



Nothing is more tragic than a life lost needlessly

Welcome to the St John Ambulance annual review of 2010

As the nation's leading first aid charity, St John Ambulance believes that first aid skills should be available to everyone, which is why we teach it to as many people as possible – in the community (**page 8**), for the workplace (**page 10**), and to young people (**page 14**).

We deliver first aid. Our volunteers provide first aid assistance at public events, pre-hospital clinical care, and emergency ambulance support to the statutory services in times of crisis (**page 18**).

We also campaign to raise awareness of the importance of first aid (**page 20**), equip the public with first aid information (**page 24**), and encourage everyone to join us in our cause (**page 28**).

**Anyone can be the difference between
a life lost and a life saved.**

Will you?



Every year, up to 150,000* people die in situations where first aid could have given them a chance to live.

First aid is the difference

between a life lost...

During 2010, St John Ambulance released a moving online film featuring the first-person testimony of Beth Chesney-Evans, whose teenage son died tragically at the age of 17.

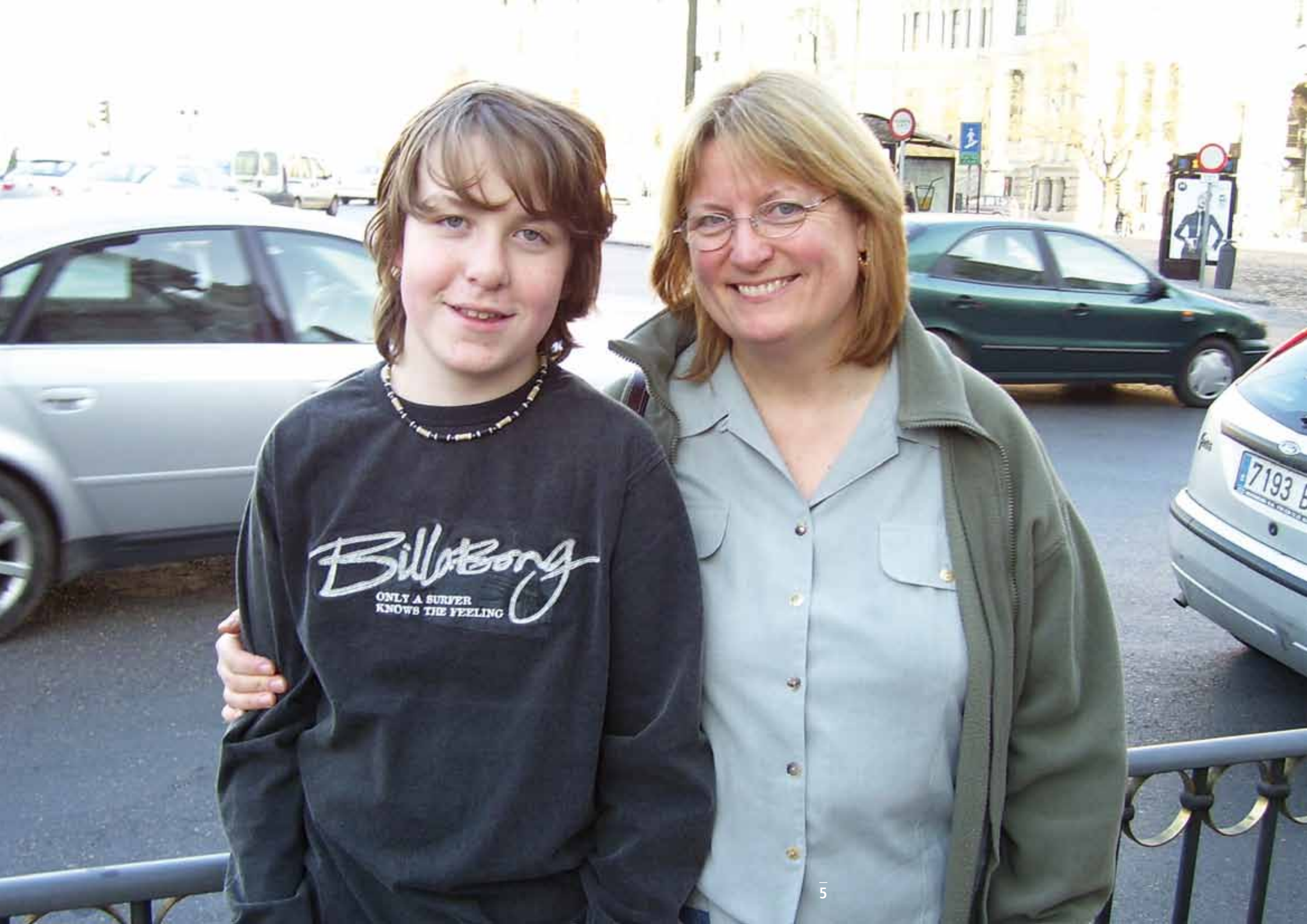
Guy Evans wasn't given any first aid. He wasn't given a chance to live – because nobody knew what to do.

