



Scottish Ambulance Service

2030 Communications and Engagement Strategy



**Scottish
Ambulance
Service**

University National NHS Board

NHS
SCOTLAND

Contents

About the Scottish Ambulance Service	4
Why communications and engagement is important	5
What the communications team do	6
Our focus – Communication and engagement with purpose	7
Communication and engagement principles	8
What we will do	9
Communication and engagement objectives	10
Our audience – Building connections, understanding and trust	11
Channels	13
Our Approach	16
Priority activities - Aligning communications and engagement with organisational objectives	19
Evaluation – Showing the value of good communication and engagement	22
Appendix	
Case studies of our work	23

Introduction

This is our 2030 Communications and Engagement Strategy and it sets out how we will communicate and engage with our audiences.

Our aim is to build stronger relationships with the people we work with, including our colleagues, partners and the communities we serve.

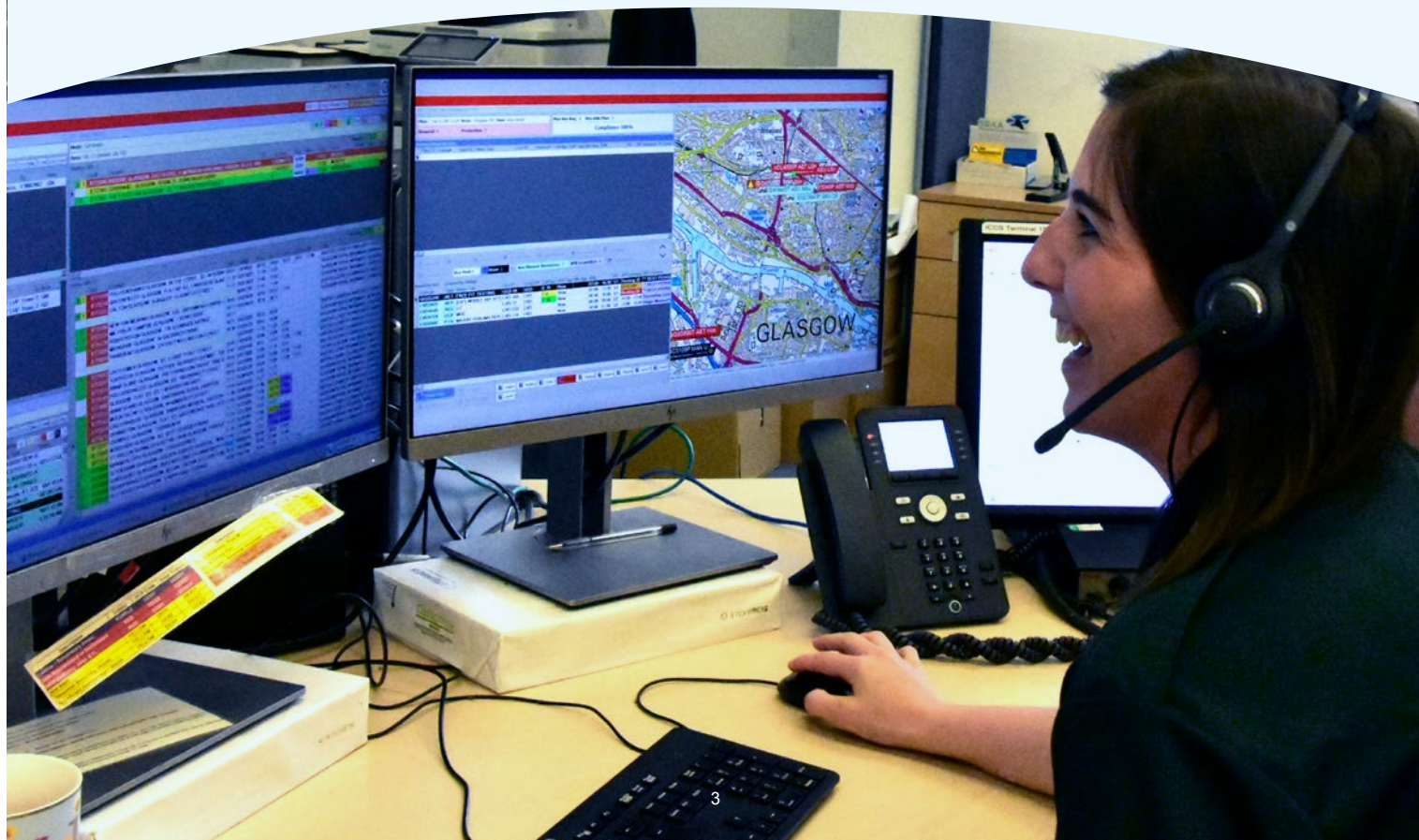
Our plan focuses on open and transparent communication, utilising both 'traditional' and 'new' technologies to engage with all of our stakeholders.

We will do so by adopting a multi-channel approach. We will prioritise face-to-face communication, events, digital meetings and other interactive opportunities to create a two-way dialogue and foster a sense of community among our stakeholders. We will also utilise new technology, social media, print and broadcast media to communicate with our diverse audiences.

As we move towards the year 2030 and look to deliver our ambitious new organisational Strategy, never has the need for clear and authentic engagement been greater.

By delivering this strategy, we aim to bring our audiences closer together and work in partnership with them to improve services over the next three years and beyond.

“...we will prioritise face-to-face communication, events, digital meetings and other interactive opportunities to create a two-way dialogue...”



