

Volunteer presentation notes – December 2022

Slide 1 : Welcome and introductions

Slide 2: History of EAAA

- EAAA was launched in 2000, with the first patient flight in 2001
- Two events led the way for East Anglian Air Ambulance to be founded:
 - Among others, world famous jockey, Frankie Dettori, was involved in a plane crash just after leaving Newmarket. Frankie was transported to hospital by RAF Search and Rescue and saw first-hand how beneficial a dedicated air ambulance service would be to the region. He was among those who launched an appeal to establish East Anglian Air Ambulance, alongside the then Chairman of the East of England Ambulance Service NHS Trust Andrew Egerton-Smith (who became the Chairman of EAAA Trustees until 2015 and is now the Honorary President).
 - In the same year, the AA (roadside recovery) sponsored air ambulances across the country. Using a percentage of car insurance premiums towards the funding of the air ambulance. They sponsored £14m, of which EAAA received £500,000. If you have ever wondered why our helicopter is yellow, there's your answer – AA colours!
- Alongside this sponsorship, we created an appeal to raise the £300,000 needed to launch EAAA and the £600,000 a year needed to operate it
- We began flying in January of 2001 covering Cambridgeshire, Norfolk, and Suffolk
- We initially flew one day a week, on a Friday: statistically this was the busiest day
- By March 2001, we were flying five days a week (Monday to Friday) and by July of that year we were able to fly to seven days a week
- 2002 – volunteer Doctors started flying with EAAA
- In 2007, Anglia Two began operations from RAF Wyton, moving to Cambridge Airport in 2010.
- We also extended our coverage into Bedfordshire in 2007
- From 2010 paid doctors seconded from NHS began to crew the helicopters
- In 2013 - we became the first air ambulance to fly to unlit sites during the hours of darkness
- 2016 – we launched our Aftercare team, which provides support and signposting to patients and their families following an incident in which EAAA attended
- In 2020 we completed over 30,000 missions since launching 20 years previous
- In June 2021 Norwich commenced 24/7 becoming the first air ambulance in the East of England to fly 24/7 365 days a year
- Cambridge operates from 0700 – 1900 by air. 1900-0700 by RRV Dr and Paramedic team

- We are continuing to seek improvements and to remain at the cutting edge of pre-hospital emergency medicine. RAID, EAAA's research, audit, innovation, and development group was launched in 2020.

Slide 3: We are England video

- A short 2 minute video clip taken from the episode We are England – EAAA featured in this in 2022. The short clip shows real life action of what EAAA do on a day to day and highlight both an EAAA Doctor and CCP Luke Chamberlain.

Slide 4: Why we are needed?

- East Anglian Air Ambulance (EAAA) is a charity providing life-saving hospital-level critical care 24 hours-a-day, 365 days-a-year by air and road.
 - From road traffic collisions to cardiac arrests to medical emergencies, our specialist doctors, critical care paramedics and pilots bring the advanced skills, equipment and medicine directly to you, in the fastest time possible.
 - Covering Bedfordshire, Cambridgeshire, Norfolk and Suffolk, we bring hope to the most seriously ill and injured people in East Anglia.
- Not only can we fly patients quickly to hospital we can also transfer them to the most appropriate hospital for their needs. The doctor can make an informed decision at the scene of the incident as to which hospital will best suit the patient's treatment requirements. For example:
 - Trauma cases: The Norfolk & Norwich Hospital or Addenbrooke's, which is the major trauma centre for the region
 - Brain trauma: The Neurology department at the Royal London Hospital
 - Cardiac arrest/ heart problems: Papworth Hospital - one of a small number of specialist Cath labs within the region and the UK's largest cardiothoracic hospital
 - Burns victims: Broomfield Hospital, Chelmsford
- ADDITIONAL INFO: Not all of our patients are airlifted to hospital for a variety of reasons. If taken by a land ambulance our medical crew will usually stay with the patient until they arrive at the hospital to ensure they are monitored, assessed and sometimes treated during the journey, and to ensure a thorough handover process to the hospital team
- ADDITIONAL INFO: It is also determined by whether the patient's condition is stable enough to fly. Limited space on board the aircraft limits the interventions which can be carried out in flight e.g. if a patient had a heart attack whilst in the air it would be more difficult to perform procedures necessary to save their life, whereas a land ambulance can pull over and is more spacious
- It is this combination of specialist, advanced medical care at the scene of the incident, and the rapid onward transfer that is vital in saving lives or reducing the long-term effects of a person's injuries/illness