'If someone had been there to resuscitate him, just to keep the blood flowing to the brain until the ambulance came, he might have been saved,' explains his mother. 'His only chance of survival was first aid and cardiopulmonary resuscitation (CPR). But he never had that chance.

'I decided to support St John Ambulance because I want to give others the chance that Guy didn't have. Nothing can bring my precious son back, but if more people learn even basic first aid then other families can be spared from going through such a terrible tragedy. I don't want Guy to have died in vain.'



To view our film featuring Beth's story, search YouTube for 'St John Ambulance the difference'.



First aid
is the
difference
between a
life lost...



...and a life saved

In stark contrast to Beth's tragic experience, Jacqui Flanighan is living proof of the life saving effect of first aid. Having appeared in the media during 2010 to talk about her experience, she is also a vocal advocate of St John Ambulance and the value of first aid.

After Jacqui passed out in her home and hit her head on the floor, her son Brandon found his mother lying in a pool of blood. Applying the first aid skills he had learnt on a St John Ambulance course at school, Brandon placed his mother in the recovery position, raised her legs, applied pressure to the wound with a clean tea-towel and reassured Jacqui as she drifted in and out of consciousness, before calling for an ambulance.

'There was a lot of blood, and it was a very scary situation, yet my son was very calm,' says Jacqui. 'If it were not for Brandon, who knows if I'd even be here? Thank goodness he knew first aid.'

Many people think of first aid purely as the treatment of minor injuries, such as cuts and grazes, and therefore don't think of it as being particularly important.

At St John Ambulance, we know that first aid saves lives.

Every year, up to 150,000 people die in situations where first aid could have given them a chance to live.

Common causes of needless death include heart attack, arrhythmia, choking, a blocked airway, or severe bleeding. Many of these tragedies could be prevented by the application of crucial, simple-to-learn first aid techniques, such as cardiopulmonary resuscitation, the recovery position or simple back blows.

Yet fewer than one in 10 people have the skills to save a life.

This is unacceptable.

First aid training is the difference

St John Ambulance teaches first aid in local communities around the country, enabling anyone to be the difference between a life lost and a life saved.

We train members of the public so that, should an emergency occur, they're empowered to be the difference for their family, friends and community.

In 2010, we launched two new community courses, focusing on equipping as many people as possible with first aid knowledge in short, easy-to-access sessions.

Essential first aid for adults is a two-hour course comprising hands-on demonstrations of how to deal with a range of emergency situations, such as choking, severe bleeding and chest pains, along with step by step instructions on resuscitating someone who has stopped breathing.

Essential first aid (all ages) is a three-hour family first aid course including advice on treating infants and children.

As part of our outreach work, these courses have been delivered for free in public spaces such as shopping centres, as well as in our own training venues.

In 2010, almost 50,000 people attended one of our community first aid courses.





Delivering 'The difference'

For Michael Knight, the first aid skills he learnt as part of a St John Ambulance community course in April 2010 were put into action sooner than he ever thought they would be.