About the Scottish Ambulance Service

The Scottish Ambulance Service employs more than 6,500 staff directly and works with an additional 1,200 community volunteers across Scotland.

As the frontline of the NHS, we deliver immediate emergency medical assistance and clinical advice to over 5 million people across Scotland. Our aim is to offer the highest level of care to our patients and save lives.

The Service has an ambitious 2030 strategy to save more lives, reduce inequalities and improve health and wellbeing.

Our Vision

Saving more lives, reducing inequalities, improving health and wellbeing

Our Mission

Working together with the people of Scotland, our staff and partners to deliver sustainable and effective care, experience and treatment, anticipating needs and preventing ill health

Our Values

Care & Compassion
Equality, Dignity & Respect
Openness, Honesty & Responsibility
Quality & Teamwork

Our Principles

We will adopt an equality and human rights-based approach.

Our services will be planned, designed and delivered around people and their lived experience.

Ensuring best value, good governance, joined-up working and effective management of resources.

Implementation will build on evidence and best practice, championing digital and innovation.



Why communications and engagement is important

Communication is one of the most important components of our work. It is the cornerstone of our interaction with people.

For our staff on the front line, a good and effective communication exchange can be the key to making a diagnosis which can save lives, it can provide the gift of comfort to a panicked family member or it can provide the reassurance needed in the most stressful of situations.

More widely, communication and engagement can help affect demand by advising the public of alternatives to dialling 999, it can help increase public understanding and appreciation of the fantastic work our staff do each day and it can improve services through engagement with the very patients and families we interact with daily to learn how we can do things better.

Whatever the context, getting our communications and engagement right is a priority for the Scottish Ambulance Service.

What the communications team do

Our Communication and Engagement is split into three areas:

Communications

We will support staff and departments by understanding their objectives, developing internal and external communications plans to support these objectives, carrying out specific communications activity (for example through the national press or social media), advise leaders and managers on communications best practice, and evaluate activity based on outcomes.

Consultation and Engagement

We will support the progress of the Service by delivering consultation and engagement activities that help us to better connect with our staff, our communities and our partners. This includes consultation and engagement that allows people to have direct input into our strategic direction, improving the working environment or improving services. The function builds mechanisms for people to have genuine involvement in the Service's future and any changes that are needed. The function also has responsibility for compliments and complaints.

Digital Content Management

We will help the Service to interact with audiences by creating digital platforms such as website, social media and the intranet and develop engaging content to run on these each day. This will involve working with colleagues across the Service to develop digital solutions and content that supports user needs and the aims of the Service.

What this looks like day to day:



Our focus – communication and engagement with purpose

All communications and engagement activity needs a purpose that helps the Service with its wider strategic aims.

The purpose of our activities will be to:

Inform

Providing our target audiences with information that may be new to them, or to remind them about older information.

Involve

Giving people the opportunity to be involved in the Service's future or improving the way we do things by building stronger relationships and a partnership.

Reassure

Providing reassurance to people during times of stress, crisis or emergencies.

Educate

Helping people to understand how we operate, the challenges we face, new developments, our plans for the future or how they can help us.



Our communication and engagement principles

Honest, transparent and open

To enhance trust, encourage people to communicate freely, increase the sharing of ideas, increase innovation and allow people to be more informed.

Respectful and approachable

To our communities, to our partners, and to our colleagues. Recognising that there are diverse views and respectfully feeding back.

Two-way

We will prioritise two-way dialogue to increase understanding, encourage debate and enhance partnership working.

Timely

Communication should be prompt, giving the recipient the time they need to absorb, reflect and act on the information so that we make the most of the opportunity.

Written for and targeted to specific audiences

Every audience is different. They have diverse needs, preferences and behaviours. Messages which are delivered in the right way and are tailored to the specific audience will be more likely to be both heard and understood.

Cost-effective

Restrictions on health service budgets require us to work harder and smarter in our communication and engagement choices to ensure maximum impact and value for money.

Priorities informed by strategic objectives and corporate risks

All communications and engagement will be tied to the objectives outlined in our organisation's 2030 Strategy, our three year delivery plan and identified corporate risks.

On-going evaluation to determine effectiveness

Regular analysis and review of our approaches will tell us which messages are landing, which ones are not and what we can learn from this to make our communication and engagement more effective.

What we will do

- Tell people what our organisational 2030 strategy is about, recognising this will mean different things to different people. We will adapt information for different audiences, our key messages need to be consistent and co-ordinated.
- Focus communications resources where they will have the best effect, recognising the need for consistency and co-ordination, and have easy access to feedback, which supports a 'you said, we did' approach.
- Show that we have listened to patients, the public, staff, volunteers and other stakeholders when working with them to deliver our objectives.
- Develop staff's ability to communicate, with particular emphasis on our leaders and managers. Corporate communications are designed to support effective involvement across our organisation and with patients, the public and key stakeholders, but they cannot do this alone. Our leaders and managers will play a key role in building relationships through consistent, co-ordinated two-way communication.
- Fully utilise the new methods available for communicating with and involving key audiences.



