



South East Coast
Ambulance Service
NHS Foundation Trust



Patient & Public Engagement Strategy

Saving lives through engaging our communities

This document outlines our ambitions for patient engagement and our plans to deliver this at SECAmb.

2025 - 2029



We are SECAmb

Saving Lives, Serving Our Communities

We deliver urgent and emergency care to over **five million people across 3,670 square miles**, from critically ill patients to those with minor needs. Alongside our **999 service**, we also provide **NHS 111**. As demand grows, we are committed to evolving and **improving patient outcomes** while ensuring long-term sustainability.

2023-24 - Financial year



1,100,718

999 calls received



1,166,278

111 calls received



760, 949

Incidents generated



648, 238

Incidents attended



15, 360, 280

Miles driven



Saving Lives,
Serving Our Communities

Our Strategic aims



Delivering High-Quality Care: We are committed to delivering high-quality care, ensuring every patient receives the best possible treatment and ongoing health management.



Our People Enjoy Working at SECAmb: We strive to make SECAmb a great place to work by promoting a supportive and rewarding work environment where all team members feel valued and motivated.



We are a Sustainable Partner: We are committed to being a sustainable partner within an integrated NHS, focusing on practices that enhance system integration and promote long-term resilience and efficiency.



Why have we developed this strategy?



We know that efforts to engage patients, their families, carers and the public in healthcare improvement leads to improved **quality, safety and patient experience**.

We often think we know what patients want but fail to ask or engage them directly.



We began our journey of working more closely with patients in 2022. Over the last year, we have developed a **Patient Experience Questionnaire** for patients who have used our 999 service, and we have started a **Community Forum** to hear first-hand from our patients and members of the public about ways that we can improve our service.



We are committed to **continuous improvement**. In line with our Trust values, we want to be **courageous** in hearing what patients and members of the public have to say. To do this, we will create conversations and space to hear what works and what doesn't.

Developing our strategy



Workshop with
key stakeholders
to plan the
development of
our strategy



We used the UK
Standards of Public
Involvement in
Research to identify
what we are doing
well and where
there may be gaps



We gathered
information on best
practice when
working with
patients & members
of the public



We engaged
colleagues and
professional
stakeholders for
their views and
support



We have heard
from over 500
members of the
public on what is
important to them



What you told us

Themes from patient feedback:

- + We need to provide more **digital and non-digital methods** for patients to have their say
- + We need to **improve our communication** and **accessibility** for people with learning disabilities and neurodivergent conditions
- + We need to increase our engagement with **young people**
- + We need to **build and strengthen** our networks and collaborate with other trusts
- + We need to attend more **community events** and engage directly with the public
- + We need to work with all of our **diverse patient groups** continuously to **adapt and evolve** our service according to current needs of our service users.

Quotes taken direct from patient feedback

“

“I do think online forums are probably the easiest way forward”

“

“Consider various forms of communication for people with autism”

“

“Regular school visits with opportunities to try out CPR”

“

“Better understanding of people with learning disabilities and communication needs”

We have heard you

What we now want to achieve

We want to take a whole organisational approach to patient and public engagement. This means we will be able to:

- + Articulate a **detailed understanding** of what our patients and members of the public want
- + Ensure our services are delivered around **patient needs**
- + Provide a service that **delivers value** from a patient perspective
- + Consistently deliver **patient centred care**

To help us to do this, we will focus on five key enablers:



**Building the
foundations**



**Hearing
from
patients and
members of
the public**



**Working in
partnership**



**Ensuring
inclusivity**

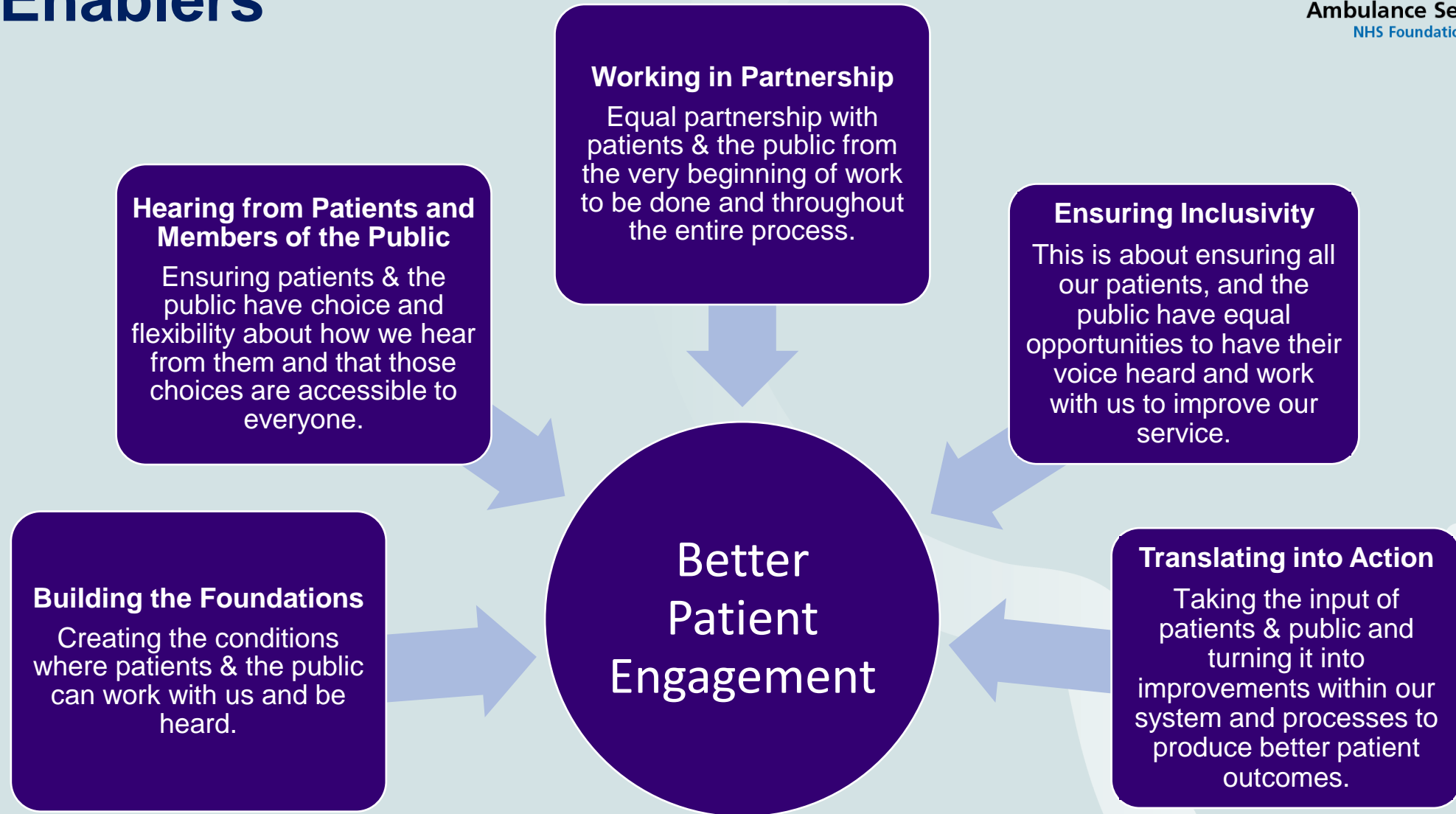


**Translating
into action**

**What each of these enablers mean
is detailed on the next pages.**



Our Enablers



Better patient outcomes

How we will use your feedback and our data



Looking forwards



We have developed a delivery plan to map out what we need to do over the next five years to improve our patient and public engagement.