Slide 5: How we are called out

- We are tasked by the East of England Ambulance Service (EEAST) regional Critical Care Desk
- When not on shift with EAAA some of our Critical Care Paramedics take shifts to monitor the

critical care desk.

- Emergency 999 calls come into the call centre and are monitored by highly trained and experienced dispatchers and HEMS CCPs. Each call that comes into the centre is given a CAD number which means computer aided dispatch. These calls are then given a code which dictates the response required by the East of England Ambulance Service.
- Looking through the calls the critical care paramedics use their experience and clinical skills to determine whether a HEMS crew is needed.
- This enables a HEMS crew to be tasked more quickly, often saving vital minutes in providing A & E level care to the scene of medical emergency or trauma. It is an extremely proactive desk where the CCPs constantly scan the CAD to find patients who may have a clinical need for the critical care provided by the HEMS crews across the region. The road crew at the scene can also make a request for the advanced skill of a HEMS crew
- Once it has been determined an air ambulance is required, the nearest crew to the scene is tasked. This can sometimes be an out of area HEMS crew that is on its way back to base from a previous mission that might happen to be the closest
- We work closely with Essex and Herts Air Ambulance and Magpas to provide extensive coverage across the six counties
- Once EAAA have received the alert, we aim to be airborne within four minutes in the day.

Tasking criteria

- The injury or medical emergency is so severe that a doctor and CCP are urgently needed at the scene to provide pre-hospital emergency medical treatment and administer drugs or life-saving treatment to the patient(s) before they are transferred to a hospital
- The patient is located in a place that is difficult to reach by land ambulance and the delay could cause further harm to the patient
- The nature of the injury or medical emergency means that the patient needs to be transferred to a specialist hospital a considerable distance away
- The road crew at the scene request specialist pre-hospital medical assistance

Slide 6/7: About the helicopters/Inside the H145

- We have two helicopters, one based in Norwich and the other at Cambridge they use the call signs Anglia One (Norwich) and Anglia Two (Cambridge)
- We regularly update our helicopters and we're currently flying two H145 models, leased to us from Babcock Mission Critical Services Onshore Limited – our aircraft operator.
- Anglia One has recently been upgraded to a five blade rotor head, meaning a more comfortable journey for patients with less vibration and better handling and stability
- The helicopter travels at an average speed of speed of 158mph (130 knots) with a top speed of 178mph
- The H145 can cover 20 miles in less than 10 minutes
- It carries enough fuel for over 2 hours with a range of nearly 300 nautical miles, it costs around £1,200 for one hour's flying. That's not just the fuel cost, it is also the flying charge we pay on the aircraft. As of 2022 - the fuel cost, it is around £320 per hour

Slide 8: Rapid Response Vehicles (RRVs)

- We also have rapid response vehicles (RRV) at the Cambridge and Norwich bases. They enable our doctor and critical care paramedic to get to the scene of the incident, if it is easier or quicker to drive to location, for example in a city centre where landing the helicopter would be difficult
- We currently have two Volvo XC90s and two Landrover Discoveries, one each at both Cambridge and Norwich
- We are currently fundraising to purchase two more Volvo XC90s to replace the Discoveries
- The Volvos are able to carry much more kit as well as comfortably carry a third clinician and are fast becoming the RRV of choice for AAs across the UK
- The RRVs carry all the same equipment as the helicopter

