Working Together: Improving Service User Experience
Annual Review 2013 - 2014

Service User Engagement and Involvement
## Version Control

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Directorate</th>
<th>Status</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.1</td>
<td>22.04.14</td>
<td>Quality Nursing Directorate</td>
<td>Draft v1</td>
<td>For comment</td>
</tr>
<tr>
<td>0.2</td>
<td>21.05.14</td>
<td>Management Team</td>
<td>Draft v2</td>
<td>For comment</td>
</tr>
<tr>
<td>0.3</td>
<td>22.05.14</td>
<td>Quality Delivery Committee</td>
<td>Draft v3</td>
<td>For approval</td>
</tr>
</tbody>
</table>
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword by Chief Executive</td>
<td>4</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>5</td>
</tr>
<tr>
<td>Introduction</td>
<td>6</td>
</tr>
<tr>
<td>1: Service User Experience</td>
<td>7</td>
</tr>
<tr>
<td>2: Engagement &amp; Involvement</td>
<td>8</td>
</tr>
<tr>
<td>3: Contributing to Public Health</td>
<td>14</td>
</tr>
<tr>
<td>4: Promoting health, delivering education</td>
<td>17</td>
</tr>
<tr>
<td>5: Our Successes</td>
<td>20</td>
</tr>
<tr>
<td>5: Looking forward</td>
<td>23</td>
</tr>
</tbody>
</table>
I would like to welcome you to our annual patient and public engagement report.

Since 2005, NHS organisations in Wales have had a duty to involve patients and the public in the development and delivery of public services.

As a Trust we signed up to the National principles for public engagement in Wales in 2011 which means that we actively engage and consult with services users and the public on activities which will shape the services we deliver.

This annual report provides me with a great opportunity to let you know about the wide range of work that the public have had the opportunity to be involved in this year. This year has been a particularly busy one for all our staff and this report captures all the work that has taken place across Wales.

The report provides you with an insight in how much has been achieved and the valuable feedback we have received from Patients, service users and carers.

As a public service we aim to continuously improve and develop the ways in which we engage and to show how your feedback helped is helping to shape our services.

On behalf of all the staff at the Welsh Ambulance Services NHS Trust I would like to thank everyone who has contributed during the year with their feedback, stories and experiences and I look forward to another busy productive year.

Elwyn Price Morris
Chief Executive
Executive Summary

The Welsh Ambulance Service is committed to listening and learning from its patients. In 2013-14 the Partners in Healthcare team (PIH) engaged with and received feedback from around 4398 members of the public sharing their personal experiences.

These experiences have provided us with a clear picture of service user experiences and what it feels like to be a patient of the Welsh Ambulance Service. The information is helping to influence service delivery and service development across all Trust services ensuring that the Trust is able to meet the needs of patients.

This annual review provides a snapshot of the work undertaken over the last financial year 2013-2014. Within the review we have described:

- engagement and inclusion activities with local communities
- public health initiatives that have been undertaken in partnership to support individuals to maintain and manage their own health and;
- health information provision to empower service users to access appropriate healthcare and support.

We are grateful for the valuable contribution made by individuals and communities in telling us what it is like to be a user of Welsh Ambulance Trust services and suggestions on how we can improve our services.

This annual review includes all aspects of our work including:

- Community Engagement & Involvement
- Collaboration and Partnership
- Consumer Website Development
- Capturing feedback and experiences to develop and improve services
- Providing resources to support public health and lifestyle messages

The achievements of 2012-13 have been successfully built upon and 2013-14 has seen significant improvements in our work. We have been encouraged by the responses received from service users, members of the public, carers and professional colleagues on all aspects of the work highlighted in this review.
Introduction

During this last year a number of important documents were released that focused on the value of service user experience. Of particular note was ‘The National Service User Experience Framework’ April 2013 and; ‘This Listening Organisation’ White Paper June 2013. Both have given weight to the role service users and their experiences have in ensuring we listen and act on their feedback.

