



# Patient and Public Involvement Strategy 2021-2023

# East of England Ambulance Service Trust



**We are the NHS Ambulance Service for the East of England.**



**We cover 6 counties in the East of England: Bedfordshire, Hertfordshire, Essex, Norfolk, Suffolk and Cambridgeshire.**



**In this document we will refer to the East of England Ambulance Service NHS Trust as the Ambulance Trust.**

# Why have we developed this strategy?



**We are passionate about putting patients and the communities that we help at the heart of our services.**



**The Strategy gives guidance on what the Ambulance Trust will do to make sure that the voices of our patients and our communities are heard.**



**As well as give guidance on how this will improve services.**



**This Strategy has been co-produced with our patients to find out the best ways to involve everyone.**

# The five key areas of this Strategy



People have identified five key areas they wanted included in the Strategy.

The five key areas are:



## Ethos

An important set of values to guide us.



- We will involve people in a caring way and give them honest information about the Ambulance Trust.



- We will listen to patients and use what they say to improve services.

# The five key areas of this Strategy

2



## Involvement & Engagement



- We will use both face to face and online opportunities for co-production, events, activities and projects.

3



## Accessibility



- We will always try to make sure that involvement and engagement opportunities can be accessed by all.

# The five key areas of this Strategy

4



## Communication



- We will use a lot of different ways to communicate, promote and deliver involvement and engagement.

5



## Networking



- We will work with others organisations, people and other services to help us know what they need.

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For full information on the strategic plan and how this will be measured please see Patient and Public Involvement Strategy 2021-2023 Metrics.

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This document was made in co-production with the East of England Ambulance Service Trust and experts by experience:

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