

LIFTOFF

MAGAZINE

#67, NOVEMBER 2023

glian
ulance

www.eaaa.org.uk

TOGETHER AT CHRISTMAS P.16

YOUR SUPPORT WILL HELP SAVE
LIVES OVER THE FESTIVE PERIOD.



East Anglian
Air Ambulance

Registered charity in England
and Wales number 1083876

Together we save lives

CONTENTS

Welcome to Lift Off	3
In the news	4
Air Ambulance Week 2023	6
Meet the team	8
On the road	10
Patient Forum Group	11
Trevor's thanks for Anglia Two	12
Views from the crews	14
Together at Christmas	16
It's beginning to look a lot like Christmas	18
Aviation Area	20
Clinical Corner	22
Gifts in Wills	24
Thank you to our community	26
Putting the pieces together	27

CONTACT US

All correspondence:

Helimed House, Hangar 14, Gambling Close,
Norwich, Norfolk, NR6 6EG

General enquiries: 03450 669 999
Website: www.eaaa.org.uk
Email: info@eaaa.org.uk

Charity number: 1083876

Editor: Rachel Hogg
Design: Liam Carter
Alexander Grauwiler

Print: Blackwell Print
Cover image: CCP Josh Davis,
Anglia One

WELCOME

to Lift Off #67 

Welcome to Lift Off! I'm Amy, Head of Aftercare at East Anglian Air Ambulance (EAAA) and, since joining the charity in June, I've been amazed to see the positive impact of your support on EAAA patients across Bedfordshire, Cambridgeshire, Norfolk and Suffolk.

Your donations enable EAAA to bring the emergency department to the scene of the incident, but did you also know this can be just the start of our relationship with patients and their friends and family? Understanding what happened during their out-of-hospital treatment (and why) can be a huge step towards a positive recovery for our patients, and your support enables the EAAA Aftercare service to help local people treated by EAAA and their families do just that.

This includes offering emotional support, arranging base visits to meet with the crew who treated them on scene, providing access to free legal advice, and signposting to other organisations who can support with a variety of needs. An example of this is our recent Memorandum of Understanding with the Road Victims Trust. You can read more about this on the next page.



During 2022, our Aftercare team connected with over 450 people who have either been an EAAA patient, or a friend or family member of somebody who has been attended by us. This service continues to offer invaluable support to people across our region, and it is all possible thanks to your incredible support - a heartfelt thank you and enjoy reading this issue of Lift Off!



Amy Buxton
Head of Aftercare



 Blackwell Print

This magazine is responsible for the reforestation of **462 trees** and the reduction of **4,620kg** of carbon.

via Ecologi

If you don't want to receive copies of Lift Off in the future, please let us know by:

Either emailing info@eaaa.org.uk or by going online to www.eaaa.org.uk/update-preferences

By unsubscribing from receiving Lift Off, you will also be opting out from receiving other charity related information, such as appeals and updates, by post.

IN THE NEWS.



| SIX DAYS OF 60-70KM!

EAAA Doctor, Nick Marriage was interviewed by Radio Suffolk's Wayne Bavin in August about his 'Dragon's Back' fundraising challenge in aid of EAAA. Nick was five years old when he suffered an out-of-hospital cardiac arrest in 1989 following asthma complications. His father was trained in basic life support and commenced immediate CPR. Nick made a full recovery.

The self-navigated Dragon's Back challenge, billed as the world's toughest mountain race, took place in September. It started at Conwy Castle and concluded six days later at Cardiff Castle with Nick and around 400 other participants running between 60 and 70km daily. Well done and thank you, Dr Nick!



| 1,000 HEMS FLYING HOURS

Congratulations to Cambridge Co-pilot, Lee Kennedy, who has reached the milestone of 1,000 HEMS (Helicopter Emergency Medical Service) flying hours.

This is a significant achievement as it means Lee has built up a huge amount of experience as a HEMS pilot, bringing specialist doctors and critical care paramedics with advanced skills, equipment and medicine directly to the scene of a medical emergency in the fastest time possible. He has been flying with EAAA as a pilot with Babcock International (EAAA's aviation partner) for almost six years and says: "Flying HEMS for that period of time highlights just how much I enjoy it. It still offers new challenges on a day-to-day basis, and I am as motivated now as I was on day one."

| CLASSIC CAR COMPETITION RAISES £17,000

Thank you to everybody who entered the Bridge Classic Cars competition. We are thrilled that this raised over £17,000 to help save lives across our region. The live draw of the Triumph Spitfire took place at the 2023 Bridge Classic Car Show, and Alex Chifu was randomly selected as the lucky winner with ticket number 3744.

