



Welsh Ambulance Services NHS Trust

# Behind the Headlines

## November 2020

### Operations in numbers



37,701

999 incidents in October 2020

7% decrease from October 2019

62.2% conveyance rate

3,945 Covid-19 incidents



41,715

completed NEPTS\* journeys in October 2020

31% decrease from October 2019

3% increase from September 2020

756 Covid-19 patients



90,482

calls to 111 and NHSDW\* in October 2020

64% increase from October 2019

10% decrease from September 2020

\*Non-Emergency Patient Transport Service

\*NHS Direct Wales



980 incidents attended by CFRs\*

\*Community First Responders

4,171 journeys completed by VCDs\*

\*Volunteer Car Drivers

### Social media performance



1,502

new followers

1,003,722

post reach

11,259

page views

110,994

post engagements



281

new followers

504k

tweet impressions

6,051

profile visits

731

mentions

### Social media highlight of the month

Oct 2020 • 31 days



Welsh Ambulance Services NHS Trust

Published by Rachel Watling (admin) [?] · 5 October ·

#TeamWAST are looking to recruit new Trainee Emergency Medical Technicians. As this is no ordinary role, we will be looking for extraordinary people to join one of our 18 week training programmes.

Closing date is tomorrow, so apply now!

👉 [bit.ly/3itGsJL](https://bit.ly/3itGsJL)

...

#### TWEET HIGHLIGHTS

**Top Tweet** earned 39.3K impressions

Two of our colleagues have been recognised in the Queen's #BirthdayHonours 🏅 Technician Ian Price has been awarded the Queen's Ambulance Service Medal, while Community First Responder Jack Gibbins has had a British Empire Medal. Congratulations 🎉 More: [bit.ly/2SGZWae](https://bit.ly/2SGZWae) [pic.twitter.com/eWWaGogQbE](https://pic.twitter.com/eWWaGogQbE)



18 27 350



## Media activity

1

Positive queries

52

Neutral queries

5

Negative queries

8

media interview requests

43

WAST mentions in the media

14

press releases published

112

internal pieces published

## Coverage highlights



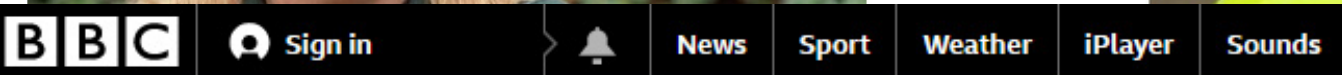
News

13th October

### Breast cancer awareness: check for the signs and symptoms



By Leah Powell | [@ArgusLPowell](#)  
Trainee Reporter



## one Critical Incident

Home Episodes Clips



Watch now

Episode 6

Series 2 - Episodes 6 of 15

# MailOnline

## Off-duty paramedic gives CPR to his wife after she collapses at home

By PRESS ASSOCIATION

PUBLISHED: 13:08, 22 October 2020 | UPDATED: 13:08, 22 October 2020



An off-duty paramedic gave life-saving CPR to his own wife after she suffered a sudden cardiac arrest at their home.

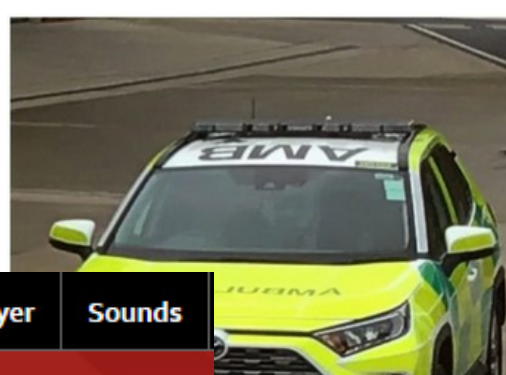
DEESIDE.COM

LATEST TWEETS

Deeside.com > News

Posted: Wed 7th Oct 2020

## Welsh Ambulance Service unveils ultra-modern additions to its fleet



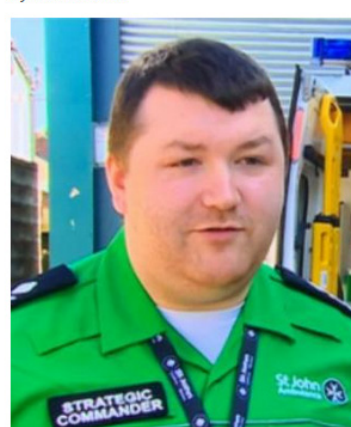
# the Leader

News

9th October

## Welsh Ambulance Service colleagues recognised in Queen's Birthday Honours List

By Matt Warner



WalesOnline

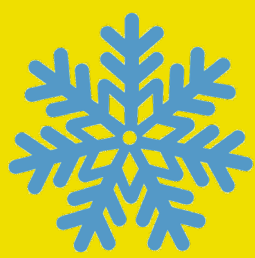
## 'I was put in an induced coma after contracting the flu'

The family of Pete Brown, 34, held a bedside vigil after doctors said he might not survive the night



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)





# Our plans for Winter

## Introduction

It's clear that this winter will be one of the most challenging yet for the NHS.

