



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

Air Ambulance Week **2023**

4 September - 10 September 2023

This comms guide contains assets for your organisation to celebrate the lifesaving work that air ambulances do across the UK and raise awareness that air ambulance charities are reliant on the generosity of their local communities - **Air ambulance charities can't save lives without you.**

Please feel free to use our resources to join in with the campaign and help air ambulance charities save even more lives every day.





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[#AAW2023](#)

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About AAUK

Air Ambulances UK is the national charity supporting the lifesaving work of the UK's air ambulances charities, enabling them to save even more lives every day.

Air ambulance crews bring the Emergency Department to patients who have suffered a life threatening or life changing trauma or medical emergency; providing advanced critical care to save lives.

On average an air ambulance can reach someone in urgent need within 15 minutes. Anyone, anywhere in the UK can become a patient at any time. Air ambulance charities are collectively dispatched to over 100 lifesaving missions each day across the UK; each mission is funded almost entirely by the generosity of local communities.

AAUK raises national funds to invest in the air ambulance community and acts as the voice on issues of national significance. Our vision is that together we will ensure the best possible chance of survival and patient outcome for everyone in need of lifesaving pre-hospital care.

We do this by supporting and championing the invaluable work of the air ambulance community at a national level.





About Air Ambulance Week

Air Ambulance Week 2023 takes off across the UK from 4 – 10th September, with air ambulance charities across the UK delivering the message that air ambulance charities can't save lives without you!

Air Ambulance Week is the only week in the year dedicated to raising awareness and funds for the vital lifesaving work of air ambulance charities and is organised by Air Ambulances UK, the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives every day.

Through the sharing of former patient stories the campaign highlights that anyone, anywhere in the UK can become a patient at any time. Air ambulance charities collectively make over 37,000 lifesaving missions each year across the UK.

Across the UK there are 37 air ambulance helicopters operated by 21 air ambulance charities, providing pre-hospital care support to the NHS and forming an important part of the UK's frontline emergency services.

This Year's Theme

The campaign will be delivering the message that

**AIR AMBULANCE CHARITIES
CAN'T SAVE LIVES WITHOUT YOU!**

[#AAW2023](#)

[#AirAmbulanceWeek](#)

The theme that air ambulance charities can't save lives without you, is an important reminder of the vital work done by air ambulance charities across the UK.

Each day, air ambulance charities are collectively dispatched to over 100 lifesaving missions and each mission is funded almost entirely by the generosity of our local communities. Without the support of people like you, air ambulance charities would not be able to continue to deliver advanced pre-hospital care to people with a sudden life-threatening injury or medical illness.



Social Messages

Twitter, Facebook, Instagram, Threads & LinkedIn

Here are our recommended posts for sharing on social media. Please feel free to copy and paste any of the posts below or create the words your own. Please use the hashtags #AAW2023 #AirAmbulanceWeek and tag @AirAmbulancesUK to help us spread the word. (@airambulances on Instagram & Threads)

Did you know that it's #AAW2023 this week?

Each mission is funded almost entirely by the generosity of local communities! Air ambulance charities can't save lives without you!

We're supporting @airambulancesuk to raise awareness of the vital work air ambulance charities undertake each day across the UK!

Air Ambulance Week 2023 has taken off across the UK - air ambulance charities can't save lives without you!

We're supporting air ambulance charities across the UK, are you?

#AAW2023 #AirAmbulanceWeek

It's Air Ambulance Week this week. We're supporting the campaign by helping to raise awareness and funds for the lifesaving work of air ambulance charities! @airambulancesuk

Without your support lives' such as Rosie's wouldn't be saved!
<https://www.youtube.com/watch?v=bUD5s4T6NYs&t=36s>

#AAW2023 #AirAmbulanceWeek

(replace name & story if you wish,
video links are on the next page)

We're proud to be supporting #AirAmbulanceWeek2023

Each day, air ambulance charities are collectively dispatched to over 100 lifesaving missions and each mission is funded almost entirely by the generosity of our local communities.

Air Ambulance charities can't save lives without you and without your support, air ambulance charities would not be able to continue to deliver advanced pre-hospital care to people with a sudden life-threatening injury or medical illness.

#AAW2023 #AirAmbulanceWeek

We encourage you to make full use of our fully downloadable campaign toolkit. You can access our ready-made content [here](#).

Video Campaign Footage

Click [here](#) to view the #AAW2023 Video campaign

Click [here](#) to view to Rosie's story



Click [here](#) to view to Logan's story



Click [here](#) to view to Charlie's story



Click [here](#) to view to Clive's story



Click [here](#) to view to Shane, Kerrie, Lucas & Ava's story



Click [here](#) to view to Mark's story



Visit our [YouTube channel here](#) and feel free to utilise all 16 #AAW23 patient stories

Key Messages

- Air ambulance charities can't save lives without you!
- A lifechanging or life-threatening injury or medical emergency can happen to anyone, at anytime, anywhere
- Each mission is funded almost entirely by the generosity of local communities

#AAW2023

#AirAmbulanceWeek



Campaign Toolkit

Click here to access the full campaign toolkit which includes logos, website banners, email banners, social messaging and more!

AAW2023 Logos

[Click here to access logos](#)



Photos/Video Content

[Click here to access photos/videos](#)

Air
Ambulance
Week 2023

4-10 September



“I never expected I would need one. Thank you for getting there so quickly when I did.

James Murphy
Patient and supporter

We can't save lives **without you**

Banners

[Click here to access website and email banners](#)



Quotes and Key message

Air ambulance charities can't save lives without you!

Stats & Facts

Air Ambulance Week Fact Finder

- 21 individual air ambulance charities in the UK, which provide pre-hospital care support to the NHS and form an important part of the UK's frontline emergency services
- 37 air ambulance helicopters operated across the 21 individual air ambulance charities
- Air ambulance charities are collectively dispatched to an average of over 102 lifesaving missions every day – that's over 37,000 a year
- The average mission cost is £3,962. Cost varies depending on geography, patient need, clinical and operational models of the local air ambulance charity.
- Each mission is funded almost entirely by donations.
- Around 68% of all air ambulance charity lifesaving missions are to people who are critically injured in incidents such as road traffic collisions, falls, workplace incidents and sporting or leisure accidents.
- About 32% of missions are to people who experience a sudden medical emergency such as a cardiac arrest





Thank You for your Support

4 September - 10 September 2023

info@airambulancesuk.org

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Week 2023

