

PRIDE

Celebrating Identity, Building Belonging



**Scottish
Ambulance
Service**

Working in Partnership with Universities

This is Pride

Pride is more than rainbows and parades. It began as a protest—and still carries the hope, bravery, and determination of those who demanded dignity when it wasn't freely given.

At the Scottish Ambulance Service, Pride reminds us to honour everyone's right to be seen, supported, and celebrated for who they are. We've proudly marched alongside our communities since 2014—and we continue to stand up for visibility, inclusion, and belonging.

Whether you're part of the LGBT+ community or an ally, this month is an invitation to learn, reflect, and walk together.



Why Pride Still Matters: It Takes Head, Heart and Guts

We've made huge progress—there's no doubt about that. Many parts of society are more inclusive than ever before. But the truth is, not everyone gets to live that progress equally.

Some people are still not safe to come out at home, at work, or in their communities.

Homophobic and transphobic abuse still happens—on the street, online, even in healthcare settings.

LGBT+ people are still more likely to face mental health challenges, poorer health outcomes, and discrimination.

And while those experiences may not be visible to everyone, they are very real. Pride shines a light on them.

Head: The data shows the fight isn't over.



Heart: It's about dignity, not difference.



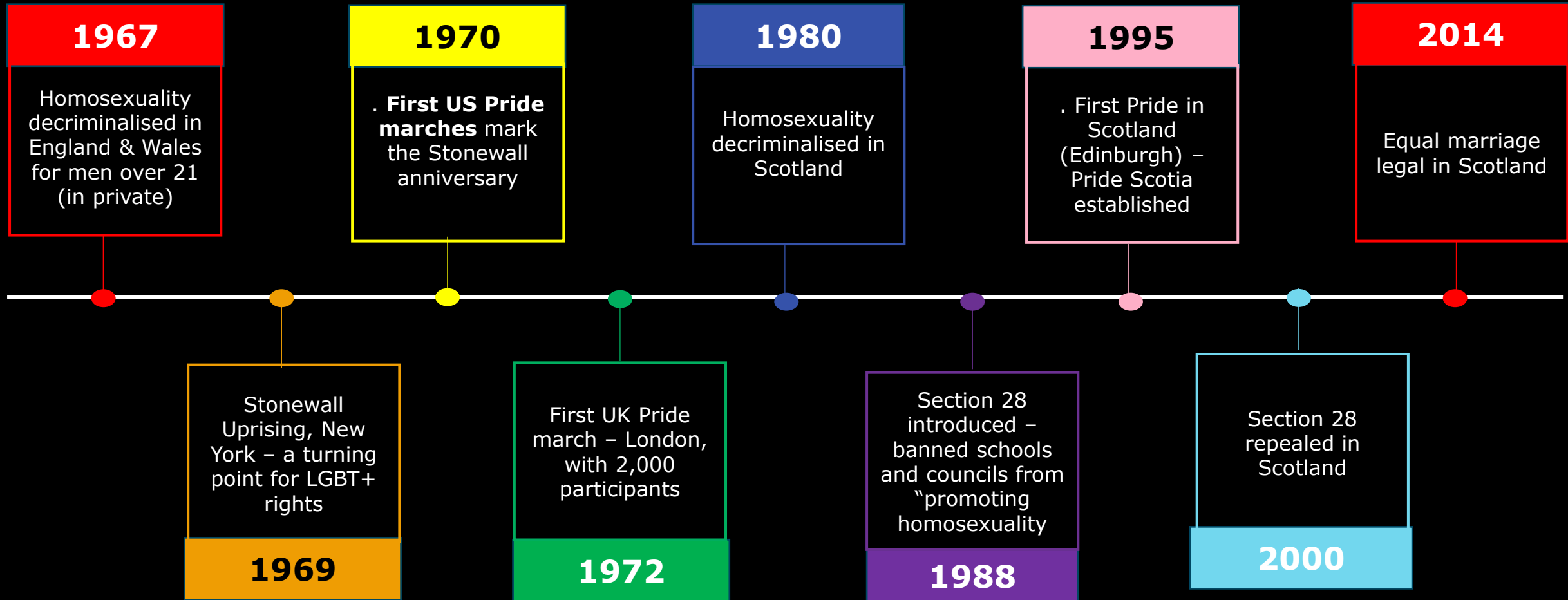
Guts: It still takes courage to be visible.



