



Welsh Ambulance Services NHS Trust

# Behind the Headlines

## August 2021

### Operations in numbers



**43,983**

999 incidents in July 2021



**47,428**

completed non-emergency journeys in July 2021



**114,894**

calls to 111 and NHS Direct Wales in July 2021

Our crews attended

**3,589**

immediately life-threatening Red calls

Our non-emergency teams transported

**229 Covid-19**

positive patients in July 2021 representing a

**96% increase**

from June 2021

We received

**30% more calls**

to 111 and NHS Direct Wales compared to June 2021

**5,054**

calls from patients with breathing problems



**1,397**

incidents attended by Community First Responders, 7% lower than last month



**64.9% of calls**

received through 111 and NHS Direct Wales were outside of 8.00am-6.30pm

Our emergency services transported

**17,769 patients**

to hospital in July 2021



**5,009**

journeys completed by Volunteer Car Service Drivers, 1% higher than last month



**3,880**

calls made to 111 and NHS Direct Wales were referred to 999 in July 2021

### Social media posts of the month



Welsh Ambulance Services NHS Trust

19 July · 🌐

Please share this important message 📌



Sonia Thompson, Interim Assistant Director of Operations Response at the Welsh Ambulance Service, said: "This afternoon we have declared a Business Continuity Incident as a result of increased demand on our services.

"Actions are underway to deal with the demand but we would urge the public to work with us on this. If your call is less urgent then you will wait longer for help or be asked to make an alternative arrangement, including making your own way to hospital if necessary.

"We're hopeful that the actions we have put in place will start to take effect but until then, help us help you and only call if it's a genuine emergency."

🌱 **Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

**131,141**  
People reached

**7,660**  
Engagements

Boost post

👍👎❤️ 107

10 Comments 1,100 shares

... **Jul 2021** · 31 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 220K impressions

Please share this important message 📌

[pic.twitter.com/JXsqOOMZOh](https://pic.twitter.com/JXsqOOMZOh)



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👍👎❤️ 11 485 350



## Social media performance



**532**  
new followers

**1,273,904**  
post reach

**9,442**  
page views

**85,832**  
post engagements



**164**  
new followers

**818k**  
tweet impressions

**36.8k**  
profile visits

**683**  
mentions

## Media activity

**4**

Positive queries

**97**

Routine queries

**15**

Negative queries

**12**

media  
interview  
requests

**74**

WAST  
mentions in  
the media

**14**

press  
releases  
published

**128**

internal  
pieces  
published

## Coverage highlights

Wrexham.com

**Tourists urged to bring medication and avoid A&E on holiday to ease pressure on North Wales NHS staff**



Argus

News Sport Business Awards County Dragons

News

1st July

**People who assault emergency workers now face longer in jail**

@TomMoodyArgus

NEWS

Home Coronavirus Brexit UK World Business Politics Tech More

**Sunburn and back pain among non-emergency 999 calls**

27 July

WalesOnline

**Double-vaccinated paramedic left bed-bound by Covid**



the Leader

News Wrexham AFC Sport Lifestyle E-Version

19th July

**Welsh Ambulance Service honoured for outstanding support towards the Armed Forces**

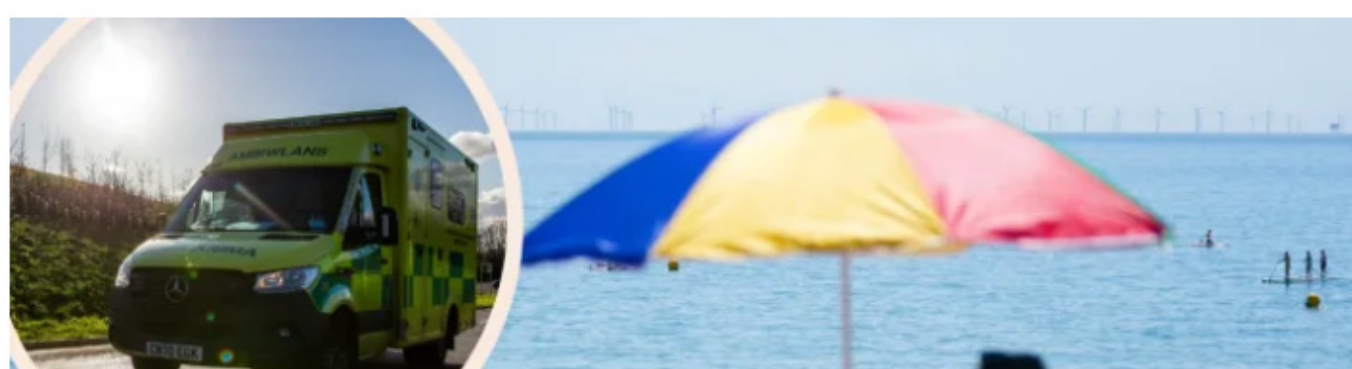
@Aaliyahrugg1

itv

Sign In

**Extreme heat sees huge pressure on emergency services as temperatures soar above 30C in Wales**

WALES HEALTH ENVIRONMENT HEATWAVE Wednesday 21 July 2021, 12:11pm



We love hearing your feedback. If there is anything you'd like to share with us, add colleagues to the distribution list or just get in touch with us, you can email [was.communications@wales.nhs.uk](mailto:was.communications@wales.nhs.uk)