#64, NOVEMBER 2022 BBC: WE ARE ENGLAND P.6 East Anglian GO BEHIND THE SCENES WITH DOCTOR HALDEN HUTCHINSON-BAZELY Together we save lives

WELCOME to Lift Off #64

Welcome to Lift Off #64, our final issue for 2022. I'm Amber Chadwick and I've been a Doctor with EAAA since September.

My first few months at EAAA have certainly been eye-opening, from discovering how Helicopter Emergency Medical Services (HEMS) operate, and my role in delivering vital pre-hospital care, to learning all about the Charity itself and the great work of the teams, supporters, volunteers and donors.

Unfortunately doing my job I often meet people experiencing one of the worst days of their lives and I have been inspired by the strength and courage shown by those who I have crossed paths with. You can hear from one of our former patients Keith, who was involved in an off-road motorbiking incident, on page 12.

I have joined EAAA at a very exciting time, with the Norwich base having been rated outstanding by CQC and our recent feature on BBC programme We Are England, which gave great insight into our 24/7 operation. You can read about Doctor Halden Hutchinson-Bazely, who featured in the show, on page 6.

In this issue of Lift Off we have also been able to reflect on the achievements of the last 12 months in our Annual Review.



which are all thanks to your generous support and donations. Celebrations of the year continue with our range of festive activities; you can find how to get involved on page 18.

On behalf of the entire EAAA team I would like to wish you a very Merry Christmas, I hope the festive season brings love and joy to you and your friends and families.

Amber Chadwick Amber Chadwick **EAAA Doctor**

Read more about Doctor Amber and her first few months with EAAA on page 22





Blackwell Print

This magazine is responsible for the reforestation of 407 trees and the reduction of 4,070kg of carbon.

via Ecologi

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emailing info@eaaa.org.uk or by going online to www.eaaa.org.uk/update-preferences

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Hutchinson-Bazely Credit: BBC

IN THE NEWS.



We have been rated 'outstanding' by the Care Quality Commission (CQC) following a recent inspection at our Norwich base. The charity was required to receive an inspection after it registered with CQC in May 2021, when the organisation opened its new headquarters and operational facility at Helimed House.

The extended and renovated facility replaced the charity's previous Norwich base and allowed the service to extend its aircraft operation to 24-hours a day.

The inspection found 'an excellent service which was securing exceptional outcomes for local people and saving lives'.

We would not have received this result if it wasn't for your dedication and generosity which has allowed us to achieve the highest standards and provide 24/7 life-saving care across East Anglia.

Thank you!



We are honoured to have received nine helmets as a gift in memory of Doctor Carl McQueen who died by suicide in 2016.

The helmets, which all display a copy of Dr McQueen's signature, have kindly been donated by his family to symbolise his legacy. They will not only "protect heads" but will greatly improve communication within the aircraft thanks to their Bluetooth capability and will form an essential part of the Charity's HEMS (Helicopter Emergency Medical Services) response to patients.

Kirsty McQueen, Carl's wife said: "It is very moving to see the helmets arrive at EAAA with Carl's familiar signature on display. Carl was extremely humble but so passionate about making a difference. These nine helmets bearing his name are simply a way we can continue to make that difference, using his energy as the catalyst. The symbolism of the

helmets, protecting heads and facilitating communication, given how Carl died and the work we've done with EAAA to promote open discussions on mental health, brings it all together."

Following Carl's death, Kirsty and her family have worked with EAAA to develop The McQueen Charter, which is designed to guide HEMS on the best way to support the mental health of those who work in any role within the sector.

I PRIDE OF BRITAIN FINALIST

EAAA were shortlisted as a finalist in This Morning's Emergency Services category in the Pride of Britain Awards. Critical Care Paramedic Andy Bates and Doctors Nathan Howes and James Hale were recognised for their life-saving actions when Jonathan Willis was impaled by a forklift tine at his farm in Wisbech.



was a child. I went on to join the RAF myself and learnt to fly fixed wing aircraft, I also spent some time in RAF Search and Rescue helicopters. My medical career started by volunteering as an ambulance first responder aged 18, which is where my affinity for the challenging pre-hospital emergency medicine environment started. This eventually led me to medical school. Being an air ambulance doctor is the perfect combination of both of these things: I am still in the aviation environment and I have the opportunity to deliver the best possible critical care to patients in great need in the most challenging of circumstances - a real privilege and a dream of many years come true.

