



Ambulance Awareness Day, Merseyside

On Tuesday 24 February, the Patient Engagement team delivered the third Ambulance Awareness Day for 2025/26 in Merseyside. The event was hosted at Aintree Racecourse, where we were joined by over 100 guests from the public, including students from local schools and colleges.

The event was specifically aimed at young people, but welcomed all members of the local community to join us for a fun and interactive session to learn more about our ambulance service and find out about the various career and volunteering opportunities. Guests had the chance to meet with frontline staff and explore emergency vehicles, which was especially enjoyed by the school children.

We were joined by colleagues including the Hazardous Area Response Team (HART), Community First Responder (CFR) volunteers, Patient Transport Service, Paramedic Emergency Service, Disability Network, and Women's Network, as well as representatives from the Police and local partners. Additional information and demonstrations covered important topics such as knife crime, mental health, water safety and road safety.



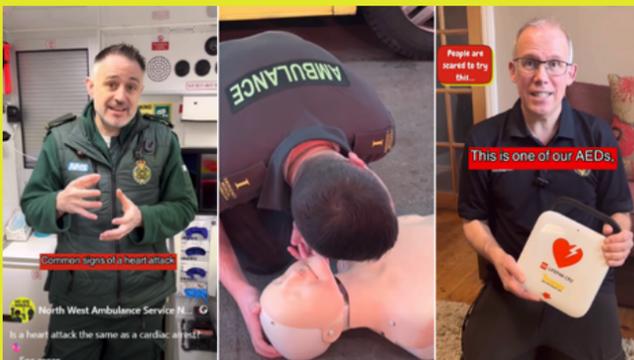
This event was the third of five being delivered across our county areas as part of the Patient Engagement Team's annual programme. Following successful events in Lancashire and Cheshire, we're looking forward to delivering our final two events in Greater Manchester and Cumbria. Dates and venues are to be confirmed.

If you would like to register your interest in these upcoming events, please email our team on talk.tous@nwas.nhs.uk

We look forward to meeting our local communities in Greater Manchester and Cumbria, before our 2025/26 Ambulance Awareness events draw to a close.



Highlighting the importance of bystander action this National Heart Month



This month has marked National Heart Month, which aims to raise awareness of Cardiovascular disease and understanding the difference between a heart attack and cardiac arrest.

We have been using our social media channels to share life-saving advice and highlight that you don't need to wear a uniform to save a life. Performing CPR and defibrillation at the earliest point can help double the person's chance of survival, which is why bystander action is so important.

Throughout the month, we have published a series of educational videos to help give people the confidence to act in an emergency. If you have missed our National Heart Month content on social media, you can look back on our [Facebook](#)

One of our educational videos featured in our online content to mark National Heart Month, looks at the difference between a heart attack and cardiac arrest, as the understanding of this could help save a life.

A heart attack happens when blood flow to the heart is blocked. The heart is still beating, but the muscle is being damaged. A cardiac arrest, however, is when the heart suddenly stops beating.

Emergency Medical Technician Jonny then explained when to start CPR, using two simple questions:

- Are they responsive?
- Are they breathing normally?

If the answer to both questions is no, call 999 immediately and begin CPR.

For more advice on how you can feel more confident in taking action as a bystander in an emergency, please visit our [website](#)



Building life-saving skills in the community

Following feedback at a previous community event we hosted in Lancashire, members of the Lancashire Council of Mosque revealed to us that they did not have awareness of Cardiopulmonary Resuscitation (CPR) skills. We have recently delivered a session to deliver CPR training at the Al Buraq Mosque in Blackburn.

The session which was led by Yvette Brown, our charity funded community resuscitation engagement officer aimed to help faith leaders feel confident and prepared to act in a medical emergency.

Yvette Brown, also supported by Community First Responders Kam Nazir and Graham Greenwood who demonstrated how to perform CPR and how to use a defibrillator, giving attendees the opportunity to learn through hands-on practice.

The imams were fully engaged throughout, asking questions and practicing CPR. By the end of the session, they felt confident they could step in and help if someone became seriously unwell.

"On behalf of the Lancashire Council of Mosques we would like to thank Nwas for providing the CPR training. The Volunteers who have been trained will no doubt put into action what they have learnt if called upon.

"Insha 'Allah . Whoever saves one life, it is as if they have saved all of humanity." (Q 5:32)"

Delivering this session ahead of Ramadan, which began on the evening of Tuesday 17 February, was particularly important. With more than 1,000 people expected to visit the Al Buraq Mosque during this period, having community leaders trained in life-saving skills could make a real difference.

The Sheriff of Chester visits Estuary Point

We welcomed the Sheriff of Chester, Councillor Simon Eardley, to Estuary Point in Liverpool on Friday, where he met colleagues and gained insight into the breadth of our work.