Congratulations Alex!



Credit: Bridge Classic Cars



Credit: Road Victims Trust

| A NEW PARTNERSHIP FOR AFTERCARE SUPPORT

We have developed our relationship with the Road Victims Trust (RVT) with the signing of a Memorandum of Understanding. This enhances the excellent working relationship that already exists between our organisations and means that EAAA patients and their relatives can be formally referred, if they wish, to the RVT for specialist emotional and practical support through the grief and trauma of road death, or a serious or life-changing injury.

AIR AMBULANCE WEEK 2023.

Credit: Chris Taylor Photography



WE CAN'T SAVE LIVES WITHOUT YOU

1 in 4 people think we're government funded*. We're not. We rely almost entirely on your donations. This was our message during Air Ambulance Week 2023, which took place between 4 - 10 September.

It's your support that saves lives like Mark Youles' from Garveston in Norfolk. Mark needed help from SARS (Suffolk Accident Rescue Service) and EAAA in 2021 when he collapsed on Southwold Beach, suffering from a brain haemorrhage.



Volunteers holding a collection at Ipswich Town Football Club

"The events of that day were the scariest in my life. The care and kindness Mark, myself, and my family were shown at the time, and all the aftercare since has been truly amazing. I can't thank you all enough."

- Nicola Youles, Mark's wife.

You make a difference to people like Mark and his family.

*Based on 2018 research.

Our wonderful volunteers out raising awareness



Volunteers Sharon and Tracy at Peterborough City Hospital.



Credit: Sarah Toon Photography

HELIMED HOUSE OPEN DAY

During Air Ambulance Week on 9 September, we opened the doors of Helimed House to our supporters as part of the Heritage Open Days scheme.

Guests enjoyed a guided base tour, a visit to the hangar, a chance to see the crew rest facilities, and immerse themselves in our state-of-the-art training suite. We also provided free CPR training to equip people with life-saving skills and the knowledge of how to confidently use a defibrillator.

It was wonderful to see so many people from our EAAA community. Thank you for joining us and helping to **#changethe1in4**.

OPEN DAYS 2024

SCAN TO REGISTER YOUR INTEREST



MEET THE TEAM.

CCP Joe Dowsing

What is your role and how long have you worked with EAAA?

I am a Critical Care Paramedic (CCP) with East Anglian Air Ambulance. I work mostly out of our Cambridge base, and I have been with the charity for a little over two years. I've been a paramedic since 2008.

What does a typical day look like in your role at EAAA?

I like to get in at 06:30 ready to take over from the night team at 07:00. There is medication and electrical devices to prepare and kit bags to pack before we load the aircraft and Rapid Response Vehicle (RRV). We then formally check everything. The pilots, doctor and myself then sit down as a team. This is an opportunity to discuss threats, like bad weather, and brief to prepare ourselves for the shift. Then comes coffee and breakfast - this is a must for me, and the coffee has to be good!

From 07:00 to 19:00 we are available for tasking by helicopter or RRV. Between jobs, we have more kit to check, restocking, paperwork, and cleaning. In quiet periods, we use the time to train, debrief and research. We are always looking to improve and offer the most evidence-based, refined care to our patients.

What is your favourite part of the job?

My favourite part of the job is the time I spend directly in contact with our patients. It is an honour to be there for someone and to be able to help in their time of crisis. It's a nice feeling that people are always pleased to see us arrive. Specifically, I particularly enjoy treating orthopaedic injuries, because we can take someone in significant pain and make them completely comfortable.



Joe with former EAAA patient, Dan Gilkes.

What is the toughest part of the role?

This job can be tough at times. Inevitably, we don't always see the outcomes we would like, but we have a multitude of mechanisms available to promote our wellbeing. For me, I use the team around me - there is great camaraderie.



Credit: Red Wellies Photography

What is one thing you'd like supporters to know about EAAA?