If there is one thing you'd like supporters to know about EAAA, what is it?

I'd most like them to know how much we value what they all do for us and in turn the patients we try to help. As a team we all try our hardest to be the best versions of ourselves we can be. We feel so fortunate to do our job, and we do not forget how much hard work is put in by so many people to enable us to do it, so we can be there for others when they need us.

What was the experience of being filmed by BBC like?

I was a little apprehensive at first; I like to really concentrate on the job to perform at my best and I was worried that I would find having the BBC team with us distracting. In reality they were totally respectful of the importance of our role and gave us the space to focus when we needed it. They were both great guys who we spent a lot of time with, to the point where they became so much a part of our team I missed them when they finished!

Do you feel extra pressure when a camera crew follow you, especially under already intense circumstances?

I do a little yes, however Chris did a great job to make us feel comfortable. In particular, we were filmed in a highly pressurised situation dealing with a severe and rare complication, I was concentrating so hard on managing that situation calmly and effectively that I don't actually recall being filmed at that moment.

What led you to becoming an air ambulance doctor?

I have been around aviation my whole life. I vividly remember visiting my Dad's RAF Tornado F3 jets (and being terrified of the ejector handle) when I



Behind the Scenes BBC: WE ARE ENGLAND.



Did you catch our feature on BBC: We Are England last month? We loved following Doctor Halden Hutchinson-Bazely (also known as Hutch), (ritical (are Paramedics Luke and Page Chamberlain and Pilot Henrietta Davies on shift. We spoke to Hutch about the experience!



we provide using the latest evidence behind cutting edge pre-hospital care to develop new treatments, equipment and skills.

In October they attended the Royal College of Emergency Medicine (RCEM) annual scientific conference in Belfast. The conference looked at the leading developments in emergency medicine from across the world and the EAAA team presented eight original research and evaluation studies covering different areas of emergency medicine.

SPEAR. Read more about it below.

SPEAR

EAAA introduced a new specialist medical procedure called SPEAR in June 2022, which helps improve the critical care interventions delivered by our doctors and paramedics in cardiac arrest cases.

SPEAR (Specialist Percutaneous Emergency Aortic Resuscitation) is a procedure where a tube that has a pressure measuring device

is inserted into the blood vessel, guided by ultrasound. This device enables clinicians to measure a patient's blood pressure as close to the heart as possible. When someone is in cardiac arrest, there is evidence to show that having a higher blood pressure leads to better blood flow to the heart.

This improved monitoring of blood pressure better informs the decisions made by our critical care paramedics and doctors. Since its implementation, 66 patients have benefited from this procedure.



■ GOODBYE DOCTOR ED GOLD

After over 10 years with EAAA, Dr Ed Gold completed his last shift with us in October. Heading off to Australia with his family, Doctor Ed will be working in paediatrics as well as continuing his HEMS work in Sydney.

Ed was an extremely valued member of the EAAA crew and he will be missed!

A MESSAGE FROM OUR CEO.

Hello! It's coming up for that time when we all look back on the past year - I for one can't believe I have now been CEO for over a year! With the release of our Annual Review it's been a reflective time for many of us at EAAA, allowing us to think about our recent achievements and the challenges we continue to face. Here are some key outtakes:

In June our five-year strategy was approved, helping to guide and shape the organisation.

We were humbled to be rated as 'outstanding' by the CQC – you can read more about it on page four.

As a result of our 24/7 service we've treated our highest ever number of patients; 1,800 people in need of urgent life-saving care.

With it being our busiest year, our costs have increased leading to our mission cost increasing to £3,750.

The financial landscape means we need to raise over £17m to develop and deliver our service in the next year.



I remain immensely proud of everyone who has helped us achieve what we have this year. By continuing to work together we will overcome the challenges we face to ensure every patient has the best possible chance of surviving and recovering from a lifethreatening emergency.