Our communications and engagement objectives

- Promote two-way communication and collaboration between staff, management, partners and the public to foster a culture of transparency and more open communication,
- Increase public awareness and understanding of the Scottish Ambulance Service's role and services through a new targeted communication campaign.
- Carry out on-going communications and engagement activity which supports work to boost morale amongst busy staff and promotes the organisation as being a great place to work.
- Develop and maintain strong relationships with key stakeholders, including staff, members of the public, government officials, and healthcare professionals, to ensure their support and engagement in service improvement and delivery.
- Ensure our communications and engagement activity promotes equality and diversity and that we actively seek to listen to the views and experiences of seldom-heard groups.
- Use data-driven insights to inform communication and engagement strategies, ensuring that they are tailored to the specific needs and expectations of different audiences.
- Increase the use of digital and social media channels to reach and engage with a wider audience, including younger generations and hard-to-reach communities.
- Develop and implement a comprehensive crisis communication plan to ensure effective and timely communication in the event of an emergency or crisis situation.
- Promote the importance of mental health and well-being for ambulance service staff through targeted campaigns and initiatives to reduce the risk of burnout and improve the overall well-being of the workforce.
- Continuously evaluate and measure the effectiveness of communication and engagement strategies, using feedback and metrics to make improvements and adjust tactics as needed.

Our audience – building connections, understanding and trust

Who are our audiences?

The success of any communications and engagement strategy comes down to understanding who your audience is, their behaviours and what their needs are.

For all communications, we will gather as much insight as possible to build a clear picture of audience demographics. As a result, we'll be able to target communications and engagement activity at the right people, shape our messages, and choose the right channel and engagement method for each type of audience for maximum impact.

Some of our audiences will include:

- Staff
- Scottish Government
- Public
- Patients/families/carers
- Scottish/UK Parliaments
- Charities
- Community groups
- MSPs/MPs
- Volunteers
- Equalities organisations/third sector
- Councillors/Cosla
- Patient and public involvement groups
- Scottish Fire and Rescue Service
- NHS Boards
- Police Scotland
- NHS Chairs/Directors/Chief Officers
- Other ambulance services
- Health and social care bodies
- Coastguard
- Staff representative groups
- Military
- Professional bodies and partners
- GP groups
- Universities/further education
- Media
- Research communities
- Key influencers
- Potential future employees
- Oversight bodies
- Children and young people (including UNCRC legislation responsibilities).

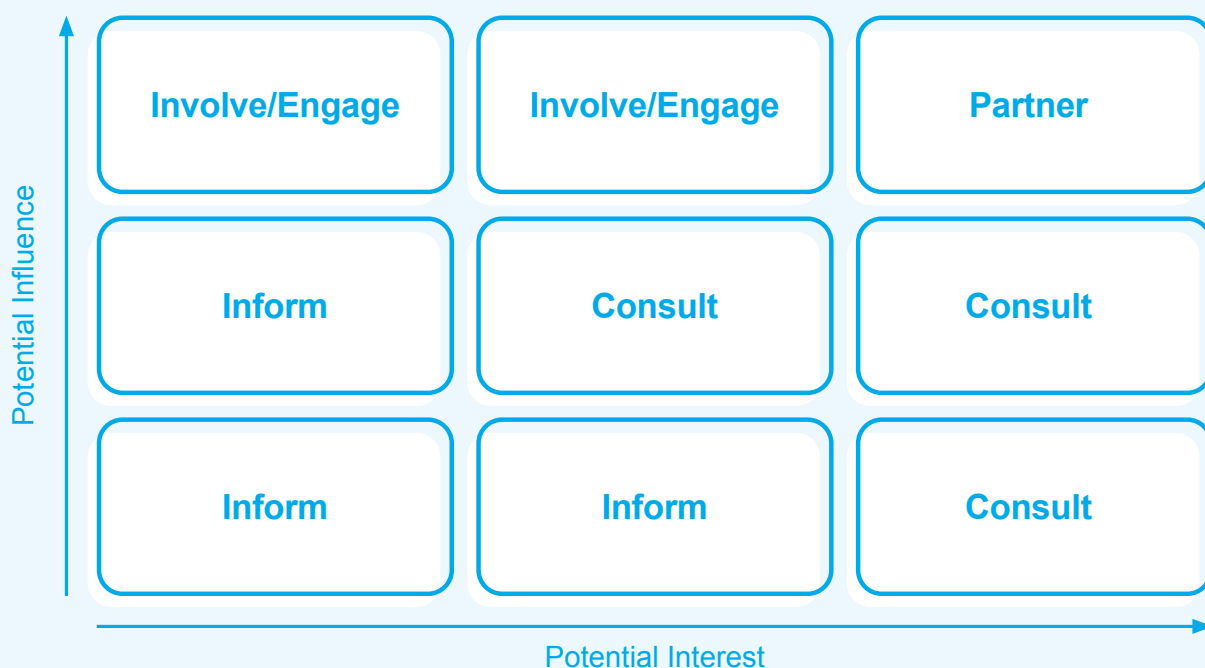
Our audience – building connections, understanding and trust (continued)

We will gain insight into our audiences using:

- UK social-demographic data sets
- Our own qualitative and quantitative information
- Internal data such as staff surveys
- Analytics data from social media platforms
- Scottish Government information
- NHS Boards and other partners' statistics and data
- UK and international audience trend and behaviour information
- Learning from evaluation of previous campaigns

Engaging our stakeholders

We will use a stakeholder matrix approach to map our audiences and strategies for targeting them, depending on the objectives of the communications or engagement activity.



Our Channels

There has been an explosion in the channels available to our organisation in recent years as we seek to engage with our target audiences.

Digital and social platforms are hugely popular, driven by the growth in the use of smart phones and tablets across the world.

This has brought great opportunities to spread our messages and connect with our audiences, but also challenges. People are bombarded with information from so many sources over the course of their day, it can often be difficult to grab their attention.