To reflect the external changes on promoting service user experience the ‘Partners in Healthcare’ team have embarked upon a consultation to change their name to reflect a more defined scope of work and give a better identifiable brand, both internally and externally by using terminology that is in line with national strategy and policy.

Our ‘Service User Experience’ strategy 2014-16 outlines a plan for the next few years to make sure we can effectively involve and engage service users. We want to include patients, public and stakeholders in the work of the service and the strategy allows us to do this in an inclusive and meaningful way. We will work with staff to support them to implement the principles of patient/public engagement so that our services are planned and designed around the needs of service users.

‘Achieving Excellence’ the Welsh Governments Quality Delivery Plan for the NHS in Wales sets out goals for both quality improvement and quality assurance. These goals will be achieved in partnership with NHS colleagues and service users. The delivery plan sets out the Government’s ambitions for achieving excellence in the Welsh NHS by 2016. The vision is for an NHS that is driven by quality; focused on providing high quality care and excellent patient experience.

During 2013-14 Welsh NHS organisations were required to implement the National Service User Framework and a national patient experience survey within existing engagement work. Results from the survey were reported in the Chief Nursing for Wales. The framework and survey questions have given a consistent approach to determining patient experience across Wales; the questions are focused around three key themes:

- First & lasting impressions
- Receiving care in a safe, supportive, healing environment
- Understanding and involvement of care

The Welsh Ambulance Services NHS Trust (WAST) strategy ‘Working Together for Success’ emphasises the value of focussing on outcomes and service user experiences which has been central to our work over this last year.
1. Service User Experience

By capturing feedback and experience we are able to see whether we are delivering a quality service to our patients. We see quality as improving:
- Patient outcomes – the condition of someone after care/treatment
- Patient experience – what someone thinks about the care, treatment and service they have had
- Patient safety – making sure that we have systems in place to provide a safe service and to minimise risk/harm
- Clinical effectiveness – providing the right care, at the right time, in the right place

Throughout the year regular surveys have been undertaken to capture the experiences of patients accessing the 999 emergency ambulance service; Patient Care Services (non emergency transport); NHS Direct Wales and alternative care pathways. We define patient experience as ‘What it feels like to be a user of the Welsh Ambulance Service’

National Service User Experience Survey

The National Service User Experience Framework was implemented across Wales to provide Trust Boards with assurance that service user experience is assessed and acted upon. The Welsh Ambulance Service Trust Board receives this assurance in the form of monthly service user experience reports. Experiences are captured through a National survey that is sent to patients who have used our services

Using a scale of 1-10 where 0 = very bad and 10 = excellent: 7% of people rated the service they received as 3 or below. The remaining 93% of people rated the service as 6 or above, including 44% who gave a score of 10.

Staff kindness and courtesy displayed to patients was identified by patients as good experience. In terms of what we could improve, two key themes were identified: the length of time patients wait for an ambulance and the length of time for a nurse adviser to call patients back. Actions have already started to improve experiences of using the ambulance service and include communication and engagement with service users to convey key messages identified as part of the clinical transformation of the ambulance service, in particular how the Trust responds to demand and need.

Draft Version 2 300414
2. Engagement & Involvement

Following the Francis Review there has been a greater emphasis on listening to service users/patients. We will keep asking:

- Are we putting the individual person and their carer at the centre of all that we do?
- Are we asking ‘what matters to you’ rather than ‘what is the matter with you?’
- Are patients and patient safety central to our decision making?
- Are we actively listening to what service users/public and patients are telling us?
- Are we involving the service users/public and patients in designing and improving our services?

We encourage all service users to take an active part and engage with us. Joint working and active partnerships are the basis for delivering our work. The ‘Service User Experience Network’ has offered a menu of activities and opportunities for people to get involved in influencing service delivery. Individuals have been able to sign up to be a part of the service. Network members have influenced the service by commenting on strategies, work plans, and information produced by the Trust. There has been close working relationships with other local networks and community engagement initiatives, through Local Health Boards and the Third sector.

The engagement model used enables the Trust to capture information from service users and feedback news and developments on how their involvement is shaping the service.