A heartfelt thank you for playing your vital part in saving lives in East Anglia.

Matthew Thes

CEO, East Anglian Air Ambulance



PATIENT STORY.

Keith Pocock

You never know when you might need the help of the emergency services, and especially in the darker months it's important to be able to identify where you are if the worst happens. Apps like what3words, which gives every threemeter square a unique code, help to pinpoint exact locations and can be used in emergency situations.

Former patient Keith Pocock found the importance of what3words when he had an accident in the middle of Thetford Forest in April this year.

"Riding in Thetford Forest with my mates is one of my favourite ways to spend a weekend, riding through the trees and navigating the rough terrain. As we came round to a certain section of the route, I got something wrong...

The ground was sandy and made up of a series of small mounds we call whoops, if you get it right you can skip from one to another, I didn't get it right and lost

control of the bike. I was thrown up and off to the left, stopping very quickly as I made impact with the ground.

I felt uncomfortable but somehow got up on my own and walked over to a tree where I propped myself up, it was at that moment that we all realised this was something serious, I remember saying to my mate Shaun 'I need an ambulance this is not good.'

Having called for help we used the app what3words to pinpoint our exact location for the emergency services. Without the use of what3words we would have really struggled to let them know where we were and the rescue would have taken a lot longer. I do think that not using the app I could have had a totally different outcome because of the extra time it would have taken to locate us.

After I had been treated at the scene I was flown to Addenbrooke's where I went straight into NICU, spending four days there and another seven days on the ward. As well as the fractures I also punctured my left lung and damaged my spleen.



I'm very lucky that as well as a crash helmet I was wearing full body armour, knee braces and MX boots, I do not want to think about what might have happened if I hadn't."

Critical Care Paramedic Andy Bates shared his view: "Having walked ¼ mile through the forest we came across Keith surrounded by his mates, the EEAST team and two Police officers.

Keith was struggling to breathe so we used a portable ultrasound monitor to get a better view of what was going on. We found a build-up of air that had escaped

from his lung as well as several rib fractures and a fracture to his collarbone and shoulder.

We administered advanced pain relief and made the decision to insert a drain into Keith's lungs to clear some of the air, which had started to collapse his lung, with the hope that this would help improve his breathing."

You can read Keith's full story here: https://www.eaaa.org.uk/keiths-story





WILL YOU GIVE THE MOST SPECIAL GIFT THIS CHRISTMAS?

Eight days before Christmas, James Linnell was involved in a serious accident

Last year, head of sixth form James Linnell finished his last day of term at a local Norfolk high school and after returning home to start the festive holidays, decided to take a run to clear his head. Just one minute from home he was hit by a passing car, which had mounted the pavement.

Due to the seriousness of his injuries, the Anglia One critical care team from EAAA was dispatched at 17.47pm by Rapid Response Vehicle. On arrival, Critical Care Paramedic Page Chamberlain, Doctor Maria Kratz and Consultant Supervisor



Doctor Neil Berry focused on managing James' extensive bleeding, including keeping his airway clear. CCP Page and Dr Maria administered advanced pain relief, antibiotics and a drug which promotes clotting of the blood.

James did not realise he had missed his son's first Christmas

Having been transferred to Norfolk and Norwich University Hospital James was in the Intensive Care Unit for a month and in a coma for most of this time. He said: "I woke up mid-January from my coma and was told I had been hit some weeks ago so did not realise Christmas had happened or it was a new year. I was unaware I had missed my son's first Christmas."

You can read more about James online: www.eaaa.org.uk/giftoflife



Your gift of £40 could buy a mask to take over someone's breathing

sleeve top for a member of the crew

If you received our recent correspondence about James' story or are inspired by what you've read today, please consider giving a gift this Christmas by filling in the donation form on the cover letter.

For the first time in seven years, our average cost per mission has increased, from £3,500 to £3,750 and we need to raise £17m every year to develop and deliver our service. We understand it is an extremely tough time for so many people, but we need your help more than ever to continue to deliver this life-saving service 24/7 365 days-a-year.