Our aim will therefore be to ensure that our content is more engaging, timely and relevant than ever before. It must also be tailored to the specific audience.

What we are doing – growing our channels.

Over the last few years, we've worked very hard within the Scottish Ambulance Service to grow our digital channels, with a complete redesign of our website, and intranet, new Instagram and LinkedIn sites and an overhaul of our Facebook and Twitter sites to create much more engaging content.

During Covid, we introduced a weekly online staff engagement session chaired by our Chief Executive which provided the opportunity to brief staff on latest information, new developments and answer questions from them on any subject. These sessions have been popular and are now a permanent fixture in our weekly communication and engagement calendar.

We're also continuing to utilise traditional channels including face-to-face meetings with staff and partners, print and broadcast media stories, our staff magazine, internal staff bulletins, team meetings and stakeholder newsletters.

One of our most successful methods of engagement and service improvement has been face-to-face meetings as part of our patient and public involvement strategy, where we've sought to use feedback directly from the patients to co-design improvements to the way we do things.

This is a solid base to build on. This mix of utilising the best traditional and digital channels available is vital to the success of this communication and engagement strategy.

We will map our channels using the PESO (paid, earned, shared, owned) model.

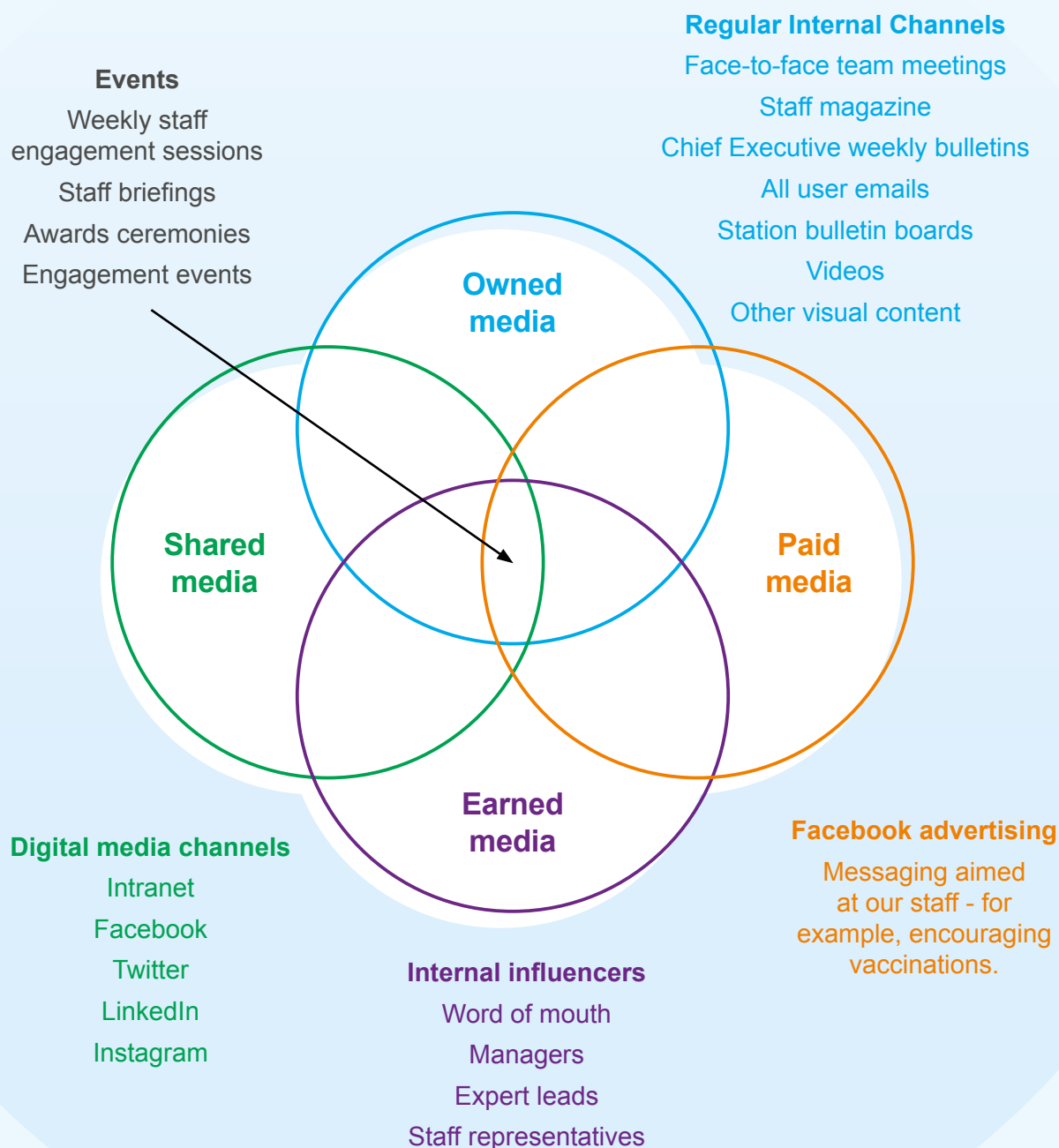
Internally and externally, we will develop a base for 'owned' communications content, through our website and intranet and use them as digital newsrooms. Content promoted on other channels can either pull from this content base or direct people to it.

“...great opportunities to spread our messages and connect with our audiences, but also challenges...”

