



Lifeline

Keeping **you**, the people who matter to us, informed

Issue 2 2012



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Note from Lifeline Editor, Sarah Smith

Welcome to the latest edition of the Trust's magazine, *Lifeline*.

Since our last issue we've seen many developments in the stories we reported on. The move of the Greater Manchester Emergency Control Centre and Patient Transport Service Contact Centre to its new, modern home at Parkway Three for example is now well underway. You can find out more on page 7.

Our Patient Experience Programme, through which we want to find out how service users view the ambulance service, is also coming on leaps and bounds. We update you on our progress with the programme on page 5.

As our last issue went into circulation we celebrated our Annual General Meeting (AGM) and 2011 Open Day in Knutsford, Cheshire. Learn how it went on page 3. You can also learn more about our amazing staff and their heroic acts on and off duty on pages 8 and 9.

There's plenty more information, news and features so we hope you enjoy this issue and, as always, if you have any comments or suggestions about the publication please email the communications team at communications@nwas.nhs.uk.

Sarah Smith



Message from the Trust CEO, Darren Hurrell

Hello and welcome to the second edition of Lifeline. As we all settle back into normality after the festive period it is important to remember the winter weather is still with us for a couple of months and to act in a safe manner. The winter months are traditionally the busiest time of year for us, on Christmas Day, and New Year's Eve and Day combined, we received over 5,000 emergency calls and our staff responded magnificently to the challenge. Whilst we do our very best to assist members of the public who need emergency care, it is helpful if people continue to take care in the winter weather and continue to choose well when selecting healthcare.

I would like to take this opportunity to thank all staff for responding to 999 calls as quickly as possible. Since introducing a number of important initiatives to help address performance levels, such as growing our Urgent Care Service and the Paramedic Pathfinder initiative (learn more on page 3), we have been able to perform well proving the measures are working and having a positive impact.

I would also like to mention the sterling work of the Patient Transport Service (PTS) especially in the smooth integration of three Greater Manchester control centres into the Oldham and Belle Vue control centres. The PTS' Automated Vehicle Location System (AVLS) is also being successfully rolled out with completion of the two phase project scheduled for the spring. The system will improve PTS and Control Centre communication, allowing real-time visibility of vehicle resources in their area.

2012 is set to be an exciting year for NWAS. Our efforts to become a Foundation Trust will continue this year as we strive to recruit 8,000 public members. Becoming a Foundation Trust will bring real benefits to you, our patients, staff and the wider community and public we serve. Please make sure you sign up all your friends and relatives.

Finally I would like to wish all of you a very safe and happy 2012 and I hope you enjoy this read.

Darren Hurrell

NWAS Receives Trio of Awards

Here at NWAS we know how hard our staff work and how innovative and forward thinking the Trust is, so it was great news to learn that outside parties feel the same as the Trust picked up a host of awards and accolades recently.

In November 2011, the Trust received a prestigious Health Service Journal Award in the category of 'Clinical Service Redesign' for its Paramedic Pathfinder project – a simple clinical tool which helps paramedics easily identify the most appropriate healthcare pathway for the patient they are assessing. Judges described the project as "an inspirational initiative" with Trust Chairman, Mary Whyham; Mark Newton, Clinical Pathway Development Manager; and Ian Moses, Head of Service Development, being presented with the Award by ex-Government Minister, Michael Portillo.

The Trust was also successful in winning two further awards in the same month, this time as part of the national Quality in Care (QiC) awards programme, which aims to highlight good practice and collaboration between the NHS, patient groups and the healthcare industry in specific therapy areas.

The Trust was recognised for its work on the diabetes referral pilot developed as part of the 2010/11 Commissioning for Quality and Innovation (CQUIN), scheme scooping both the 'Partnership Working of the Year Award', in conjunction with the North Mersey Diabetes Network, and 'Best Emergency or In-Patient Care Initiative Award'.

What's more, NWAS staff member, Ellen Ward, from the Trust's Resilience Team, was one of only four finalists selected from 32 countries to be shortlisted for a recent business award.

Ellen, a Business Continuity Manager, was shortlisted for the Public Sector Business Continuity Manager of the Year award, as part of the Business Continuity Institute's (BCI) 'Gifted Grades and Awards' programme.



