A connecting voice:
The power of storytelling in a modern ambulance service

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AN ENDLESS RESOURCE?
FIRST, MEET OLLIE
What is this endless resource?
Synchronises brains of storyteller and listener
Changes brain chemistry
Brain connects and responds like a direct experience

Creates an emotional connection
Commands attention
Enhances memory
Affects behaviour
Changes to Ambulance Victoria’s Clinical Response Model and how we connected the community to the change
REVISED CRM: WHAT DID WE WANT TO ACHIEVE?

BUSINESS GOAL

- IMPROVE RESPONSE BY BETTER ALIGNING AV RESPONSE TO PATIENT ACUITY

COMMUNICATION GOALS

- DEMONSTRATE IMPROVED RESPONSE TIMES AND PATIENT OUTCOMES
- BUILD ACCEPTANCE OF ALTERNATIVE TREATMENT PATHWAYS FOR NON-URGENT CASES
- REDUCE COMMUNITY CONCERN BY SHOWING SAFETY AND OVERSIGHT
REVISED CRM: OUR COMMUNICATION APPROACH

CONNECTING STORIES TO PATIENT OUTCOMES

PATIENT CASE STUDIES TELL THE STORY OF HOW THE CHANGES WERE SAFE & BENEFICIAL

ANIMATION TELLS THE STORY OF WHAT CHANGED AND WHY IT'S BETTER FOR PATIENTS, SUPPORTED BY REAL PATIENT STORIES SUCH AS ERIC

REAL STORIES OF MINOR CASES WHICH USED TO GET EMERGENCY AMBULANCES HIGHLIGHT THE NEED FOR CHANGE

Direct engagement with key stakeholders
Owned media: Facebook, Twitter, Instagram, YouTube, website
Earned media: TV, radio, newspaper, online
Paid media: Facebook promotion, Save Triple Zero (000) campaign
Engaged journalist early & pre-briefed on complexity
Positive front-page coverage & influential editorial
Focus on patient outcomes (Eric’s story), not on data
Key themes: 39 extra lives saved – not about using %
Led the day and set the tone for positive coverage
Mental Health and Wellbeing
MENTAL HEALTH: WHAT WAS THE STRATEGIC ISSUE?

OUR PEOPLE NEEDED OUR HELP

- ONLY 40% WOULD SEEK SUPPORT FOR MENTAL HEALTH
- PARAMEDIC SUICIDE 4 TIMES HIGHER THAN STATE AVERAGE AND 3 TIMES HIGHER THAN OTHER EMERGENCY SERVICES PERSONNEL
- MAJORITY NOT FAMILIAR WITH SUPPORTS AND TREATMENTS
MENTAL HEALTH: OUR COMMUNICATION APPROACH

TRAINING
Help people recognise the signs of mental health in themselves and others

REDUCE STIGMA
Create a supportive culture by encouraging open conversation about mental health

HELP-SEEKING
Improve use of treatment and support by building awareness and understanding
WHAT DID THIS MEAN FOR PAUL?
MENTAL HEALTH: OUR IMPACT

SIGNIFICANT PROGRESS IN OPENING THE CONVERSATION AND REDUCING STIGMA

33% COLLEAGUES

25% MANAGER

MAJORITY WOULD TALK TO A COLLEAGUE

MAJORITY WOULD TALK TO THEIR MANAGER
GOODSAM: WHAT DID WE WANT TO ACHIEVE?

**BUSINESS GOAL**

- Improve response to cardiac arrest

**COMMUNICATION GOALS**

- Encourage AED registration
- Recruit GoodSamp responders
- Raise community awareness
GOODSAM: OUR IMPACT

OUTPUTS

- MEDIA COVERAGE
  740 items

- WEB & SOCIAL INTERACTIONS
  538,861

OUTCOMES

- AED REGISTRATIONS
  4,500

- GOODSAM FIRST RESPONDERS REGISTERED
  3,500

- AV PARAMEDICS REGISTERED WITH GOODSAM
  33 % OF WORKFORCE
WHAT HAS STORYTELLING MEANT FOR AV?

▸ Our people know they are supported and feel more connected

▸ We have told our transformational story through a patient lens

▸ Positive media coverage and engaging community conversations

▸ We are building stronger partnerships with our community and partners
WHAT HAS IT MEANT FOR OUR COMMUNITY?

- Greater trust and confidence their ambulance service is well managed
- Improved understanding of what to expect when they call Triple Zero (000)
- Greater awareness of alternative service providers for non-urgent care
- Growing understanding of how they can participate in emergency health care
Our patients’ & people’s stories are an endless resource
Sharing their stories can help save lives