Carers

The Carers Strategies (Wales) Measure (2010) placed a duty on all public organisations to develop a 3 year Strategy from 2012-2015. The strategy outlines how we intend to work together with carers; provide appropriate information and signposting; and actively involve them in the work of the service and the planning arrangements for those they care for.

One of our early aims was to educate staff around the needs and requirements of carers. We developed posters for Ambulance stations and a Carers Card (shown here) for staff to give to people who may be carers. The card advises people of the support and resources that are available to them, and signposts them to local organisations that can help them.
The focus on our carers work during 2013-2014 has been on Local engagement and education and strengthening partnership working.

We worked in partnership with different organisations to hold carers events across Wales including Carmarthen, Wrexham, Haverfordwest, Monmouth, Porthmadog, Menai Bridge, and Aberdare. Through partnership working with Local Health Boards, Voluntary Councils and local organisations/groups, these events have been a great success.

The aim of the events were to:
- Engage with carers to capture their views and experiences of using Ambulance Services
- Educate carers on the Choose Well campaign, and basic first aid
- Provide health checks and healthy living tips
- Offer exercise tasters, alternative therapies and treatments
- Provide information and advice on carers rights and issues

Everyone’s got a story, what’s yours?

Following last year’s launch of the ‘Everyone’s got a story, what’s yours?’ we actively gathered people’s views, stories and feedback to identify good practice and problem areas that service users experience when using our services. Here are some examples gathered over the year on what people have told us:

- I suffer with pulmonary fibrosis and had a chest infection. My GP asked me to call an ambulance. The response time was amazing which was so important when you are anxious because you cannot breathe. They attended about 9.30am. They were absolutely amazing. They were so kind and calm and helped me to calm down and took the fear of the situation for me. They were friendly and efficient, I felt totally safe with them. Please can you give my thanks to the crew and all involved down to the person who answered the 999 call. Thank You.

- I would like to thank the female ambulance specialist and the 2 male colleagues in a bigger ambulance who came quickly and looked after me when I had suffered a head injury, they dressed my head and transported me with great care to A & E, UHW. I am most grateful for their dedicated and caring service.

- The Community First Responders in Prestatyn are fantastic. Smart, professional and reassuring. Seeing the guys come up the garden path when needed was amazing and they carried out their job explaining what was going on and keeping everyone calm. All the people who volunteer their time to save lives in any area are truly amazing. Credit to all the ambulance volunteers and staff for doing such a great job.
Learning Lessons

An Organisational Learning Policy was developed to support our staff in learning from accolades, concerns and patient experiences. This has helped us to look at how we get feedback from patients and the public and how we learn lessons from what’s worked well or not so well. Here are some examples of how we are learning from patients’ experiences.

A patient’s story

In January Paul experienced a heart attack – here is his story

“I live just outside Brecon and Hospital services for major incidents mean that we have to travel further and further away to receive treatment. Therefore I would like to thank the 3x paramedics that treated me and were able to stabilise me. I am the father of a severely disabled son and was unfortunate to find myself having a heart attack while alone with him in my care. I would like to therefore offer my sincere thanks and gratitude for treating me in such a prompt manner and for getting me down to Morriston hospital in Swansea where I was given excellent care by the CCU team”.

Care received

Although crews did not arrive on scene within the 8 minute response target Paul was taken for treatment at the most appropriate location. The journey meant travelling over 40 miles, which took one hour, eight minutes. The Trust working with hospitals aims to achieve a treatment time for cardiac patients of 150 minutes. This was achieved in 90 minutes. This was a positive outcome because there was an appropriate pathway for treatment in place, and Paul was taken to the most appropriate hospital for the management of his condition within the 150 minutes. Paul’s story was shared at the Trusts Quality Delivery Committee.

Identifying improvements

Appropriate resources

A patient experience survey completed led to a story being captured about a couple’s experience of using Trust services. The story has resulted in a case study into ambulances available with the right resources to transport larger (bariatric) patients.

The right equipment

A survey completed outlined a patient’s experience of having an ECG by paramedics. This has led to engagement with wider NHS Staff and health professionals over the compatibility of ECG equipment and standardisation of resources across NHS Wales.

