

LIFTOFF MAGAZINE

#57, AUGUST 2020

20 Years TOGETHER



20 YEARS TO BE
THANKFUL FOR **P.8**

OPERATIONS UPDATES
FROM THE CREW **P.4**



**East Anglian
Air Ambulance**

Registered charity in England
and Wales number 1083876

Together we save lives

CONTENTS.

Welcome to Lift Off	3
Operations update	4
In the news	6
20 years to be thankful for	8
Views from the crews	10
Patient story	12
Meet the team	14
A great big thank you	16
Aviation area	17
Join our lottery	18
Lottery winner update	19

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WELCOME

to Lift Off #57



Hello, I'm Doctor Victor Inyang. I'm very pleased to welcome you to this issue of Lift Off as East Anglian Air Ambulance's newly-appointed **Medical Director**.

My career has been dedicated to emergency medicine and I have had the immense pleasure of flying with EAAA for the last 16 years, seeing first-hand the incredible work this charity is able to do thanks to your valued donations. I have also witnessed the many changes and developments to our service over the years which have helped us to reach even more patients and improve the medicine we can provide pre-hospital.

I will be leading this incredible team on all clinical matters, with the priority always to put the patient first. In line with the charity's strategy, I will also look for ways to reduce the impact of trauma and medical emergency in the community, such as increasing EAAA's ability to provide good quality CPR training. EAAA has a unique blend of highly talented and motivated

clinicians, charity staff and volunteers, so the decision to apply for this role was an easy one.

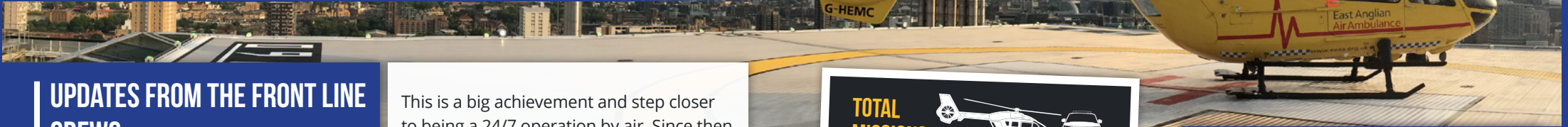
One of my first challenges has been helping the charity to adapt to Covid-19. I have recognised that flexibility has been one of our strongest assets and have been really proud of the way everyone in the charity has adapted their work, whether clinical, operations or fundraising, to keep the service going for our patients at this critical time. For which I am very thankful.

On the following pages you will read about some of the latest developments to keep our crews safe on the frontline (pg 4 and 5), some updates about our 20th anniversary (pg 8 and 9) which is coming up in September and a story about a motorcyclist we were able to help (pg 12) thanks to your support.

I really hope you enjoy this issue.

Take care and stay safe.

OPERATIONS UPDATES.



UPDATES FROM THE FRONT LINE CREWS

We are pleased to say we haven't missed any shifts due to Covid-19 and have been able to successfully adapt our operation, with your help.

At the start of lockdown, taskings were significantly down in volume but the jobs we did attend were very serious. This showed we were still needed, and able to help the most seriously sick or injured people. May and June have seen taskings increase, with some really busy days for our crews.

24/7 UPDATE

In March, we received two new grant funded rapid response vehicles (RRVs), Volvo XC90s (as seen on the cover), which we had been working towards introducing for several months. These have been a huge boost to our night teams, giving them a significant upgrade. At the same time, the Cambridge clinical team went 24/7 by RRV, joining the Norwich team.

This is a big achievement and step closer to being a 24/7 operation by air. Since then we've completed 184 RRV night missions with 73 carried out by the Cambridge team, proving this to be an essential addition to our service. We are looking forward to flying 24/7 from Norwich next summer.

NEW KIT — PATIENT MONITOR UPDATE

more info at:
www.eaaa.org.uk/equipment

We now have eight new Zoll X Series Advanced patient monitors to replace our old Zoll units. Patient monitors are used in every mission, allowing our crew to monitor a patient's heart rate, oxygen and carbon dioxide levels and also act as a defibrillator. Without them, we could not deliver an enhanced level of care.

Our old monitors will be sold to other medical charities, to help local people for as long as possible. We're very grateful to a host of generous trusts and foundations (notably the Morrisons Community Fund and Alborada Trust) and Government grant funding, enabling us to purchase these monitors.