Never far from our minds are the people and families whose lives we have touched over the year

After such an overwhelming response from our supporters last year, we are once again inviting you to dedicate a message in memory of a loved one this Christmas.

At this festive time of year many of us like to think about those close to us, our friends and family, and remember those who are no longer with us.

This year you are invited to leave your messages and photos in memory of a special person on our dedication wall for all to read and remember.

giftoflife.dedicationpage.org



CHRISTMAS IN THE

COMMUNITY FIND OUT ABOUT OUR FESTIVE EVENTS AND HOW YOU CAN SUPPORT US THIS SEASON!

Light up your house or window this (hristmas!

We love seeing the fantastic Christmas light displays which our supporters come up with. We know times are tough at the moment, so if you want to light up your entire house or just a window display for a few hours a night, entering our Christmas lights competition is a great way to spread festive cheer.

To support us and be in with a chance of winning a prize for the best display, crew favourite or the most donations raised please fill in the form on our website or email info@eaaa.org.uk to register and we will be in touch to support you with your fundraising.

Fill in the form online here: www.eaaa.org.uk/christmaslights









Last chance to buy your charity (hristmas cards!

To avoid disappointment, get your orders in by 16 December.

You can also find lots of exciting and unique gift ideas on our website, from virtual gifts of helicopter fuel to children's toys and stationery: www.eaaa.org.uk/shop

JOIN US ONCE AGAIN AS WE **HOST TWO FESTIVE CAROL CONCERTS ACROSS EAST ANGLIA!**

What better way to spend an evening this Christmas season than with friends and family at one of our festive carol concerts. Sing along to the classics, reflect with special readings and give thanks at one of our spectacular venues.

The celebrations will take place at:

Elstow Abbey, Bedfordshire Thursday 1 December

St Peter Mancroft Church, Norwich Friday 16 December

Ticket info

- Full price adult: Central Nave Seat - £20 Side Seat - £17
- Full price child: Central or Side Seat - £5

(Children's tickets are available for those aged 5 - 15 years. Adults aged 16 and over. Under 5s go free in the company of a responsible adult)

To secure your seats, booking in advance is advised. You can buy tickets online at:

www.eaaa.org.uk/festive-carol-concerts

SUPPORTER STORIES. A special thank you Welcome to WELCOME TO HICTEL



NORFOLK ARTIST HOSTS EVENING IN AID OF EAAA

During August local artist Gerard Stamp generously hosted a private view of a small collection of his works with all proceeds on the night being donated to EAAA. The stunning pieces inspired by incredible architecture were displayed on the evening at Wolterton Hall with the kind permission of owners Peter Sheppard and Keith Day.

Guests were in attendance from across the four counties with 11 out of the 14 pieces of artwork sold. Through the event Gerard has raised £38,734 for the charity. Thanks again Gerard for this hugely generous donation.

BEVERLEY CALLARD

Best known for her role as Liz McDonald in Coronation Street, soap legend Beverley Callard was recently joined by three EAAA crew members at her weekly exercise class in Beccles.

The class donates all proceeds to EAAA and so far this amazing group of ladies has raised over £1,600! Thank you to Beverley, her brilliant class, the Waveney House Hotel in Beccles and Portable Mirrors for their continued support!

PILOT COMPLETES 87-MILE ULTRA-MARATHON

Known for not shying away from a challenge, EAAA pilot Eduardo Prato completed a run between our Cambridge and Norwich bases in September. Over two days, covering a distance of 87 miles, Eduardo visited several hospital helipads across the region.

Along the route Eduardo was joined by EAAA staff, supporters and patients who cheered him along and shared their stories.



COUPLE REACH £7,000 IN LIFETIME DONATIONS

Peter and Carol Fiddy have just reached a fantastic fundraising milestone. By selling new and used puzzles the couple have raised over £7,000, nearly enough to fund two EAAA missions! To mark the occasion Community Fundraiser Luke Abendroth invited them to Helimed House for a presentation.



