

NHS

**South Central
Ambulance Service**
NHS Foundation Trust



Proud to be caring for *you!*

NHS

South Central
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NHS Foundation Trust



Our new website

www.scasyouth.co.uk

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NHS

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FirstlyA bit about us and the NHS

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The NHS is the largest employer in Europe and the fifth biggest employer in the world

No. of employees:

- | | | |
|----|-------------|--------------------------------|
| 1. | 1.7 million | NHS |
| 2. | 1.9 million | McDonalds |
| 3. | 2.1 million | Walmart (Asda) |
| 4. | 2.3 million | People's Liberation Army China |
| 5. | 3.2 million | US Department of Defence |

About SCAS -What do we do?

➤ Respond to emergency (999) calls

- Community/Co-responders
- Rapid Response Vehicles (RRV)
- Ambulance
- Helicopter



➤ Respond to specialist calls

- Specialist Paramedics
- HART (Hazardous Area Response Team)



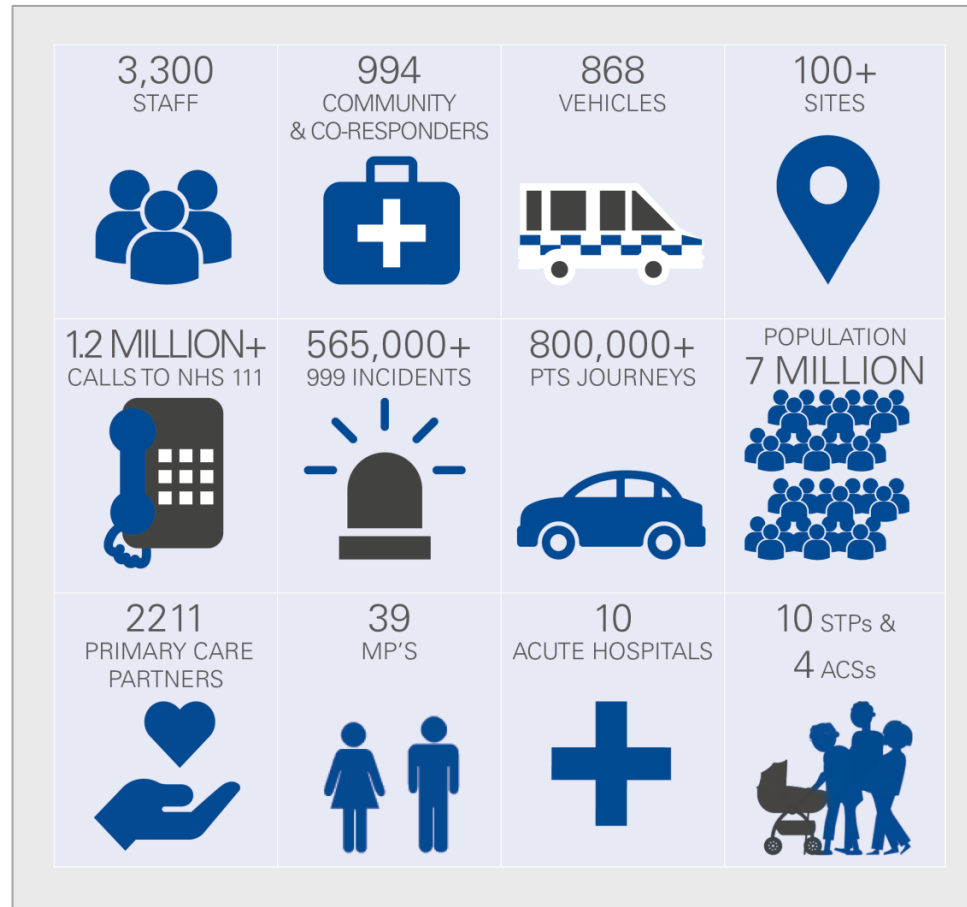
➤ Respond to non-emergency (111) calls

➤ Provide logistics and non-emergency patient transport services



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SCAS in number

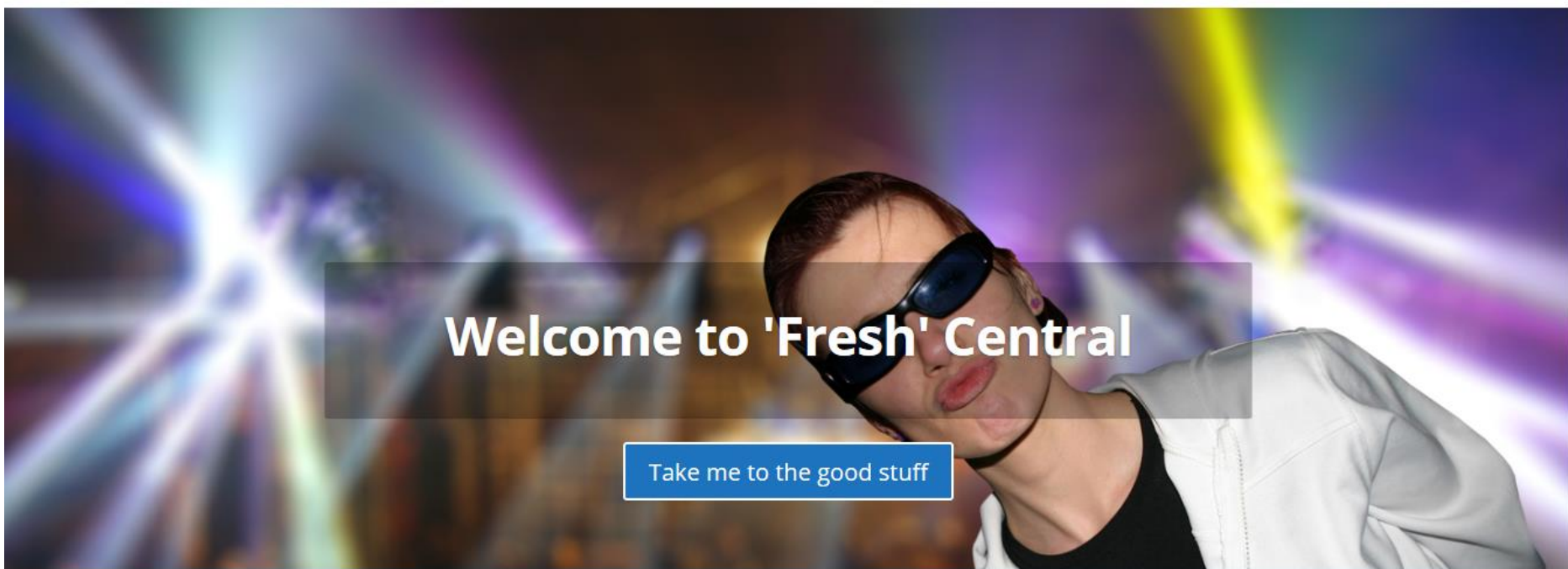


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We cover a big area



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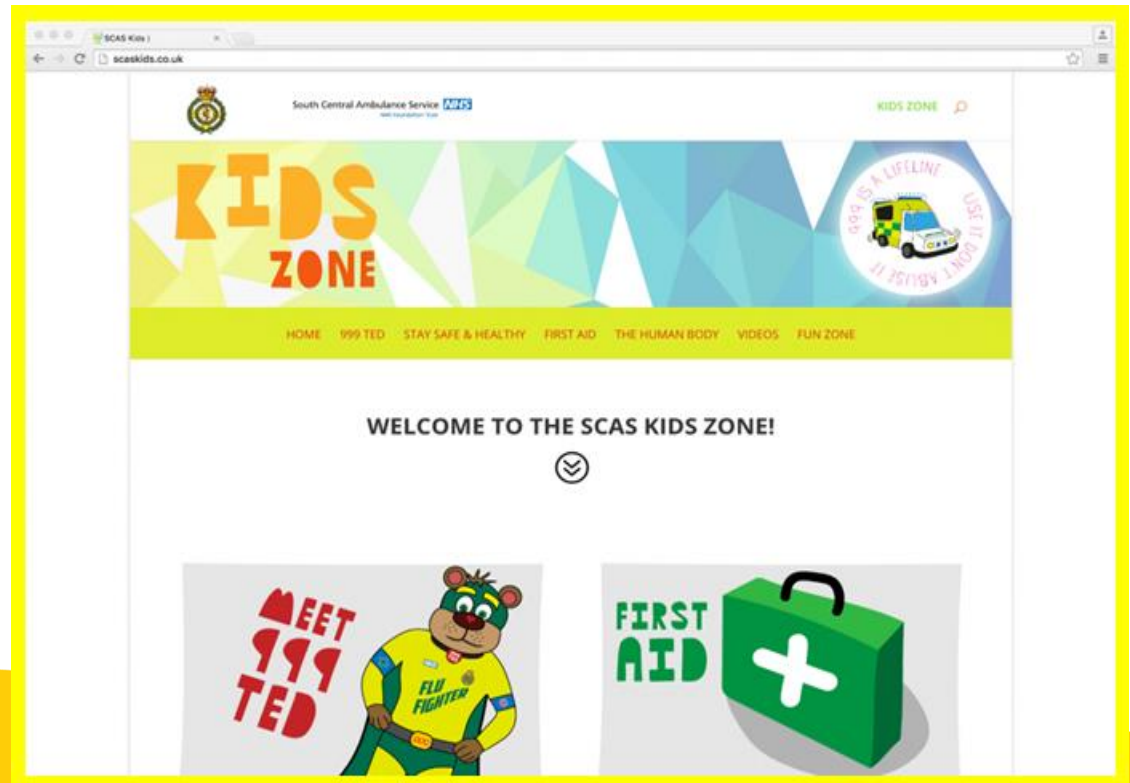
Welcome to 'Fresh' Central

Take me to the good stuff

<http://scasyouth.co.uk/>

The reasons behind it.....

- We have a SCASKids website aimed at children and we wanted one aimed at young people