All this came as NWAS became the first ambulance trust in the country to achieve Level 2 accreditation with the NHS Litigation Authority, a special NHS authority, which is responsible for handling negligence claims made against NHS bodies in England.

111 is the Magic Number

The Cumbria and Lancashire areas of the North West have been chosen to pilot a new free-to-use NHS number providing help and advice for minor injuries and illness, when it's not an emergency.

The 111 service was officially launched by the Secretary of State for Health, Andrew Lansley, during a visit to Fylde Coast Medical Services, attended by NWAS Director of Contact Services, Paul Ferguson, in Blackpool in November 2011.

Lancashire residents can now dial 111 to receive expert advice on appropriate NHS services which need medical attention but are not considered medical emergencies. People in Cumbria will be able to use the service from February 2012.

999 will remain the single number to call for serious or life-threatening health emergencies, such as a serious accident, a heart-attack, a stroke or breathing problems.

The NHS 111 service is there to give advice on urgent health needs, when you are not sure what to do – the key message is simple: 'call 111 when it's less urgent than 999'.

Plans are already being put in place to make NHS 111 available to everyone who lives in the North West of England. It is hoped the new number will go nationwide by April 2013. We will keep you updated on the project's progress.



Find us on Facebook, Follow us on Twitter

The Trust has joined the world of social media, keeping Twitter and Facebook users up to date with all the latest news and events.

You can 'like' our page by searching for: 'North West Ambulance Service' on Facebook or go to www.facebook.com/nwasofficial. You can follow us on Twitter by searching for @NWAmbulance.

In addition to the day-to-day posting of information, we are looking to build our fan base and engage with our followers through regular topical discussions – so check it out!

If you have any ideas, or any other comments about our presence on Facebook and Twitter, please contact: press.office@nwas.nhs.uk.





Since September, the Trust's press office has handled over 120 enquiries from local, regional and national media outlets. Some of the stories which received the most attention are detailed below...

September

Motorist thanks paramedics who saved him after Ribble Valley horror crash (Lancashire Telegraph)

In September, the Trust welcomed a former patient who was brought back to life by paramedics after a horrific car crash.

David Keen, from Leigh, was involved in a serious road traffic collision in Lancashire two years ago. After making a full recovery, he contacted the Trust to see if he could meet the people who saved his life. Paramedics Julie Boyle, Sam English and Tony Lavelle who worked hard to keep David alive welcomed David to Blackburn ambulance station in an emotional reunion.

David, speaking to the Lancashire Telegraph, said: "It is brilliant to see them. I feel embarrassed that I can't do anything more than thank them and give them a card. They have saved my life, I owe them my life. I couldn't do the paramedics' job, they are brilliant people. I take my hat off to them all. Because of them my kids have a dad."

October

Stay safe this Halloween (Rochdale Online)

The press office issued a plea to parents, ahead of Halloween, to keep their children safe. Traditionally, calls to the Trust soar on Halloween but the service believes this could be avoided if the public followed simple safety advice. Although there were other considerations, such as the weather, statistics point to the message being a winner with a 12 percent reduction in 999 calls received on Halloween night 2011 when compared to 2010.

November

Have a blast... but stay safe (Oldham Evening Chronicle)

Revellers were urged to stay safe on Bonfire Night by the Trust. Paramedics disclosed some of the harrowing call outs attended on past occasions in the hope of encouraging people to put safety first.

They were called to a 10-year-old girl hit in the neck by a firework as well as a 28-year-old man suffering burns to his legs and hands after throwing petrol on a bonfire. The Trust provided the public with advice in the event of an accident with fireworks or fires:

- Extinguish any flames if the casualty is alight.
- Use cold water (ideally cold running water) to cool the burnt area and reduce pain.
- Do not remove burnt clothing which has stuck to the skin.
- Do not use any creams.

December

Mad Friday: Christmas revellers warned over A&E visits (The Mirror)

NHS North West produced a number of humorous films starring local paramedics to show some of the inappropriate reasons people ring 999 and attend A&E. Although the films were amusing, they had a serious message, that A&E and 999 is for serious or life threatening conditions.