EAAA is a fantastic organisation to work for but an even better organisation when people need us. Every day I see highly skilled pilots aviate, highly skilled doctors and critical care paramedics provide cutting edge, patient-focused, compassionate care, and that's just the front end. Behind that are our fundraisers, support services and managers who keep everything running - but above all the public. You fund EAAA. Without you, none of what we do would be possible.

ON THE ROAD.

Last month, we were pleased to take delivery of two new EAAA rapid response vehicles (RRVs) following our appeal in Spring 2022.

We asked our supporters to help us specifically fund two new RRVs to update our aging cars, which had reached the six-year average lifespan of an emergency vehicle. We had also outgrown our previous vehicles in terms of capacity and the amount of equipment we now carry to the scene of medical emergencies.

As a result of the appeal, our kind supporters raised over £150,000, with an incredibly generous major gift funding approximately half of the amount needed – or one of the new vehicles, which are Volvos XC90 B6 Petrol AWD (All Wheel Drive) Authorities Auto.

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 vehicles are sometimes the best option to reach patients in the quickest time. For example, in the more built-up areas of our region where helicopters cannot easily land, or when there are limitations due to the weather, such as low cloud.

Ever mindful of the generosity and trust of EAAA supporters, we had a detailed selection process and ensured we received value for money while providing resilience for the future to deliver our 24/7 life-saving service.

We're grateful for every donation, however large or small, so our teams can continue to provide 24/7 life-saving critical care across our region.

In 2022-23, 42% of EAAA taskings were by RRV.

PATIENT FORUM GROUP.

HELPING TO SHAPE THE FUTURE OF EAAA

Supported by the EAAA Aftercare team, the EAAA Patient Forum Group provides a quarterly platform for patients and relatives to offer their thoughts and feedback. The views of the people we help are integral to decision-making and provide scrutiny of EAAA decisions.

It helps to improve patient outcomes by building relationships with patients and families - and listening and learning from them and their experiences when it comes to innovation and new projects, not just in terms of aftercare, but charity-wide.

Terry Hawes has suffered two heart attacks. EAAA was tasked to him for the first of these in August 2021. He has been a part of the EAAA Patient Forum Group since 2022 and values every opportunity to be involved.

"The forum is a comfortable environment where former patients and families can add value to EAAA strategies," Terry explains. "It empowers us to review and help improve and develop the future."

In the 18 months this group has been running, there have been discussions around research projects directly involving patients receiving critical care, in-memory giving, and direct reviews and decisions about patient feedback questions, photos used for condolence cards and many more charity-wide projects.

Lisa Boyle, Clinical Liaison Nurse with EAAA's Aftercare team says this group aims to provide an environment where everyone has an equal voice, with open and constructive challenge to new ideas.

"The benefit of being a service user group is that they can bring their experience to the table to support the feedback they give." Lisa explains.

"The Patient Forum Group also offers reassurance and camaraderie. It's given me the confidence to talk about my circumstances more openly." Terry adds.

If you are a former EAAA patient, or a family member and would like to help shape the future for EAAA, please contact: aftercare@eaaa.org.uk



Trevor's thanks

FOR ANGLIA TWO.

In April 2023, Trevor Shearing, age 71, was riding out near Newmarket with his local cycling team 'CB25' when he hit a pothole in the road and came off his bike, landing head-first on the tarmac road. As he was initially unresponsive, Anglia Two from Cambridge was tasked, and the crew quickly arrived on-scene to assist with Trevor's injuries.

Pilots Rob and Henrietta, Dr Neil and Critical Care Paramedic Pete were first on the scene. Trevor had been unconscious for around five minutes, but thankfully his condition had improved by the time the crew from EAAA arrived.

Trevor's cycle helmet took much of the impact, and he suffered superficial head injuries. He had also injured his lower

leg, wrist, and hand. He had a fracture to his eye socket which affected his vision and suffered a hairline fracture to his vertebrae. We were able to assist the East of England Ambulance Service (EAAA) when they reached the scene by making sure Trevor was safe and stable for the journey to hospital.