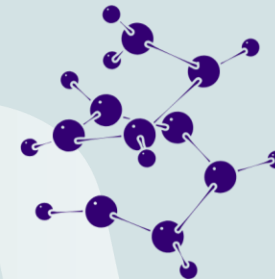
- ✚ The delivery plan, on the next page, has been designed to give you an overview of some of the key actions involved. There will be other work taking place in the background to help us achieve these.
- ✚ Some areas of the plan may change slightly as digital advancements evolve.
- ✚ We will continuously seek feedback and encourage involvement from a diverse range of communities such as:



**Ethnic
minorities**



LGBTQ+

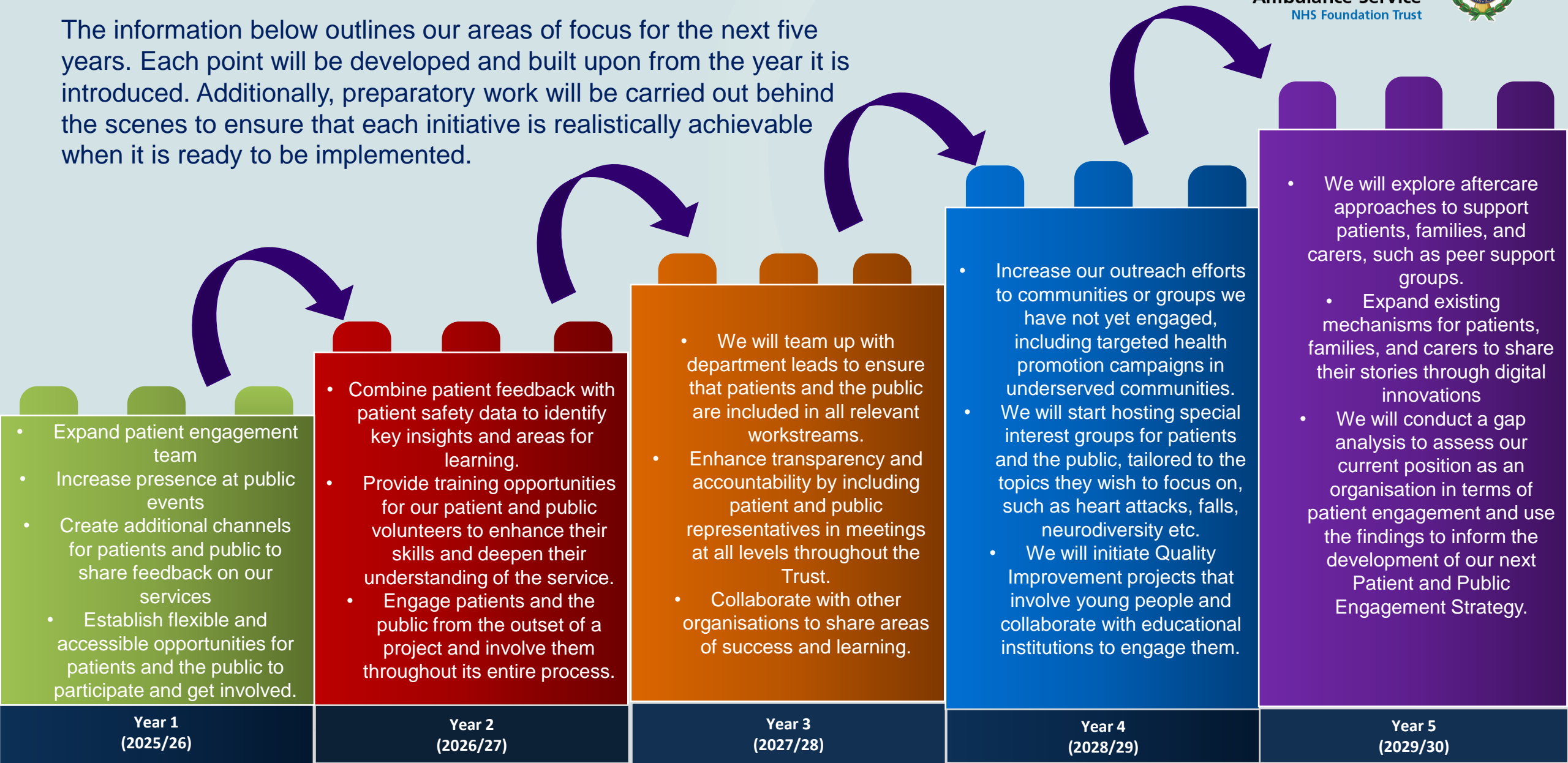


**People with Learning Disabilities,
Neurodiversity, Mental Health
conditions and physical disabilities.**



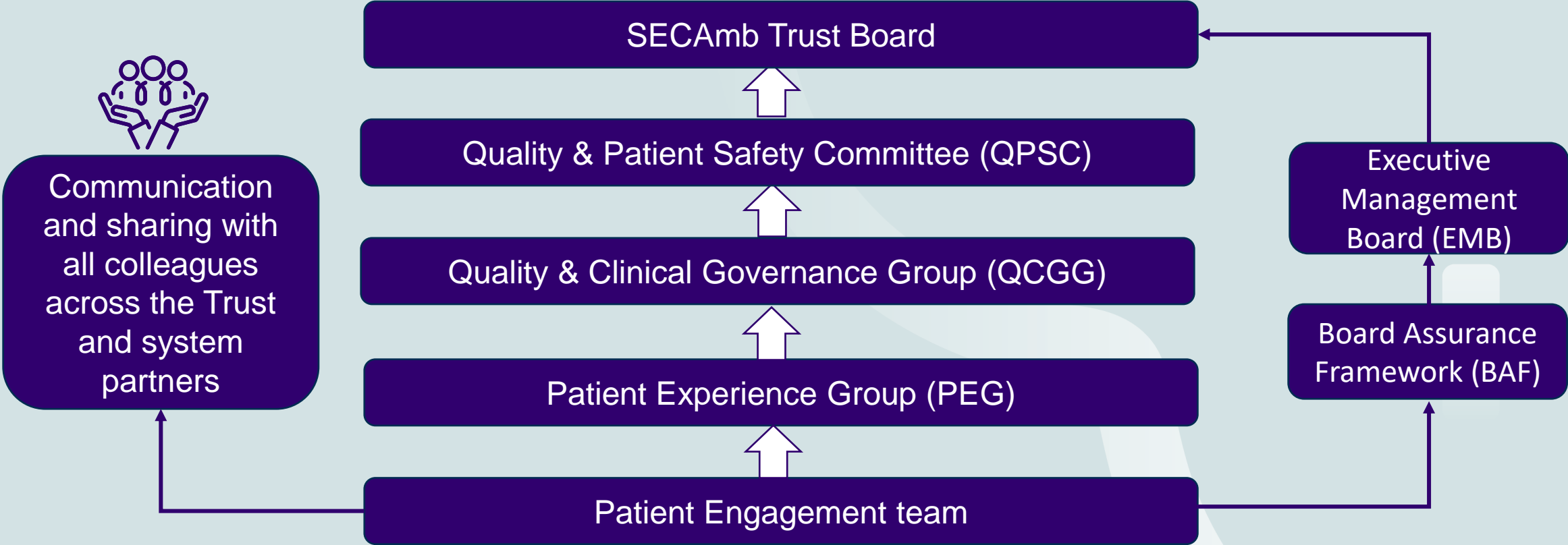
How this will be achieved

The information below outlines our areas of focus for the next five years. Each point will be developed and built upon from the year it is introduced. Additionally, preparatory work will be carried out behind the scenes to ensure that each initiative is realistically achievable when it is ready to be implemented.



How we will monitor and govern

The governance framework below details how assurance for the delivery of this strategy will be overseen. Quarterly reports on progress will be provided including details on the impact this strategy is having on our patients, staff and system partners.



How you can get involved

When joining our patient engagement mailing list, you will receive our quarterly newsletter and email updates on all opportunities for involvement, including those detailed on the right.