Just a few weeks after being trained, Michael was eating in a restaurant with his wife Joan when she began to choke on her food. Thanks to his training, Michael immediately performed several sharp back blows and managed to dislodge the food, saving his wife's life.

In May, another participant in the same course was able to help a complete stranger while out shopping, thanks to her first aid training. When a diabetic shopkeeper went into hypoglycaemic shock and passed out, Kelly John knew how to put her into the recovery position and ensure that she didn't choke.



First aid at work is the difference

St John Ambulance teaches first aid to more people than any other organisation.

As well as our community training, a key part of our work is in helping employers to understand their first aid needs and to give all of their staff access to essential first aid in the workplace.

Almost a third of British businesses can identify a specific accident that recurs in their workplace and yet an incredible four out of five employers admit that there are times when a first aider isn't available.

We want to make sure that as many employees as possible are equipped to act if a life is on the line. We know that a trained first aider at work can be the difference between a life lost and a life saved, which is why we offer over 17,000 courses taking place at 230 venues, as well as teaching employees in their places of work.

During 2010, we delivered first aid training to more than a quarter of a million people in businesses across the country.



Delivering 'The difference'

Tim Rose, a site manager for Friends Provident, was able to put into practice the skills he had learnt on a First aid at work course when a man collapsed after suffering a heart attack in the workplace during 2010.

Along with a colleague (one of 10 St John Ambulance trained first aiders on the site), Tim rushed to the aid of the casualty, who had stopped breathing and turned blue.

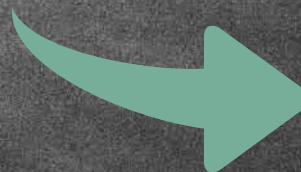
Tim administered CPR and used a defibrillator to save the man's life, prior to the arrival of an ambulance. Following a bypass operation, the man has now made a full recovery.

All surplus income from our workplace courses helps to fund our charitable work.

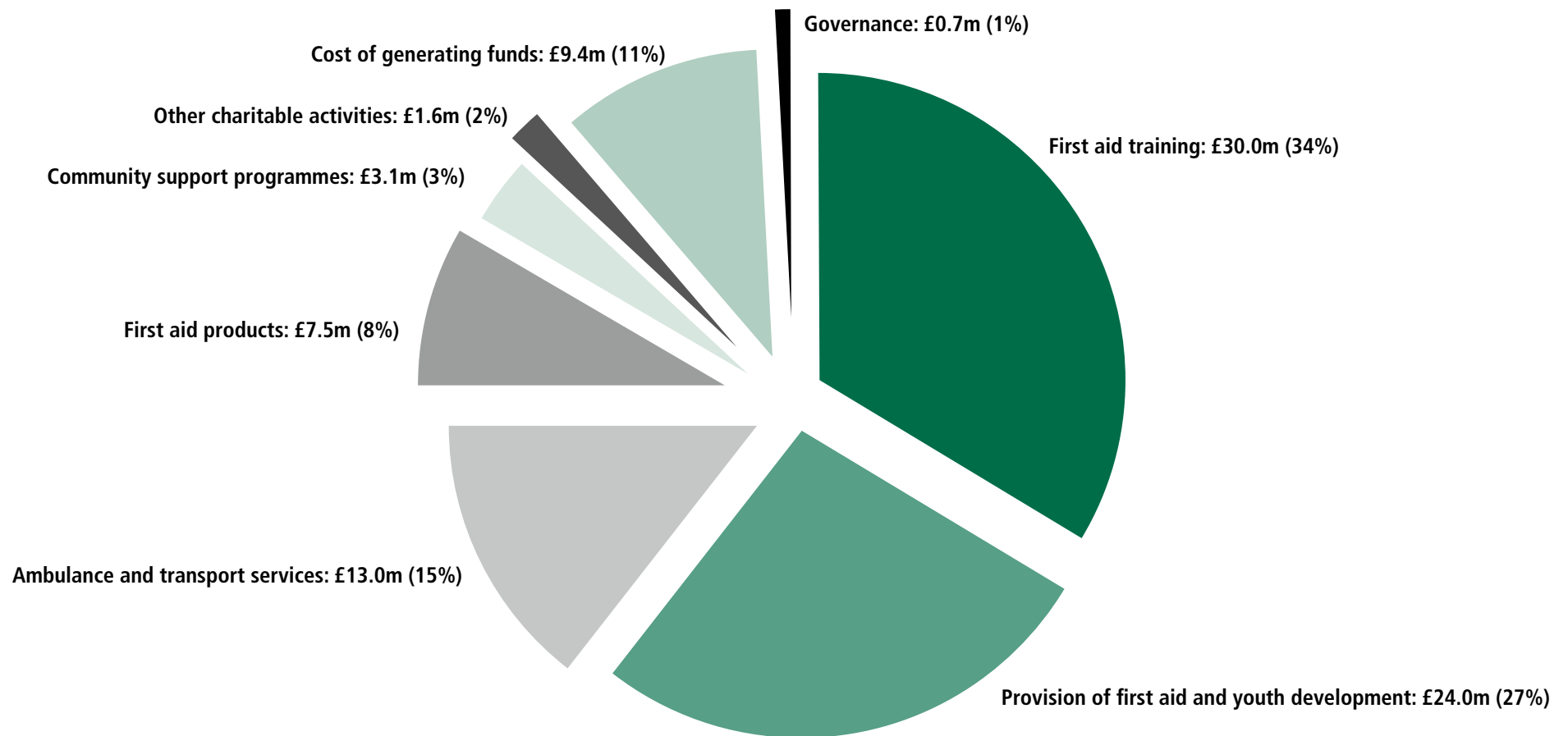
This includes our community courses, first aid training for carers and those who help the homeless, training and equipment for our volunteers, or first aid training in schools.