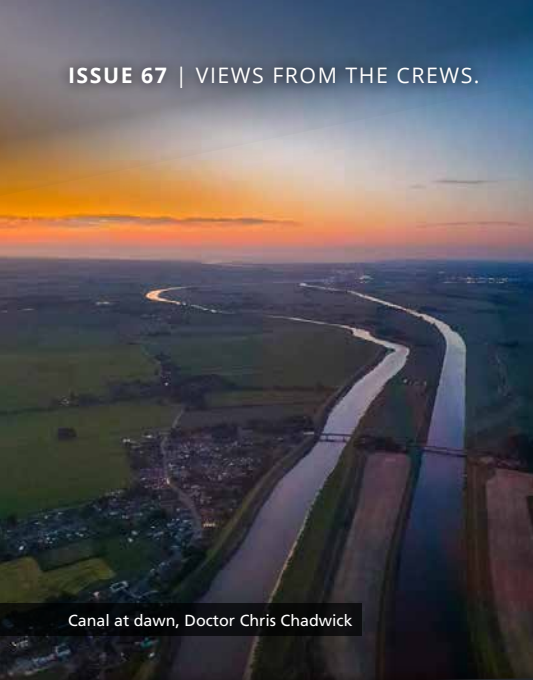
The EAAA Aftercare team supported Trevor's wife Helen initially and later arranged for a visit to our Cambridge base.

Trevor adds: "I can't remember the crew or the helicopter attending me on the day, so it was good to visit the EAAA Cambridge base to say thank you. It feels like it's the first time I've met Dr Neil, who was there on the day, but I can't remember him! We also wanted to pass on a cheque for some fundraising we have since done for EAAA."

Trevor, his local social club, Bottisham Community, Sports and Social Club, and CB25 cycling club raised £800 for EAAA. Trevor says: "We wanted to give back, promote the work of EAAA and highlight the importance of wearing cycle helmets. I don't remember the incident, but it could have been a lot worse if I hadn't been wearing a cycle helmet."

"It's been fantastic to visit today and show my appreciation, but I will be very happy not to see EAAA again!"





Canal at dawn, Doctor Chris Chadwick

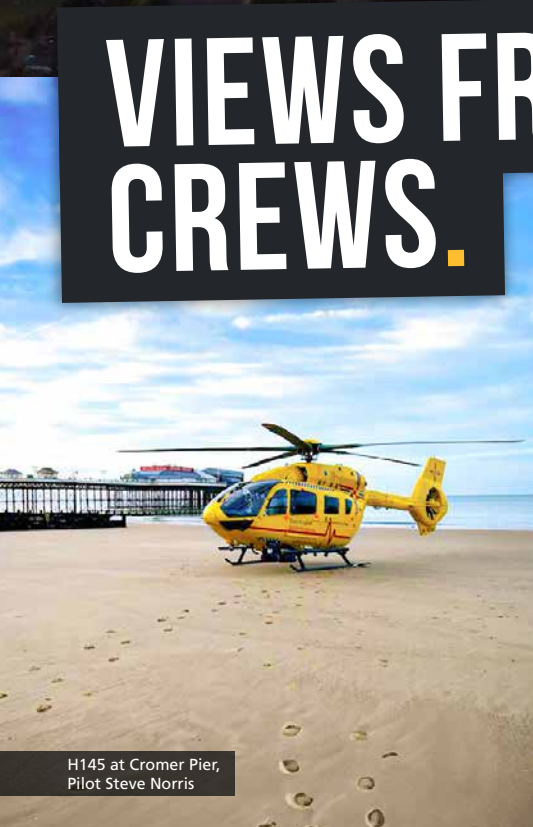


Refueling the pilots, Doctor Chris Chadwick



Farmland touchdown, Doctor David Clutton

VIEWS FROM THE CREWS.



H145 at Cromer Pier, Pilot Steve Norris



Pilot's eye view, Pilot Eliot Haines



Cockpit coast view, Pilot Elliot Haines



Rooftop nightscape, Doctor David Clutton

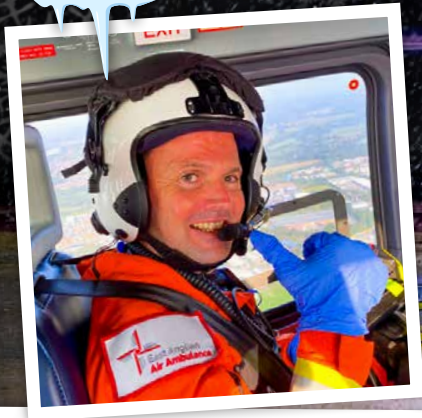


Together we save lives, Edward Dodd



Rainbow halo, Doctor Drew Welch

Together AT CHRISTMAS.