NWAS Director of Emergency Services, Derek Cartwright, said: "This is the busiest time of the year for the ambulance service and we often see an increase in alcohol related calls, many of which can be avoided.

"In genuine life-threatening emergencies, time matters. If people stop and think about drink this Christmas and take a sensible approach, they can play their part in ensuring ambulance crews are free to attend to vulnerable and very poorly people."

Trust Cracks Down on Violence Against Staff

NHS Protect has announced the annual figures for Violence Against Staff (VAS) for the 2010/11 financial year and, encouragingly, for NWAS, the number of sanctions for violent attacks against staff are up compared to the previous year's figures, with 68 sanctions declared in the year compared with 43 in 2009-2010.

For the past seven years, NHS Protect has published information on the number of physical assaults against NHS staff and professionals, providing an overall perspective on violence against staff for the NHS as a whole.

The figures, taken from all NHS trusts in England, provide important information on the number of physical assaults, including a breakdown of clinical and non-clinical assaults and details of any declared sanctions.

All trusts provided information on the number of physical attacks that took place within their trusts for the 2010/11 time frame, with an overall response rate of 100 percent.

Out of the 403 health bodies included in the findings, the result show that NWAS has one of the highest positions nationally in terms of declared sanctions, coming joint second with Guy's and St Thomas' NHS Foundation Trust. Both trusts reported 68 declared sanctions, with NWAS' reporting 268 assaults.

This recognition is a welcomed achievement for the Trust, highlighting that more staff are coming forward to report incidents of violence, as they are encouraged to do.

NWAS sees this success as recognition of our 'Stop Abuse' campaign which was launched in 2008 in conjunction with staff and various partners, including acute trusts, local councils and police forces. The scheme aims to reinforce the message that aggression against ambulance crews will not be tolerated.



Patient Experience Programme Making Progress



The Trust's Patient Experience Programme, detailed in the last edition of Lifeline, is coming on leaps and bounds.

The programme aims to gather as much information as possible from patients and staff in order to identify themes and patterns for improvement in patient care as well as helping to shape future experiences for patients using the service.

The Patient Experience Team which is responsible for delivering this programme has met with patients at 12 hospitals across the North West. At nine of the hospitals, the team attended Accident & Emergency departments asking patients questions about their experience of Nwas. There has also been a strong focus on gathering information

from Patient Transport Service (PTS) patients with the team visiting hospital outpatient and discharge lounges.

Work has also been undertaken with staff, including five focus groups on enhancing patient experience and through an online portal, which allowed staff to discuss the issues virtually and had 1,000 responses.

Visits and engagement sessions are currently being run with community groups, LINKs and members of the public where the role of the Trust is explained, questions answered and perceptions shared. These sessions began last summer and will continue until the spring.

Three recent visits by the team included meeting with Developing Initiatives Supporting Communities (DISC), a charity for people with substance abuse problems, the Bolton Society for Blind People and, pictured, a group from the learning disability community of Blackpool. A special patient experience board game was used to explain the Trust's services and gain feedback on both the Paramedic Emergency Service and PTS. Attendees were also offered a tour of an accompanying ambulance.

Sarah Smith, Assistant Director of Corporate Communications, said: "It is vital for the Trust to understand patient experiences and perceptions from a diverse range of service users so that we know where to focus our improvement plans for future years.

"The events we have held so far have all been successful and we are now planning further community events for 2012 to engage other community groups such as ethnic minorities and younger people. In addition, we are currently undertaking telephone surveys with patients who have used our Urgent Care Desk and those who directly book PTS."

"I would like to thank everyone who has so far contributed to the public and patient survey programmes this year."

Any individual or group wanting to get involved can contact the patient experience team on 01204 498307 or email: talktous@nwas.nhs.uk for more information.

Nwas Know-How: How to Deal With Emergency Vehicles on the Road

It is something all road users experience, you are driving along when suddenly you hear a siren as an emergency vehicle tries to get to a seriously ill or injured patient, who is in need of emergency care, or is on route to a hospital's Accident & Emergency Department. But what's the best way to react in such a situation and stay safe on the road? Lifeline spoke to Paul Jones-Roberts, Nwas Head of Driver Education and Development, for some helpful tips...