Slide 9: About our crews

- We carry a four-person crew – two pilots, one critical care paramedic and one doctor. On occasion we also fly with a supervisor who can be either an additional Doctor or CCP
- There is also extra room for a trainee or, where appropriate, a family member/guardian
- Our doctors are made up of a team of specialists in pre-hospital emergency care. This includes emergency medicine and anaesthetics
- It is the presence of our Doctors and CCPs that allows us to provide the specialist, and often lifesaving treatment e.g. provide on-scene surgical interventions if necessary
- Our doctors are employed by other organisations either the NHS or other European Air Ambulance organisations. We have separate contracts with each of our doctors.
- All our doctors receive specific initial training in pre-hospital emergency medicine (PHEM), undertake regular practice review and attend clinical governance days
- Before 2010 we used voluntary doctors supplied to us by Magpas however we wanted to ensure that we had a doctor present on board every mission to guarantee the best possible clinical service. We therefore took the decision to pay our doctors, moving away from volunteers
- Our critical-care paramedics (CCPs) are highly skilled, having undertaken further specialist training to be able to deal with the serious, and often traumatic, incidents they attend every day. This training includes a Master's Degree in critical care.
- CCPs have achieved the highest rank within their profession
- CCPs are seconded to us from the East of England Ambulance Service NHS Trust

- Babcock supply our pilots who are highly skilled and come from both commercial and military background. They have all undertaken specific training in order to fly HEMS missions
- The capability of two pilot operation means the clinicians can focus on the medical concerns of the incident on route to the location

Slide 10: Examples of some of the specialist equipment the helicopter and RRV carry

- We purchase eight of each type of electrical medical equipment, one for each platform and one spare at each base.
- EAAA always aims to ensure our crews are equipped with the most advanced and technologically capable equipment, to ensure we have as many resources available as possible to help save lives
- **Zoll Monitor** - After a two-year period of assessment and fundraising we have been able to replace our hard-working Zoll monitors with the next generation of models. These are the pieces of equipment that we use with **every patient** and which provide all manner of vital information, including pulse and breathing rate, oxygen saturations, blood CO2 concentration, as well as acting as a defibrillator to deliver shocks to cardiac arrest patients. This has cost £145k and has been funded mostly by donations from trust funds. Each patient is connected to the device and provided with continuous monitoring and assessment – staying attached to the monitor until they arrive at hospital, where their care is handed over to the hospital team.
- **Video Laryngoscope** - We have just upgraded to video laryngoscopes at both bases as part of our effective airway management tool kit. If a patient has problems breathing, this is a device which helps to secure their airway; it has a camera on one end which provides a link to a video screen, allowing both the doctor and CCP to see what is going on. Cost: £1,000 per unit.
- **Butterfly IQ** – This portable ultrasound is a vital piece of kit for assessing the extent of a patient's internal injuries, as well as helping to identify veins and arteries for administering medication. This device provides high quality images, which are uploaded to a secure cloud folder and can be shared with other clinical teams. For the first time, senior members of the clinical team can see what the crew are seeing on scene to aid decision making and diagnosis. This function also proved helpful for remote teaching during the pandemic. Cost £1,300 per unit.
- **Lucas CPR device** - 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

Slide 11: The region we serve

- Four counties; day and night – Cambs, Beds, Suffolk and Norfolk
- We also cover Hertfordshire, Essex, Greater London when needed
- 5,000+ square miles
- Approx. 3.5 million population
- We get tasked approx. seven times a day

Slide 12: Mission and patient statistics

2021/2022 statistics

- In 2021/2022 we were tasked on average 7 times per day
- 1481 helicopter taskings and 1054 RRV taskings – totalling 2535 taskings in 2021/2022
- 897 night missions (between 7pm – 7am)
- 1149 HEMS interventions – these are defined as a clinical intervention that the ambulance service could not provide.
- Cardiac arrests were again the most common category of incident. Although still a relatively small percentage of missions were to patients who had self-harmed, regrettably this figure increases year on year