Our Channels (continued)

Internal Communications – PESO Map (Paid, Earned, Shared, Owned)

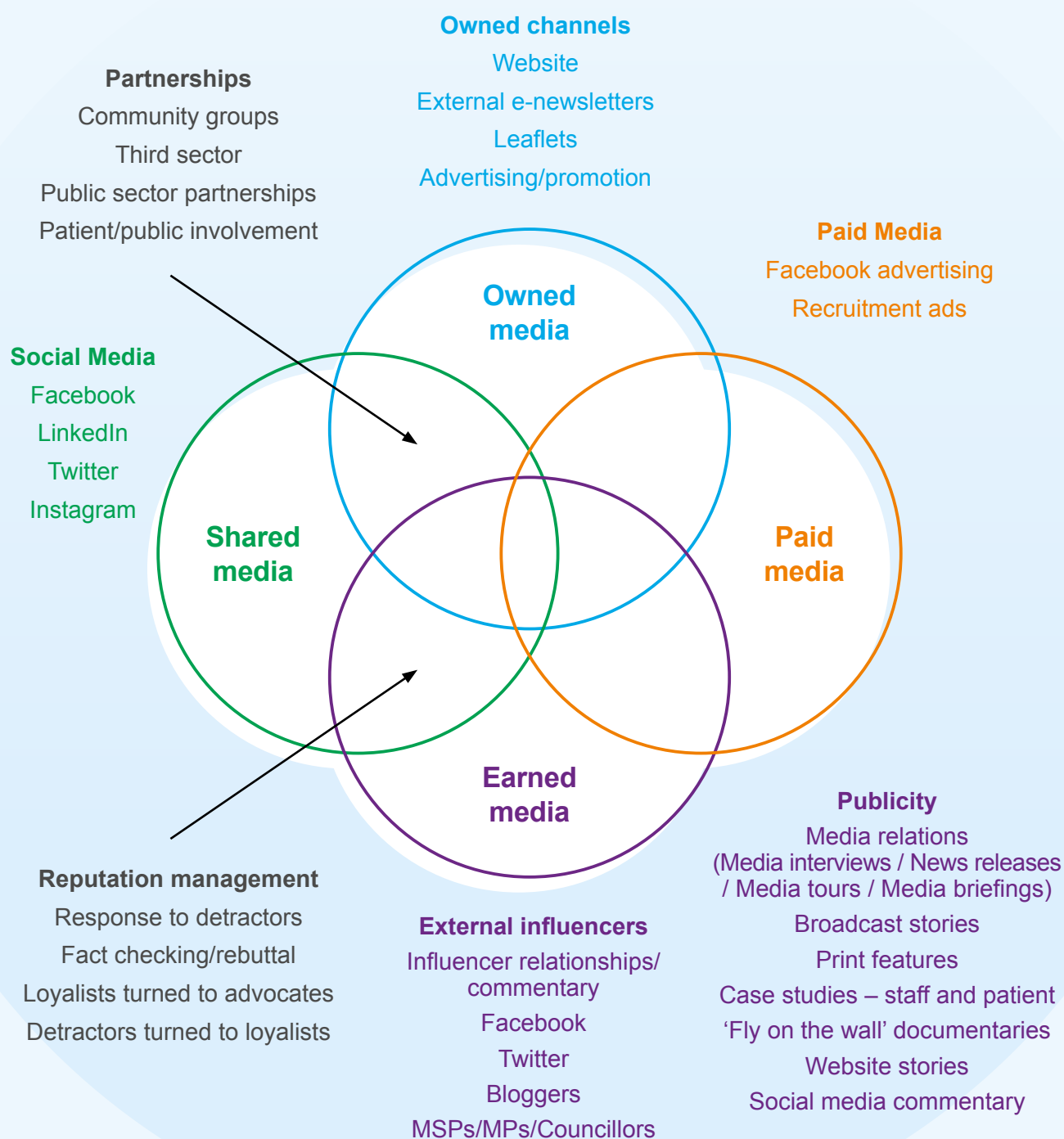
Our overall aim for communicating and engaging with internal audiences will be to use channels that make it easy for all to access, particularly our on-shift staff, and prioritise face-to-face and/or Microsoft Teams-led content. This is more authentic and supports visible leadership. Simple text and graphic based content will also be utilised as this allows for quick and easy reading for our staff who are always very busy.



Our Channels (continued)

External Communications – PESO Map (Paid, Earned, Shared, Owned)

Our overall aim for communicating and engaging with external audiences will be to ensure we are utilising channels which allow for two-way communication, providing an opportunity for authentic engagement. We will also target channels which can allow us to achieve the biggest reach, for example broadcast and social media.



Our Approach

In order to achieve the objectives set out in this communication and engagement strategy, we will undertake the following activities.

Communications

We will:

- ➔ Develop better and more cost-effective ways of communicating with our staff, recognising the majority of our staff are often on shifts. These should be low cost given budget restrictions.
- ➔ Work with people across the organisation to develop a clear narrative on who we are, what we do and where we are going.
- ➔ Adopt a targeted, priority based approach to communications activity to increase impact and achieve better outcomes.
- ➔ Ensure that all communications and engagement activity is aligned with organisational priorities.
- ➔ Develop a forward communications plan of activities (to support the Annual Delivery Plan), working with staff in key areas to promote objectives, milestones and achievements internally and externally.
- ➔ Devise and implement a specific campaign to inform the public about what the Scottish Ambulance Service do, our services and the work of staff.
- ➔ Regularly promote alternatives to calling 999 and periods of peak pressure to help reduce demand.
- ➔ Build stronger relationships with the media and work in partnership with them on regular positive and balanced stories about the Service and our staff.
- ➔ Create more video and image based content as well as more patient/ staff case study stories.
- ➔ Further develop our readiness and resilience around emergency and crisis communications, building closer relationships with colleagues, incident commanders, resilience colleagues and external partner agencies. We will continually test and refine our plans.
- ➔ Regularly review our branding and identity and provide clear and consistent guidance to staff on this.
- ➔ Use the Government Communications Service's OASIS framework to develop stronger communications strategies to achieve defined objectives.
- ➔ Increase the use of insight and data to inform our strategies.
- ➔ Actively seek feedback, evaluate all activity based on outcomes, and share learning as part of a regular review cycle.

