



## WE LAUNCH AN AMBITIOUS CAMPAIGN TO BECOME A 24/7-SERVICE BY 2020

READ THE FULL ARTICLE

We need your help to become a 24/7 service across East Anglia

LIGHTING YOUR DARKEST HOUR www.mission247.co.uk Text '**HELI 20'** to 70085 to donate £20 East Anglian Air Ambulance Registered charity in England and Wales number 1083876

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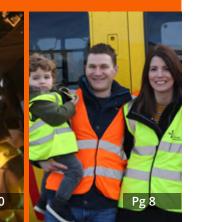
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irstly, I would like to wish you all a very happy and healthy new year. 2019 is going to be an action-packed year for EAAA as we have now officially launched our plans to become a 24/7 service in 2020.

This year will see us bring you lots of exciting new events and fundraising initiatives to help us raise the extra £1 million a year that we will need to operate the additional flying hours of a 24/7 operation.

This issue of Lift Off will have a strong 24/7 focus and aims to showcase the importance of becoming a 24/7 service. We will announce our brand new event - Trek24, reveal last year's mission statistics and show you some slightly different ways that you could get involved or help support EAAA.

As we have begun a new year, we want to make sure that you are receiving exactly

what you want from us, so please do check the carrier sheet (included in the envelope) and if you haven't already, please let us know what your communications preferences are.

We also have a big ask for volunteers this year, particularly one-off volunteers for the 7th April, as we host two exciting events where we will need a record 160 volunteers. to help support the day.

As always, we must thank you for your support and for making everything we do possible. We would love to hear your feedback on our plans to become a 24/7 service, and of course any comments you have about this edition of Lift Off. Please send all feedback to liftoff@eaaa.org.uk.

Joanna Dew, Director of Fundraising

.Joanna Dew

# IN THE NEWS.

### TOP 100 NOT-FOR-PROFIT COMPANIES 2019

East Anglian Air Ambulance climb 36 places and achieve 3 star rating in prestigious awards ceremony.

In February, East Anglian Air Ambulance was listed at no. 7 in the top 100 notfor-profit companies to work for in the UK, as part of the Sunday Times' Best Companies To Work For. EAAA also now has a three-star rating – which means we have received 'extraordinary levels of engagement' from our staff.

### Competition winners CHRISTMAS LIGHTS

Congratulations to Mr and Mrs Willmott, winners of our 2018 Christmas light display competition! Thank you to Captain Steve Norris who kindly judged the competition. Mr and Mrs Willimott raised a fantastic sum of money for EAAA with their incredible display – thank you to them and all the other participants for their support.

#### STROT-FOR-PROFIT ORGANISATIONS TO WORK FOR 2019 CENTRO CENTRO 2019 CENTRO CENTRO 2019 CENTRO 2019 CENTRO 2019 CENTRO 2019 CENTRO 2019 CENTRO 2019 CENTRO 2018 CENT

**JUNDAY TIMES** 

THE SUNDA



### EAAA LAUNCHES Mission 24/7!

We are delighted to announce that at the end of February we launched an ambitious campaign to become a 24/7 service by 2020.

This is **BIG NEWS** for us because it means we will be able to treat around 600 more patients every year. We have also developed a brand-new website, that we launched alongside the campaign. To see it, please visit: www.eaaa.org.uk

### EMERGENCY HELICOPTER MEDICS RETURNS TO MORE4







We're delighted to announce that we will be back on your television screens from Sunday 3rd March featuring in More4's new 10 part series of Emergency Helicopter Medics! Make sure you tune in every Sunday from 9pm! You can also follow the action online using #HelicopterMedics

# MEET THE TEAM.



### CCP ROD WELLS

I have been a Critical Care Paramedic at East Anglian Air Ambulance (EAAA) for the last 15 years, and prior to that I was a paramedic in the ambulance service for 30 years. When I first started at EAAA we worked as a team of two paramedics and one pilot – it has been a privilege to see the charity grow into what it is today, and now work as a crew consisting of a CCP, a doctor and two pilots.

Generally speaking I work a 12-hour-shift, I then have an hour to travel at the start and end of the day, making it a 14-hour-day, and that's if we don't get a late job and a late finish. So you definitely have to love this job.

