

# Technical Specification for Ambulance UK Advertisements

Artwork should be provided as press-ready PDF's/JPEG's/TIFF's (CMYK, no spot colours, all fonts embedded or outlined, 3mm bleed where required, 300dpi).

## Sizes

Full page = 210(w) x 297(h)mm +3mm bleed all round

Half page horizontal = 180(w) x 123.5(h)mm

Half page vertical = 88(w) x 247(h)mm

1/4 page = 88(w) x 123.5(h)mm

1/3 page vertical = 57(w) x 247(h)mm

## Adverts per section

Features adverts = Full page, half page vertical, half page horizontal, 1/3 page vertical, 1/4 page.

Newsline adverts = Full page, half page vertical, half page horizontal, 1/4 page.

In Person adverts = Full page, half page horizontal, 1/3 page vertical.

# Masthead

# 210(w) x 65(h)mm

# AMBULANCE UK

DEDICATED TO THE AMBULANCE SERVICE AND ITS SUPPLIERS

**Life Saving Partnerships.**  
The bond between an ambulance team

**Main image area:**  
**210(w) x 196(h)mm**  
+ 3mm bleed left and right

Note the clear zone for 'this issue' is floating and can be repositioned within the main image area. The preference is to position in the bottom half as shown.

**This issue:**  
**70(w) x 88(h)mm**  
**clear zone**

**Fullpage:**  
**210(w) x 297(h)mm**  
**+ 3mm bleed all round**

**1/2 horizontal  
Image area:  
180(w) x 123.5(h)mm**

In order to describe and analysing the high street (UK, 2011) on improving health and safety in union organised workplaces a global view of workplace accidents in the UK needs to be gained. This will create a clearer view of the issues in order to understand the extent of the problem industry faces and like with Google Earth (2004) it will be possible to have both a global focus and yet be able to examine small details as well.

For instance, taking a global view, in the United Kingdom (UK) in 2010/11 there were 1.2 million staff suffering from work related illness (Health and Safety Executive (HSE), 2011):

- 171 workers killed at work.
- 115 000 other injuries to employees were reported under RIDDOR. (Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995, (HSE 2012)).
- 200,000 over-3-day absence injuries occurred (LFS)
- 26.4 million working days were lost due to work-related illness and workplace injury
- The cost to UK society was £14 billion in 2009/10 for ill health and workplace injuries.

Again, in terms of Health and Safety enforcement in 2010/11, there were 551 cases prosecuted by HSE (including 33 by the Procurator Fiscal in Scotland). A further 129 cases were prosecuted by Local authorities (including 5 by the Procurator Fiscal in Scotland). Finally, 18,290 enforcement notices were issued by all enforcing authorities.

Statistics for the following year 2011/12 were much the same, yet with some small differences. For instance, there was 1.1 million working people suffering from a work-related



(2009) Lone paramedic beaten and stabbed in ambulance station raid. [3]

illness in 2011/12 (Health and Safety Executive (HSE), 2012) as well as a further:

- 172 workers killed at work
- 111, 000 other injuries to employees were reported under RIDDOR
- 212, 000 over-3-day absence injuries occurred (LFS)
- 27 million working days were lost due to work-related illness and workplace injury
- Workplace injuries and ill health (excluding cancer) cost society an estimated £13.4 billion in 2010/11

The above figures are startling to the untrained eye and some of the injuries sustained one can learn about in a personal way from such internet sites as FACK (Families against corporate killers, 2011) or Health and Safety Executive (HSE, Real People, 2012b).



(2012) An investigation has begun after an elderly patient travelling in an ambulance died after it went off the road, and crashed into a ditch in Lincolnshire. [4]

This article will look at whether union organised workplaces are much safer workplaces due to efforts of union safety representatives (reps) than non-unionised workplaces where the management team are the sole custodians of health and safety. It will look at the evidence from research done in the United Kingdom (UK) in the last twenty years. It will then analyse safety reps rights under UK regulation and debate whether union training helps improve the reps skills and their ability to influence Health and Safety at work positively.

**Research evidence**

It is the case that accident levels and frequency may give a reasonable safety performance measure over time. UK employers are by law required to keep records of work accidents and to report (HSE

RIDDOR, 1999) more serious incidents to the HSE including: major injuries and fatalities to employees and this would embrace members of the public and self-employed people; any incapacitating injuries that remove the person from work (employed or self-employed) for more than three days HSE RIDDOR, 1999 (HSE, 2012c). These Riddor reports are collated by the HSE and can be seen in the Safety Commission's Annual Report (HSE Annual Report 2010/11) as well as the Safety Statistics Report (HSE, 2011b). These statistics are standardized using the Standard Industrial Classification 2007 (SIC 2007) (HSE, 2011c) and cover each major sector of industry. Obviously, accuracy of the statistics depends on reporting level and some sectors of industry may under-report to make themselves appear safe.

In turn those that keep accurate records of all accidents and accurately report their RIDDOR incidents – may be regarded unfairly as 'unsafe' in comparison (HSE, 2011c). Even so, in both cases levels of incidents can be viewed and compared over time and between departments. A further point is that as of 6 April 2012, the over-three-day reporting requirement for people injured at work changed to more than seven days and this may effect reporting levels in future. On top of this figures from industry sectors and companies that are union organised for health and safety can be compared against those sectors and

**Firstly, there had to be an effective legislative steer, with strong external systems of inspection.**

**Secondly, a management team at senior level that was committed to improved health and safety and had a participative approach with the safety reps which they met on safety committees.**

**Thirdly, competency in evaluation and control of risks/hazards had to be present.**

**Lastly, there had to be an autonomous group of well trained safety reps with effective trade union support from outside.**

companies that either reject, are antagonistic or simply do not know of benefits of the

# NEWSLINE

## 1/2 vertical

### Image area:

88(w) x 247(h)mm

Overseas paramedics from countries including Australia and Canada could help solve the East of England Ambulance Service's recruitment drive, its chief executive said this week.