- Keep calm, look, listen and stop when it is safe to do so. When stopping stay off kerbs, pavements and verges and always stay safe and legal.
- Do not proceed through a red traffic light, avoid entering bus lanes and do not break suddenly or accelerate.
- Do not stop on a bend or brow of a hill and when stopped at junctions do not move off or accelerate.



- Where there are solid white lines down the centre of the road, with the solid line nearest to you, keep going at a safe speed until the end of the solid line section.
- Try to anticipate the route of the approaching emergency vehicle and remember the vehicle may not always be a typical ambulance and can be a Rapid Response Vehicle which is a car.
- Emergency drivers will need a response to confirm that the vehicle they are about to overtake is aware of their presence, such as an indicator signal, activation of a brake light, a physical movement to the nearside and a physical reduction in speed or break if safe to do so.
- Wait for the emergency vehicle to pass, give as much room as possible and do not try to overtake. For further guidance visit www.bluelightaware.org.uk.

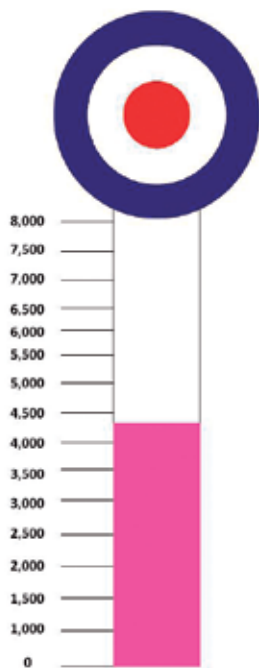
FT Update: Your Ambulance Trust Service Needs You!

NWAS is still working hard to achieve its aim of becoming a Foundation Trust (FT). Being an FT will enable NWAS to become involved in influencing how we are shaped in the future. We will remain part of the NHS family, but will be free from central government control. NWAS would be accountable to a Council of Governors, elected by FT members, meaning you could tell us how you think our services could be developed and provided going forward.

One of the essential elements of becoming an FT is to be 8000 public members strong and our FT team, along with all NWAS staff, have been working hard to make that happen. We have spent much of 2011 attending events across the region to recruit members of the public to support us. At the time of going to print, the Trust has recruited 4398 public members.

Thank you again to all of you who have already encouraged your friends and family to sign up as FT members. All of your support really does make a difference. We are doing well but still

Trust Public Membership



have a way to go and we still need your help!

If you have not signed up yet or encouraged your friends and family too, please visit: membership@nhs.nwas.uk and support YOUR service.

Remember:

- Membership is completely free of charge.
- Anyone aged at least 16 who lives in the North West can become a member.
- Members can have as little or as much involvement as they wish. Some may wish to take part in questionnaires and surveys, some may want to stand for election to the Council of Governors and some may simply wish to receive the FT Membership Newsletter, Lifeline.
- Membership provides the opportunity to have a say in how the service is developed.

New Project to Boost Trust Equality

NWAS is planning to ask local stakeholders for their feedback on a new equality project which aims to improve and strengthen further Trust considerations to equality initiatives.

The Equality Delivery System (EDS) has been introduced by the Department of Health to measure equality outcomes in trusts nationwide in four specific areas;

- Better health outcomes for all
- Improved patient access and experience
- Empowered, engaged and included staff
- Inclusive leadership at all levels

We are now set to engage with public members, staff, community and partnership groups on reviewing our equality and diversity performance. A more detailed explanation of EDS and how the system can help improve our services can be found at www.eds.northwest.nhs.uk.

An initial online questionnaire is now available at www.nwas.nhs.uk with a further public event scheduled for 28 February 2012 at NWAS HQ, Ladybridge Hall, Bolton. If you would like more information, please contact Yunus Mogra, Equality and Diversity Manager, on 01204 498381 or via: yunus.mogra@nwas.nhs.uk.

AGM AND OPEN DAY

The Trust's 2011 Annual General Meeting (AGM) and Open Day took place at the Knutsford Civic Centre, Cheshire on Thursday 22 September and it was a great success.