I also work as a volunteer for Suffolk Accident Rescue Service (SARS) and the RNLI, so my schedule is usually pretty hectic, but loving what I do makes it all worth it. The best thing about this job is being part of fantastic team of doctors, CCPs and pilots who are all so skilled at what they do and knowing that we can go out and potentially save someone's life is what we all come to work for.



### SARAH HURREN Volunteer Programme Manager

Hi, I'm Sarah, the Volunteer Programme Manager at EAAA. My job is to look after our wonderful volunteers. There are lots of different aspects to what I do, from thinking about new ways we can involve volunteers in the work of EAAA to making sure we are complying with all the rules and regulations.

Most importantly, the volunteering team are always working to make sure we're giving our volunteers a great experience, both of our amazing charity and of volunteering itself. EAAA has huge aspirations for the future and we need more and more people to help us realise our dreams and turn them into a reality. Basically, we need you! Volunteering can sometimes get a bad reputation with stereotypes and assumptions about what you'll be expected to commit to, but it's something that has changed a lot and at EAAA we're moving forward with the times. We want to offer all different kinds of volunteering opportunities that work for everyone and fit around other commitments.

### Why wouldn't you want to lend a hand and help us save a life?

As I am sure you can probably tell, after four years in post I am passionate about what we do, and the massive difference volunteering makes and I'm incredibly proud to be a part of this charity.

# CLINICAL CORNER. Cardiac arrest vs heart attack

hat is the difference between a cardiac arrest and a heart attack? A heart attack (or myocardial infarction) is when the artery that keeps the heart supplied with blood becomes blocked. The blockage is caused by a combination of 'furring up' of the artery wall (atherosclerosis) and a blood clot (thrombosis). Patients often complain of chest pain and the diagnosis is made by performing an ECG which detects the flow of electrical activity through the heart muscle.

The treatment for a heart attack is for a cardiologist to pass a wire into the blocked vessel through an artery in the patients wrist or groin. The clot is removed and the vessel is sometimes held open with a stent to stop the vessel blocking again. This has to be done as soon as possible - ideally within 90 minutes. Medication to break down clots and prevent further clots is also given. After a short stay in hospital, patients will often go on to make an excellent recovery - providing the heart attack was recognised and treated quickly. A cardiac arrest is when a patient loses consciousness and has no detectable pulse. In the first few minutes after a cardiac arrest the patient will often make attempts to gasp, which can be mistaken for breathing. The treatment for this is immediate chest compressions and a 999 call.

Most patients who have a sudden cardiac arrest will have a condition called ventricular fibrillation (VF) where the heart muscle twitches erratically and fails to beat. An electric shock from a defibrillator needs to be given within minutes to restore a normal heart rhythm. Because of this, public access defibrillators (AEDs) are located in shops, airports, rail stations and even in old telephone boxes. Anyone can use one and the machine gives you voice instructions - with help from the ambulance call taker if required.

A heart attack is a common cause of cardiac arrest, but there are other causes of cardiac arrest such as drowning, choking and injury.

### **EQUIPMENT ZONE.** LUCAS 3

The LUCAS chest compression system provides benefits to cardiac arrest patients by delivering consistent, high-quality chest compressions for extended periods of time. It delivers 100 compressions per minute allowing equal time for compression/ decompression. It has been shown that using the LUCAS improves consistency of compressions compared to manual CPR.

**Cost** £9,760.00





# AVIATION AREA. Night vision

ne of the key pieces of equipment that enables our crews to fly into sites in darkness are our Night Vision Goggles Systems (NVIS) that our pilots wear on their helmets when flying at night. These systems literally allow our pilots to see in the dark. They are more often associated with military operations, but we put the same technology to use so that we know where fences, gates, telephone poles and lines, trees, aerials, etc are. This enables us to get our medical teams as close to the patient as we can.

In very simple terms, NVIS works by gathering existing light (starlight or moonlight) through the front lens. This light is then converted to an electrical signal which can then be amplified and projected onto a screen where it is converted back to visible light which the pilot then sees through the eyepiece that he/she is wearing. Of course, it's not just about the technology, our pilots have to train to use the NVIS equipment and maintain training to ensure it is used safely. We also have



#MARSHALINTHEMUD

small hand-held NVIS monoculars which our medical crew have in the rear of the aircraft so that they can help with the identification of obstacles at night.