Proposals to hire 350 more front-line staff at the under-fire ambulance service were announced in April as part of a turnaround plan for the under-performing NHS trust.

Bosses at the 999 trust have recruited 160 emergency care assistants and paramedics since then, but its interim chief executive said the organisation needed a "few hundred more" than their previous estimate and medics from abroad could help fill vacancies.

Andrew Morgan, who has been in the interim role since December, said he was looking to find £20m of savings from back office and support functions to fund more front-line jobs and double staffed ambulances to help improve response times in the region.

Mr Morgan added that redundancies were a possibility at the end of the year. However, a restructure of the East of England Ambulance Service would not involve a reduction in paramedic, call handler or dispatch staff numbers.

"We need to recruit more paramedics because we need more ambulances. We are getting as much of our resources out there, but we need more and that does not happen overnight."

"You can not go down the job centre for a paramedic. We can

entice them from other trusts and we have a number of student paramedics that will come to fruition over the next 12 to 18 months. We will look overseas and anywhere for quality staff. We want the brightest and the best and we would look at what countries have similar paramedic services to ours like Canada and Australia. We are looking to see if we can turn nurses into paramedics and people coming from the military who worked as medics," he said.

"We need to recruit more paramedics because we need more ambulances."

#### EEAST

### Dereham baby delivered by Dad thanks to EEAST call handler

A family have recently been to meet the woman that helped deliver their new baby – over the phone.

The Edwards family, from Dereham, Norfolk, visited the East of England Ambulance Service NHS Trust's (EEAST) Health and Emergency Operations Centre (HEOC) in Norwich to meet Emergency Call Handler Megan Llewellyn to thank her for the important role she played in the birth of their son, Toby.

Kimberly Edwards, 30, was 35 weeks pregnant on Saturday July 20 when she started to



feel contractions. She rang the hospital but was told that they were probably Braxton Hicks. However this was not the case, and within an hour it was clear that not only was the baby on the way, but that he wouldn't be waiting to get to the hospital.

Her husband, Ashley, 35, rang 999 at 11.41am and following a few questions from Call Handler Megan, it became apparent that the baby would be delivered any

## 1/4 vertical

### Image area:

88(w) x 123.5(h)mm

minute. Megan began to talk the dad through the birth, which was assisted by his mum, Ann Edwards. Megan said: "As soon as I answered the phone it became clear that this was no ordinary delivery. I gave Ashley advice on what to do to deliver the baby and within five minutes later, baby Toby was born.

The drama wasn't over yet however. Ashley realised that there was something wrong with his new-born baby boy – he wasn't crying. To his horror, Ashley saw that the baby had been born with the umbilical cord around his neck. He wasn't breathing.

He recalled: "I realised that the cord was wrapped around the baby's neck and he wasn't crying at all. Thankfully Megan stayed calm and guided me through taking it off. It only actually took seconds but it felt like a lifetime before I heard him starting to

breathe and cry - I've never been so relieved."

Megan then stayed on the line until the ambulance arrived; telling Ashley to make sure that the baby's mouth and nose were wiped clean, and that both mum and baby were kept warm.

The happy parents, who also have a daughter Sophie aged three, and son Harry, 18 months, got the chance to meet up with Megan at the Norwich HEOC and relived the dramatic delivery, coincidentally on the same date that baby Toby had originally been due.

Mum Kimberley recalls: "I'm so proud of Ashley for staying so calm during the birth. It happened so quickly that there just wasn't time to get to hospital, but he did very well and we wanted to say a huge thank you to Megan for the way in which she dealt with the call.

"It was great to meet Megan and the rest of the HEOC team – it's amazing how many people are involved in the process and we're grateful to each and every one of them."

The 999 call is certainly one which will live with Ashley and he enjoyed the opportunity to put a face to the kind, calm voice that helped him deliver his son. "I certainly didn't feel calm at the time but Megan really helped me keep my cool and talked me

1/3 vertical

Image area:  
57(w) x 247(h)mm

**TRISTAN GAWAIN RAVENSCROFT BSc Psych (Hons)**  
Station Supervisor and Paramedic with the East of England Ambulance service. Tristan gained his degree at Goldsmith's London University in 1993 and has over 20 years of front-line experience.

In order to describe and analysing the 'Union Effect' (TUC, 2011) on improving health and safety in union organised workplaces a global overview of the problems of work- place accidents in the UK needs to be gained. This will create a clearer view of the issues in order to under- stand the extent of the problem industry faces and like with Google Earth (2004) it will be possible to have both a global focus and yet be able to examine small details as well.



(2013) A Series of explosions shook Louth's Fairfield Industrial estate last night as fire tore through an ambulance station. [1]

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“Union organised work- places are much safer workplaces, because union safety reps have the knowhow, skills, rights and influence to make sure they are safer.”

This article will look at whether union organised workplaces are much safer workplaces due to efforts of union safety representatives (reps) than non-unionised workplaces where the management team are the sole custodians of health and safety. It will look at the evidence from research done in the United Kingdom (UK) in the last twenty years. It will then analyse safety reps rights under UK regulation and debate whether union training helps improve the reps skills and their ability to influence Health and Safety at work positively.



(2009) the St Helier hospital declared a major incident as two ambulances caught fire in an internal roadway which runs along the side of hospital buildings. [2]