A range of health and emergency care partners had stalls promoting community campaigns demonstrating the Trust's commitment to partnership working and community engagement.

The event enabled the Trust to profile

its public health programmes and promote a range of important schemes such as highlighting the work of Community First Responders.

Around 300 people attended the event and feedback has been very positive with a lot of good contacts and interests established, particularly with the local community of Cheshire.

A great day was had by all so a big thank you to everyone involved.



Parkway Move: Full Steam Ahead!

In just a few months, the Trust's Greater Manchester Emergency Control Centre (ECC) and Patient Transport Service (PTS) Contact Centre will be relocating to a new home at Parkway Three in Manchester.

The site has, up to now, been occupied by NHS Manchester but, following a complete renovation, it will soon become home to NWS staff.

Since the last update in Lifeline a huge amount of progress has been made with work underway to transform the building into a state of the art

environment for the Trust's ECC and PTS Contact Centre.

Parkway is scheduled to be handed over to the Trust by the building contractors at the end of January allowing us to start the installation of modern 21st century technology.

Rochelle Hunt, Trust Director of Information Management and Technology and Parkway Project Executive, said: "The facilities at Parkway are absolutely first-class making it a fitting place for both the control centre and PTS to play their

parts in delivering patient care."

Take a look at the below artist impressions to see how Parkway will look when completed.



New Handbook Boosts Communications

A new NWS handbook has been created to help paramedics better engage with patients and people who have communication difficulties.

All ambulances will now be stocked with a pictorial communications handbook which is specifically aimed at those with learning or languages difficulties.

The handbook explains through the use of pictures and simple language the action the Paramedic wishes to take such as transferring the patient to hospital, giving oxygen or using a splint.

The Accident and Emergency handbook is the second phase of the project after the introduction of a similar document for our Patient Transport Service (PTS).

Both handbooks were created in a joint venture with Salford City Council. The PTS version was launched last summer at a special ceremony at Craig Hall Day Centre, Irlam, attended by Mary Whyham, Trust Chairman, and Eric Burgoyne, Mayor of Salford.

Yunus Mogra, NWS Equality and Diversity Manager, said: "We are pleased to introduce this new initiative as it shows the Trust's commitment to making our services accessible to all communities."

If you would like to see the handbook check it out at www.nwas.nhs.uk.



We Have AMAZING Staff... See For Yourself



Paramedic Posted to Afghanistan

An NWAS Paramedic has swapped his role based at Anfield station for a stint at the British Military Hospital in Camp Bastion in order to help injured soldiers.

Territorial Army soldier, Corporal John Pollard, 49, is serving with 208 Field Hospital (Volunteers) which will take command of the hospital for the next few months.

John, who is a married father of three, will be working as a member of a trauma team in the Emergency Department. He said: "This is my first deployment to Afghanistan and it will be different from my normal ambulance role, but the Army has been preparing me for almost 18 months with extensive clinical training and extension of my skills as a Paramedic and so I feel well prepared for the job."

208 Field Hospital is one of 11 TA field hospitals in the British Army. It has centres in Liverpool, Blackpool, Ellesmere Port and Lancaster.

NWAS Stalwart Retires

Accrington Paramedic, Geoff Evans, has called it a day after dedicating 38 years of his life to the ambulance service in Lancashire.

Geoff, who had always wanted to join either the fire or ambulance services, qualified as a Paramedic in 1993. His son, Mark, also works for the North West Ambulance Service.

He has left with a stack of letters from patients and doctors who he has made an impression on over the years, including one from a grateful mum whose baby was delivered by Geoff,

one of 17 babies he has delivered throughout his career!

Geoff is hoping he and his wife Maureen can spend more time together now he has retired. "Hopefully we can do things we have not been able to do with me working shifts. Whether that will work, being under her feet all the time, I don't know!"

Geoff celebrated his retirement with a bash at the Canine Club in

Accrington, attended by friends, family and colleagues from the Trust.

"I felt emotional when I got home. At the ambulance service you know everyone like they are your family."