NVIS technology is constantly improving and we work with Babcock (our aviation partners) to understand this and upgrade our systems when we can. This equipment will be even more critical as we move to 24/7 operations.

We've attended **1156** NVIS missions which will increase when we go 24/7.

# TORN 2 EVERTS TORN 2 EVERTS 160 VOLUNTEERS 160 NEEDED

On 7th April we are hosting both our Only The Brave mud run event and the Larking Gowen City of Norwich Half Marathon and we need approximately 160 volunteers to make running these events possible. Both events are great fun for the participants and the volunteers! We need help to marshal the courses and cheer on the participants. Both events will raise a lot of money for the charity, so any support on the day would be gratefully received.

Email volunteer@eaaa.org.uk for details of how to get involved

#### WHAT'S COMING UP. | ISSUE 52

# WHAT'S COMING UP. EAAA events

### **7TH APRIL - THE LARKING GOWEN CITY OF NORWICH** HALF MARATHON

#### Norfolk Showground, Norwich

This fantastic event is now in its 34th year, and EAAA are this years' chosen charity partner. By completing the 13.1 mile course and fundraising for East Anglian Air Ambulance you'll be helping to keep our lifesaving helicopters in the sky.

www.cityofnorwichhalfmarathon.com or www.eaaa.org.uk/events for more information.

### **7TH APRIL - ONLY THE BRAVE**

#### Elveden Estate, Thetford

The Only The Brave (OTB) challenge is now in its fourth year, and has grown every year with last year's event hosting 1,650 racers, who all helped raise funds for our charity. We are asking for each racer to try and raise just £50 each - this would make a phenomenal difference to the life-saving care we provide. Quick though, there aren't many tickets left now!

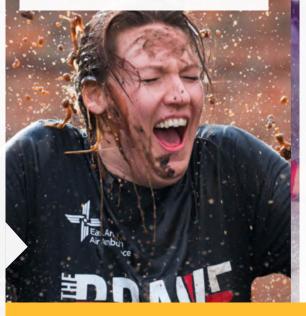
www.onlythebraveraces.co.uk

### **11TH MAY - EAAA MEMORIAL** WALK 2019: WE REMEMBER

(16:00 - 18:00) Elveden Estate, Thetford

We warmly invite you and your friends and family to join us in remembering lost loved ones together at our annual memorial walk. This year it will be held at a quiet spot on the Elveden Estate, where a memorial bench has been kindly donated - making it a perfect place for peaceful reflection.

Email events@eaaa.org.uk for information.



### **20TH JUNE - GET UP AND GO YELLOW**

#### At work, school, home or anywhere!

It's simple – show your support for EAAA by getting up and going yellow at home, school or work. Stuck for yellow ideas? You can keep it easy by wearing a snazzy yellow tie or t-shirt or go all out top to toe in yellow, hold an office bake off or try something different and create a yellow based quiz where all of the questions have a yellow theme.

Visit www.eaaa.org.uk/events for more information

### **5TH OCTOBER - NEON NIGHT** MISSION

### (18:00) Earlham Park, Norwich

Join us this October for the return of Neon Night Mission! To celebrate being one of the first air ambulances in the country to fly to unlit sites at night and our incredible crews who overcome challenges day and night, we have created Neon Night Mission, combining all your favourite elements of a 5k challenge.

Super early bird sponsorship (min £50): £15 Super early bird no sponsorship: £23 Super early bird no sponsorship (child): £17

www.neonnightmission.co.uk to book early bird tickets now.



# VIEWS FROM THE CREWS.

Rainbow over Norfolk

Cambridge

The Cockpit

London

1661 1661 188

# PATIENT STORY. Jordan Greenwood

n the 18th of May 2017 Jordan Greenwood was travelling along the road on his motorcycle when a car turned right across his path and into him, throwing him from his motorcycle, causing a serious crushing injury to his right foot and ankle.

The Anglia One crew was activated at 14:43 and pilots Steve Norris and Joe Abbott landed on scene at 14:59, just 16 minutes after being tasked. The clinical team that day was Doctor Victor Inyang and Critical Care Paramedic Simeon Tomlinson.