Our Approach (continued)

Digital content

We will:

- Have a user-first approach to digital platforms such as our website, intranet and social media channels.
- Implement a clear social media plan encompassing co-ordinated and engaging social media content across our digital channels which support the organisation's aims and objectives.
- Continue with the on-going work to improve our website, intranet and social media channels.
- Increase our use of video, animation, infographics and picture content to maximise engagement.
- Look for new ways of engaging with our audiences using digital media, expanding our ability to engage directly with diverse groups of people.
- Regularly evaluate our social media channels to see what is working well, what isn't and where changes or improvements can be made.
- Use Search Engine Optimisation, paid-for Facebook promotion and strong content to boost reach and pull people to our website.



Our Approach (continued)

Consultation and engagement

We will:

- ➔ Take a strategic approach to all engagement activity to make sure every contact we have with our communities is used to support and inform the Service's aims and objectives.
- ➔ Ensure that engagement is interactive and 'two-way' to encourage dialogue and foster a sense of community and a partnership working amongst our stakeholders.
- ➔ Continue to grow our network of patient and public representatives and our partnerships with third sector and community organisations across the country, working with them to help shape our services and improve the way we work.
- ➔ Adopt a co-production approach to service improvement with internal and external audiences being more collaboratively involved at an earlier stage in any issues which could potentially affect them.
- ➔ Work with staff to create a consultation and engagement forward plan to maximise engagement opportunities, avoid hitting the same audiences at similar times or creating consultation fatigue.
- ➔ Continually review our complaints policy to ensure complaints are investigated to a high standard and are resolved promptly, making sure learning is both shared and acted upon throughout the organisation.
- ➔ We're proud to receive many compliments about the work of our staff. Ensure these are shared both within the organisation and externally, through case studies and patient/staff stories.

Priority Activities

Aligning communications
and engagement with
organisational objectives

Priority Activities (continued)

Our overall priority is to support the organisation to meet the objectives of the [2030 strategy](#) and the annual delivery plan which underpins it.

As such, we have aligned communications professionals to work with each workstream team within the organisation to help identify communications and engagement opportunities at key stages of delivering the strategy and to make sure that our resources are matched to organisational priorities.

We have worked with these teams to create an in-depth communication and engagement strategy, together with a timeline of communications activity to support their work and promote key milestones as the strategy is delivered.

We are also supporting the organisation with on-going engagement with patients and the public, working in partnership with them on service improvement or any changes to our approach.

The objective is to ensure there is a continuous process of ‘co-design’ – listening to and working with the very people who use our services to ensure they are the best they can be.

Over the last few years, we’ve built a large network of representatives who are working with us - from patients, to carers, families, third sector organisations and community groups. These relationships have been extremely beneficial to the Scottish Ambulance Service and we’ve worked with this vast network of partners in many different ways to help shape our services.

For example, we’ve issued surveys seeking their views on ideas and future plans, most recently what a new contract for air ambulance services should include. We’ve worked directly with mental health charities and people who have mental health issues to devise a new mental health strategy for the Service. We’ve also recently worked with them on a new training package for our call centre operators on how best to communicate when trying to help someone experiencing a mental health episode.

Last year, we worked with third sector organisations, local health boards and social care groups around our response to COPD and falls patients and improving the pathways available to help these patients over the longer term.

“...the objective is to ensure there is a continuous process of ‘co-design’...”

Priority Activities (continued)

One of the most important priorities set out in our organisational 2030 strategy is a commitment to work collaboratively with citizens and partners to create healthier and safer communities.

This is because we believe the Scottish Ambulance Service has a key role to play in helping to address some of the root causes of poor health in Scotland, to prevent ill health in the future, and improve the wellbeing and safety of our communities.

As part of this communications and engagement strategy, we will support the organisation and our staff with this work through devising and implementing on-going community engagement plans. We will utilise our existing network of third sector partners, community organisations and patient representatives to help us engage with local communities and promote public health messages.

We will also seek to build new relationships and new partnerships with community groups across the country as we progress this work.

We are already positively impacting the communities in which our resources are based by replacing one of our busiest stations located in one of the most deprived areas in Scotland.

As part of the development of the new Glasgow South Station, we are working with partner services to create an integrated community hub to improve local population health, educate people on where best to access health care, and reduce health inequalities. This community hub will be the first in the UK, and will inform how we develop this model across similar communities in Scotland.

Our communication and engagement team has already started engaging with local groups and people in the area, building new relationships and fostering new partnerships to support this initiative and our staff.

We will continue to support the Service in achieving our ambitions in other communities across Scotland as this work progresses towards 2030 and look forward to working with our staff and the people of Scotland on this.

Evaluation – showing the value of good communication and engagement

We will continuously evaluate and measure the effectiveness of communication and engagement strategies, using feedback and metrics to make improvements and adjust tactics as needed.