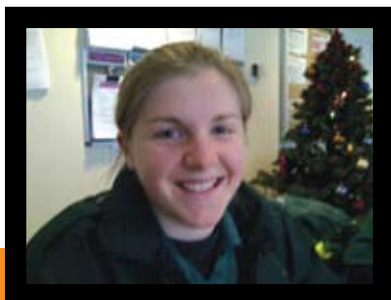


Betty's Bone Marrow Saves the Day

A Paramedic from Preston has selflessly helped to improve the life of a leukaemia patient by donating bone marrow.

A regular blood donor, Betty Pennington, aged 24, decided to sign-up to the National Bone Marrow Register after reading a leaflet about donation.

Before long she was informed that someone needed help and that she was a match.



Betty went to a specialist centre in Newcastle-upon-Tyne where she underwent tests to check her tissues were suitable for the patient in need.

After five months of deliberation in October, Betty underwent a procedure to remove the bone marrow. "I don't know anyone personally who has needed bone marrow," said Betty. "But I'd like to think if I was to need it or

my friends and family, that someone would do it for us."

Few details were shared but Betty knows her bone marrow has gone to a patient with leukaemia.

Betty added: "A lot of people think it hurts, but it doesn't. It feels like the ache you get when you go to the gym after not exercising for a long time. I'm just tired."

Betty hopes to encourage others to become donors through sharing her story.



Off-Duty Staff Rescue Ship Fall Woman

Three staff members from Carlisle have been praised for their quick actions when they came to the rescue of a young woman who had fallen overboard during a ferry trip to Holland.

Paramedic Jonathan Yeates and technicians Rob Farmer and Carolyn Ford were with friends on their way to Amsterdam when the lady fell. Luckily, she was rescued by crew who spotted her and pulled her aboard.

The NWS trio immediately sprung into action and carried out first aid on the woman who had been in the North Sea for around 35 minutes. They stayed with the woman until the ambulance arrived.

Peter Mulcahy, Head of Service for Cumbria and Lancashire, said: "All three staff are committed professionals so to hear of their experience whilst travelling to Amsterdam wasn't a surprise in some respects. First and foremost is the patient and their caring and empathetic personalities mean that an incident such as this would be as important to them whether at work or not. As their Head of Service, news like this gives me immense pride in them, and indeed the team as a whole, as I am confident that if it had been other members of the Sector they would have done exactly the same thing. This is what the NHS stands for, as it is only as good as the people who work within it."

Jonathan Yeates said: "We received a very touching letter from the patient's father shortly after our return to the UK, thanking us for our help. Being a dad myself I just cannot imagine how lucky he must have felt to still have his loved one after hearing about all that happened."



photo courtesy of the News & Star

Libyan Mission for Tim & Karl

Last autumn, two NWS Hazardous Area Response Team (HART) paramedics spent some of their annual leave in Nalut – a mountainous region of Western Libya – to help train local healthcare workers.

Tim Byrom and Karl Robinson went as part of the non-governmental organisation, Merlin, which provides immediate and lasting relief to regions in conflict.

They were based in Nalut hospital, a 200 bed regional hospital. The building although large, lacked equipment, organisation and structure and included many patients wounded in the war. The lack of trained midwives also meant that all births had to be delivered by caesarean section.

Tim and Karl's primary objective was to train the Libyan Red Crescent which are largely volunteers with little, if any, formal training. The Red Crescent's ambulances are mainly donated – including an old NWS vehicle – but still include equipment such as defibrillators.

Training was a mix of lectures, practical demonstrations and scenarios specifically geared to dealing with trauma injuries but also

basic training such as defibrillators and triage.

The training was so well received that it was rolled out to other parties including medical students, doctors, and nurses in the hospital.

Tim said: "This was an excellent opportunity. Not only was it incredibly satisfying to know that our teaching would be far reaching in benefiting others, we also established a great rapport with the Libyans who were very welcoming and keen for our assistance."

Karl added: "It would be a pleasure to be involved in future projects of this kind – it was a fantastic and worthwhile experience. The students were great fun, hard working and exceedingly keen to put knowledge behind some of their experiences."



Paramedic Helps Man on Way to Work

An off-duty Paramedic did the Trust proud when he stepped in to try and save the life of a motorist who had collapsed while at the wheel.