It quickly became obvious to the team that Jordan had suffered horrific injuries and was in a lot of pain. They administered sedation and pain relief and placed his injured leg in a splint. Jordan was then airlifted to the Norfolk and Norwich University Hospital, arriving at 16:04.

After the team was activated it took them a total of 1 hour 19 minutes to lift the helicopter, fly to the incident, treat Jordan's injuries, package him safely for flight, fly to the hospital and land. ATHLETE



Despite the care that Jordan received, the hospital team was unable to save his injured leg and he had the lower half of his leg, from the knee, amputated.

To suffer such an injury like that would be devastating for many people, particularly someone so young, but Jordan has gone on to show that he can do everything he did before and much more. He has become a film extra, often starring in the roles of injured soldiers who have suffered amputations (he even got to meet Richard Gere) and has even learnt to ride a horse.

When Jordan came in to meet the crew who treated him, his positivity shone through and we were all in awe of his determination and ambition. Jordan has recently received a new prosthetic limb that fits better and will soon be undertaking training to become a personal trainer for others who have suffered similar injuries.

Jordan said; "I would like to thank the air ambulance for helping me, and I would just like to say that this has opened up so many opportunities that I would never have thought of before, like being a casualty to help train the military and playing an injured soldier on TV. Nothing is impossible if you put your mind to it."

We are delighted that Jordan will be joining us to take part in our Only The Brave challenge on the 7th April.

# LAUNCH OF OUR 24/7 CAMPAIGN

urrently, there is a seven-hour overnight gap in our helicopter emergency medical service from our Cambridge base and a twelve hour gap from Norwich. During these times, critical care cover by air is unavailable across the whole of East Anglia.

It's common sense that the incidents we attend – serious road traffic collisions. cardiac arrests, traumatic injuries and other medical emergencies - don't stop when our crew go offline. While a 24/7 service seems to make sense, we needed to be sure, so for the past two years we've been gathering evidence to prove it. We worked with the East of England Ambulance Service Trust (EEAST), who task us, to review incidents over the course of a year where critical care was required but unavailable. We also assessed the need first-hand by trialling an overnight service via rapid response vehicle (RRV) four days a week from our Norwich base.

The results of this work confirmed a significant region-wide need for overnight critical care, particularly in rural Norfolk.

In the first twelve months of our overnight trial we attended 220 missions, but with a helicopter we could do so much more. By delivering a 24/7 service we estimate that we could attend at least 600 extra missions every year.

East Anglian Air Ambulance

MISSION

We are already upscaling our night-time provision by car and plan to deliver a seven night a week service with a doctor and critical care paramedic on board a RRV by the end of 2019. But seconds count when someone's life is in danger so our ultimate goal is round the clock helicopter and crew availability.

Extra pilots, CCPs and doctors will be required to become fully 24/7 by air and car. With more crew to accommodate, we need to improve and extend our facilities for staff welfare purposes and to ensure sustainability of the service. With prudent investment over the past few years and unexpected legacies from our generous supporters, we already have the required funds to build a new base. We do, however, need to raise an additional £1m each year on top of the £12m we already need to raise to become a 24/7 service.

### - HOW CAN YOU HELP?

There are so many ways you can get involved with EAAA to help make our plan to become a 24/7 service a reality. For more information please see: www.mission247.co.uk

# A GREAT BIG Thank you!



### **BEDFORD PREP SCHOOL**

Bedford Prep School raised an amazing £2,749.51. In the photo is EAAA volunteer Lynn and student Gurkaran who had previously been treated by EAAA.





### **MONICA MICKLEBURGH**

Monica is one of our volunteers but also fundraises for us. In 2018 she raised an incredible total of £2,700 which brings her overall fundraising total (since 2006) up to £21,051. Thank you to Monica for all her support.

### THE TECHNOLOGY Partnership (TTP)

A special thanks to TTP, Melbourn, who have hosted the Melbourn EAAA office for many years, rent free. We are incredibly grateful for their support.

### CAMBRIDGESHIRE FREEMASONS

Cambridgeshire Freemasons, long term supporters of EAAA, presented us a cheque for £4,000, bringing their total donated to EAAA so far to £32,000.