In 2010, income from our commercial training accounted for more than 40% of our £89m turnover.

Turn the page to find out how we spent the money.



Where the money went in 2010*



*Our income for 2010, taken from audited accounts, comprised: First aid training £36.3m (41%), Provision of first aid and youth development £9.0m (10%), Ambulance and transport services £11.3m (13%), First aid products £4.8m (5%), Community support programmes £1.5m (2%), Voluntary income £15.8m (18%), Investment income £1.5m (2%), Activities for generating funds £2.1m (2%), Investment gains £2.3m (3%), Reserves utilised during the year £3.2m (4%), Other £1.5m (2%). All figures have been rounded to the nearest whole percentage.

How our income is spent

- Just **£2.10** pays for each child in a class of 30 to receive a free first aid guide
- **£25** enables us to provide a carer with free first aid training
- **£40** funds the training of one of our volunteers for an hour
- **£270** covers the cost of a qualified trainer teaching a complete first aid course to 30 children
- **£2,251** fully equips a St John Ambulance Community First Responder
- **£55,198** pays for a new ambulance.



The next generation will be the difference

St John Ambulance is determined to equip an entire generation with the confidence and ability to be the difference.

We believe that every young person should have the chance to learn first aid. It should be as important a part of growing up as learning to tie your shoelaces. Learning first aid at a young age not only provides life saving skills, but it also helps to build self-esteem and a sense of responsibility, as well as teamwork and communication skills.

During 2010, we taught first aid through our work with young volunteers and promoted peer-to-peer first aid learning in our RISE (Respect, Inspire, Support, Empower) project – an innovative scheme aimed at young people in communities affected by social deprivation, including sessions focusing on the treatment of injuries caused by knife and gun crime.

Our work with schools also increased, with dedicated St John Ambulance teams delivering on-site training sessions. We expanded our resources available to teachers, alongside our existing *Young first aider* pack (covering 25 first aid topics and aimed at 7 to 16-year-olds) and *Bertie and friends* (an interactive early years pack containing basic first aid and healthy living guidance). We also developed two new award schemes, recognising schools that had shown a true commitment to first aid education.

In 2010, hundreds of thousands of young people learnt first aid using St John Ambulance resources.