While some metrics give us learning about use of a particular technique or channel, it is ultimately whether we have achieved the objectives of a particular campaign or engagement exercise and the overall perceptions of the Service that will show true value for our work.

We will use the following methods to evaluate success:

- ➔ Internal and external data (MIS)
- ➔ Workshops (staff feedback)
- ➔ Web analytics
- ➔ Social media analytics
- ➔ Email analytics
- ➔ Key message penetration in media/online
- ➔ Performance reports
- ➔ Public consultation results
- ➔ Focus groups
- ➔ Surveys (including staff and public)

We will also seek feedback from colleagues as part of post-communications engagement activity reviews to continually improve our service.

Reporting

We will report back the results of our evaluation and seek feedback from colleagues as part of post-campaign and project reviews to continually improve our service and approach.

Appendix

In recent years we have focused on working closely with patients and communities to help co-design our services and make improvements to the way we do things which benefit both our patients and staff.

Some case study examples of this work is outlined below.

Case study: Craigshields

What could the services we offer in our communities look like by 2030?

Craigshields is a large community with high levels of deprivation in the west of Scotland. There is a higher than average prevalence of issues related to breathing difficulties, alcohol dependency and mental health concerns.

When the local Ambulance station was redeveloped, our local leads spent time working with local community members, partner organisations, and public health experts to co-design a new property that is better able to meet the health and wellbeing needs of the Craigshields community. This led to the creation of Craigshields Ambulance and Wellbeing Centre, which provides a space for teams from across a number of agencies to work within the community on a range of issues.

The station has a walk-in facility, staffed in working hours by a joint team of ambulance staff, professionals from across primary and community care, and volunteers for the local community. This facility offers health literacy and advisory services to the people of Craigshields, helping people to better understand their health and how to manage their conditions. This service has a particular focus on helping people understand issues that disproportionately affect their community, such as managing breathing difficulties caused by COPD (Chronic Obstructive Pulmonary Disease).

As well as giving advice, health and charitable organisations run additional services from the centre including mental health awareness and reducing harm from drugs and alcohol; while emergency services colleagues offer advice on fire safety and community safety. Outside of the facility, there is a shared community garden where people from the local area and staff at the Centre are able to grow vegetables, or relax outdoors when not responding to incidents.

The centre also offers education and employment opportunities to the Craigshields community, helping to develop skills for health and wellbeing. These courses are delivered by the centre's health and care teams, and are linked to further education and local authority employability services to help develop economic opportunities for local people.

This development also provides our staff the opportunity to get to know the local people and the issues that affect them. This helps us to prevent potential health issues before they deteriorate, improving our working relationships, and improving the health and wellbeing of the communities we serve.

Case study: Glasgow south station

We are already positively impacting the communities in which our resources are based by replacing one of our busiest stations located in one of the most deprived areas in Scotland.

As part of the development of the new Glasgow South Station, we are working with partner services in creating an integrated community hub to improve local population health, educate people on where best to access health care, and reduce health inequalities. This community hub will be the first in the UK, and will inform how we develop this model across similar communities in Scotland.

We will:

- Develop Glasgow South Station with our community partners and extend the South Station model across Scotland
- Roll out our 'Young Minds Save Lives' programme with local schools
- Work with local businesses to collaboratively improve community health and wealth
- Work with local and national partners to enable safe, healthy and resilient communities



Glasgow South Station tomorrow (artist impression)



Case study: Mental health training for call handlers

Our patient volunteers, staff and the mental health charity ‘See Me’ recently worked in partnership to develop a new training programme for our Scheduled Care Call Handlers to equip them with the skills and knowledge to help patients who have a mental health issue or difficulty.

One patient commented: ‘it is hard to feel understood when I arrange transport.’ Our call handlers also felt they could do with more support. One Call Handler said: ‘speaking to a patient with a mental health issue is difficult and it would be great to have some support in knowing what to say.’

Based on engagement with Scheduled Care Call Handlers through focus groups and surveys, we were able to design a program that covered the areas they felt they needed guidance on when working with someone who has mental ill-health. We worked with See Me and patients who have lived experience of mental health difficulties to co-design a ‘true to life’ training package which includes communication techniques which will benefit both staff and patients.

Following a successful trial involving staff and patients, the new training programme is now a permanent part of our induction training for Scheduled Care Call handlers and has resulted in improved patient and staff experience, whilst ensuring our mental health training is more consistent and practical.



Case study: CPR Course for Disabled People

Scotland's out of hospital cardiac arrest strategy has been a great success in recent years, with thousands more Scots now trained in Cardio Pulmonary Resuscitation (CPR) and more lives being saved as a result.

However, during engagement with our patients, we identified that some disabled people in Scotland were not receiving training in CPR despite being able to assist in bystander CPR. Depending on the nature of their disability, they can assist by instructing other bystanders in what to do and instruct them step by step as CPR is delivered to a person in cardiac arrest.

Our staff worked in partnership with third sector charities and disabled people to create a specific CPR course for disabled people, the first of its kind in Scotland, to improve accessibility to training and help save lives.

Trialled in partnership with the third-sector organisation, Euan's Guide, Leonard Cheshire and Inclusion Scotland, one participant said, 'I've seen a demo of cpr before and it put me off, but after this course I feel confident to help save a life.'

Working with Save a Life for Scotland, and supported by the Scottish Government and Resuscitation Council UK, we have setup a website hosting accessible training materials. Advice and guidance for trainers is currently being trialled by East Neuk First responders who have also been delivering the course.