### **DENISE HOWES**

Denise is a truck driver from Woolpit in Suffolk who very bravely raised over £3,600 for us by having her head shaved in November.

### GLASSWELLS

The Great Glasswells Charity Quiz Night raised £950 for EAAA. Eighteen teams, made up by staff at Glasswells, met to battle it out for the coveted title of Quiz Team Champions 2018. Thank you to all who took part.



### COUNTY UPPER SCHOOL, BURY ST EDMUNDS

In just eight weeks students have raised a total of £15,493 for 5 local charities – EAAA received a whopping £3,000!



### UNIVERSITY OF EAST ANGLIA (UEA)

Thank you to the UEA for providing the location for our new 24/7 film, which showcases why we need to become a 24/7 service.

### **STEVEN SPARKES**

Thank you to Steven Sparkes for donating so much of his time to take some incredible photos for us. He has taken photos at our Only The Brave event as well as recently taking on the 'mission' of photography for our Mission 24/7 campaign.

# YOUR FEEDBACK. What does EAAA mean to you?

n the last edition of Lift Off, we asked for your feedback and to let us know why you have chosen to leave a gift to East Anglian Air Ambulance in your Will, and your responses were so heart-warming we wanted to share some of them with you...

"When I read of the wonderful things you do I am so grateful to know you are there to help in any situation when people are in trouble. Thank you." (Suffolk)

"I'm leaving a gift in my will for EAAA because they were there to give me the gift of life, I will forever be in their debt." (Peterborough)

"I have backed you since your outset" (Suffolk)

"In 2008, when I had a crash landing doing a parachute jump, the Air Ambulance crew literally saved my life! I had fractured and dislocated my neck, and was going blue! Their quick actions and very careful handling enabled me to make a 97% recovery. I now love cycling and hill walking." (Norfolk) "I support EAAA because of their skills, speed and dedication to save lives" (Suffolk)

"EAAA is such a special addition to the NHS, saving lives in remote areas. Does not bear to think about life without the Air Ambulance." (Norfolk)

"I feel you all do an excellent job where I live. I often see the ambulance heading off to an accident or medical situation. Well done." (Norfolk)

#### "Very simply, a life ongoing." (Norfolk)

We are delighted to tell you that as a result of some incredible gifts left by supporters in their wills, we now believe that we can finance the new base to support our Mission 24/7 campaign from existing funds. If you would like to leave a gift in your will or find out more, please email:



Join US!



8th September 2019 Holkham Hall, Norfolk

East Anglian

Air Ambulanc

#### We expect this event to sell out early so book your tickets now:

www.trek-24.co.uk

# Thinking about making a major gift in support of Mission 24/7?

As we move towards 24/7 operation, our major supporters will also be instrumental in making round-the-clock critical care coverage a reality in East Anglia, saving hundreds more lives.

If you are interested in making a major gift in support of Mission 24/7, we would be delighted to help. East Anglian Air Ambulance MISSION 24/7 LIGHTING YOUR DARKEST HOUR

#### **Please contact:**

Conor McGeown, Development Lead t: 07943 531 855

e: conor.mcgeown@eaaa.org.uk

EAAA, Hangar E, Gambling Close, Norwich Airport, Norwich, NR6 6EG

# Recycle your old clothes

Recycling old clothes is a great way to raise money for EAAA. We are working with The Salvation Army to set up a number of clothing banks around the region — find out where by emailing us at the address below.

All clothes donated generate income which is split equally by the two charities.

We would like more sites across the region, so if you know of a car park with 24-hour access for the public, it could be perfect for a clothing bank! Locations could include village halls, libraries, pubs and community centres. National supermarkets already have schemes in place so we can't access them.

All sites must have regular passing traffic and be large enough to hold a bank<sup>®</sup> If you have a location in mind, please note the address and then please contact us. We can also provide clothing bags so if you work in a school or large office, why not get in touch too?

A good spring clean could help us save lives!

### 🔀 corporate@eaaa.org.uK





The EAAA lottery accumulator is an extra prize draw that we run every week. All of our lottery players are automatically entered into the accumulator prize for no extra charge – it's our way of thanking all of our wonderful lottery supporters.