Richard Morton was traveling to work at Wesham station, in Lancashire, when he noticed a car on the motorway swerve behind, narrowly missing him and hitting the crash barrier. The car continued along the central reservation and started slowing down, drifting across the heavy traffic. Luckily the car missed all the vehicles in front and came to a halt, wedged in the central reservation. Seeing the gentleman driver collapsed behind the wheel, Richard pulled up in front of the car and jumped out into the central reservation.

The driver's car window was down slightly, so Richard managed to feel for a radial pulse.

He said: "The gentleman was slumped over the passenger seat, wasn't breathing and I couldn't feel a radial pulse. Whilst waiting for the Highways Agency to clear the heavy traffic on the M6, I phoned control asking for an ambulance. With the Highways Agency's help, we managed to get into the gentleman's car and, after checking for obvious injuries, I proceeded with CPR until the Paramedic crew came."

Dave Rigby, Sector Manager for Fylde, said: "Richard is a valued member of our team and his actions that night demonstrated his true professionalism as he rushed to the aid of the driver."

Working Together in Communities Across the North West

Learn to Save Lives

North West Ambulance Service is working in conjunction with town councils to hold a number of community resuscitation open days throughout Cheshire and Merseyside in 2012.

An event is scheduled at the end of January in Poynton where attendees will learn how to give basic life support and paramedics will demonstrate how to use a defibrillator on someone suffering cardiac arrest.

The next event is in Alsager at the village library on Saturday 25 February, 10am-4pm, with a third open day scheduled for Malpas in the spring.

Those who drop-in will also have the opportunity to find out more about the Trust and sign-up to become a NWAS FT member as we continue the journey to become a Foundation Trust.

The open days have been organised by Community Resuscitation Manager for Cheshire and Merseyside, Robert Hussey.

Robert said: "We look forward to seeing as many people as possible attending. Not only will you get to know a bit more about our Trust, but you will also learn essential life saving tips."

If any readers would like more information about these events, please contact Rob on 0151 261 2605 or e-mail robert.hussey@nwas.nhs.uk.

Remembering Heroes

In November, NWAS joined local communities across the North West to pay tribute to the fallen as part of Remembrance Day.

On the Fylde Coast, staff attended a parade of thousands of people in Blackpool, joined by local elected representatives and senior officials from other emergency services.

In Liverpool, NWAS staff took part in a ceremony at St George's Hall with around 14 members of the Hazardous Area Response Team marching as part of a military parade.

Additionally, wreaths were laid by staff to show their respect to those who have died in the line of duty since World War 1 in various towns and cities across the region.

Chief Executive, Darren Hurrell, said: "We are proud to join the community in remembering those who have paid the ultimate sacrifice in the service of the country. Seeing the various organisations and people who came together in tribute was very moving."

NWAS Invited to Official Opening of Sikh Temple

NWAS officials attended celebrations to mark the opening of a new Sikh temple in Greater Manchester in November.

Sector Manager, Ian Walmsley; Operational Manager Rob Silcock; and Paramedic Chase Singh, all attended the official opening of Sri Guru Gobind Singh Gurdwara temple on Upper Chorlton Road, Manchester.

The £2m temple includes an education



and cultural centre with facilities available to the whole community. The event saw around 1,500 Sikhs taking part in a procession through Whalley Range and Old Trafford in celebration.

Ian said: "The building is a fantastic facility for the whole community. This event was attended by hundreds of people and we were made very welcome."



Calling all CFRs – Conference on the Way!

The Trust's second annual Community First Responder (CFR) Conference is all set for this coming spring.

The conference will take place on Saturday 24 March and once again will be at Lancaster University, 0900-1700.

Last year's event saw over 200

volunteers gather for a day of seminars, presentations and networking.

The Trust's Chairman, Mary Whyham, will be one of the many guests at the conference this year.

Mary said: "I look forward to meeting the attendees and thanking them for all their hard work and dedication. The

conference was a great success last year and I am hoping for more of the same in 2012."

The conference approaches as the NWS Community Resuscitation Team (CRT), which manage the Trust's CFRs, has undergone an exciting expansion in structure.