The season usually brings a significant increase in activity as more people become unwell as a result of the cold weather and common winter illnesses such as flu, pneumonia, bronchitis and norovirus.

This year we're also responding to the Covid-19 pandemic, so it's more important than ever that we have tried and tested plans and good working relationships in place with the people and organisations we will work with during this challenging time.

Whilst it will be tough, we have plans in place to respond to the challenges that we and others will face.

## Our approach

We're working closely with our partners across health and social care, emergency and public-sector services in Wales to deliver an effective system-wide approach this winter.

Data tell us that 'normal' winter demand over recent years generally follows the same pattern but 2020 is far from normal, so our plans include responding to both additional winter core demand and Covid-19 related demand.

## Our plans

Our priority is to support our Local Health Board colleagues to reduce the pressure on busy hospital departments, improve patient flow within the wider NHS system and maximise the availability of our emergency resources for our most seriously ill patients, while striving to meet our immediately life-threatening 'Red' calls within eight minutes, 65% of the time.

The NHS 111 Wales service is an important tool in our locker when it comes to managing demand, and its rollout across Wales will continue later this month when we go live in the Cwm Taf Morgannwg University Health Board area.

A 'Phone First' approach which encourages patients who want to visit the Emergency Department to call ahead to save time and precious resources is also being planned by health boards across Wales, and we're recruiting staff into our 111 service to bolster our capacity to answer these calls.

We've expanded the number of clinicians on the clinical desk in our 999 clinical contact centres to support timely clinical assessment and to ensure we are sending the appropriate resource to the individual patient.

We're also working in collaboration with health boards to develop out-of-hospital pathways to reduce the need to convey patients to hospital where this is appropriate.

Where we do need to take a patient to hospital, we provide on-site support to nursing and medical staff to assist in the prioritisation of patients with the greatest clinical need.

We also support the discharge and transfer of patients out-of-hours in order to release beds in hospitals, which in turn supports the improvement of patient flow in the emergency departments.

Colleagues in our Non-Emergency Patient Transport Service plan and undertake these journeys, as well as take patients to their routine outpatient appointments, including renal and oncology appointments.

Our Non-Emergency Patient Transport Service actually undertakes more journeys per day than our Emergency Medical Service.

Where safe to do so, the Trust aims to support people in the community and to reduce the number of unnecessary admissions to Emergency Departments.

That's why we're continuing to recruit and train Advanced Paramedic Practitioners who have a higher skill level and are trained to treat patients in their own homes, where possible.

On the subject of recruitment, we're on track to recruit an additional 136 road staff over and above the existing staffing establishment by the end of 2020/21.

Some of these 136 colleagues are already operational and making a difference to patient care, with the rest being recruited or in training currently.

Where we predict a spike in demand, we'll also be enlisting the support of our partners at St John Ambulance Cymru, as well as Fire and Rescue Service colleagues and Community First Responders.

Elsewhere, our communications and engagement approach will ensure we keep internal channels open to support two-way conversations, the sharing of timely and relevant information, and continued learning from events through the sharing of patient and staff feedback and experiences.

We will embark on a 'Help Us Help You' campaign, working with colleagues across NHS Wales, to encourage appropriate use of our services to ensure we're there for those who really need us.

Experience tells us we can expect adverse weather, e.g. snow, ice and/or flooding, which makes for difficult driving conditions, so ultra-modern additions to our fleet are equipped with all-wheel drive technology, providing extra grip to keep the wheels turning in our service.

We continue to do everything we can to keep our staff and volunteers as safe as possible as we respond to the pandemic.

As Covid-19 cases increase, our 24/7 Local Pandemic Teams have been stood up once again to provide advice and guidance to colleagues on all things pandemic-related as they undertake their duties.

Finally, we will ensure our EU Exit plans and actions align with winter and Covid-19 plans.

Our planning has included a full risk assessment, and mitigating actions are underway to ensure things go as smoothly as they can.

Hopefully this gives you a flavour of how we're poised to respond to what will no doubt be a difficult winter period.

If you have a question relating to this briefing or our winter plans more generally, please email WAS. Communications@wales.nhs.uk

Thank you for reading.