- We want to educate young people on being healthy and safe
- We wanted to create a website where young people can find all the information they need without having to search different sites



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- Amongst children and young people (aged 0 to 19 years) 34% of all deaths in the UK were considered avoidable in 2016 (*Source: ONS*);
- Right now, in the UK, one in ten young people is experiencing a mental health problem (*Source: The Children's Society*);
- Young people told us that they wanted to know what they should do in an emergency;
- Our survey shows that a good percentage of young people don't know the number to ring in an emergency. Also the medical helpline number if it's not an emergency;

Section 1- REAL LIFE

The screenshot shows a web browser window with the URL scasyouth.co.uk/home/999life/. The page header includes the NHS South Central Ambulance Service logo and navigation links for Home, Real Life, Join us, and SCAStube. The main content area features three article cards:

- Working for the ambulance service-I feel proud to be an ECA**
William Gulliford is an Emergency Care Assistant (ECA) at SCAS NHS FT. Find out more about his role in this section.
- Off to or thinking of going to uni? The essential health guide for students**
Off to university? Prepared for your new found independence? What about your health needs? Medication? Doctors? Nearest A&E? Find out more here.
- Railway safety-showing off and behaving like a fool kills**
Railway danger signs are there to warn you. Don't ignore them. Read on to find out what happened to those who did.