Assistance Dogs Policy

Experiences were shared by some patients regarding transportation of their assistance dogs in Trust vehicles. Evidence suggested that clarity was needed and that an assistance dog’s policy was required to provide guidance to WAST staff on what to do when a patient who needs to be conveyed in a trust vehicle has an assistance dog.
A meeting was held with representatives from Guide Dogs Cymru to provide advice on best practice and the role that assistance dogs play in maintaining the independence of someone with a sensory loss.

Over the next few months the Trust will be holding a number of focus groups across Wales, where people who use assistance dogs will be invited to share their experiences and help shape our work. The consultation is being carried out in partnership with Guide Dogs Cymru and Hearing Dogs for Deaf People. The Trust also plans to roll out Guide Dogs Cymru’s ‘Sighted Guiding’ training to staff and volunteers.

Public/Service User Feedback

During the year, April 2012 – March 2013, we used a variety of feedback methods to listen, capture experiences and obtain views from members of the public and our service users. From using online feedback forms to formal consultations, we have been able to listen, review and respond to all responses received.

There’s more to the Ambulance Service than you think

We held 4 events across Wales to meet with patients, public and key stakeholders. These events provided the opportunity for awareness and discussion about Trust services. Events are promoted across local areas, to encourage a wide range of people to attend. People who have attended have had the chance to hear about how the service is changing to meet the needs of local communities, and meet staff in different roles across the service.

- Very informative. A service that is taken for granted which has changed over the years and has evolved to provide care for the
- Very useful. I did not realise that there were different levels of response available
- As a CHC member information update was excellent
- Very informative. In an accessible manner and very useful
Dealing with low priority 999 calls – Nurse Advice

Nurse Advisers respond to lower priority 999 calls identified as Green 3 calls. These calls require a telephone assessment by a nurse; they can be signposted to other appropriate health services for example, GP out of Hours, Community Pharmacies and Minor Injury Units. Nurses have been carrying out patient experience surveys over the phone to find out whether they followed the advice given and their satisfaction with the service received. 432 patients were contacted the results from those patients who responded showed that:

- 89% (386 patients) said they followed the nurse’s advice
- 83% (359) of patients rated the service highly as either good or excellent and;
- 96% (414) of patients felt that they were treated with respect and politeness

Listening to patient’s experiences will continue throughout the forthcoming year and will extend to include those experiences of patients who have contacted the NHS Direct Wales telephone service and received information and advice from Call Handlers and Health Information staff.

Out and About

By getting out into communities, we were able to hear firsthand about people’s experiences and views. This also allowed us to talk to and educate different people about the work of the service. The communities we have engaged with have been diverse, and have included:

- Playgroups
- Parent & toddler groups
- Deaf & hard of hearing clubs
- Lesbian Gay Bisexual Transgender groups
- Older people’s groups
- Black Minority Ethnic groups
- Learning Disability groups
- Clubs for young people effected by homelessness, substance misuse and unemployment

At a recent ‘Hear to Meet’ group, for people with hearing loss, we spoke to attendees about how to register for an emergency SMS service, which allows people who are deaf or hard of hearing to call for emergency help by SMS text message. This was a service none of the group had previously been aware of and many said that they had in the past experienced difficulty calling 999.

For this piece of information alone, the group thought our attendance at the group that day had been invaluable and we have now been invited to speak at a number of other ‘Hear to Meet’ groups in Wales.

These public engagement opportunities help us to better understand the people who use our services and the barriers they may encounter. This knowledge helps us to learn and develop better and more accessible services.
Welsh Language

In May last year the Welsh Language Commissioner launched a statutory inquiry into Welsh language within primary care and NHS Direct Wales. As a public organisation, the Trust has a statutory requirement to offer a bilingual service to its service users.

Part of our work last year was to ensure that new and dynamic self care resources developed were also available to Welsh online web users. This included the range of symptom checkers available. Close monitoring of the use of these resources on the Galw Iechyd Cymru site have shown that during the last year welsh language visits increased upon previous years with over 4,000 visits recorded accounting for a 38% increase of welsh language use.