GETTING INVOLVED

Fundraising for the charity doesn't mean having to do a gruelling challenge like Eduardo, there are many other ways to fundraise for us. Hayley Robertson who sits on the Norfolk County Committee has raised £6,347 so far this year by taking part in Trek 24, Only The Brave and hosting a sponsored horse ride on The Kelling Estate. Hayley has also sponsored a mission with a view to hopefully becoming a Navigator in the near future. Navigators are those EAAA donors who pledge to fund one or more of our missions each year.

ISSUE 64 | MEET THE TEAM.

MEET THE TEAM. Dr Amber (hadwick

We sat down with Doctor Amber (hadwick to discuss everything from what a typical day looks like on shift to why she became a Doctor.

What does a typical day look like in your role at EAAA?

We change into our flight suits then take handover from the previous team. We talk through jobs from the previous shift, any issues that we may face and cover any other tasks that might need completing. We check all the drugs and kit first thing before getting a cup of tea to hear the pilots' brief. Then we wait for the red phone to ring giving us a job. Whilst waiting we complete any admin and also work on training and the educational elements of the role.



Flying in the helicopter! I've been lucky the weather has been good so far and the dawn mornings and sunsets are absolutely stunning. It is also a huge privilege to see patients, on what is usually the worst day of their lives, and try to help them.

What is the toughest part of the job?

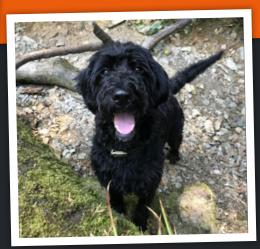
Although the medical side of things is the same, when working outside of the hospital there is a lot more to remember in terms of comms and logistics. I am still finding my feet with regards to the radios and thinking five steps ahead to get moving towards hospital.



What was it that made you want to become a doctor?

After watching too much ER as a child! Being a good emergency doctor requires people skills, good communication, the ability to think on your feet, teamworking and leadership. It is challenging but hugely rewarding and allows you to feel like you've done something worthwhile every day.

"I love the natural world. Most of my days off you will find me exploring woods, hills or the beach with my dog Trevor. I'm enjoying getting to know the East of England although missing the hills of Yorkshire."



If there is one thing you'd like supporters to know about EAAA, what is it?

I recently learned that Gifts in Wills funded more than one in four of our missions last year – I just want to say, on behalf of everyone at EAAA and our patients, how very grateful we are to those who choose to leave us a gift in their Will for helping to ensure that those who need emergency medical care are given the best chance of survival.

ONLY THE BRAVE, TREK 24 AND TOGETHER WE

Thank you!

We hope those who took part in this year's Trek 24 events, October's Only The Brave and any of our 'Together We' series had a fantastic time.

Thanks to your support these events helped raise vital funds to keep our lifesaving crews airborne.

> Trek 24 raised: £88,225

Only The Brave raised: £83,546

Together We series raised: £74,412

(Totals calculated at time of printing with donations and sponsorship still coming in)



Missed out on our 2022 events or eager to sign up again?

We're busy working on our 2023 dates, all sign up information and ticket details will be released on our social media channels and website soon, so keep your eyes peeled!









Stuck for the perfect gift? Why not purchase a EAAA lottery gift membership

Please complete the form below, including all relevant sections for your preferred method of payment, and return the form and your payment to **FREEPOST EAAA**.

Your details	Title		First name		Last name		
Address							
Postcode			Telephone		Email		
Please verify your age			Date of birth DD/WW/YYYY		I confirm that I am over 18 years of age		
Please select where you would like the gift sent			If this membership is for yourself, tick the box and complete the payment information below Send the gift membership to my address Send the gift membership to the recipient				
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Gift recipient 1	Title		Gift recipient 2	Title	Gift recipient 3	Γitle	
First name		First name	First name		First name		
Last name			Last name		Last name		
Address			Address		Address		
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Email			Email		Email		
Age verification of recipient 1 Date of birth			Age verification Date of birth of recipient 2			Date of birth	
I confirm recipient 1 is	over 18 y	ears of age	I confirm recipient 2 is	s over 18 years of age	I confirm recipient 3 is over	er 18 years of age	
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£13 (quarter of a year)			Payment method				
£26 (half a year)		Please complete one payment method below, debit card or cheque If you would like to set up a Direct Debit, please contact us directly on 03450 669 999					
£52 (one year)			Cheque	Cheque Debit card			
Other, please specif (Minimum payment £13		£	I enclose a cheque made payable to	Card number:			
Date of first draw	DD / N	/IM / YYYY	Friends of EAAA for the payment total above	Start date: E	xpiry date:		
Please enter the date you would like the membership to begin. If left blank it will be entered into the next draw				Signature			