Slide 13: Cardiac arrests

- Almost 25% of jobs we attend are cardiac arrests
- Every year approximately 3,400 people in the East of England suffer a cardiac arrest whilst at home, work or play (British Heart Foundation Jan 2021)
- Only about 60% of these receive any form of bystander cardiopulmonary resuscitation (CPR) before the arrival of the ambulance service and less than 5% have a defibrillator deployed (British Heart Foundation Jan 2021)
- Early bystander CPR can double to treble the chances of surviving a cardiac arrest. Survival rates with early use of CPR and defibrillation can be as high as 40%, but public access defibrillators are only used in a small minority of cases (Resuscitation to Recovery RCUK March 2017).
- Many lives can be saved each year by the combination of early bystander CPR and defibrillation, advanced rapid critical care at the scene followed by a quick transfer to hospital
- These links, known as the chain of survival, are vital in saving lives and improving patients' prospects of making a full recovery
- Therefore, over the next five years EAAA will be aiming to train 20,000 people in how to perform CPR and use a defibrillator
- We offer free training to schools, communities and workplaces. To find out more head to our website.

Slide14: Our patients

- EAAA is a service that anybody could need at any time.
- Slide reiterates that we are there to support when somebody has a life-threatening episode

- There are lots of patient stories on the volunteer portal that a speaker can research prior to delivering the presentation or the next slide shows a short video (less than 3 minutes) of patient Jonathan Willis. – see below

Slide 15: Patient story video – Jonathan Willis –

(1 minute long clip)

- Jonathan Willis was lucky to survive when he by was accidentally impaled by a forklift tine in November 2020, when we was working on his farm near Wisbech. The tine went in through his lower back and exited through his abdomen.
- You can read more about Jonathan’s story on the website

Slide 16: Aftercare service

- The **Aftercare Team** support former patients and their family’s post incident
- The team is made up of four nurses, Head of Aftercare works for EAAA full-time while the other three nurses Sue, Lisa and Ruth are based in key hospitals around the region
- They can help explain what happened and can put patients in touch with the crew who treated them, and direct them to other organisations who may be of additional support
- They also support families who have lost loved ones, providing someone to talk to and where appropriate, answer questions
- Our Aftercare team also arrange base visits for patients and their families (where appropriate) for them to visit the base, see the helicopter and RRV and meet the team who helped them
- 2021/2022 - 530 patients benefitted from our aftercare service, a 19% increase from the previous year

Slide 17: EAAA – Service Innovations and Improvements

- **New base in Norwich allows us to fly 24/7 by air - the first in East Anglia**
- EAAA has been providing 24/7 care from both its bases in Norwich and Cambridge by rapid response vehicle for many years. However, we began flying around-the-clock for the first time on 30 June 2021, extending the night-time helicopter emergency medical service coverage in the region from its previous finishing time at 1:30am to complete coverage through to 7am. This change saw EAAA become the first air ambulance in the East of England to become 24/7 by both air and by road
- **ADDITIONAL INFO:** There are stricter procedures for leaving and departing the airport to comply with noise reduction requirements. To facilitate the additional night flying at Norwich Airport also required upgrading the control system for the runway lights, costing around £60,000 which was kindly funded by the HELP Appeal. This drastically helps to reduce light pollution and saves energy by allowing the EAAA pilots to turn the lights on remotely via the aircraft VHF radio as they depart or approach the airport

- **ADDITIONAL INFO:** Using government grant monies, we have upgraded our aging night vision goggles to the latest technology used by the military. These have been described as a 'game-changer' by the pilots since their introduction and will contribute to increasing the safety of our night flying operations
- As a result of the increased operational hours, the crews have been able to cover a much wider area in East Anglia at night, helping more patients than was previously possible
- **Five-blade rotor head**
- In 2021 EAAA was the first air ambulance in the UK to upgrade its Airbus H145 helicopter with a new five-blade rotor head. This UK-engineering first will generate more lift, reduce vibrations and improve handling and stability, providing improved comfort for EAAA's patients and crew as they operate 24/7.
- The new upgrade will reduce vibrations in flight, meaning more comfort for patients experiencing significant pain and will enhance patient safety through more stable monitoring during flight. The increase in lift will provide us with a greater weight allowance, resulting in EAAA being able to carry more fuel, equipment or another person such as a patient's relative or significant other.
- **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.
- Since its implementation, 66 patients have benefited from this procedure.

