



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

Air Ambulance Week 2024

9 September - 15 September 2024

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.

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





Contents

- 03** About Air Ambulances UK
- 04** About Air Ambulance Week
- 05** The Theme
- 06** Key Messages
- 07** Social Messages
- 08** Video Campaign Footage
- 09** Campaign Toolkit
- 10** Stats & Facts
- 11** BBC Lifeline Appeal

[#AAW2024](#)

[#AirAmbulanceWeek](#)

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 16 minutes. Anyone, anywhere in the UK can become a patient at any time. Air ambulance charities are collectively dispatched to over 126 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 takes off across the UK on 9th September 2024, with air ambulance charities delivering the message: “Today’s Supporter, Tomorrow’s Lifesaver.”

Anyone, anywhere in the UK can become a patient at any time. The message, “Today’s Supporter, Tomorrow’s Lifesaver,” reminds us that by becoming a supporter today, you can help save lives tomorrow. Throughout Air Ambulance Week, join us in celebrating the incredible stories shared by those whose lives have been impacted by the dedicated teams of critical care medics, who bring the hospital to the patient at the scene! Each act of support today becomes hope for tomorrow, increasing the chances of survival and improving patient outcomes. Together, we save lives!

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 us, 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.

The event also highlights that anyone, anywhere in the UK can become a patient at any time. Air ambulance charities collectively make over 45,000 lifesaving missions each year across the UK. There are 37 air ambulance helicopters in the UK 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.

Air ambulance crews bring the Emergency Department to patients who have suffered a life-threatening or life-changing trauma or medical emergency; providing specialist critical care to save lives. The UK’s 21 air ambulance charities receive no day-to-day government funding and depend almost entirely on charitable donations to deliver their lifesaving care.

On average, an air ambulance can reach someone in urgent need within 16 minutes. Air ambulance charities are collectively dispatched to over 126 lifesaving missions each day across the UK. Each lifesaving mission by air costs on average £4,110 and is funded almost entirely by donations. That’s why we can’t save lives without you and why Air Ambulances UK is calling on people all over the UK to support their local air ambulance to ensure air ambulance charities continue to save lives every day.

This Year's Theme

The campaign will be delivering the message:

**"TODAY'S SUPPORTER,
TOMORROW'S LIFESAVER"**

[#AAW2024](#)

[#AirAmbulanceWeek](#)

[#Todayssupportertomorrowslifesaver](#)



Key Messages

- Anyone, anywhere in the UK can become a patient at anytime.
- Today's Supporter, Tomorrow's Lifesaver
- Bringing the hospital to the patient
- Funded almost entirely by the generosity of local communities/people like you
- Together, we save lives.

**"TODAY'S SUPPORTER,
TOMORROW'S LIFESAVER"**

#AAW2024

#AirAmbulanceWeek

#Todayssupportertomorrowslifesaver



Social Messages

Facebook, Instagram, Threads, LinkedIn and X

Here is our recommended post for sharing on social media. Please feel free to copy and paste the wording below or create the words your own. Please use the hashtags #AAW2024 #AirAmbulanceWeek and tag @AirAmbulancesUK to help us spread the word.

(@airambulances on Instagram & Threads)

Air Ambulance Week 2024 has taken off across the UK, and we're proud to support Air Ambulances UK ([please tag - handles above](#)) in raising awareness of the UK's Air Ambulance charities! 🚁

Anyone, anywhere in the UK can become a patient at any time. Air Ambulance charities are delivering the message: "Today's Supporter, Tomorrow's Lifesaver," reminding us that by supporting today, you can help save lives tomorrow.

Each day, Air Ambulance charities are collectively dispatched to over 126 lifesaving missions and each mission is funded almost entirely by the generosity of local communities.

If you want to find out more about #AAW2024 visit: www.airambulancesuk.org

#AirAmbulanceWeek #AAW2024 #TodaysSupporterTomorrowsLifesaver

We encourage you to make full use of our fully downloadable campaign toolkit.

You can access our ready-made content [here](#). You can access our National Campaign video [here](#). (Embargoed until 9th September).

Video Campaign Footage

Check out the [#AAW2024 Video Campaign here!](#)

Feel free to use and share our national video. We'll post this on our social media channels on September 9th. We would be grateful if you could share this with our recommended social media messaging (feel free to edit the wording).

Please note the below video is embargoed until 9th September.



#AAW2024 #AirAmbulanceWeek
#Todayssupportertomorrowlifesaver

Patient Stories!

Visit our [YouTube channel here](#) and feel free to utilise any patient stories!



Mel's Story AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES Essex & Herts
Air Ambulance
Your local Air Ambulance charity



Zac's Story AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES Magnus
AIR AMBULANCE



Cathy's Story AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES GREAT WESTERN
Air Ambulance Charity

Campaign Toolkit

[Click here](#) to access the full campaign toolkit which includes logos, website banners, email banners and more!
Click below to access any of the following.

- [Air Ambulance Week Logos](#)
- [Social Post Images](#)

Feel free to add your own logo to these graphics. (As demonstrated).

- [Imagery](#)
Please mention credits where included within the title image.
- [Campaign national video](#)
Embargoed until 9th September.
- [Email Banners](#)
- [Website Banners](#)
- [A4 Poster](#)

Air 
Ambulance
Week 2024 **9-15**
SEPTEMBER

TODAY'S
SUPPORTER,
TOMORROW'S
LIFESAVER.

www.airambulancesuk.org



We're supporting
Air Ambulance Week!

Insert logo here
(if you wish)

#AAW2024

Stats & Facts

- 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 126 lifesaving missions every day – that's over 45,000 a year
- The average mission cost is £4,110*. 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.
- On average, an air ambulance can reach someone in urgent need within 16 minutes.

*cost varies depending on geography, patient need, clinical and operational models of the local air ambulance charity.



BBC Lifeline Appeal

End of Air Ambulance Week!

To round off Air Ambulance Week, we are pleased to announce that our BBC Lifeline Television appeal will be going live on the final day of Air Ambulance Week, 15th September!

Make sure to tune in on BBC One.

Keep an eye out on our website for more information coming soon!





AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

THANK YOU FOR YOUR SUPPORT

9 - 15 September 2024

Contact us: info@airambulancesuk.org

Air 
Ambulance
Week 2024