GIVE A GIFT THAT MAKES A DIFFERENCE

If you are looking for a gift that really stands out, then consider a membership to the East Anglian Air Ambulance (EAAA) weekly lottery. Not only could your gift win the recipient one of 18 weekly cash prizes between £50 and £1,000, they are also automatically entered into our weekly accumulator draw, where they could win up to £25,000! At the same time, your gift is supporting EAAA and helping us to save lives across the region.

To purchase your gift membership, you can call us direct on **03450 669 999**, or complete the form on the left and post it back, with the payment to **FREEPOST EAAA**.

Both the person buying the gift and the recipient must be over 18 years old. Tickets for the EAAA lottery cost £1. Results are drawn every Friday using a random number generator to select winning numbers, allocating one prize per number drawn. Prizes are allocated in turn to the combinations matched against the details of individual lottery players and will be distributed to the winners by means of cheque. Members have a 1 in 6,480 chance of winning a prize in the weekly lottery draw and a 1 in 120,500 chance of winning the accumulator draw each week. In 2021, EAAA received £6,073,687 in ticket sales, of which 86.03% went straight back to the charity, 1.97% was spent on prizes and 12.00% on expenses.

Prefer to sign up by Direct Debit?

No problem. Setting up your monthly Direct Debit is quick and easy. We can collect payment either monthly, quarterly, every six months or annually.

Simply call us direct on **03450 669 999** or email the team at: **info@eaaa.org.uk**

The EAAA lottery is promoted by East Anglian Air Ambulance (Trading) Ltd in support of East Anglian Air Ambulance, registered charity no. 1083876. Responsible persons: S Judd and C McGeown, EAAA, Helimed House, Hangar 14, Gambling Close, Norwich, NR6 6EG. Licensed by the Gambling Commission: www.gamblingcommission gov.uk. Licence number: 3319





LOTTERY ACCUMULATOR PRIZE WINNERS

ACCUMULATOR WINNERS. | ISSUE 64

Don't forget that every week you play in our lottery you have the chance to win our Accumulator prize! This goes up by £500 each week it's not won up to a value of £25,000.

Some of our recent Accumulator winners are:

£1,000 – Mr M, Suffolk 26/08/2022 **£3,000** – Mrs H, Cambridgeshire 21/10/2022

23,000 - Wis H, Cambridgesille 21/10/202.

£1,500 – Mr B, Bedforshire 09/09/2022

By playing in our weekly lottery, for just £1 per play, you have the chance to win one of 18 weekly cash prizes as well as the Accumulator prize – all while helping to keep our crews flying. Thank you and good luck!

Remember, our Winter Raffle closes on 6 December. Play online today by visiting raffle.eaaa.org.uk





Free gift for you and a friend when you introduce them to the EAAA lottery

Our lottery team have an exclusive gift for any existing player who introduces a friend to the EAAA weekly lottery draw.

Your support is very much appreciated and thanks to your generosity, our crews can continue saving lives 24/7. Through our refer a friend offer, when you introduce someone new to the lottery and they sign-up thanks to your recommendation, both you and the new player will be sent an EAAA 2023 Pocket Diary.

Whoever you refer simply needs to type in your membership number when signing up online or quote the number to our Supporter Engagement Team when signing up by phone on 03450 669 999. Thank you for helping to spread the word about our lottery!

Terms and Conditions: 1. You must be an active EAAA lottery member to refer a friend. 2. Your friend(s) must be over 18 and can't be an existing member. 3. Sign up is by Direct Debit only. 4. The membership number of the current player must be quoted at the time of sign-up, to enable us to fulfil the gifts. 5. Gifts will be sent within 14 days upon completion of the new membership set up. 6. This offer is subject to change and can be withdrawn at any time.