During his visit, he met with our Area Director of Cheshire and Merseyside, Ian Moses and Consultant Paramedic and Clinical Effectiveness Lead for Cheshire and Merseyside, Jon Price, who both spoke about our urgent and emergency care provision, with a particular focus on Cheshire West.

Ian said, "The visit was an opportunity for us to show how our services operate and the scale of what we do, as well as provide insight into the fast-paced environment in which our colleagues work and the essential role they play in supporting communities across the North West every day."



Your Call magazine: new edition out now



In case you missed it last week, the [latest issue](#) of our magazine, Your Call is out and it's a powerful reminder of the people and stories at the heart of our services.

Inside, Rhys Ash shares how our non-fatal overdose referral pathway is helping to change lives, while Brian from our Patient Transport opens up about his kidney transplant journey; it's honest, hopeful and worth a read.

We're shining a light on the amazing clinicians working in our control rooms, too. Their roles aren't always visible, but they, along with our call handlers and dispatchers, help ensure patients receive the right care they need.

Beyond the uniform, our colleagues continue to inspire. Meet Cindy, a senior paramedic with a passion for singing, and Phil, an emergency medical technician sailing towards the European Championships.

Plus, we share a moving story from Bill Morley, who, after losing his son Billy to cardiac arrest, is now working with the North West Ambulance Charity to support others.

Take a few minutes to [read, reflect, and be inspired](#).



Have you seen our people reels?

Our staff are at the heart of everything we do.

Without them, our services simply wouldn't exist. Throughout winter we have been sharing short video reels on our social media channels from our people across our services and they have had over 672,000 views on Facebook and Instagram alone.

First up was Harry, a dual trained call handler who takes both 999 and 111 calls. He talks about how much he enjoys the variety of his role from supporting people in life-threatening situations, as well as those who need urgent medical advice but aren't sure where to turn.

Next, we heard from Curtis, one of our dispatchers. Curtis is responsible for sending ambulances, cars and other resources to patients who need emergency help. He explains how calls are first answered by a call handler before being passed to dispatch, where decisions are made about the most appropriate response. For Curtis, the best part of the role is knowing he plays a part in helping to save lives.

We also introduced you to Erin, one of the clinicians who works in our control rooms. As an advanced practitioner, Erin speaks with patients over the phone and helps make sure they receive the most appropriate care. This can include calling patients back after an initial 999 call to assess their needs and care doesn't always mean an ambulance being sent.

You can read more about our people reels on our [website](#)

If you haven't seen them yet, look at @nwasofficial both Facebook and Instagram. Look out for our next Reel where we will be talking to one of our finance team members.

"You said, we did" - February

At a previous Community Listening event hosted by NWAS in Lancashire, we received feedback from members of the Lancashire Council of Mosques (LCM) which revealed there was a lack of awareness around important life saving skills in CPR. Following this feedback, we have worked very closely with the LCM to arrange a bespoke CPR training session at the local mosques.

We have delivered one very successful CPR training session in February at the Al Buraq Mosque, which we hope will have impacted those in attendance, by increasing their confidence in how to respond in an emergency situation. With the session being delivered before Ramadan, this was very important as 1,000 people are expected to visit the Al Buraq Mosque during this period, having community leaders trained in life-saving skills could make a real difference.

We plan to continue this important collaboration with the mosques, and aim to deliver more CPR sessions going forward with mosques across Lancashire and the North West.

You said, we did!



Where are we in March?

We want to be as visible as we can be so that the general public can locate us and tell us about their experiences.

In the North West, you can find us at the following pop-up events and informational days.

Deafway, Preston - Friday 06 March

Primus, Stockport Disability - Friday 20 March

If your group or organisation would like a visit from our Patient Engagement team, please get in touch to arrange on talk.tous@nwas.nhs.uk

Get involved!



Patient and Public Panel (PPP)

Our Patient and Public Panel have 244 volunteers already supporting improvements at NWAS. If you would like to contribute by sharing your lived experiences to help improve our ambulance service and become a member of our Patient and Public Panel, please do not hesitate to get in touch: Patient.Panel@nwas.nhs.uk

Patient stories

If you or your family have any feedback or experience that you would like to share, we would like to hear from you! Please get in touch: Talk.tous@nwas.nhs.uk

Patient Engagement Team

Just a reminder that the Patient Engagement Team are always happy to come and speak to your organisation, group or forum to share NWAS updates. This can be done virtually on MS Teams, Zoom, or in person. If you would like a visit, please do not hesitate to contact us at: Talk.tous@nwas.nhs.uk

If you require this document, or any other documents in an alternative format, please contact: communications@nwas.nhs.uk