The Windows taskbar at the bottom shows the time as 15:30 on 12/11/2018.

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REAL LIFE

Mental health – page examples

The screenshot shows a web browser window with the URL scasyouth.co.uk/suicide-the-thing-most-likely-to-kill-me-is-me/. The page header features the NHS South Central Ambulance Service logo and navigation links: Home, Real Life, Join us, and SCAStube. The main content area has a large heading "Suicide- The thing most likely to kill me is me" above a photograph of a smiling young man in a green NHS uniform. To the right, a sidebar titled "More Real Life Stories" lists several articles: "Working for the ambulance service-I feel proud to be an ECA", "Off to or thinking of going to uni? The essential health guide for students", "Fire safety-knowing the basics can save you and others' lives", "Railway safety-showing off and behaving like a fool kills", and "Working for the ambulance service-No day is the same".

The screenshot shows a web browser window with the URL scasyouth.co.uk/dealing-with-anxiety/. The page header features the NHS South Central Ambulance Service logo and navigation links: Home, Real Life, Join us, and SCAStube. The main content area has a large heading "Should I worry about anxiety?" above a photograph of a young woman looking thoughtful with her hand to her face. To the right, a sidebar titled "More Real Life Stories" lists several articles: "Working for the ambulance service-I feel proud to be an ECA", "Off to or thinking of going to uni? The essential health guide for students", "Fire safety-knowing the basics can save you and others' lives", "Railway safety-showing off and behaving like a fool kills", "Working for the ambulance service-No day is the same", "Obsessive compulsive disorder (OCD)", and "Water safety".

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REAL LIFE

Accident prevention (page examples)

The screenshot shows a web browser window with the URL scasyouth.co.uk/fire-safety-knowing-the-basics-can-save-you-and-others-lives/. The page header includes the NHS South Central Ambulance Service logo and navigation links: Home, Real Life, Join us, and SCAStube. The main article title is "Fire safety-knowing the basics can save you and others' lives". Below the title is a photograph of a large house engulfed in flames at night, with firefighters and a fire truck visible. To the right of the article is a sidebar titled "More Real Life Stories" containing a list of links: "Working for the ambulance service-I feel proud to be an ECA", "Off to or thinking of going to uni? The essential health guide for students", "Fire safety-knowing the basics can save you and others' lives", "Railway safety-showing off and behaving like a fool kills", "Working for the ambulance service-No day is the same", "Obsessive compulsive disorder (OCD)", "Water safety", and "Horse riding". The Windows taskbar at the bottom shows the time as 14:32 on 13/11/2018.

The screenshot shows a web browser window with the URL scasyouth.co.uk/railway-safety-showing-off-and-behaving-like-a-fool-kills/. The page header includes the NHS South Central Ambulance Service logo and navigation links: Home, Real Life, Join us, and SCAStube. The main article title is "Railway safety-showing off and behaving like a fool kills". Below the title is a photograph of a yellow triangular warning sign with a black border, featuring a black arrow pointing upwards and a black lightning bolt, with the word "DANGER" written in black capital letters. To the right of the article is a sidebar titled "More Real Life Stories" containing a list of links: "Working for the ambulance service-I feel proud to be an ECA", "Off to or thinking of going to uni? The essential health guide for students", "Fire safety-knowing the basics can save you and others' lives", "Railway safety-showing off and behaving like a fool kills", "Working for the ambulance service-No day is the same", "Obsessive compulsive disorder (OCD)", and "Horse riding". The Windows taskbar at the bottom shows the time as 14:32 on 13/11/2018.

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REAL LIFE

Road safety- page examples


Road safety- cycling | Scasyouth

scasyouth.co.uk/road-safety-cycling/

NHS South Central Ambulance Service NHS Foundation Trust

Home Real Life Join us SCAStube

Road safety- cycling



More Real Life Stories

- Working for the ambulance service-I feel proud to be an ECA
- Off to or thinking of going to uni? The essential health guide for students
- Fire safety-knowing the basics can save you and others' lives
- Railway safety-showing off and behaving like a fool kills
- Working for the ambulance service-No day is the same
- Obsessive compulsive disorder (OCD)
- Water safety
- Horse riding


