

Patient and Public Involvement Strategy

Why have we developed this strategy?

The East of England Ambulance Service Trust is passionate about putting patients and the communities that we serve at the heart of our services. This strategy has been co-produced with our patients setting the direction of our Patient and Public Involvement activity. The strategy encompasses all areas of Patient and Public Involvement, giving clear guidance on what the Trust will do to ensure that the voices of our patients and our communities are heard and directly influence improvement and the delivery of services.

The strategy has five key areas identified by patients and the public:

Ethos

We will demonstrate integrity, compassion and honesty by listening to the voice of patients and the public.

Involvement & Engagement

We will use a range of face to face and virtual opportunities for co-production, events, activities & projects

Accessibility

We will strive to ensure that involvement and engagement opportunities can be accessed by all.

Networking

We will proactively work with representatives, groups, organisations and other services to gain a wider perspective.

Communication

We will use a wide variety of ways to communicate, promote and deliver involvement and engagement.

Ways we will do this?

We will engage with people compassionately, giving honest information about the Trust. Using our patient's voices to support improvements.

The Trust will plan and work with our staff and volunteers to offer a greater variety of engagement & involvement opportunities.

The Trust will review and implement new ways to engage with people in an accessible way.

We will work with our teams, staff and volunteers to engage with a wider range of patient groups, representative and organisations.

We will use ideas gained during co-production to develop multi-media approaches to sharing and promoting involvement and engagement.

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