"I've worked many Christmas shifts. I've attended to people involved in an accident on the way to their family Christmas, presents still in the back of the car; people who have collapsed at home with a medical emergency on Christmas Day itself. It's hard – because every family you see reminds you a bit of your own. If anything, it motivates us even further. Because, if we can get there and use our knowledge, skills, and experience, we can keep that family together for another Christmas."

- Ben Caine, Critical Care Paramedic

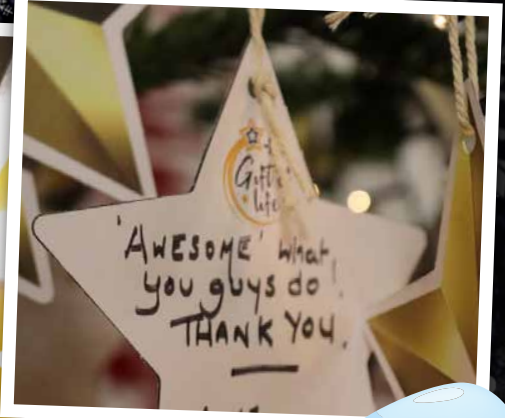


SCAN HERE TO GET INVOLVED



Visit our website to see all the ways you can get involved and support EAAA this Christmas, including:

- Carol concerts in Norwich and Bury St Edmunds
- Purchasing Christmas cards
- Collections in your area
- Sending a festive message to the EAAA crew this Christmas.



MESSAGES FROM LAST YEAR

"A huge thank you to the crew who came and saved my life six and a half years ago. To this day, I am still so grateful to you all and that I get to see my son grow up. You all do an amazing job so thank you so much."

- Former EAAA patient

"I often see you flying through the Norfolk skies, doing a fantastic job of saving lives. Thank you all so much for giving your time. Merry Christmas."

- EAAA supporter

We estimate more than 170 local people (based on number of patients attended during December 2022) will need life-saving critical care this festive season. Your support will keep loved ones together at Christmas.

Thank you!

YOUR IMPACT DURING CHRISTMAS 2022



17 PATIENTS ATTENDED



28 TASKINGS

(Christmas Eve to Boxing Day 2022)

IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS.



CHRISTMAS SHOPPING WITH EAAA



SCAN HERE TO GET INVOLVED

LIGHT UP YOUR HOUSE THIS CHRISTMAS

Seeing your fantastic Christmas light displays every year is always a favourite of ours, so we're once again inviting you to take part this year.

To add to the fun, we'll be awarding prizes for our three categories:

- **Best display**
- **Crew's favourite**
- **The most money raised**

We know times are tough at the moment, so whether you want to light up your entire house or just a window display for a short time, entering our Christmas lights competition is a great way to spread festive cheer as well as helping to save lives across the region.

Taking part is easy!

To register your display with us, scan the QR code or email info@eaaa.org.uk and we'll be in touch to support with your fundraising.



EAAA 1,000-PIECE JIGSAW PUZZLE

£15.00

Product code: 61574

THESE SOCKS SAVE LIVES

Grey:
£5.00

Product code: 62860

Yellow:
£5.00

Product code: 62859



KIDS' PAINT AND CRAFT SETS

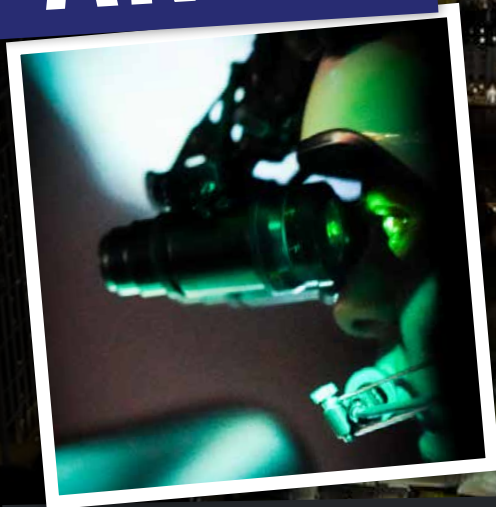
£10.00

Product code: 34623

Christmas orders will be accepted up until 15 December. Purchase online at eaaa.org.uk or call 01227 811644 to place your order.