As first aid is not on the National Curriculum, every school has the choice whether or not to teach it to its pupils. If you believe that learning life saving skills should not be left to chance, please send the attached postcards to schools in your area.



First aid is more than just another lesson

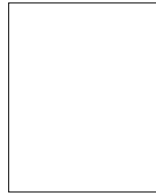


First aid can be the difference between a life lost and a life saved



At St John Ambulance, we know that first aid can be the difference between a life lost and a life saved.

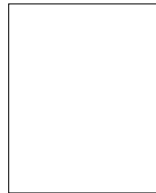
To find out more about teaching first aid in your school, and to access our free learning resources, visit teachthedifference.co.uk





At St John Ambulance, we believe that learning first aid should be as important a part of growing up as learning to tie your shoelaces.

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In 2010, we launched a new website, *Teach the difference* (teachthedifference.org.uk).

Created in partnership with the hit West End musical WICKED, *Teach the difference* focuses on the importance of first aid and making the right choices, as expressed through the life journey and values of its lead character, Elphaba. The website provides teachers with all the guidance and materials needed to bring first aid to life in the classroom, alongside a range of free learning resources.

Our own research shows that almost seven out of 10 pupils wouldn't know what to do if someone they knew was hurt, yet 72% of these children say they want to learn first aid.

Teaching first aid in school is more than just another lesson. It can be the difference between a life lost and a life saved.

Delivering 'The difference'

In summer 2010, brothers Christian and Andrew Spencer were playing in a park in County Durham, when the first aid skills that Christian had learnt at school were used to save his brother's life.

Finding his nine-year-old brother lying still, unable to breathe, 11-year-old Christian used the CPR routine he had learnt at school to resuscitate his brother and dislodge a piece of chewing gum that was stuck in his throat. If Christian had not acted so quickly, it could have been fatal.

'If Christian hadn't been given that training and been so quick-thinking, then our Andrew would probably not have survived,' says the boys' mother. 'These types of accidents can happen every day, yet how many of us would know what to do in an emergency?'



Delivering first aid is the difference

Emergencies that require first aid treatment can happen anywhere and everywhere, and when they're least expected. St John Ambulance is always ready to come to the aid of those in need of first aid care.

We are an essential part of the nation's emergency response system, working alongside the statutory services to support communities when the NHS ambulance service is overstretched – be it during extreme winter weather conditions, times of flooding, following major accidents or in national emergencies.

Our Community First Responders answer NHS emergency calls in their local area to provide life saving first aid in those crucial minutes before an ambulance arrives.

We also provide fully trained and equipped personnel at events across the country, from major sporting fixtures and music festivals to fêtes and country fairs. This support includes our specialised Cycle Response units, often first on the scene at public gatherings.

In 2010, we administered first aid care to more than 100,000 members of the public, as well as transporting almost 25,000 people to hospital.

Delivering 'The difference'

St John Ambulance came to the aid of thousands of people affected by the heavy snowfalls of late 2010. We used 4x4 vehicles across the country to help stranded casualties that standard ambulances could not reach, often working throughout the night in some of the most extreme weather conditions in 30 years.

Three individual examples of first aid in action during 2010 include a St John Ambulance Community First Responder who went to the aid of two people following a road accident in Dorset, carrying out a full spinal protocol and top to toe survey of the casualties.

Also during the summer, we treated a man who suffered serious burns to his face, neck and arms in an explosion at a public festival in Wiltshire, while in September a volunteer helped a runner who was bleeding from a head injury after falling during the Bristol Half Marathon.

Campaigning is the difference

St John Ambulance is well known for its work in providing first aid care and teaching first aid skills.

During 2010, however, we took a fresh look at how we deliver the first aid message to as many people as possible, in order to raise public awareness of the importance of first aid knowledge.

Launched in April, our 'life lost' campaign comprised a series of hard-hitting advertisements in national newspapers, on public transport, and on radio and TV.

