.”

Bexley Clinical Commissioning Group, Annual General Meeting – 14th September 2017



Pete Fisher and Kaz Parker set up an information stall at the Bexley CCG AGM on Thursday 14th September. Pete and Kaz spoke to attendees about our Service and showed them some of the equipment they use.

Kaz said Bexley CCG were happy the LAS attended and there will be lots more public education work coming our way now as a result!

Thank you to our amazing colleagues

We are always so amazed at how our staff selflessly give up their free time to attend public education visits. We would like to personally thank each and every one of our members of staff who attended visits in the last three months. Below are the 20 members of staff who have dedicated the most hours this quarter;

Aaron Lander	Robert Morley	Stephen Jones
Innes Eaton	Gary Extence	Marie Cooper
Ashley Tinham	Jill Walker	Melanie Desmond
Michael Eldridge	Mark Pell	Victoria Delliston
Albert Donkor	Chris Richardson	Diarmuid Colgan
Mikayla Morris	Madeleine Dargan	Robert Lewis
Sarah Ablewhite	Sarah Shepherd	

Officers' update ...

Each quarter, our Public Education Officers provide an update on what they've been up to.

Katy Crichton

"This autumn I have quite a lot of variety in the events I am attending - not only are there the usual school visits from infant to college age, I am also working on an evaluation project with our emergency services colleagues to look at the effectiveness of our messages. If any of you have any feedback from your own experiences in public education of what you feel works and what doesn't, I would love to have your input. Anyone who was involved in the blue light collaboration project will be getting a participant questionnaire to complete."



Emma Purslow

"My first 6 months in this role have been extremely varied. Over the summer we attended several seasonal events themed around keeping the children industrious over the holiday period. We were impressed by the attentiveness and enthusiasm the children showed, hopefully proving that it's interesting and enlightening to learn some basic first aid skills! We're continuing to make some new contacts and reach out to new sectors of our community. A recent event was held for senior citizens which highlighted an opportunity to engage further with this age group. We continue to visit nursery and primary schools, now with new resources available to us, such as a 999 tape recording of a fictional child's emergency call and exciting new stickers to give away!"

John Wright

"The last three months I have been busy visiting various youth offending teams, pupil referral units, colleges and school across London, delivering talks on the consequences of carrying a knife. One of my most recent projects I have been working on is; Your Life, You Choose. This is a multi-agency project, running in the borough of Brent, established by a group of magistrates and includes talk from the MPS, LAS, the prison service, ex-offenders and magistrates. These sessions are delivered to year 7 students and the feedback from pupils and staff so far has been very encouraging."

Sukhi Kadri

"I have been heavily involved in organizing Safe Drive Stay Alive this year, Safe Drive has had an amazing start in Redbridge on the 2nd October. The show will continue to be delivered in boroughs across London and will end in March 2018. The response from staff all across London has been amazing; we have lots of new speakers and are lucky to have lots of experienced speakers. If you would like to know more or if you would like to be involved, please send me an email - Sukhjit.kadri@lond-amb.nhs.uk"



"I have also been talking with the LFB as they are planning on expanding their Biker Down events and adding more sessions throughout the year. For anyone that does not know what Biker Down is about, please have a look at this link. [Biker Down](#)."

Braille stickers

Following a suggestion from a member of staff, who was met with suspicion when he tried to help a blind person whilst in a public place, RNIB (the Royal National Institute for Blind people) was commissioned to undertake a patient survey. The survey focused on blind and partially-sighted people's experiences of using ambulance services, and then more generally on the factors which affected their level of trust in strangers.

The survey found that most people who had had experience of using the ambulance service had a 'very good' or 'good' experience, in terms of the way staff behaved towards them.

Following on from the RNIB survey we now have Braille stickers. These will be stuck to staff ID badges to offer reassurance that they are from the LAS. Please keep an eye out for the stickers which will be distributed in the very near future.

Events ...

Some event statistics from July - September this year:

- Visits/events that the LAS were invited to attend = **140**
- Visits/events attended = **91**

Staff attended events often in their own time. We currently have **1,195** members of staff (not including Heart Start Trainers), on our interested staff list and since January 2017, **272** staff have been actively involved in public education.

Facebook quick fire quiz winners ...

Congratulations to this quarter's Facebook quick fire quiz winners. The questions and answers were as follows:

July

This month we are working in the borough of Haringey delivering workshops to six secondary schools (Years 7, 8 and 9) about knife crime and how to perform CPR. We're working in collaboration with other emergency services, charities and helplines who cover subjects such as child exploitation, fire safety, internet safety, gangs and bullying. The sessions we run involve a lot of practical work and we've been very grateful to our volunteers who have supported us. Once this project has finished, how many children do you think we will have seen across these six schools? The prize is some fruity sweets!

The winner was Dan Russell. Dan's answer of 1,080 was the nearest guess. 1,000 children were actually seen over those six visits.

August

Which area of public education interests you the most? The winner will be chosen at random by an automated computer programme, on Wednesday at 2pm. The prize is a box of Maltesers and a Galaxy bar!!!

The winner was Cheryl Petty. Cheryl chose DRABC & CPR as the area of public education that interests her the most.

September

With Safe Drive Stay Alive beginning in October we thought it would be fitting to have a SDSA related quiz question this month! The prize this month is a lovely pair of headphones that the department received as a thank you.

How many boroughs are taking part in SDSA this year in London?

The answer was 12 boroughs and the winner was Verity Reinke-Deplanque.