

Welsh Ambulance Services NHS Trust

Behind the Headlines September 2021

Operations in numbers



41,698

999 incidents in August 2021



44,626

completed nonemergency journeys in August 2021



114,781

calls to 111 and NHS Direct Wales in August 2021

Our crews attended

3,384

immediately lifethreatening Red calls Our non-emergency teams transported

492 Covid-19

positive patients in August 2021 representing a

115% increase

from July 2021

We received 1% fewer calls

to 111 and NHS Direct Wales compared to July 2021

4,628 calls from patients with breathing problems



incidents

attended by **Community First** Responders, 18% lower than last month





66.7% of calls

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

Our emergency services transported

16,641 patients to hospital in August 2021



4,772

journeys completed by Volunteer Car Service Drivers, 5% lower than last month



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

Social media posts of the month



Welsh Ambulance Services NHS Trust

The Welsh Ambulance Service has introduced 'cuddle pockets' so that stillborn babies can be transported to hospital with compassion.

24 weeks, who are placed inside and the ribbons tied together.

The bespoke hand-knitted pockets are designed for babies who are less than

The baby's parents are encouraged to hold their baby during the journey....



People reached

DD 1.4K

127,241

20,199

Engagements

Boost post

97 Comments 550 shares

@welshambulanceservice

Aug 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 51.7K impressions

A schoolgirl has been credited for saving her mum's life by talking to 999 as her mum had an asthma attack at the wheel. In this extraordinary call, Isla Holifield calmly directs paramedics to a red car with a kayak as mum Katherine struggles to breathe bit.ly/3sS3VSC pic.twitter.com/3XofoTDVeO



€3.42







236
new followers

621,059

3,753 page views

49,993 post engagements



154
new followers

404k
tweet impressions

13.7k profile visits

513

mentions

Media activity

Positive queries

119

Routine queries

23

Negative queries

11

media interview requests

70

WAST mentions in the media

10

press releases published

98

internal pieces published

Coverage highlights

Wrexham.com

Welsh Ambulance Service appoints new board secretary

Alsh Ambulance Service

YourArea

Welsh Ambulance Service launch gaming app for children

Community

The newly launched gaming app will help children learn what to do in an emergency.



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Plea to take care over Bank Holiday weekend as summer 999 calls 'busier than they've ever been'







A&E queues mean Wales' ambulances 'can't take 999 call

© 11 August

Coronavirus pandemic

By Owain Clarke

13th August

Watch Live

30 new ambulance staff to be recruited covering Powys

sky news

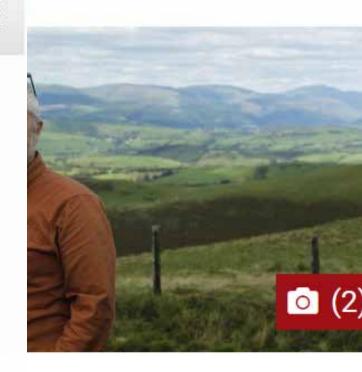
Eyewitness

COVID-19: As Wales lifts most of its coronavirus restrictions, paramedics say they are 'exhausted' and fear

being 'overwhelmed'

The number of people dialling 999 this summer in Wales is

higher than the peak in winter months.



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