Working with the Lesbian Gay Bisexual Transgender Community

Swansea Sparkle event returned for its second year and was held at Swansea’s YMCA in November. The event is a transgender and public integration day that aims to eliminate barriers between members of the public and the transgender community. Staff from the Trust along with around 700 people attended the event from all over the UK as well as international guests.

There were lots of activities on the day, with exhibition stands from the NHS, Police, Fire Service and support organisations including the Lesbian Gay Bisexual Transgender (LGBT) Unity Project and Wipeout Transphobia. Individuals talked about their experiences and their ‘coming out story’ and there were also talks from organisations such as Terrence Higgins Trust, Transgender Awareness Wales and Transgender in Wales.

Event organiser PCSO Rhys Thomas said “We played a key role in organising the Sparkle event last year with attendance figures of over 600 people. Its success was once again a clear demonstration that people are interested in learning more in support of the LGBT community.”
3. Contributing to Public Health

Our services play a vital role in ensuring patients are cared for in the most appropriate setting, preventing harm, promoting public health and working in partnership to make NHS services more efficient.

We have developed systems and new ways of working that have helped patients access the most appropriate NHS service, manage and maintain their health and prevent ill health.

Health Information Website

The NHS Direct Wales Health Information website received 3,515,196 visits for the year. This was a great success given the fast paced developments to produce materials that online users were requesting. Members of the public had been encouraged to use the website if they were feeling unwell and unsure what to do, or if they needed medical attention but not necessarily in the form of an ambulance. The web developments focused on maintaining tailored advice on an illness or ailment by creating more symptom checkers, on the subject of Coughs; Ear problems; Diarrhoea, Mole Symptoms, Lower Back Pain, Rectal Bleeding and Eye problems.

Self Examination Videos

In response to public feedback work commenced to develop more interactive features on the NHS Direct Wales website. Two specific videos were made available (courtesy of Breakthrough Breast Cancer and the charity Orchid), that demonstrated how to perform Breast and Testicular self examinations. These videos were launched to support Breast Awareness month and Men’s Health Awareness Month.

From monitoring the search habits and terms used on the site we could monitor what information users were looking for in relation to their personal health. Cancer is a popular topic and most cases of these forms of cancer are found by people noticing unusual changes. The earlier cancer is found the better the chance of beating it. In making these videos available and promoting their content online users will be better informed on their health and what to look out for.
Infection Control

Jack tells you….“How to wash your hands”.
We want children to understand why it is important to wash their hands. So, as part of the educational “Jack tells you …” brand, Jack was back showing children how and when to wash their hands properly using easy read pictorial posters. Promoted to all Primary schools across Wales, the aim of the posters was to raise awareness of hand hygiene at a young age and to encourage children to get into the habit of washing their hands regularly.

To add fun to the learning, children could also log onto the Children & Young people’s website “The Room” and play “Bug blaster”. The aim of the game Bug blaster is to shoot bugs using a soap dispenser at the bottom of the screen before they get you.

These posters have been distributed to all primary across Wales for display in appropriate hand washing areas in the schools. Also promotional items about Bug Blaster were also distributed with over 200 children having now played the interactive game.

As part of the Trusts campaign in raising awareness of the spread of infections such as colds and flu these materials are key resources in our engagement work with children and young people.

Head Lice Symptom Checker

With the continued development of our online interactive tools, a new Head Lice symptom checker was launched. Suitable for children over the age of 2 years old, this interactive self care tool was a key development to aid education on the topic; particularly as head lice outbreaks continues to be an ongoing problem among primary school children.

It was promoted widely to all Primary Schools and School Nurses across Wales, supporting them in protecting and improving the health of children.

Launched in April 2013 nearly 3000 users have carried out their own self assessment.

“Thank you! What an excellent resource, long overdue to have it all online. I shall definitely be passing it on to all my schools”.
A Specialist School Nurse
Right Care, Right Place, Right Time

The Alternative Care Pathways process was introduced in September 2012 that helps to lower the number of unnecessary journeys to hospitals for some patients whose needs are better met by other healthcare staff in the community.

