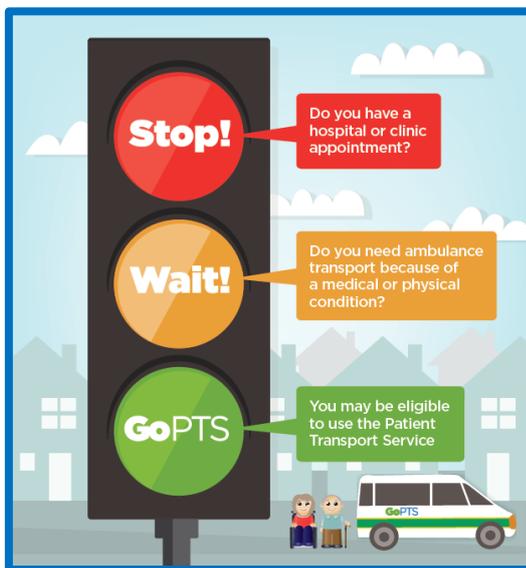




Delivering the right care, at the right time, in the right place

NORTH WEST AMBULANCE SERVICE IMPLEMENTS NEW EDUCATION AND AWARENESS CAMPAIGN FOR PATIENT TRANSPORT SERVICE

North West Ambulance Service NHS Trust (NWS) has launched an education and awareness campaign to inform the public about what they might expect from its Patient Transport Service (PTS), with a specific focus on the eligibility criteria which patients have to meet in order to use the Service.



GoPTS, the name for the initiative, is being delivered in partnership with PR agency Weber Shandwick and is funded through the Commissioning for Quality and Innovation (CQUIN) scheme.

The campaign aims to engage with patients and the public across the counties of Cumbria, Lancashire, Cheshire and Merseyside and was implemented as a result of patient feedback which has consistently shown issues in relation to aspects of eligibility, timeliness and the need for information.

In the run up to the launch, NWS gathered feedback from its staff, patients and healthcare professionals to help understand their thoughts on what would improve patient experience. One of the results of this

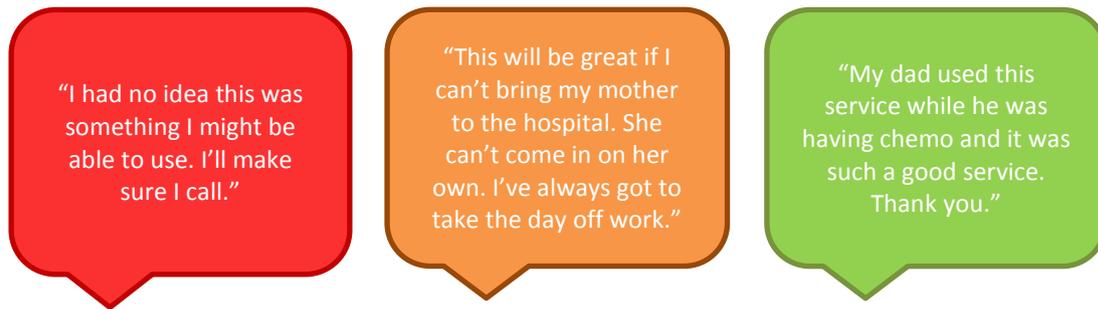
information gathering is the new information cards for patients and healthcare professionals which explain how to make a booking, what they can expect when they travel and the standards that the Service operates to.

The launch of the campaign saw the GoPTS messages taking to the airwaves with a host of radio adverts broadcast across the counties. The advert encourages listeners to 'stop' to consider if their medical condition might affect how they get to an appointment, 'wait' to find out if they are eligible for free transport and then, if they meet the criteria, to 'Go' PTS.

These 'traffic light' messages are echoed in the GoPTS branding which is featured on new supporting collateral eg posters, banners and leaflets (example attached) that are being issued to GP surgeries and hospital waiting areas. Teams of engagement workers have been talking to patients in hospital outpatients to hand out the GoPTS collateral and talk to patients about the Service on behalf of NWS.



Positive feedback from these activities includes:



A short GoPTS animation has been created and can be viewed here: http://youtu.be/alwyHK_BPiM. It is already being shown on screens in some pharmacies, GP surgeries and hospitals. Please share the video with anyone that might be interested in finding out more about the PTS.

Media organisations have received a press release about the campaign and, in the coming weeks, will be presented with a number of case studies involving patients and staff. NWS' Twitter and Facebook accounts are also be used to promote the eligibility criteria and factual information about the Service.

The campaign will be evaluated through the use of surveys and focus groups, comparing pre and post campaign results, together with the monitoring of traditional and social media coverage.

For more information about the PTS, visit www.patienttransport.nwas.nhs.uk or for information regarding the GoPTS campaign, contact Julie Treharne on 01204 49800 or email Julie.Treharne@nwas.nhs.uk.