Road safety - cars | Scasyouth

scasyouth.co.uk/road-safety-cars/

NHS South Central Ambulance Service NHS Foundation Trust

Home Real Life Join us SCAStube

Road safety - cars



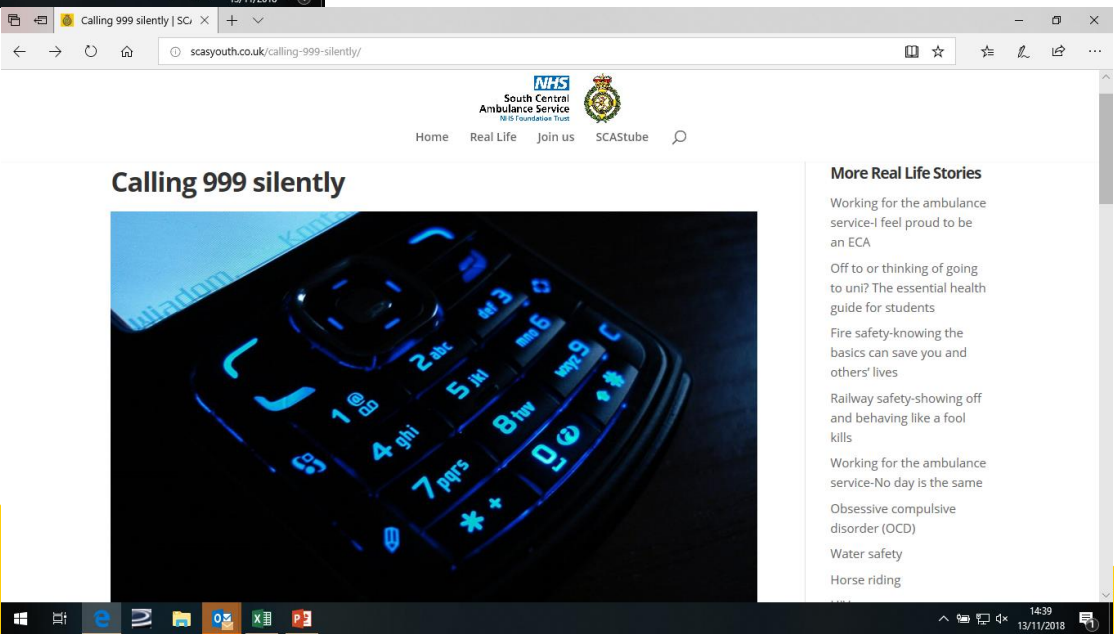
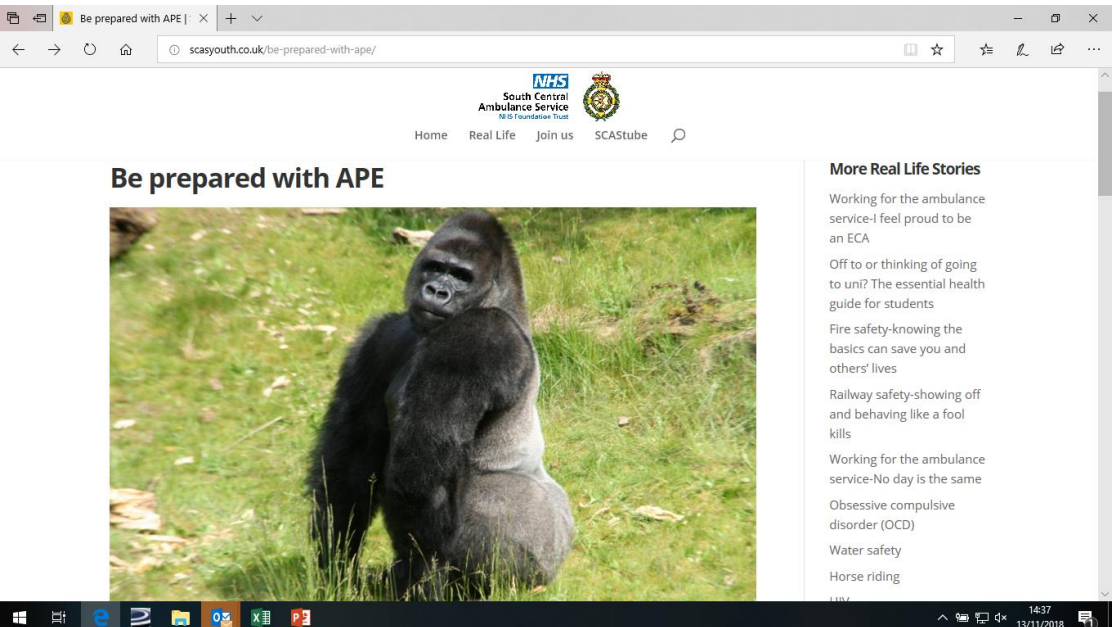
More Real Life Stories

- Working for the ambulance service-I feel proud to be an ECA
- Off to or thinking of going to uni? The essential health guide for students
- Fire safety-knowing the basics can save you and others' lives
- Railway safety-showing off and behaving like a fool kills
- Working for the ambulance service-No day is the same
- Obsessive compulsive disorder (OCD)
- Water safety
- Horse riding

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REAL LIFE

What to do in an emergency (page examples)



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South Central
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3C
Oak
hill