The service is for patients who have:
- fallen – non injury related
- had an epileptic seizure which has resolved
- had a hypoglycaemic episode which has resolved

These pathways have continued to be utilised and during the last year approximately 250 patients per month had been referred into the pathways reducing the number of patients being taken to A&E departments.

Selection of comments from patients treated and referred through the pathways.

- Considering the distance, the help came very quickly, was thorough, respectful and very reassuring. The support was excellent and very much appreciated. Thank you
- Being and feeling assured that all treatment was of the highest order
- 101% satisfied and wish to thank all aspects and persons both front line and support staff. Many, many thanks
- The paramedics were very kind and thorough. Thank you
- Care compassion and professionalism shown at all times
- The staffs in attendance were excellent and were very respectful. A+ to them all
- Each member of staff behaved in a very nice, kind and funny but appropriate way. Arrived quickly.
- All necessary procedures were followed and the crew were caring and put me at ease at every stage. Procedures were carried out in a friendly manner
4. Promoting Health, Delivering Education

Our staff have opportunities to promote good health and educate patients on looking after themselves and their health needs.

Paramedics are providing useful information on a range of health topics and awareness of health services available from falls information, high blood information and choosing the most appropriate health service.

Our Health Information staff have also provided a wide range of tailored health information through the telephone, post and online via the NHS Direct Wales website.

Choose Well

During the last year the Trust collaborated with NHS colleagues to work to reduce inappropriate admissions to A&E departments and provide more appropriate and alternative care to patients and service users.

The role of the advanced paramedic practitioners (APPs) within the Welsh Ambulance Service is providing clinical leadership to improve patient care delivery. APPs are trained to assess and treat people in their homes and refer to alternative care pathways if needed.

A pilot survey was undertaken across the Cwm Taf area in partnership with APPs to capture the experiences of those patients treated by APPs. This pilot was success with a 100% return rate of the surveys with patients expressing high levels of satisfaction with the care and treatment they received.

New ‘Choose Well’ materials including ‘fridge’ magnets were developed and provided to APPs who were able to leave them with patients they treated and safely left at home. Information on a range of NHS services available for a variety of health conditions are shown on the magnets. The aim of the magnets is that they act as information resource for service users to educate them on other services available for a wide range of health conditions.

Due to the success of the pilot an experience survey will be rolled out across Wales and Choose Well resources will be disseminated to APPs on the front line.
Community champion

One of the objectives for the learning programme for those with learning disabilities was to develop a ‘train the trainer’ package. The aim was for the programme to be used as an educational resource for peer led training sessions in the community. Darren Murugasan who is a member of Swansea People First had been identified as the Trusts first community champion. Darren’s role with support from staff from Swansea People First includes promoting the Trusts web based Learning Disabilities Zone and the Learning Programme as well as promoting the responsible use of emergency and other healthcare services.

During the year Darren delivered his first peer led training session and the plan will now be to further develop the train the trainer package for roll out to other learning disability groups in Wales.

The zone was officially launched in August and 657 visits to the Learning Disabilities Zone on the website have already been recorded.

A look behind the scenes

Most people who find themselves in the back of an ambulance have usually acquired a serious illness or injury. As part of our Choose Well campaign we wanted to give the public a glimpse inside an emergency ambulance and have an insight into what goes on inside an ambulance.

A 360 degree interactive virtual tour was created showing the inside of an ambulance, this was extended to give people an insight inside one of our contact centres and the opportunity to learn more about the protective equipment worn by the Trusts HART (Hazardous Area Response) Team.

The tour aims to help people better understand the role and function of frontline crews and the life-saving equipment they use.
Facebook

As part of the Trusts digital communications strategy the NHS Direct Wales Facebook page was launched. The page allows us to communicate key public health messages and promotional pieces about the NHS Direct Wales website to users of this popular social networking site, allowing us to reach a greater and more diverse cross-section of the population.