Featuring images of 'deceased' people (posed by models) alongside emotive text describing how first aid could have been the difference, the simple message was that anyone with even basic first aid skills can save a life. Thousands of people texted in for a free first aid guide as a result.



Our 'life lost' campaign included ads on public transport, plus messages 'stencilled' onto pavements using water



'The St John Ambulance ads reveal it to be a savvy campaigning organisation with a very powerful message'
– *The Independent*

'Consider how many lives could be saved if the message of St John Ambulance begins to get through'
– *The Times*



The next step in our awareness-raising campaign was a ground-breaking online viral film, entitled *Popcorn...*



Lights, Camera...



Jan Wright from Chiswick, a member of the audience during the filming of *Popcorn*, recalls: 'It was such a powerful message. While watching it unfold in the cinema, my reaction was one of great shock. I empathised so much with the feeling of panic in the ad. Sensing that this could turn out to be a real disaster, the whole audience went very quiet. It was extraordinary to see the actress come down the stairs and suddenly appear on the screen. The experience certainly made me consider taking a first aid course.'

...First aid action

Shot in a packed cinema during a public screening, our viral online film, *Popcorn*, showed a real-life cinema audience watching what they thought was a pre-film advertisement depicting a family happily watching a DVD and eating popcorn – until the daughter begins choking, and her parents have no idea how to help her.

A member of the audience (actually an actress) suddenly stands up, steps 'inside' the cinema screen, and restores the child's breathing using basic life saving techniques – once again stressing the importance of first aid knowledge. Over 200,000 members of the public have now viewed the film, which ends with the simple message that everyone needs first aid training.



To watch the film, search YouTube for 'St John Ambulance popcorn'.



'There's no excuse for not being prepared. After all, you'd never forgive yourself if you ended up in a situation where you could have saved a life if only you'd known what to do'

– Daily Mirror

'In an ideal world everyone would have first aid training. Don't die of ignorance'

– The Guardian



Information is the difference

Providing first aid advice
at home or on the move



As well as providing first aid training, events cover and emergency response services, ensuring that the general public can access first aid knowledge is a key component of our work.

In 2010, we launched an award-winning iPhone app, providing a mobile source of easily-accessible first aid advice on how to deal with a range of common conditions and life threatening scenarios.

The application has been downloaded by tens of thousands of people, one of whom contacted St John Ambulance to tell her story. 'Last night my five-month-old daughter choked,' says Lisa from London. 'I panicked, but then I remembered what I had read in your iPhone app. Thankfully, the whacks on the back worked, and my little one caught her breath again. I would never have known what to do if I hadn't bought your app.'

As part of our campaign to put first aid in the public domain, during 2010 we also encouraged people to test their first aid knowledge through our website.

Take the test

How well do you know how to deal with emergencies? Could you give life saving first aid to those who need it? Find out if you could be the difference between a life saved and a life lost by putting your knowledge to the test.



1. You're having lunch with a friend and he begins to choke on some food. He can't speak, breathe or cough it up. How can you help?

- A. Put your fingers down his throat to try to dislodge the obstruction
- B. Do the Heimlich manoeuvre on him
- C. Give up to five back blows between his shoulder blades.



2. Your colleague is complaining of breathlessness and a tight pain in the chest. You suspect a heart attack. What should you do?

- A. Get him to lie down flat
- B. Encourage him to stand up and move around slowly
- C. Sit him in a comfortable position.

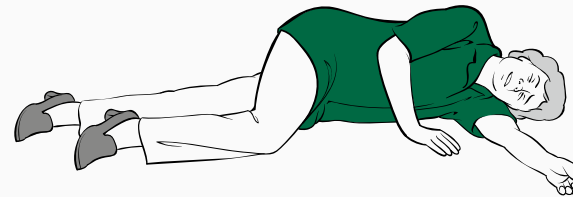


3. One of your friends has cut his arm and is bleeding severely. How do you treat his injury?

- A. Put the injured limb in some cold water
- B. Apply direct pressure over the wound
- C. Give him an aspirin.