The maximum prize is a whopping £25,000! We simply increase the prize pot by £500 a week until somebody wins it. The top prize we've given out so far is £19,500 in November 2014.

90 people have won our accumulator prize so far, could you be next?

## FACT BOX:

- If you play our lottery you're automatically entered into the accumulator
- The prize increases by £500 each week
- You can sign up online or by post (see overleaf)

Grace Reader / accumulator winner (December 2018)

### Lottery membership application

Mr / Mrs / Miss / Other
First name
Surname
Address
Postcode
Telephone
Email

#### Each chance costs £1 per week.

and return to

Address

Members must be aged 16 years or over. Please tick this box to confirm you are aged 16 years or over  $\square$ 



You can pay to play monthly, quarterly, every six months or annually via the following methods:

Bank Direct Debit: guick and convenient for you, Direct Debits are also cheaper for the charity to process. You can change your Direct Debit at any time by contacting us.

(heque: please make sure your cheque (minimum of £13 please) is made payable to 'Friends of East Anglian Air Ambulance'. Don't forget to include your completed membership form.

Debit/credit card: we can take card payment over the phone or online via the lottery pages on our website. Simply call us on 01603 489400 or search 'EAAA lottery'



Total amount due f

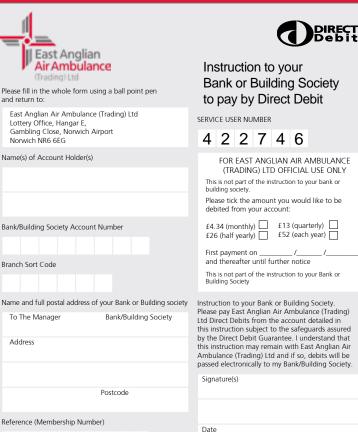
Please return this completed form with your cheque, made payable to 'Friends of East Anglian Air Ambulance'.

All the data we hold is held in strict accordance with the Data Protection Act 1998. We would like to keep you up to date with the difference your support is making to our lifesaving work and send you our newsletter, Anglia Lift Off.

Please tick here if you are happy for us to contact you by:

Fmail Post Phone

# online



DIRECT

#### The Direct Debit Guarantee

his guarantee should be detached nd retained by the Paver

This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits

If there are any changes to the amount, date or frequency of your Direct Debit East Anglian Air Ambulance (Trading) Ltd will notify you 4 working days in advance of your account being debited or as otherwise agreed. If you request East Anglian Air Ambulance (Trading) Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request

If an error is made in the payment of your Direct Debit, by Fast Anglian Air Ambulance (Trading) Ltd or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.

- If you receive a refund you are not entitled to, you must pay it back when Fast Anglian Air Ambulance (Trading) Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

Supporting Charity Number 1083876

If you would like to be in with a chance of winning too, sign up today.

# EAAA LOTTERY. Winners

### **RUTH HANNENT**

Regular supporter of EAAA, Ruth Hannent, won a prize in our weekly draw. After receiving her prize Ruth kindly sent in a few words:

"Many thanks for the £50 lottery win that I received this morning. It gives me great pleasure to support such a worthy cause such as East Anglian Air Ambulance and what a bonus to receive my cheque today as tonight I am actively involved in a Zumba ball raising money for MIND in Norfolk. I will ensure the winnings are spent well.

No one knows when they may need help from any of the 999 services. Keep up the good work EAAA.

### **EAAA RAFFLE**

In 2018 our raffles raised over £420,000 to help our crew continue saving lives across East Anglia. We run three raffles a year, each one raising an average of £140,000. We'd like to say a big thank you to those who supported our raffles last year and wish you the best of luck for 2019.

### **RECOMMEND A FRIEND**

Why not recommend a friend to play the EAAA lottery? Not only could they win, but they could help save lives too!



### To view our full list of winning numbers visit www.eaaa.org.uk



With a top prize of £3,000, be sure not to miss out on your chance to win by ordering your tickets for our spring raffle now by calling 0330 002 0268 or going online at: www.raffleentry.org.uk/eaaa

Banks and Building Societies may not accept Direct Debit Instructions for some types of account

Please pay East Anglian Air Ambulance (Trading) this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with East Anglian Air Ambulance (Trading) Ltd and if so, debits will be passed electronically to my Bank/Building Society.