Since its launch back in May the Facebook page has received over 200 ‘Likes’ from other Facebook users. We are building on this by adding a link to our Facebook page from the NHS Direct Wales website’s homepage; we are also including information and a link about our Facebook page on promotional posters, in newsletters and in our monthly InfoBurst.

We recently posted some information to Facebook about the dangers of the Necknominate drinking game - a high profile story in the wider news at the time, due to a number of deaths attributed to taking part in the game. This post has proven to be our most popular to date, having been shared 16 times and viewed by 874 people.

Other popular posts have included a video demonstrating how to use a bowel cancer screening kit, in support of Bowel Cancer Awareness Month and a post offering hints and tips on how to stay safe on bonfire night.

Looking at visitor analysis figures for the NHS Direct Wales website, we can see that since the launch of the NHS Direct Wales Facebook page, the number of people coming to the website, via a Facebook referral is increasing steadily. We hope that this is a trend that will continue as we build on our Facebook and social network presence.

A-Z Bilingual Encyclopaedia

The A-Z Online Encyclopaedia hosted on the NHS Direct Wales website contains over 1,000 topics on specific health conditions.

A major drive to translate content during the year ensured that the most popular topics were up to date and available in welsh. Topics are reviewed and contain up to date advice including when to seek medical help, self help advice and advice on how to live with a condition is also given in many topics. The encyclopaedia continues to be a popular resource and is regularly featured in the top ten most viewed pages on the website.
5. Our Success

We are proud that our work has received recognition and praise from a wide range of partners.

This has been achieved because of the contribution service users, staff and partners have given over the last year.

Learning Disabilities

The Trust won two awards at the 2013 Healthcare People Management Association (HPMA) Excellence Awards. These awards recognised our work around equality and diversity.

The Trust was recognised for its award-winning project, The Beginners Guide to the Health Service, which is the first of its kind in Britain and is an interactive learning programme. Designed for people with a learning disability it teaches how to identify a health emergency, where to find help and also what other NHS services are on offer. The judges felt that the potential impact of the project was the ‘icing on the cake’ and its individuality and the co-production with patients/service users were excellent.

Since the awards the Beginners Guide has been demonstrated in a series of ‘Listening, Leading, Changing’ workshops across Wales, organised by the NHS Centre for Equality and Human Rights. The workshops showcased best practice within healthcare across Wales and to influence the way in which care is provided to the diverse population of Wales.

Pre Hospital Communication Guide

The Minister for Health and Social Services officially launched the Pre Hospital Communication Guide in December 2013. The Pre Hospital Communication Guide a pocket size communication aid is carried by all our emergency staff across Wales.

The guide has proven to be extremely popular with a wide interest from others across the NHS, including Health Boards, District Nursing teams and GP practices. In 2014/15 we will develop a mobile app version of the guide, which can be accessed via mobile devices, tablets and PC’s. The Pre Hospital Communication Guide was highlighted as an example of best practice in the annual report for the ‘All Wales Standards for Accessible Communication and Information for People with Sensory Loss’. The purpose of the standards is to ensure that the communication and information needs of people with a sensory loss are met when accessing healthcare services.
International Women’s Day Events

The Welsh Ambulance Service worked in partnership with BAWSO and with support from other organisations, including Chwarae Teg and Mewn Cymru to hold an event in Cardiff as part of the world wide celebrations to mark International Women’s Day. The theme for 2013 was: Visible women: Empowering girls and women in Wales so our event was titled Women Making a Difference

The aim of the event was to engage with women in the local Black Minority Ethnic community to empower them and provide them with the skills and the training to help them to manage their own health and that of their families. The event was an informative and interactive day with inspirational speakers, information stands, resuscitation demonstrations and workshops for head massage and exercise. The Welsh Ambulance Service also provided a basic life support course, free of charge, to those women who were interested in receiving accredited training.

In 2014, the theme for International Women’s day was Empowering women in Wales in times of austerity. WAST attended an event which was organised by an organisation called Full Circle. Nearly 300 girls aged 11-25 attended the event at Cardiff City Stadium in March, to learn more about a career with the Welsh Ambulance Service and to learn about health and wellbeing and leading a healthy lifestyle.