When
calling
999

Think A P E

ADDRESS
of where you
are calling from

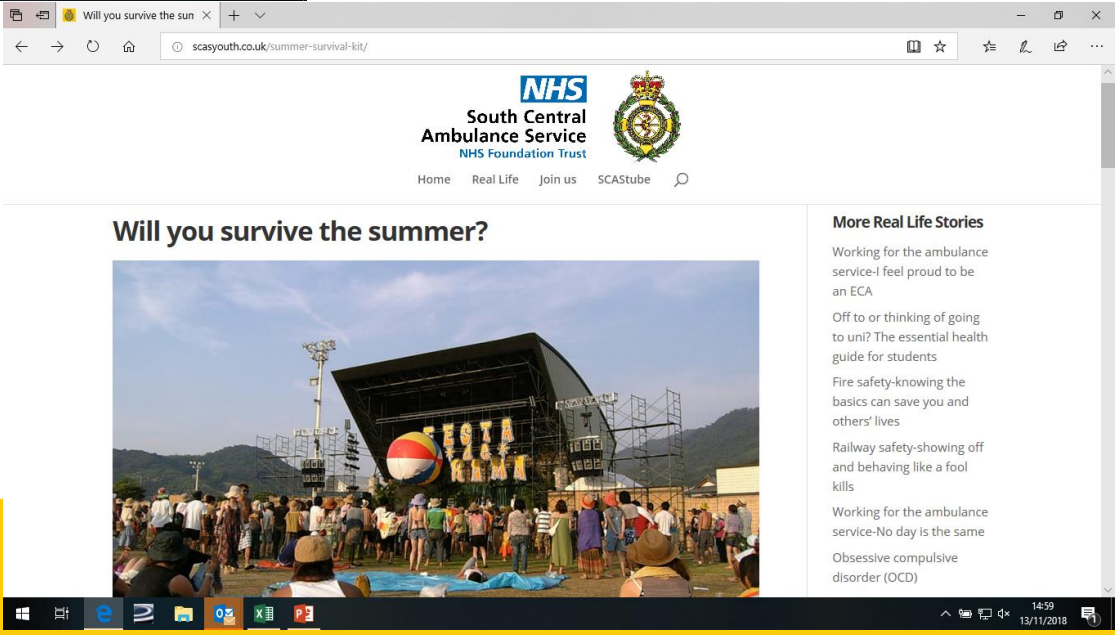
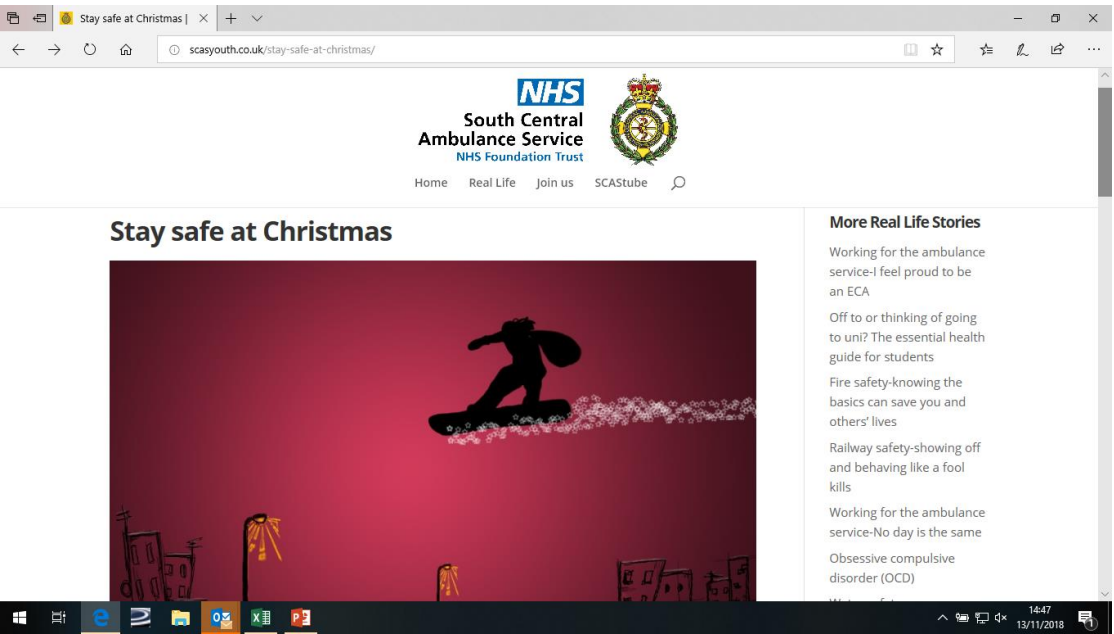
PHONE
NUMBER you
are calling from