The team has seen an introduction of a further four and half fully funded positions plus administration support. This brings the total of NWS CRT funded positions to 11 and a half. Furthermore, the British Heart Foundation has also funded six additional posts for a two-year period strengthening our 'Chain of Survival' initiative which aims to improve public access to defibrillators in the North West.



A Room Full of Lifesavers

A team of heroic volunteers from north Cumbria has been presented with ten new life-saving machines to commemorate its 10th anniversary.

Silloth Community First Responders received their defibrillators at a special event in October.

The defibrillators have been paid for with generous donations to the team by the public and charitable organisations including the British Heart Foundation.

One attendee of the presentation was a local Silloth resident who suffered a cardiac arrest and was saved by a Community First Responder using a defibrillator.

Team leader, Peter Gilmore explained: "All members of our team will now carry their own defibrillators which will mean that we can treat patients even quicker, and even more effectively than we already do. When someone suffers a cardiac arrest time is vital and defibrillation within four minutes

can dramatically improve the outcome for the patient."

Community Resuscitation Manager at North West Ambulance Service, Mark Evans, said: "Nobody knows who will suffer a cardiac arrest. What we do know is that having defibrillators nearby can help save lives as paramedics are on route. I am very proud of all the efforts by the Silloth CFRs and I am sure the new equipment will help them save many more lives."

New Defibrillators for our Communities

The Trust's Community Resuscitation team is continuing to help save lives all over the North West. Working within their communities, local Community First Responders teams have helped install more than 30 defibrillators since last autumn including in...

Cheshire and Merseyside

- Prospect House Nursing Home, Malpas
- Middlewich Rd Doctors Surgery, Northwich
- Crosby Marina
- Queens Park Leisure Centre, St Helen's
- Calday Grange Grammar School

Greater Manchester

- Trafford College, Altrincham
- Central Leisure Centre, Rochdale
- Boots, Didsbury, Manchester
- Oakwood Brain Injury Unit, Stockport
- Spindles Shopping Centre, Oldham
- Pendleton Court Care Centre, Salford



Cumbria and Lancashire

- Spar, Bluebell Way, Preston (available 24/7)
- Skoda, Morecambe
- Haslingden Community Link and Children's Centre
- Maryport Inshore Lifeboat Station
- Tesco Extra, Corner House Park, Barrow
- Bassenthwaite Sailing Club

AED Duo Receives Award



In the last issue of Lifeline we reported the story of Patrick Horrocks – a 15 year old boy from Wigan who suffered a cardiac arrest whilst at Hindley Leisure Centre. Patrick's life was saved as a result of the quick thinking of staff at the centre who used an Automated External Defibrillator (AED) machine that was kept on site.

Now the life-saving duo - Duty Supervisor, David Collins and Instructor, Nick Hill - have been recognised with a National Lifesaver Defibrillator Award, which honours lifesavers in local communities, and is given each year by the charity Sudden Arrhythmic Death Syndrome UK (SADS).

Well done to them both!

New Signing for Wigan Athletic

Soccer stars from Wigan Athletic secured a new signing in November thanks to NWS – a defibrillator based at the team's home, the DW stadium.

The facility will be located in the main reception of the stadium and will be used for none match day events such as conferences and private forums.

Ten stadium staff have already been trained to use the defibrillator.

Roberto Martinez, the club's manager, pictured with the Community Resuscitation Team's Steven Nicholls, said: "The ambulance service does a first class job, and I have nothing but praise for the way they go about their work. This defibrillator will be able to provide a vital emergency aid at the stadium."



Saving Lives on Royal Estate

A new defibrillator was installed on land owned by Queen Elizabeth II in the Ribble Valley late last year.

The life saving piece of equipment was put in the reception of the Inn at Whitewell, a rural hotel near Clitheroe over 700 years old.

The Inn which is located on the Duchy of Lancaster Estate, has been personal property of the monarchy since the 1950s.

The defibrillator was presented to staff at the Inn by Community Resuscitation Manager, Mark Evans, and Graham Speak and Jane Atkinson from his team.

Charles Bowman, Chairman of the Inn, said: "We were really pleased when the Trust offered to install a defibrillator at the Inn as it is always important to have medical equipment to hand, especially in this rural location."