Slide 18: RAID – stands for Research, Audit, Innovation and Development

- East Anglian Air Ambulance (EAAA) aims to provide the best possible emergency medical care to our patients
- Our Research Audit Innovation & Development (RAID) group supports us to monitor and continually improve the service we provide and use the latest evidence behind cutting edge out-of-hospital care to develop new treatments, equipment, and skills
- We carry out original research and evaluation studies and collaborate across our network of other air ambulances, the NHS and universities to share knowledge. Our aim is to improve emergency care for all patients
- RAID is responsible for the development of the SPEAR procedure mentioned in the previous slide

Slide 19: 100% charity

- We receive no **regular** Government or NHS funding
- We rely on public donations and community fundraising
- In 2022/2023 we need to raise £17 million to develop and deliver our service
- On average each lifesaving mission costs £3,750, which has recently been increased from £3,500 as a result of flying 24/7 and the rise in costs
- It is thanks to the generosity of local people that we can keep our two helicopters in the skies and our four rapid response vehicles out on the road
- How do we raise this money? How can you support?

Slide 20: Lottery/Raffles/ Match Bingo

- The EAAA lottery is an easy and sustainable way to support the charity and it brings in about 40-45% of our annual income
- Drawn weekly, it is just £1 for every 'chance'
- There are 18 prizes weekly with the top weekly prize being £1,000
- No need to check numbers, if you are a winner a cheque will be sent out to you first class after the numbers have been drawn on a Friday afternoon
- Automatically entered into the accumulator, which if not won will go up by £500 each week until £25,000 (the accumulator is always advertised on the website so may be good to have a look before you deliver a talk)
- As of November 2020, we have introduced one-off plays – (it is worth pointing out that they will be purchasing tickets for the draw that week, cut off is 9am on Friday for that day's draw)

You get to the option when clicking through to play online, you are shown this page:

<https://www.eaaa.org.uk/lottery/play-our-lottery>

- We employ canvassers through a company called Engage to help us sign up new participants
- The EAAA lottery is not the same, or a part of, the national lottery

N.B. It is always a good idea to have lottery leaflets to hand out

Raffle

- 2 raffles every year
- Top prize £3,000 Spring, £5,000 Winter
- A great way to introduce new supporters to EAAA

Match Bingo

- Play alongside live matches on your phone
- Card fills in automatically, you don't need to be watching
- Multiple chances to win in every match

- 50% of proceeds (after costs) come back to

Slide 21: Other ways to support us – Get Involved

- **This slide will be updated throughout the year with time specific events that the fundraising team would like to be promoted at talks**
- Trek24 events, Only The brave and National Air Ambulance week (Sept) should always be promoted if audience suited.
- Our fundraising teams also attend many different events all year round, either organised by ourselves or at third-party events organised by supporters
- Encourage the audience to think about holding an event to fundraise for EAAA – a fundraising pack of ideas can be requested by our Supporter Engagement team or they may want to join in some of our diarised events
- Choose EAAA as your charity of the year – nominate us for any local initiatives and promote with friends, relatives
- We are kindly supported by individuals who sign up to give regularly to the charity through regular donations
- Ways you can support by recycling – clothes, stamps, coins and mobile phones (please read website for updates)

[Recycled Goods](#) | [East Anglian Air Ambulance](#) | [Together we save lives](#) | [East Anglian Air Ambulance \(eaaa.org.uk\)](#)