WHAT WE'RE DOING TO KEEP OUR CREWS SAFE LONG-TERM

The risk of being exposed to Covid-19 during a pre-hospital procedure is simply not going to go away for our crews, possibly for the next year or even two. This is why we were so transparent about our need for large quantities of personal protective equipment (PPE).

We are very grateful to our supporters to have the funds in place to secure the PPE we need and to make the best choices regarding our crews' welfare and safety, and that of our patients. We have since been taking a closer look at our decontamination processes, how we keep our equipment clean and additional ways to keep our crews safe as we adjust to the 'new normal' of delivering HEMS.

Here are some things that we're currently reviewing:

Fogging – a highly-efficient deep-cleaning technology, developed in the food industry. It can very quickly clean equipment, a whole room and even inside vehicles, and might be safe to use in the helicopter, too. It is non-hazardous and eco-friendly, while protecting against superbugs and SARS virus.

Half respirator masks – an alternative to the disposable FFP3 high-protection face masks. These will be cheaper in the long run, more sustainable by reducing waste and will be more comfortable for our crews, while offering as much protection as a full respirator hood.

Exterior tool belt – our crews have reported that having no pockets in their protective coveralls is a huge challenge to the way they work. A simple solution is a fully-cleanable belt to hold their essential equipment, which will make working in level three PPE easier and safer.



Photo credit: Tern TV

IN THE NEWS

END OF AN ERA – THE START OF ANOTHER...

We have two significant staff updates to share with you. Here are a few words from our CEO, Patrick Peal, to explain the changes. "Saying good-bye to trusted and valued colleagues is always difficult – more so during the pandemic and even more so when the people leaving are giants of the charity's work.

In May we said goodbye to our Medical Director Alastair Wilson (succeeded by our well-known senior consultant Victor Inyang) and we are about to say goodbye to Jo Dew, our Director of Fundraising. Jo's successor in the new role of Director of Engagement and Income is Stuart Wyle, our current Head of Community Fundraising. We know Stuart will do a fantastic job in his new role!



Alastair has had a stellar career in pre-hospital emergency medicine – it's fair to say he was one of the founders of the air ambulance movement in the UK. He brought more than thirty years' experience to EAAA in 2014 and set the highest standards for us all, insisting on an unshakeable primary focus on getting the very best patient outcomes. He has truly earned a long and happy retirement.



Jo joined in late 2015. Since then, under her hugely experienced and professional leadership, annual donations have risen from £9m to £14m. She has built a super team, from whom we were confident to recruit her replacement – a tribute to her leadership and a great legacy. Jo is setting out on the rewarding path of self-employment as a performance coach – we wish her well!"

"Alastair, Jo, on behalf of the east of England community, especially our patients, and all your colleagues at EAAA – thank you and all the very best for the future!"



LOOK OUT FOR OUR LOTTERY CANVASSERS

In line with strict guidelines, and after several detailed risk assessments and training sessions, we have re-started some of our community fundraising activities. Our lottery canvassers, who are vital in helping to attract new lottery members, can now operate out in the community again, in a safe and socially distanced manner in low-risk areas.

If you see our canvassers in their red EAAA uniforms, please give them a wave and a smile. If you know anyone who does not want to be contacted at home, we have created a shielding poster which can be downloaded from our website to help. We will review the canvassing arrangements weekly and stop this activity if it is no longer safe to do so.



20 YEARS to be thankful for



Looking back over our short history

- We have been tasked to almost 30,000 life-saving missions
- We have helped over 17,000 patients
- We have grown our service to include night-capable flying
- We carry the best equipment and fly two of the best HEMS helicopters
- We are now 24/7 by car and will start flying 24/7 next summer (2021)

This September marks 20 years since EAAA was established as a charity. This is a significant milestone, and one we could not have reached without you, and your continued support.

Given the unforeseen and turbulent times we find ourselves in at the moment, this is an anniversary that we now value even more. Knowing that due to the generosity of local people over the last 20 years, we are able to be here to help during the greatest medical crisis of our generation is extremely humbling.

Thanks to the EAAA community, which you are a part of, we have been able to save lives, together, for the last twenty years. That's something really special to be able to reflect upon.



Thank you from all of us at EAAA!

Photo taken at last year's staff day

With your help, EAAA has grown from a small trial service in Norfolk, operating on a borrowed police helicopter once a week, to a robust service with two helicopters and two rapid response vehicles. In addition, EAAA will soon be the first 24/7 helicopter emergency medical service in the East of England. We have an awful lot to be thankful for.