Atrial Fibrillation leaflet

THE Welsh Ambulance Service was shortlisted as a finalist for the 2014 Advancing Healthcare Awards. They were shortlisted in the ‘Welsh Government Prevention is Better Than Cure Award,’ category for its patient information leaflet on atrial fibrillation and high blood pressure. Atrial fibrillation is the most common heart rhythm disorder, and affects around one million people in the UK. The leaflet allows frontline clinicians to record potentially new onset or previously undetected atrial fibrillation or high blood pressure, and to bring this to the attention of patients. This leaflet has proven to be an invaluable patient engagement tool.

Stonewall Cymru

The Trust has moved up 91 places from last year on the Stonewall Workplace Equality Index. Evaluation for the Index involves benchmarking against other employers to see how we are performing in a number of categories including organisational policies, the availability of diversity training, staff engagement and community engagement. In the category of community engagement, the Trust is performing 6 points above the average for the Health sector (that is all Health organisations across the UK that are on the Index)
NHS Wales Awards 2014

Launched in 2008, the NHS Wales Awards celebrates good practice in delivering improved, high quality patient care across Wales. The NHS Wales Awards are organised by 1000 Lives Improvement, part of Public Health Wales and supports organisations and individuals to deliver improved health, healthcare outcomes and user experience in NHS Wales.

In March it was announced that the Welsh Ambulance Service had been shortlisted for the following awards;

- **Citizens At The Centre Of Service Re-Design And Delivery** (supported by Wales Council for Voluntary Action) - for the development of an interactive learning programme to help people with learning disabilities recognise an emergency and know which health service to contact
- **Improving Patient Safety** (supported by Health Foundation) – for work to improve communication with deaf and hard of hearing people across Wales

The Trust will find out in July whether it has been successful at the Awards.

Chief Nursing Officer Conference (CNO) 2014

The Annual CNO Conference helps to share best practice; learning and innovation amongst nurses across Wales. The conference applies across all fields of nursing practice, clinical and educational environments.

During February it was announced that 3 submissions were successful for presentation at the CNO Conference in May. They were:

- Partnership development of NHS Direct Wales Consumer Information Website,
- Welsh Ambulance Service Pre Hospital Communication Guide
- Developing a process to better understand a patient’s experience of telephone assessment

Welsh Language in Health, Social Care Conference and Awards 2014

In March 2 key pieces of work that had a great deal of influence and testing by service users was accepted at these awards to be held in June. The submissions are:

- Online Self Assessment Symptom Checkers
- Pre Hospital Communication Guide

The awards celebrate success and the opportunity to continue to focus on implementing ‘More than just words’, the strategic framework to strengthen Welsh language services in health, and social care across Wales.
5. Looking forward

The challenge for the 2014/15 will be to measure the impact our work has and how we demonstrate organisational learning.

We need to be gathering feedback from everyone who uses our services. We know it can be difficult as an ambulance service to get immediate feedback from patients and the public due to the nature of our work.

The new outcome based performance measures launched in April 2014 by Welsh Government provides a set of targets designed to improve patient outcomes. Our work will support the new measure to make sure that the services and care we deliver are fully focused on the specific needs of patients.

A priority for us during the year ahead will be to make sure information is made accessible on the range of services we provide and what service users can expect when they contact us.

With support from communications teams we want to tell people about the changes to their ambulance service (through our Clinical Transformation programme).

The Welsh Government’s ‘Putting Things Right’ (PTR) process has been within the Trust for the last few years and has begun to work together with us to identify shared learning. We will continue to do this and extend the work with PTR colleagues across the NHS to improve experiences and implement learning and changes for the better.

We will work with our partners and all staff across the Trust in improving the quality of services provided and the safety of our patients. We will achieve this by working with staff to ensure that patients are involved and engaged at the earliest opportunities in the planning and delivery of our services.

A key feature of our work will be to work with partner organisations (wider NHS Trusts, Health Boards, Community Health Councils and Third Sector) to capture in real-time the experiences of patients accessing care and treatment through A&E departments; Alternative Care Pathways and those who are treated at home.