



## GWAAC Info Sheet

### Our vision

Everyone receives the lifesaving pre-hospital emergency care they need, wherever they are, whenever they need it.

### Our mission

Deliver cutting-edge pre-hospital care to everyone who needs us.

### Our values

- We put **people first**
- We behave in an **ethical** manner
- We strive to **decrease our environmental impact**
- We reflect on our performance and **learn** from others
- We are **inclusive and welcoming**
- We are **grateful** for the support we receive

### Our strategic objectives

1. Great Western Air Ambulance Charity will Act Locally to provide an excellent and innovative Pre-Hospital Emergency Care service which supplements and supports NHS services
2. Great Western Air Ambulance Charity will Impact Nationally and Influence Globally by improving Pre-Hospital Emergency Care for the benefit of all patients, identifying effective interventions, promoting good practice and developing innovative new approaches
3. Great Western Air Ambulance Charity will be a highly regarded and ethical charity, maintaining stability and our ability to Act Locally through diverse and sustainable income streams and prudent expenditure
4. Great Western Air Ambulance Charity will be recognised and appreciated as a charity that Acts Locally, is funded by and works for local communities, is people focused and grateful to supporters

## Great Western Heartstarters

Great Western Heartstarters is our training initiative teaching children in our region (Bristol, Bath and North East Somerset, North Somerset, South Gloucestershire and Gloucestershire) how to deliver effective CPR and use an Automated External Defibrillator (AED).



Our aim with Great Western Heartstarters is for every child in our region to leave secondary school with the confidence and skills to deliver early lifesaving interventions.

Over a third of the missions our Critical Care Team attend are cardiac arrests – where someone's heart and breathing have stopped. In a situation where someone's life is in danger, every minute counts. Our crew can be anywhere within our region within 20 minutes, but the care the patient receives before we get there can play a vital role in their survival.

Currently, only 8% of people who suffer an out-of-hospital cardiac arrest survive, but receiving CPR within the first 2 minutes can double their chance of survival – which is why we want to create the next generation of lifesavers with [Great Western Heartstarters](#).

[@GWHearts](#)

## GWAAC community defibrillator campaign

GWAAC have partnered with Heartsafe to launch an all in one lifesaving automated external defibrillator (AED) package. This collaboration makes it easy for communities to place a defibrillator on their street.

Every year in the UK 30,000 people suffer an out-of-hospital cardiac arrest. For every minute that passes, a person's chance of survival goes down by 10%.

**Sadly, only 1 in 10 survive.**

An AED is an easy-to-use medical device that can deliver an electrical shock, or defibrillation, to someone who is in cardiac arrest. It is an essential part in trying to save their life. CPR should be done until a defibrillator reaches the person.

Right now, only 40% of people receive early CPR and fewer than 2% have a defibrillator used prior to the ambulance arriving. The availability of AEDs and the knowledge of how to use them is inadequate.

[We simply need more defibrillators in our communities.](#)

## Notes for editors

1. GWAAC provides the critical care and air ambulance service for 2.1 million people across Bath and North East Somerset, Bristol, South Gloucestershire, Gloucestershire, North Somerset, and parts of Wiltshire.
2. The GWAAC Critical Care Team consists of highly trained and experienced Critical Care Doctors, Advanced Practitioners and Specialist Paramedics in Critical Care, who bring the skill and expertise of a hospital emergency department to the patient.
3. In 2022 GWAAC was called to help 1,808 people in urgent need. The Critical Care Team is needed by an average of five patients a day, and rushes to treat them by helicopter or critical care car. On average each mission costs around £2,000 to attend.
4. The charity needs to raise over £4 million a year in order to remain operational yet receives no day-to-day funding from the Government or National Lottery.

## For further information, contact:

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