EXPLAIN
exactly what
has happened

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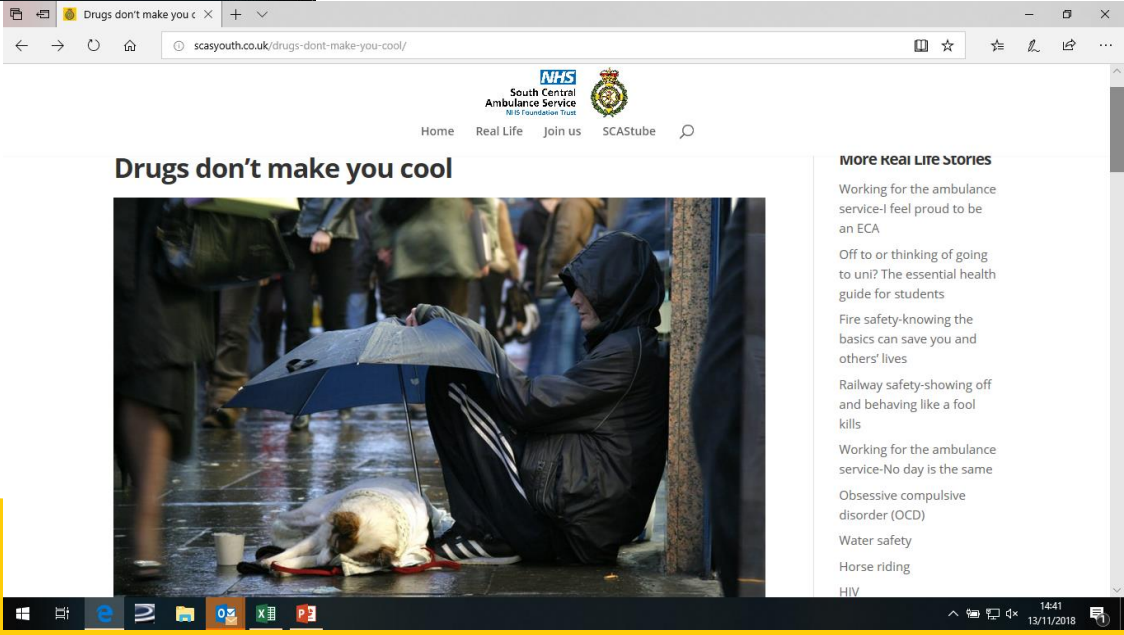
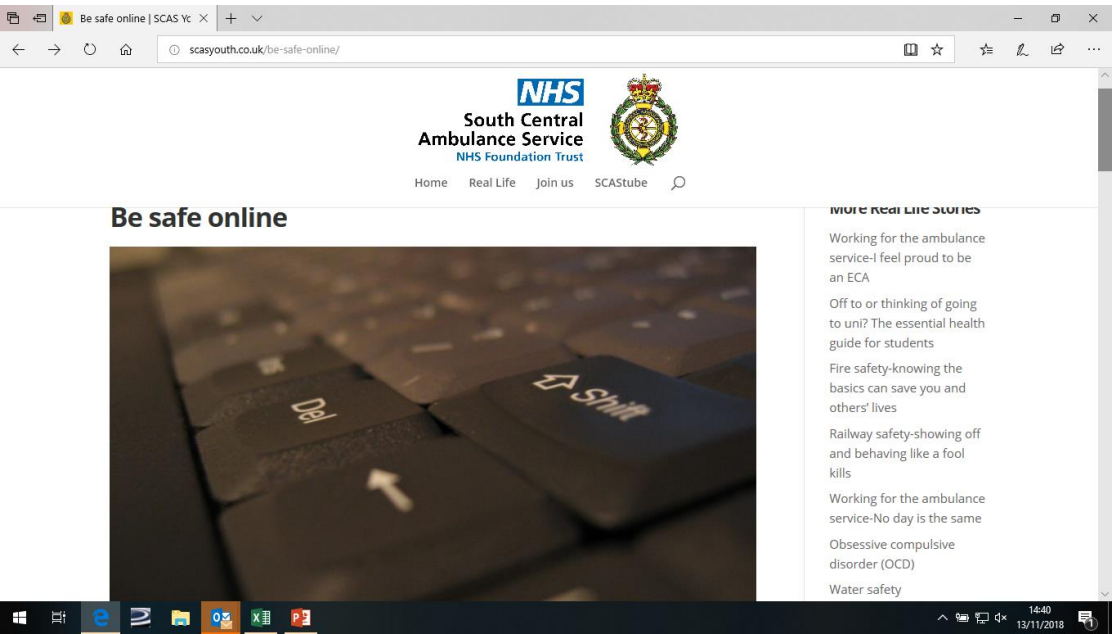
REAL LIFE

Seasonal advice (page examples)



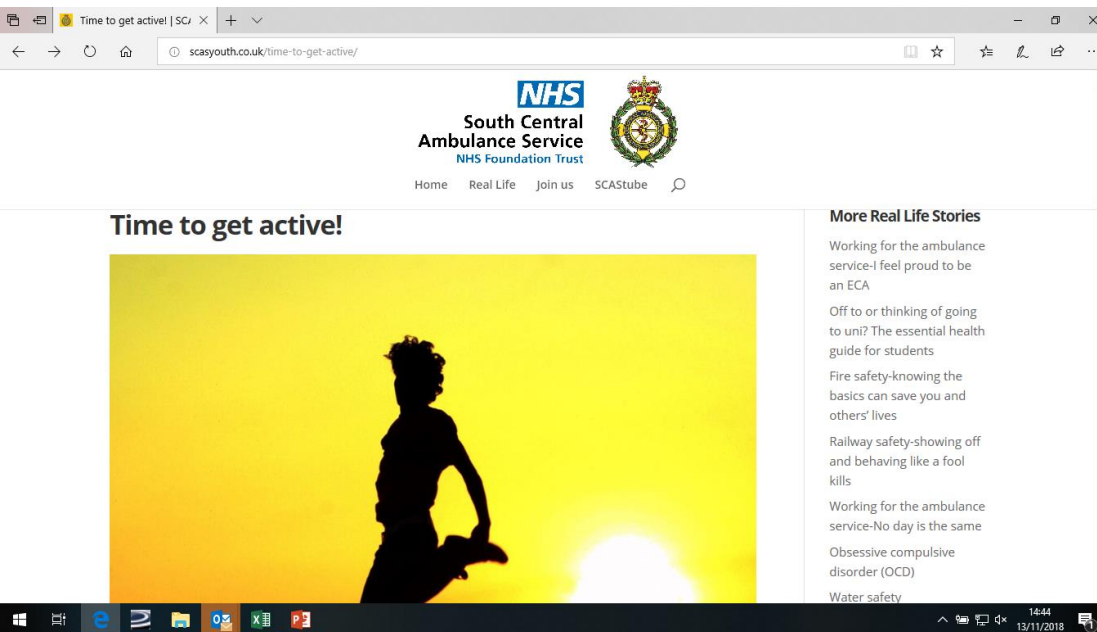
REAL LIFE

Misc (example pages)