We also have other items available to buy on our website if you would like to buy some life-saving gifts this festive season. Why not wear some life-saving socks while completing your own EAAA jigsaw challenge! (See page 27).

AVIATION AREA.



Credit: Dr James Price

GUIDING THE WAY DURING THE HOURS OF DARKNESS

Flying at night presents many more risks than flying in daylight. With British summertime ending and the clocks going back last month, more of our taskings are now during hours of darkness. Last year, our taskings during night shifts (7pm-7am) increased by 17.3%. This means night vision equipment used by crews is vital to identify potential hazards to keep crew, patients, and bystanders safe.

All pilots with EAAA are trained to use Night Vision Imaging System (NVIS) goggles, which are strapped to their helmets. Clinicians use hand-held monoculars to support the pilots in identifying obstacles from the side and the rear of the aircraft, effectively giving the pilots “eyes in the back of their heads.” This is especially important during landing and take-off.

NVIS amplifies the light our crews normally see, making obstacles much easier to identify. It differs from thermal imaging, which provides infrared images and less definition. When there are limited amounts of light, NVIS greatly enhances an image. This increases situation awareness for the crew.

“We have been flying 24/7 since June 2021... We are so grateful to use the best equipment available to help those in need.”

Technology is constantly evolving, and we need equipment that is state-of-the-art and fully supported. Our existing monoculars were over six years old. A much-valued supporter kindly lent his engineering skills to extend the life of two of the units, but now our monoculars are at the end of their current life and need replacing.

We have been fortunate enough to trial different types of monoculars to help us purchase the best items for crews and the patients and families we attend. ‘White phosphor’ monoculars provide a monochrome image and clarity to identify obstacles such as electricity cables and fences.

Critical Care Paramedic Luke Chamberlain said: “We have been flying 24/7 since June 2021 and this has allowed us to reach and help a considerable number more patients each year. Night flying, and in particular landing, can be more challenging in the hours of darkness.

“NVIS technology is improving, and we recently had an opportunity to trial some new devices, these provided clearer and brighter images and as such are a huge benefit to safe and swift landings. We are so grateful to use the best equipment available to help those in need at any time of the day or night.”



CCP Luke Chamberlain

Six units were needed: Two each for our helicopters at Norwich and Cambridge, and two as spares. The NVIS upgrades cost in the region of £25,000, and it's thanks to the generous support from a small number of major donors and trusts that we are able to upgrade this vital equipment.

CLINICAL CORNER:

Welcome PHEM trainees



Each six to twelve months, we welcome a new cohort of doctors and critical care paramedics (CCPs) to begin their specialist PHEM (pre-hospital emergency medicine) training with EAAA. The start of this journey is an intensive one-week course to become a PHEM practitioner at the highest level.

In August, the latest cohort of six clinicians joined us following a rigorous recruitment process. The six candidates have been selected because of their medical backgrounds, and they have demonstrated they have what it takes to progress in the field of PHEM.

Most of the cohort are at the very start of their PHEM journey, but they are already experienced medical clinicians in other fields, which may include emergency department, anaesthetic, intensive care or military doctors. Our aim is to bring them to a high and safe level of supervised PHEM practice. Our week-long PHEM course, before the trainees begin their EAAA placement, gives us an opportunity to determine the level of support they will need as they move through their PHEM experience with us.

It's a very demanding programme. Every candidate is different, but as their placements progress, they develop the advanced skills and knowledge to attend patients during what may be the worst moment of their and their family's lives.

Each day has a different theme and is a mini-course in itself, including critical care, emergency surgical procedures, major incidents, as well individual assessments. The morning is theoretical in nature with lectures, workshops and discussions. We consolidate this learning in the afternoon

with simulations and practical exercises. The final day includes assessments and a major trauma exercise.

EAAA Deputy Medical Director, Dr Rob Major says: *"PHEM trainees benefit from our research and the latest evidence behind advanced out-of-hospital critical care. This includes training in innovations such as SPEAR (Specialist Percutaneous Emergency Aortic Resuscitation) and POCUS (Point of Care Ultrasound). These are significant developments in the field of out-of-hospital care to improve patient outcomes."*





GIFTS IN WILLS.