4. You're walking home and you see a man lying on the ground. You ask him if he's all right but he doesn't respond. What should you do next?

- A. Leave him to wake up by himself
- B. Begin CPR
- C. Check his airway is clear.

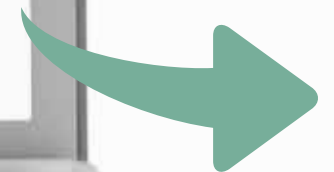


5. You need to perform CPR on your neighbour after she collapsed and stopped breathing. How many chest compressions to rescue breaths should you do?

- A. 30 compressions to two breaths
- B. 20 compressions to five breaths
- C. 15 compressions to three breaths.



Turn the page to find out how you scored.



Do you know enough to be the difference?

1. The correct answer is C: If he cannot clear the object himself, support him with one hand while leaning him forwards, and give up to five back blows between shoulder blades.

Answer A is incorrect, as putting your fingers down his throat may cause damage. B is also wrong, as the Heimlich manoeuvre (the US version of abdominal thrusts) should not be given until back slaps have been carried out.

2. The correct answer is C: You need to ease the strain on his heart, so make him as comfortable as possible. A half-sitting position, with his head and shoulders supported and his knees bent, is best.

3. The correct answer is B: You should apply direct pressure over the wound with your hand using a clean dressing. If you don't have a dressing, ask him to apply pressure himself. Direct pressure on the wound needs to be maintained to control the bleeding.

Answer A, putting the injured limb in cold water, is incorrect. This is because the bleeding needs to be controlled immediately or shock will develop. C is also wrong: if you give your friend aspirin, it will prevent the blood from clotting and the wound will keep bleeding.

4. The correct answer is C: You should check his airway is open and clear by tilting the head and lifting the chin to open the airway.

Answer A is incorrect: If you leave him to wake up and he is unconscious, he could die if his airway is blocked or becomes blocked. B is also wrong as CPR must only be performed if he is NOT breathing.

5. The correct answer is A: You should perform 30 chest compressions to two rescue breaths.

During 2010, we literally put first aid knowledge into the hands of hundreds of thousands of people through our free pocket-sized first aid guides, detailing the simple steps needed to save someone from the most common causes of needless death.

Throughout the year, more than 600,000 copies of the guide were distributed across the country.

To obtain a copy of our free first aid guide, simply text SAVE to 82727*.



If you didn't score at least four out of five in our first aid test, then now's the time to brush up on your first aid knowledge.

Be the difference

Essential first aid
for all ages

St John
Ambulance
The difference.



Delivering 'The difference'

As a result of our campaigning work during 2010:

- Our core message, that first aid saves lives, reached tens of millions of people
- Visits to our website increased 25% year on year, with nearly two thirds of visitors being new
- Nearly 18,000 people opted into regular St John Ambulance updates and more than 22,000 tested their first aid knowledge
- Over 25,000 people now have life saving knowledge on their phones after downloading our iPhone app
- More than half a million people received our free first aid guide
- Demand for our community first aid courses increased
- Research shows that 69% of the general public are now more likely to seek out first aid information than they were before our campaign
- 75% of people surveyed told us that they had reappraised the value of first aid, and now appreciated that even a basic knowledge can save lives.

You can be the difference

Learning first aid techniques is a very simple process. Anyone can do it. Yet, tragically, people are still dying when first aid could have given them a chance to live.

You can help us change this.

Learn first aid. Whether you're a member of the public or an employer, we can provide a wide range of first aid training courses to ensure that you'd know what to do in an emergency scenario.

Volunteer with us. Join St John Ambulance and you could provide first aid at events, act as a first responder to NHS emergency calls in your community, or even support your local ambulance service. We can also offer a wide range of behind-the-scenes and support roles.

Donate. By donating money to St John Ambulance, you can help us continue to be the difference across the country, delivering frontline first aid care, training people in your local community and continuing to expand our work in schools.

You can be the difference between life and death.

For more information, visit sja.org.uk, or call 08700 10 49 50