- Any donation, big or small, can really help to make a huge difference

Slide 22: Donations and collections

- Our fundraising teams are kept busy throughout the year organising and attending street and store collections throughout the region – volunteer your time to help or host a collection tin in your workplace/business?
- We have hundreds of collection boxes in various pubs, shops and businesses in all 4 Counties which help to bring a regular income from people's spare change
- We have a campaign called Any Currency Any Age which is asking people for their obsolete and foreign coins and notes. It has been a huge success with over £75,000 raised since 2014. These boxes can be found in banks and various shops throughout the four regions
- Important not just for fund raising but keeping awareness in the communities we serve that we are a charity

Slide 23: Volunteer with EAAA

- Talk about your experience as a volunteer with EAAA
- Encourage people to think about volunteering with us whether that be as a registered volunteer or an occasional volunteer at the larger events like OTB, Trek events, cheering stations or collections for NAAW. A registered volunteer will get weekly communication whereby an occasional volunteer will only be contacted when there is activity in their area.

- Promote the fact that EAAA has a dedicated volunteer team to support and develop volunteers. Volunteering has to be right for both the individual and the organisation.
- ALWAYS HAVE A STOCK OF VOLUNTEERING LEAFLETS WITH YOU.
- If anybody is interested and wants more details they can either call the Supporter Engagement team or register their interest on the EAAA website and we can give them a call to discuss further

Slide 24: Clothing Banks

PLEASE PROMOTE THIS HEAVILY AS IT IS A NEW INITIATIVE AND WE NEED TO GET MORE BANKS PLACED WITHIN THE FOUR COUNTIES

- For every tonne of clothing recycled through the banks, EAAA will receive at least £200
- Banks are 5 feet wide, 5 feet deep and 6 feet tall
- They come with all the appropriate licenses and insurances
- Maintenance and collection costs are covered by Recycling Solutions, our textile recycling partner
- If the banks get full more often than expected, Recycling Solutions will increase their collection frequency
- There is no cost to you as the site holder
- To find out more, visit the 'recycled goods' page on our website.
- [Recycled Goods | East Anglian Air Ambulance | Together we save lives | East Anglian Air Ambulance \(eaaa.org.uk\)](#)

Slide 25: Gifts in Wills

- In 2021, a record-breaking £5.3m was raised from people who left gifts in their Wills - this equated to just over 1 in 4 of our missions being funded by these incredible gifts
- Free online wills available to our supporters
- Some people choose to leave a cash gift, others, a percentage of their estate – a gift of 1% still leaves 99% to give to loved ones. Or you can leave a specific item. (*Hand over Wills booklet as it has more information in it*)
- There is a crib sheet of Gifts in Wills on the volunteer portal that has lots of tips and answers to frequently asked questions on this subject

Slide 26: In memory giving

- In Memory Giving
- Giving in Memory of a loved one is an incredible way to celebrate their life. It will also help make a difference to our life saving service and keep those precious memories of a loved one alive.
- We receive around £400,000 per year from people who donate in memory of a loved one. Much of this income is received from collection at funerals. With a dedicated In Memory Giving Lead we are confident that we are able to offer support to their families and signpost to other organisations who may be able to help.
- [Ways to give in memory of a loved one | East Anglian Air Ambulance \(eaaa.org.uk\)](#)

- Online Memory Pages
- An online memory page is your own special space dedicated to your loved one. It's a place to celebrate their life, share precious memories, thoughts and stories with family and friends. You can add candles for reflection or mark special occasions and add photos and videos to keep your loved ones memories alive. You can collect fundraising donations in their name, organise events and build on your page for years to come.
- Dedication Wall
- In addition to setting up a Memory page you can also choose to leave a dedication on our memory wall – this sits on the website and allows family and friends to leave a dedication to honour their loved ones and help keep their memories alive.
- [Celebrate a life \(memorypage.org\)](https://www.memorypage.org)

Slide 27: Stay in touch

- Promote social media platforms to follow the charity
- Lift off – sign up for hard copy or electronic copy by email

Slide 28: Questions from the audience

Slide 29: Thank you and contact information