Section 1- REAL LIFE

Misc (example pages-2)



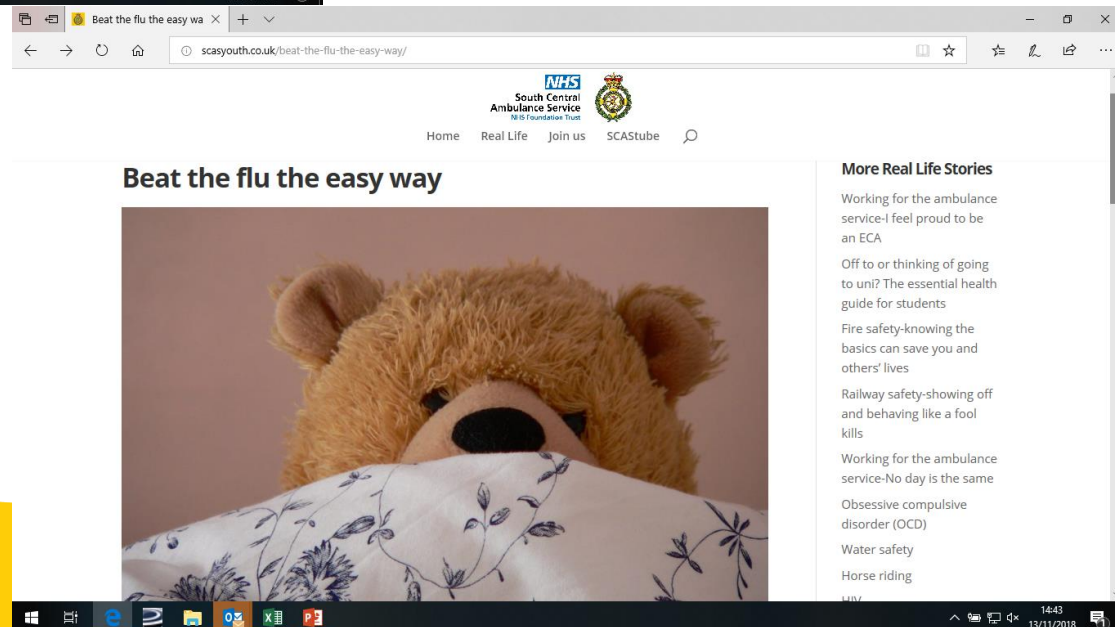
The screenshot shows a web browser window with the URL scasyouth.co.uk/time-to-get-active/. The page features the NHS South Central Ambulance Service logo and a navigation menu with links for Home, Real Life, Join us, and SCAStube. The main content area has a large yellow image with a silhouette of a person in a yoga-like pose. To the right, there is a section titled 'More Real Life Stories' with a list of links.

Time to get active!




More Real Life Stories

- Working for the ambulance service-I feel proud to be an ECA
- Off to or thinking of going to uni? The essential health guide for students
- Fire safety-knowing the basics can save you and others' lives
- Railway safety-showing off and behaving like a fool kills
- Working for the ambulance service-No day is the same
- Obsessive compulsive disorder (OCD)
- Water safety



The screenshot shows a web browser window with the URL scasyouth.co.uk/beat-the-flu-the-easy-way/. The page features the NHS South Central Ambulance Service logo and a navigation menu. The main content area has a large image of a teddy bear wrapped in a blanket. To the right, there is a section titled 'More Real Life Stories' with a list of links.

Beat the flu the easy way

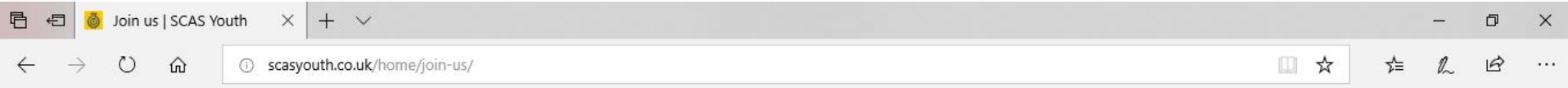


More Real Life Stories

- Working for the ambulance service-I feel proud to be an ECA
- Off to or thinking of going to uni? The essential health guide for students
- Fire safety-knowing the basics can save you and others' lives
- Railway safety-showing off and behaving like a fool kills
- Working for the ambulance service-No day is the same
- Obsessive compulsive disorder (OCD)
- Water safety
- Horse riding

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Section 2- JOIN US



Home Real Life [Join us](#) SCAStube

Join us



Ever thought of a career with the ambulance service? It's never dull and you'll have a unique opportunity to really make a difference. You can start by becoming a member of the trust, then maybe a volunteer, a fundraiser or part of the Young Ambulance Citizens Programme and finally a fully paid up employee.