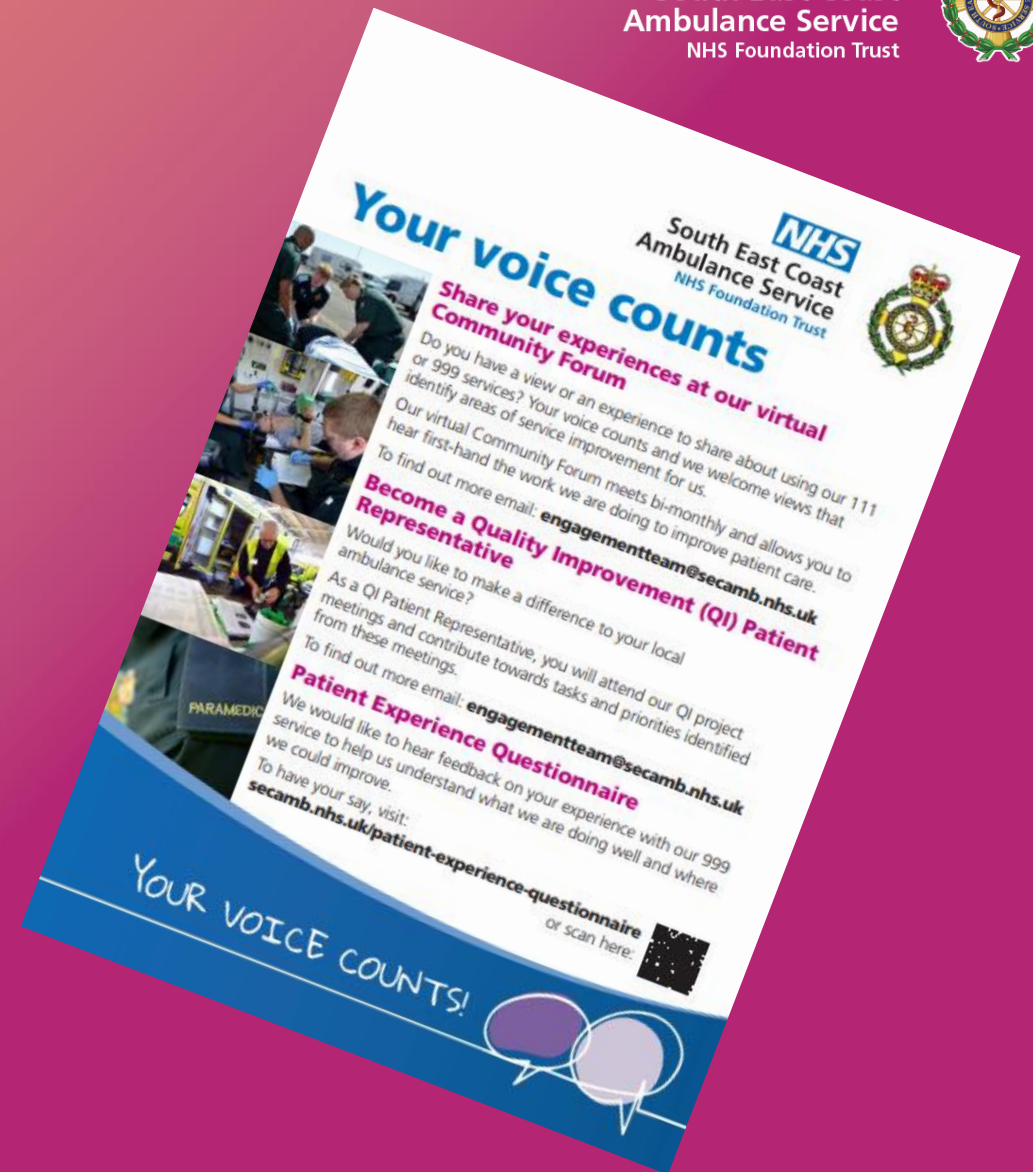
Please email:
engagementteam@secamb.nhs.uk



Saving Lives,
Serving Our Communities



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***Courage,
Kindness
& Integrity***