Pride is about being seen—and about making space for others to be seen too. It's not about telling people how to think. It's about opening hearts to understand why this still matters.

The truth is: if you've never had to hide who you are, worry about being 'outed' at work, or change how you speak in front of others—then Pride may not feel necessary. **But for many, it's a lifeline**

Pride Marching Through Time



From 2,000 people marching in London in 1972 to thousands celebrating across Scotland today, Pride has grown into a powerful symbol of visibility, community and progress. What began as protest has become a celebration of identity, solidarity and joy—where allies, families, and LGBT+ people come together to say: **everyone belongs.**



What happens at Pride?

Pride is a celebration of visibility, community, and joy. It's a time when streets come alive with colour, music, and energy—where families, allies, and LGBT+ people of all ages come together to show solidarity and share in something powerful.

It's a space where people are free to be themselves, surrounded by love, acceptance, and pride. Whether it's your first Pride or your fifteenth, there's something uniquely uplifting about standing in a crowd where everyone is welcome.

It's more than an event—it's a feeling of belonging. And it's for everyone.

A colleague's Voice “Why I go to Pride”

I've been lucky enough to attend Pride events all over the UK and Europe—Glasgow, Manchester, Amsterdam, even Gran Canaria. But my first Pride was Edinburgh in 2007 with friends. My first Ambulance Service Pride was just three years ago, and it meant a lot to me.

For me, Pride offers so much—community, visibility, empowerment. It's a joyful space where you can be yourself, whether you're out, figuring things out, or there to support others. Everyone goes to Pride for different reasons, and that's what makes it so special.

I still think Pride is just as important today as it's ever been. It's a place to raise awareness, stand against injustice, and feel connected to something bigger than yourself.

If you're thinking about going—**go for it**. Whether you're queer or an ally, you'll be welcomed with love, energy and acceptance.

To read the full article click on the link.



[Taking Part in Pride](#)



What can you do?

You don't need to attend a parade to show support. Allyship can start with small, genuine actions. Take time to talk to someone about what you've learned. Reflect on how inclusive your everyday language and behaviours are. If you're comfortable, consider adding your pronouns to your email signature to help normalise respectful conversations around identity.

If a friend or colleague opens up about their experiences, listen with care. Show up with kindness. And if you're ready, speak up when you see exclusion or injustice—those small moments matter more than you know.

Pride Isn't a Moment – It's a Mindset

When we make room for others to be themselves, we make our service stronger. We all have a role to play in building a culture where people feel safe, respected, and valued—no matter their background or identity.

Thank you for taking the time to read, reflect and engage. Change doesn't always happen loudly—but it often starts quietly, in conversations just like this.

**“Inclusion isn't about changing people.
It's about welcoming them as they are.”**



Want to Get Involved or Learn More?

Whether you're looking to connect, ask questions, or simply learn more, there's a place for you.

Connect with Proud@SAS

Our LGBT+ network is open to all staff—whether you're a member of the community or an ally. It's a space to connect, support each other, and help shape a more inclusive service. To join or receive the Proud@SAS newsletter, email:

Resources & Support

There's a range of resources and information available on Proud@SAS, including allyship guides, inclusive language tips, mental health support for LGBT++ staff, and links to the SAS Equality, Diversity and Inclusion intranet pages.

Thinking about attending a Pride event this year?

Whether it's your first or your fifteenth, we'd love you to be part of it. You don't need to be LGBT+ to attend—**allies play a vital role** in showing support for our colleagues and Scotland's wider LGBT+ community.

Find out more, check event dates, and register your interest on