To mark this milestone/anniversary, we will be concentrating on thanking our supporters, because we know we would not be here without you. If you would like to get involved and help us celebrate this achievement here are three ways that you can;

Take part in our new 'virtual' challenge event, Together We Run. We're challenging local people to help us complete 2,000 miles this September, in their own time and speed (walking or running) to help raise vital funds for EAAA. More info at eaaa.org.uk/werun

Play in our bumper 20th anniversary raffle, which we will be sending to you very soon. If you decide to take part, you will have the chance of winning one of 15 prizes, with a top prize of £5,000.

Listen to our podcast series. We will be creating a series of podcast interviews with different members of the EAAA family from 2000 to 2020, to explore their fondest memories. We will find out how the service started, the challenges they faced and the lessons learnt along the way.

The podcasts will start to be available from our website in September and you can sign up for email alert at eaaa.org.uk/podcast

Thank you for your continued support and helping us get to 20 years of EAAA!



VIEWS FROM THE CREWS.



Whipsnade Lion, Bedfordshire



Anglia Two taking off, Cambridge



Anglia One, East Runton

Anglia Two, Cambridgeshire



Anglia One in the rain, Norwich



PATIENT STORY.

HOW A RANDOM ACT OF KINDNESS HELPED TO SAVE DAVE'S LIFE

Total strangers, Charles Morris was driving in front of Dave Woodhouse when he noticed the motorbike behind him had completely disappeared from view. Worried something bad had happened, Charles decided to turn his car around and go searching.

Dave, a 29-year-old father of one, had been travelling down a road he knew very well near Briston in Norfolk, at a sensible speed, when he lost control of his motorbike and left the road. Dave said:

"Before I could come to a stop, I looked up to see there was no road left. All I remember was seeing a verge and a tree which I was about to hit and aimed the bike at a thick hedgerow instead."

Dave came to a stop lying face down in part of a ditch and at the back of the hedgerow - and at this stage felt no pain. He said: "As I lay there, I instantly knew I needed to somehow get to the front of the hedge to be seen by a passerby, because my bike and I were obscured from view in the field. I tried with all my strength to drag myself through the hedge, but I was unable to move the lower half of my body. I realised at this point I was probably in a bad way. But all I remember pain-wise was having a sore chest from where my body armour was digging in."

At the same time, Charles had turned his car around and was driving slowly up and down the hedgerow shouting 'Hello!' until he noticed Dave. Charles called 999 and the police and an ambulance was immediately dispatched. EAAA's Anglia One team from Norwich was dispatched shortly after at 17:23 and Doctor Sarah Fadden and Critical Care Paramedic Luke Chamberlain arrived

at scene within 15 minutes, landing at 17:38. The crew provided enhanced care, assessing Dave's injuries, sedating him and packaging him for transport to hospital.

Dave remembers: "The air ambulance wasted no time in getting to me and took charge of the situation. They removed my helmet, which was starting to suffocate me, and cut away all my armour and clothing. They put me onto a spinal board, and I remember them being very kind and supportive when loading me into the helicopter. I jokingly asked if I could take it for a spin and was unfortunately denied!"

Dave was then flown to the Norfolk and Norwich University Hospital for further treatment. Dave's injuries included a sustained life-changing spinal injury, and he was in hospital for a total of four months while he recovered and adapted to being in a wheelchair.

Sue Gee, EAAA Aftercare Clinical Liaison Officer, said:

"The nature of Dave's accident meant that getting him to hospital at speed was crucial. His story has been an inspiration to everyone at EAAA. He was so determined his life was going to move forward, despite facing the fact he was unlikely to walk again. He remained really positive and focused all his attention on his rehabilitation."

Dave added:

"The police said I had travelled 17 feet or more. I am so thankful to have been given a second chance at life and would love to give something back. I'm hoping to work with EAAA to help raise the funds to do what they do best and raise awareness for them, as well. Other than that, I am a man of simple pleasures and I look forward to my life with my little boy and future wife and a bit of cheeky video gaming in between!"

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MEET THE TEAM.

LUCY DAY *Gifts in Wills Manager*

Hello! I'm Lucy and I'm a new member of the EAAA 'family' which, I soon learned, is made up of amazing colleagues and supporters like you.

Many of us either know someone who has greatly benefitted from EAAA's emergency care or understand how vital the service is just by seeing and hearing the 'yellow lifeline' in our skies. Living near the A14, it is a sight and sound I am very familiar with.

However, I've learned that we are so much more than a Helicopter Emergency Medical Service (HEMS): from the work we do to help develop the most advanced emergency pre-hospital treatments to the rapid response vehicles used to deliver a 24/7 service, to the aftercare support available.