Get paid to save lives

Are you currently studying and considering where to begin your



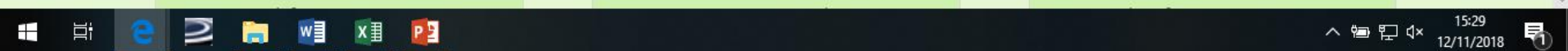
Big up your CV

Fancy getting some work experience, undertaking our Young Ambulance



Members only, just VIPs mate

Membership is a great way to be part of the SCAS family. You get to join us right



Proud to be caring for you!

We want more young people to get involved with the ambulance service and start thinking about a career with us



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JOIN US

Example pages

Working for the ambulance service-I feel proud to be an ECA

NHS
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Home Real Life Join us SCAStube

More Real Life Stories

Working for the ambulance service-I feel proud to be an ECA

Off to or thinking of going to uni? The essential health guide for students

Fire safety-knowing the basics can save you and others' lives

Railway safety-showing off and behaving like a fool kills

Working for the ambulance service-No day is the same

Obsessive compulsive disorder (OCD)

South Cent

17:41 12/11/2018

Working for the ambulance service-No day is the same

NHS
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NHS Foundation Trust

Home Real Life Join us SCAStube

More Real Life Stories

Working for the ambulance service-I feel proud to be an ECA

Off to or thinking of going to uni? The essential health guide for students

Fire safety-knowing the basics can save you and others' lives

Railway safety-showing off and behaving like a fool kills

Working for the ambulance service-No day is the same

Obsessive compulsive disorder (OCD)

Water safety

17:42 12/11/2018

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JOIN US

Example pages

The screenshot shows a web browser window with the address bar displaying scasyouth.co.uk/getinvolvedwithscas/. The page header features the NHS South Central Ambulance Service logo and a navigation menu with links for Home, Real Life, Join us, and SCAStube. The main content area is titled "The Young Ambulance Citizens Programme" and includes a group photo of young people standing in front of a yellow ambulance. Below the photo, the text reads: "Fancy a career working in the emergency services and in particular with the ambulance service? Then why not get a taste of what it's like working with us by getting your school/college to attend our **Young Ambulance Citizens Programme**. Here is what it entails: The Enhanced Simulation Suite is a fully **interactive** and **highly immersive** training centre, where you and your fellow students will use **hands-on** experiences in true-to-life settings with **real-life** clinical equipment, **state-of-the-art** manikin technology (life-like manikins that breathe and speak), and actors serving as simulated patients". To the right of the main content, a list of topics is displayed: Road safety - motorcycling, Self-harm, Drug driving, Be prepared with APE, Stroke: the signs and what to do next, Stranded with no money after a day/night out. What would you do next?, Using a mobile phone while driving can kill, Bonfires and Fireworks-Be smart Be safe, Face up to depression, Drugs don't make you cool, Stand up to bullying, Road safety- cycling, Road safety- pedestrians. The Windows taskbar at the bottom shows the time as 15:11 on 13/11/2018.

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Section 3– SCAStube

Some of the videos

The screenshot shows a web browser window displaying the SCAStube website. The browser's address bar shows the URL scasyouth.co.uk/home/scastube/. The website header features the NHS South Central Ambulance Service logo and navigation links for Home, Real Life, Join us, and SCAStube. The main content area is a grid of nine video thumbnails, each with a play button and a clock icon. The thumbnails are:

- Top Left: "Top 10 Facts About... Questions About Stroke" featuring a young man in a blue shirt.
- Top Middle: "You won't believe th..." featuring a woman's face.
- Top Right: "Call taker" featuring a woman wearing a headset at a desk.
- Middle Left: "111 or 999" with a large red "5" and "breathing difficulties" text, featuring a woman at a laptop.
- Middle Middle: "999 Photo game" featuring a woman looking at a screen.
- Middle Right: "Young Ambulance... young Ambulance CITIZENS PROGRAMME" featuring the ambulance logo.
- Bottom Left: "British Heart Found..." featuring a group of people.
- Bottom Middle: "Automated external..." featuring a person in a green and yellow uniform.
- Bottom Right: "The AED Locator U..." featuring a person's face.

The Windows taskbar at the bottom shows the system tray with the date 12/11/2018 and time 15:48, along with icons for various applications and system functions.

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Some of the videos

SCAStube | SCAS Youth

scasyouth.co.uk/home/scastube/

NHS South Central Ambulance Service NHS Foundation Trust

Home Real Life Join us SCAStube

What's on the ambu... (FULL VERSION) M... Road Safety Week 2... Road Safety Week - ... Road Safety Week - ... Road Safety Week 2... Road Safety Week 2... James Cracknell ap... 999 Ted wants a Sil...

15:15 13/11/2018

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Some of the videos

The screenshot shows a web browser window displaying the SCAStube website. The browser's address bar shows the URL scasyouth.co.uk/home/scastube/. The website header includes the NHS South Central Ambulance Service logo and navigation links for Home, Real Life, Join us, and SCAStube. The main content area features a grid of six video thumbnails, each with an NHS logo, a title, and a play button. The thumbnails are: 1. 'GETTING A TATTOO' with the title 'Things to know bef...'; 2. 'ANOREXIA' with the title 'Anorexia: Katie's st...'; 3. 'TEENAGE DIABETES' with the title 'Teenage diabetes...'; 4. 'COPING WITH EXAMS' with the title 'Coping with exams'; 5. 'Bereavement: Copi...'; and 6. 'Cocaine Addiction-...'. The Windows taskbar at the bottom shows the system tray with the date 13/11/2018 and time 15:16.

Questions



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