

## Key Messages – updated September 2023

### Our Intent

Together with our supporters, we will push the boundaries in out-of-hospital critical care, to give everyone the best chance of surviving and recovering from a life-threatening emergency.

### General

- East Anglian Air Ambulance (EAAA) is a charity providing advanced critical care 24 hours a day, 365 days a year to the most seriously ill and injured people in the region by air and road.
- From road traffic collisions to cardiac arrests to medical emergencies, the charity's specialist doctors, critical care paramedics and pilots bring the advanced skills, equipment and medicine directly – normally only found in a specialist emergency department – to the patient's side in the fastest time possible.
- The equipment carried by EAAA's helicopters and rapid response vehicles enables enhanced care at the incident scene – when the patient needs it most – such as blood transfusions, advanced pain relief, sedation and anaesthesia, and surgical interventions.
- This, combined with quick onward transfer to the most appropriate hospital, gives every patient treated by EAAA the best possible chance of surviving and recovering a life-threatening emergency.
- EAAA is a charity which is independent from the NHS and Ambulance Trusts and receives no regular government funding, relying almost entirely on public support.
- Covering Bedfordshire, Cambridgeshire, Norfolk, Suffolk and beyond from bases in Norwich and Cambridge, EAAA crews comprise a specialist doctor and a critical care paramedic, both with advanced pre-hospital emergency care training, and two highly experienced pilots who are provided by the charity's aviation partner, Babcock.
- The charity is now being called to (on average) eight critical care emergencies every day from its Norwich and Cambridge bases.
- The average cost of a mission is £3,750.
- EAAA's service to local communities goes far beyond the critical care it brings to the incident scene. We constantly strive to do our best for those we serve – that's why our Aftercare Team of experienced nurses provides invaluable support to local people and their loved ones in the turbulent aftermath of their life changing incident, helping them make the difficult transition back to daily life.
- The charity continues to strive towards giving everyone the best chance of surviving and recovering from a life-threatening emergency, through the delivery of exceptional 24/7 out-of-hospital critical care, aftercare support for patients and their families, and the delivery of life-saving training programmes in the community.

## Helicopters and cars

- EAAA operates two Airbus H145 helicopters: G-RESU, call sign Anglia One, located at Norwich Airport and G-HEMC, code name Anglia Two, located at Cambridge Airport (Marshalls).
- The H145 has a range of 300 miles, an average cruising speed of 158mph and can cover 20 miles in less than 10 minutes.
- The charity's four rapid response vehicles (RRVs) allow the crews to provide effective 24/7 cover by car and are equipped with the same high standard of medical monitoring and assessment equipment as the two helicopters. The RRVs are sometimes the best option to reach patients in the quickest time.

## 2022-2023 activity

- East Anglian Air Ambulance (EAAA) has, by most measures, had its busiest year yet. Together, we have undertaken more night missions, treated more patients, trained more members of the community in life-saving skills and forged ahead in research and audit activities.
- Over 1,900 people were in need of EAAA's life-saving care last year. The crews treated nearly 100 more patients than the previous year, an increase of 6% from the previous year.
- EAAA has been flying 24/7 for two years and, in the last 12 months, as well as seeing a 6% increase in daytime taskings, we have been significantly busier at night, with a 17% increase in callouts (924 to 1084).
- In total, EAAA was tasked by air and road to over 2,800 missions last year.
- The crews' most common callouts are cardiac arrests (26%), road traffic collisions (22%) and medical emergencies (21%).
- The busiest day for East Anglian Air Ambulance was in March 2023 with 16 taskings in 24 hours.
- The crews delivered 94 blood transfusions to trauma patients, a 30% increase from the previous year.

## Financial

- We have seen incredible support from people in the community who continue to go above and beyond to fundraise, volunteer their time, take part in events and be an ambassador for EAAA.
- However, with no regular government funding and a reliance on public donations, we remain vulnerable to the current challenging economic climate.

- At a time when we are busier than ever, our costs are also significantly increasing as a result of inflation. For example, from April 2024, we will see an 8% increase in our operational costs.
- Despite these challenges, our supporters continue to inspire us with their kindness and generosity:
  - Gifts in wills now fund nearly 1 in 3 missions
  - More people than ever before are fundraising and taking part in events, and;
  - EAAA lottery players collectively raised nearly £7m last year.
- Thanks to this hugely generous support and being prudent and careful with our expenditure this year, we have raised £1.6m more than we expected to and ended the financial year with a surplus of £2.5m.
- This money will be responsibly invested into a number of strategic areas over the next five years, including a new southern operating base\*, technology, innovation and sustainability.
- \*We need to relocate our Cambridge base within the next five years because of Cambridge City Airport closing.
- We now need to raise nearly £19m to develop and deliver our life-saving service.

### **Aftercare**

- East Anglian Air Ambulance provides an Aftercare service to former patients, their friends and family following an incident in which our crews provided care.
- This service offers specialist emotional and practical support and is delivered by a specialist team of clinicians.
- In the last year, the aftercare service connected with over 450 patients and their friends and family.

### **Research and Education**

- Part of EAAA's commitment to giving every patient the best possible chance of surviving and recovering from a life-threatening incident is to advance pre-hospital medicine through research, collaboration, and education.
- The charity's research, audit, innovation and development (RAID) group, which is leading in research in air ambulance charities, monitors and continually improves the service EAAA provides, using the latest evidence behind cutting-edge out-of-hospital care to develop new treatments, equipment, and skills.
- In the last year, RAID has:
  - Had multiple research papers published in international journals and hosted a successful scientific conference (RAID conference) early in 2023, all focused on improving patient outcomes.

- Working in collaboration with the East of England Ambulance Service, made improvements to the way East Anglian Air Ambulance is tasked to an emergency. These improvements allow for the early deployment of critical care resources to patients.
- Through research, improved how anaesthesia is delivered in an out-of-hospital setting, reducing complications from a high-risk (but lifesaving) intervention.
- Collaborated with the University of East Anglia to launch a PG Certificate qualification in Paramedic Sciences. Using our specialist knowledge and skills, we are able to support paramedics' education and pre-hospital critical care aspirations.
- Established EAAA as an essential partner with the regional out-of-hospital cardiac arrest network, using our specialist knowledge to help improve the care patients receive following a cardiac arrest.
- Delivered high-quality clinical education: The Advanced Life Support, Point of Care Ultrasound and Specialist Endovascular Access in Resuscitation courses are examples of EAAA leading the way nationally and internationally with teaching advanced skills that contribute to improving the outcome of patients we treat and improving expertise beyond clinicians who work with EAAA (ambulance and hospital-based clinicians).

### **Community Training Programme**

- A quarter of the emergencies that EAAA attends are cardiac arrests.
- Early bystander CPR can 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 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.
- EAAA aims to train 20,000 people in how to perform CPR and use a defibrillator and last year, trained over 18,000 people.
- During this period, according to figures from the Resuscitation Council, the East of England has a 66% rate of bystanders performing CPR, which is 23% above the national average, and also 11% up for this region compared to 12 months ago.