It is my job as Gifts in Wills Manager to thank supporters like you for your interest in our work and to tell you about the impact



your generosity makes on people's lives. I am also here to answer any questions you may have about gifts in Wills to EAAA and how they make a difference.

Joining at this time has illustrated how important gifts in Wills are to us. Without the thoughtfulness of our past supporters, like Austin and Charley Willey, whose story is opposite, we may have found it much harder to respond so quickly and effectively to the changes that were thrown upon us by Covid-19.

Such generosity has meant that we could quickly review our operations to protect our pilots and medical teams and adapt our services to help local hospitals transfer Covid-19 patients. I am proud to say that all this was achieved without affecting our ability to respond to daily HEMS missions.



THINKING ABOUT THE NOW AND CARING ABOUT THE FUTURE

We are told that the key to living a meaningful, happy life is to live in the now - observe what we have around us and take a moment to think about what we are grateful for. This is something I try to do (perhaps not as often I should) and think that many of us have done so recently - not just because we may have had the time, but the situation we find ourselves in has made us almost feel compelled to reflect upon our life.

By making sure you have an up-to-date Will in place, you can take care of all the things you care about most - friends, family and causes. If you would like to find out more about how you can make a Will using our free Wills scheme, please contact me or visit our website:

www.eaaa.org.uk/national-free-wills

NORFOLK BROTHERS FUND TWO EAAA MISSIONS WITH GIFT IN WILLS

Austin Willey passed away in 2018 aged 84. His brother Charley passed away two years later, in January 2020, aged 79. Both grew up and lived in Bradfield near North Walsham.

They were two 'good old Norfolk boys' who enjoyed farm work, played darts avidly, loved all kinds of sport, particularly going to the speedway, and always grew their own veg.

The brothers left their estate, a gift of £7,000, to EAAA because a local farmer they knew had need for the helicopter once when he was badly injured. The average cost of one EAAA mission is £3,500. Thanks to Austin and Charley, two local people facing the most serious emergencies will now receive the best possible chance of survival. *Thank you!*



Austin (left) and Charley

A GREAT BIG *Thank you!*

There really aren't enough "thank yous" to convey all of the incredible support we have received from our community over the last few months, but here are a handful of examples we wanted to share with you.

Kerry Foods for their **£2,500** donation, and representing EAAA with a banner

Fred Olsen for donating **£10,000** to support our work!

Jacky Levison's 2.6 Challenge
Captain of South Beds Golf Club, Jacky ran 26.2 miles in seven days, raising over **£600!**

The Rotary Club of Ipswich for donating an incredible **£2,000**

Adam Bezance's 2.6 Challenge
Adam ran a marathon in his garden and raised over **£1,100!**



662 SQUADRON
Dylan Wallace and the Army Air Corps 662 Squadron for their Mission 2 Miroslawiec. A 3,000K running challenge ran collectively by the 17 pilots, raised over **£1,900!**



NFU MUTUAL
Ipswich, Huntingdon and Swaffham
For their support of our PPE Appeal (Photo taken pre-covid-19)



MATT & DAN
Matt Gerlach and Dan Jones ran 5k every day in May and raised over **£3,500**



ROBERT TAYLOR
Robert from Norfolk, took on an amazing 310K blind walk/run (10 K a day in May) raising over **£2,500**



'BIRDY' AKA Laura Bird
Laura, from Cambridgeshire, ran 10 marathons in 10 days raising over **£7,000** (Joined on day five by EAAA's Dr Scott Castell)

AVIATION AREA.

Now that's 2020 vision!

View through the goggles



We have recently received new Night Vision (NVIS) goggles, which have taken our pilots into a new era of night vision technology. On the darkest nights, we have gone from looking at a world of green to a clear, sharper, monochrome picture.

In 2019 we flew over 340 missions at night and this figure will increase as we move to 24/7 operations by air. Anything that can improve safety and our operational effectiveness is going to really help our ability to get critical care to the patient quickly and safely.

This impressive new kit was paid for by a Government grant, targeted at funding capital projects for air ambulances around the country. The goggles cost nearly £20,000 a set, so the grant has enabled us to make an upgrade that we were unlikely to have been able to do in normal circumstances.

These new goggles are a great tool and will help our pilots to assess landing conditions at remote sites, where there might be little or no lighting from street-lights or buildings. It is now even easier to see dangerous and hard to see obstacles like telephone wires or domestic power lines.