Callsign, Silent Key

Amateur radio operator, Robert King MBE, radio callsign GOAKL, and his late wife, Judith had been aware of the work of EAAA for many years. Having worked as a farmer and a boatyard proprietor, he understood the importance of getting life-saving care to remote locations as quickly as possible.

Robert recounts the memory of one of his customers who suffered a medical emergency while on a boat. Their experiences led Robert and Judith to champion the work of air ambulances. Judith also pledged a gift

to EAAA in her Will, citing *"If someone else is in that situation, then they'll be given the best chance."*

Judith sadly passed away in 2020. The gift left in her Will, to provide life-saving critical care in East Anglia, was a wonderful act of kind-heartedness. We remain so thankful and humbled by Judith's final act of kindness to give others the gift of life.

Losing Judith, and receiving a diagnosis of cancer himself, also brought about a change

in Robert's priorities. Putting his health first, Robert sold his radio kit and bid farewell to the hobby that had brought him interest and joy for many years. He not only very generously donated the proceeds of his sale to EAAA, but he has pledged to also leave a gift to EAAA in his Will to provide a life-saving legacy to others.

Following the sale, Robert decided to become a Silent Key (SK). This moving and dignified term is usually reserved for amateur radio operators who have retired the hobby, or passed away, and SK will often be added to the front of their callsign to ensure they are remembered and recognised.



Judith and Robert's thoughtful and poignant gifts will help to give others in our region the best chance of surviving and recovering from a life-threatening emergency.

Our heartfelt thanks, SK GOAKL.

Do you have a story you would like to share, or maybe you would like life-saving care to be a part of your life story? If so, please contact Lucy, Gifts in Wills Manager, who would love to hear from you at lucy.day@eaaa.org.uk

THANK YOU TO OUR COMMUNITY!



TERRIFIC TRUCKERS

The Dunstable and Leighton Buzzard Truck Convoy saw over 200 trucks make their way through the streets of Dunstable before heading to the Billington Showground for an afternoon of fun. It was a great turnout, with hundreds of onlookers lining the route. The event raised £20,000, £12,000 of which was donated to EAAA.



BRILLIANT BIKERS

Members of the Oakley Motorcycle Club in Bedfordshire have been long-term supporters of EAAA. They invited us to receive their latest donation of over £2,200, which takes their lifetime fundraising to over £40,000! Pictured is EAAA volunteer Steve Varney receiving their donation.



PEDAL POWER

In August, a team of 27 cyclists took part in the Lap of Anglia in aid of EAAA. We waved them off from Helimed House as they embarked on an epic four-day, 435-mile ride around East Anglia. Our very own Zoe Harris (Community Projects Lead) and Pete Sago (Emeritus HEMS Paramedic) were two of the participants. The route took the group through three cities, across five counties and saw them cycle up half the height of Mount Everest! The Lap of Anglia has raised over £216,000 for EAAA since it began in 2013. At the time of writing, the 2023 participants had raised over £12,000.

If you're feeling inspired by the Lap of Anglia, registration for the 2024 event is now open: www.lapofanglia.co.uk/2024-sign-up

PUTTING THE PIECES TOGETHER...



The EAAA jigsaw challenge!



In the summer, we launched our first ever EAAA jigsaw. When we heard that the current UK Jigsaw Champion, Sarah Mills is local to Norfolk, we invited her to Helimed House for a rather unique challenge...

Sarah went head-to-head against members of the crew and EAAA team to put together the 1,000-piece jigsaw, which features Anglia One. Sarah has previously completed 1,000-piece jigsaws in under two hours, so the EAAA

team of off-duty doctor Jim and Head of Aftercare Amy had a real challenge on their hands, which they tackled with great spirit and enthusiasm. A great time was enjoyed by all, and we're grateful to Sarah, Jim and Amy for being such great sports!

If you're looking for a gift or a jigsaw challenge of your own this Christmas, we recommend taking a look at our puzzle, which is available to purchase on our website.



ARE YOU READY TO TAKE THE

BIG LEAAP



Sign up

11 May 2024

**Take on the most
incredible leap
of your life.**

Join our dare-devil team of skydivers and take the leap of your life from 13,000ft. Support East Anglian Air Ambulance to keep our helicopter crews flying while ticking off this incredible bucket list item.

£50 registration and £300 fundraising target

For more information or to sign up :

www.eaaa.org.uk/events
events@eaaa.org.uk