With our expertise and third-sector support, the Service is contributing to one of the Scottish Government's Out of Hospital Cardiac Arrest Strategy 2021-26 aims of making CPR training more accessible and improving population health.

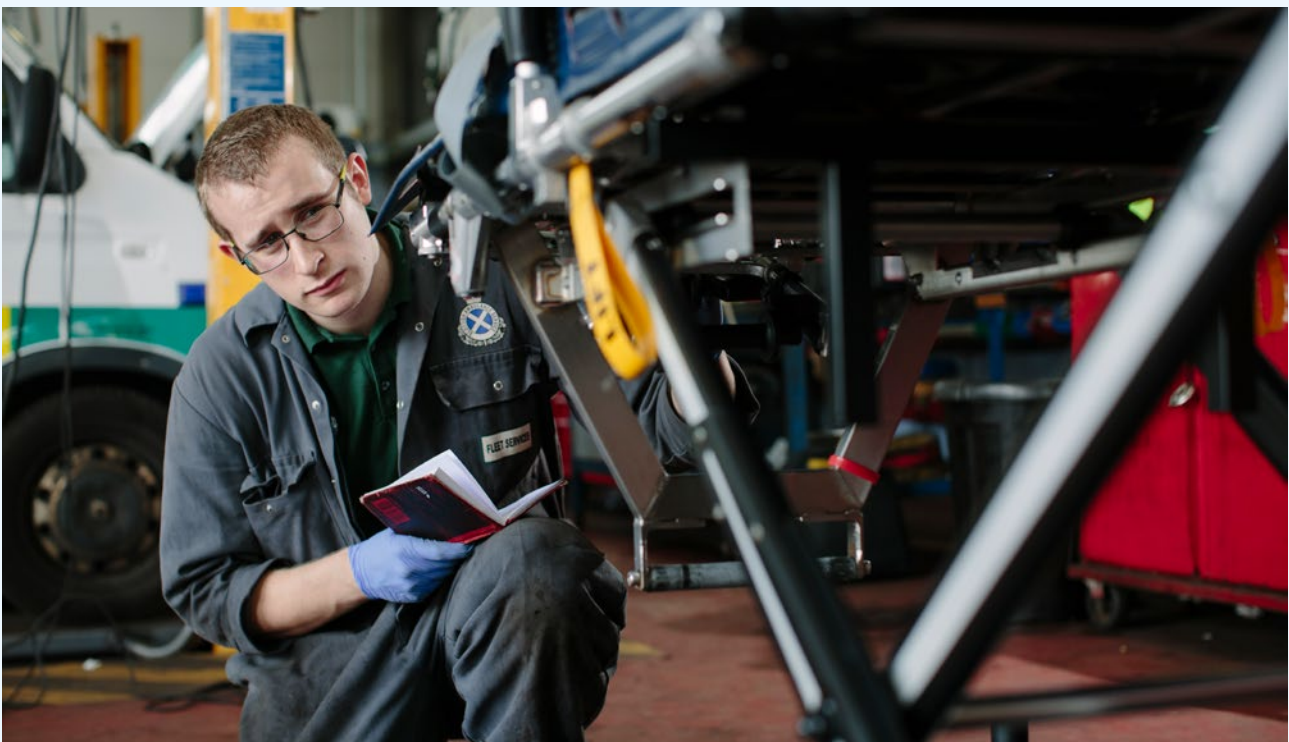
Case study: Mentorship Programme

We have developed a strategic partnership with the third-sector organisation Young Scot so that we can include the views of younger members of the public in much more of our work. Young Scot Members can participate in a wide range of activities such as volunteering, taking part in events, sharing their views in surveys, or staying informed through information articles.

As part of our partnership with Young Scot, we offered one member of Young Scot the opportunity to shadow and be mentored by the Chief Executive of the Scottish Ambulance Service. This has involved 1:1 meetings, attending high level meetings and ongoing engagement - primarily through digital channels given the pandemic. The aim of the mentoring scheme is to increase confidence, knowledge and experience - and to inspire the next generation of leaders. A Paramedic Science student Kiera Willis was given the chance to shadow SAS's Chief Executive and receive support, advice and a unique insight into working at the highest level of the emergency service.

Kiera was chosen from hundreds of students around Scotland to take part in the mentorship, and while it was initially an eight-week arrangement, our CEO was so impressed with Keira's dedication that it was extended for another two months.

Not only are we helping to raise the aspirations of young people across the country, we are also acting on our corporate parenting responsibilities.



Case study: Mental health section for the patient needs assessment.

Our patient volunteers, staff and mental health charity ‘See Me’ recently worked in partnership to improve accessibility for people with mental health difficulties trying to arrange patient transport.

Anyone who wishes to access our patient transport services goes through a ‘Patient Needs Assessment’ – a series of questions about a patient’s medical and mobility requirements. However, through speaking to patients and staff, we identified that this was often a difficult process for people with mental health difficulties.

We wanted to do something about this to improve patient experience and so worked alongside See Me and patients with mental health needs to co-design a Patient Needs Assessment which is tailored to their specific needs. The aim is to make Patient Transport more inclusive and free of stigma for patients with a mental health issue or difficulty. We also wanted to support our staff in compassionately determining whether or not a patient has a valid mental health reason for requesting ambulance transport.

The redesigned assessment is currently being trialled and we are running focus groups with staff and patients to ensure we are doing all we can to provide the best care for our patients, whilst making sure that we can support and empower everyone who is involved in the process.



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