The new goggles are also lighter and easier to wear for long periods without neck strain and have a longer battery life.

Cambridge Pilot, Paul Smith, said:

"Our latest night vision goggles are amazing and have taken us into a new era of night vision technology. They mean that on the darkest nights, we have gone from looking at a world of green fuzz to a clear, monochrome picture, feeling like our eyes have been opened. These new goggles are a great tool as we strive to make each mission as safe as possible."

Lottery membership application



Mr / Mrs / Miss / Other _____
 First name _____
 Surname _____

 Address _____

 Postcode _____
 Telephone _____
 Email _____

Each chance costs £1 per week.
 Members must be aged 18 years or over. Please tick this box to confirm you are aged 18 years or over

Payment methods

You can pay to play monthly by direct debit only, quarterly, every six months or annually via the following methods:

Bank Direct Debit: quick and convenient for you, Direct Debits are also cheaper for the charity to process. You can change your Direct Debit at any time by contacting us.

Cheque: please make sure your cheque (minimum of £13) is made payable to 'Friends of East Anglian Air Ambulance'. Don't forget to include your completed membership form.

Debit card: we can take card payment over the phone or online via the lottery pages on our website. Simply call us on 03450 669 999 or search 'EAAA lottery' online. Credit cards are no longer accepted for lottery payments.

For cheque payment complete below

Number of chances per week
 Number of weeks (13 , 26 or 52)
 Total amount due (no. chances X no. weeks)

Please return this completed form with your cheque, made payable to 'Friends of East Anglian Air Ambulance'.

All the data we hold is held in strict accordance with the Data Protection Act 1998. We would like to keep you up to date with the difference your support is making to our lifesaving work and send you our newsletter, Lift Off.

Please tick here if you are happy for us to contact you by:

Email Post Phone



Please fill in the whole form using a ball point pen and return to:

FREEPOST EAAA

Name(s) of Account Holder(s)

Bank/Building Society Account Number

Branch Sort Code

Name and full postal address of your Bank or Building society

To The Manager Bank/Building Society
 Address

 Postcode

Reference (Membership Number)

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£26 (half yearly)	<input type="checkbox"/>	£52 (half yearly)	<input type="checkbox"/>
£52 (annually)	<input type="checkbox"/>	£104 (annually)	<input type="checkbox"/>

NB: Monthly subscription first payment is £5 per number

First payment on ____/____/____ and thereafter until further notice

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Signature(s)

Date

Our weekly Lottery is drawn every Friday using a random number generator to select winning numbers, allocating one prize per number drawn. Prizes are allocated in turn to the combinations matched against the details of individual lottery players and will be distributed to the winners by means of cheque. Members have a 1 in 6,480 chance of winning a prize in the weekly lottery draw and a 1 in 120,500 chance of winning the accumulator draw each week. In 2019, EAAA received £5,766,116 in ticket sales, of which 78.59% went straight back to the charity, 2.16% was spent on prizes and 19.25% on expenses.

This guarantee should be detached and retained by the Payer



The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit East Anglian Air Ambulance (Trading) Ltd will notify you 4 working days in advance of your account being debited or as otherwise agreed. If you request East Anglian Air Ambulance (Trading) Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.

If an error is made in the payment of your Direct Debit, by East Anglian Air Ambulance (Trading) Ltd or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.

- If you receive a refund you are not entitled to, you must pay it back when East Anglian Air Ambulance (Trading) Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

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Edna Coleman LOTTERY WINNER

A lucky £1,000 lottery winner from Suffolk!



I was delighted to receive the cheque for £1,000; I intend to share it between members of my family who have been unable to work during the Covid-19 lockdown. It will bring a touch of cheer at this difficult time. My best wishes to your organisation, keep up the good work!

Mrs Edna Coleman

Winter 2020

EAAA ANNIVERSARY RAFFLE



Image credit: Tern TV

20 Years
TOGETHER

PLAY IN OUR 20th ANNIVERSARY RAFFLE

£1 per ticket. 15 prizes to win
Top prize of **£5,000!**

Look out for your raffle tickets, coming soon!

Thank you for helping us to save lives for the last 20 years.

The EAAA Raffle is promoted by East Anglian Air Ambulance (Trading) Ltd in support of East Anglian Air Ambulance, registered charity no. 1083876. Responsible persons: C Causton and C McGeown, EAAA, Hangar E, Gambling Close, Norwich, NR6 6EG. Licensed by the Gambling Commission: www.gamblingcommission.gov.uk. Licence number: 3319



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