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Gwasanaethau Ambwlans Cymru

Welsh Ambulance Services
NHS Trust

Reputation and Relationships: (Trying) Not to Make a Drama out of a Crisis – the Welsh Ambulance Pandemic Experience

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To start at the beginning...

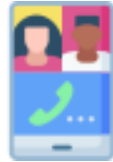
Our relationships and reputation didn't begin in March 2020.



The pandemic has been a test/proof of investment in:



People



Relationships



Reputation



Skills



Team



Commitment





We had a plan

A Crisis Management plan.



But each crisis is different...



A plan is a guide –
not the answer

Three things matter:

- ✓ Go early
- ✓ Be focused
- ✓ Be flexible





It starts on the inside

- ✓ Internal reputation is key
 - ✓ Be at the table
 - ✓ Don't wait to be told
- ✓ You can't communicate to the world if you can't communicate within
 - ✓ Internal IS external





Making decisions

- ✓ Good is generally good enough (**perfect** is a myth!)
 - ✓ **Accuracy** is critical
 - ✓ Ambiguity is **the enemy**
 - ✓ Be prepared to **challenge**
 - ✓ Be **compelling**





Your people matter

- ✓ Everyone has a role, regardless of role
 - ✓ Kindness and compassion matter
 - ✓ Accept there is fear and uncertainty
 - ✓ Look after your team
- ✓ Acknowledge organisational grief, and do it well

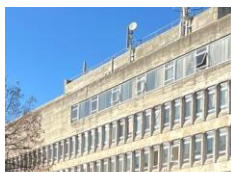




Welsh Ambulance @WelshAmbulance · Apr 23, 2021
 Tributes have been paid to a #TeamWAST call handler who has died aged 28. Louise Thomas was a 999 call handler in Cwmbran, having joined the Trust in 2019. Our thoughts and condolences are with Louise's loved ones at this difficult time. Full tribute: bit.ly/3nfTfdJ



22 25 235



Covid: Tributes after Welsh ambulance worker dies

15 February 2021

Coronavirus pandemic

News North Wales News Coronavirus

Third Welsh Ambulance Service worker dies with coronavirus

Tributes have been paid to Alan Haigh, 59, who only recently became a granddad

SHARE COMMENTS





The thirst for news

Western TELEGRAPH



NEWS
24th August 2021
Haverfordwest woman lay on floor for 17 hours in ambulance wait

By Harry Jamshidian | @HarryHaverford1
Facebook Community Reporter

yahoo/news

News Coronavirus UK Yahoo Originals On This Day TV + Celebrity Quizzes ...

pa media | PA Media: UK News
Number of military drivers assisting Welsh Ambulance Service to be doubled

f Ben Hatton, PA Political Staff
23 December 2021 · 2-min read



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NEWS

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Wales Wales Politics Wales Business North West North East Mid South West Sout

Man died 16 hours after 999 call for ambulance in Llandegla

25 May 2021



- Accept that the media are insatiable
- Be open, responsive (24/7)
- It's a relationship – *dialogue not monologue*
- Front things, especially the tricky
- Gaps will be filled by others
- Set the agenda

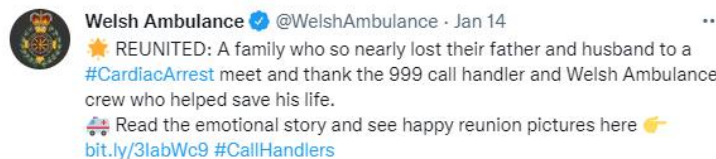
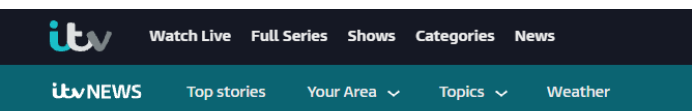




The real people



Aug 2020 v 2021, page views, reach, and engagement more than doubled



- Use all the channels you have
- Harness social and media
- Use human stories
- Be honest and straightforward
- Language is key





Managing relationships across systems



- ✓ Know your **stakeholders**
 - ✓ Brief, brief, brief
- ✓ Keep your friends close and...
- ✓ **Be straight** – but recognise you may become the headline
 - ✓ Pre-empt rather than react, **control is king**



Senedd Cymru
Welsh Parliament





Embrace the opportunity

Remember, behind all challenges lie opportunities.



Make the most of this career defining moment:



Learn



Document



Look after the
people



Nurture
relationships



Redefine the
future





Thanks for listening

Any questions?

 @estellehitchon
@WelshAmbulance

