

# KSSX

AIR AMBULANCE CHARITY  
KENT SURREY SUSSEX



## Air Ambulance KSS Mission Badge

**For Brownies, Guides and Rangers**

Registered Charity No. 1021367



**Girlguiding**  
London and  
South East England



# Contents

## 3 Welcome

---

## 4 About KSS

---

## 5 Ready to become a lifesaver?

---

## 6 Section 1 - What to do in an emergency

7 Easy level mission   8 Medium level mission   9 Hard level mission

---

## 10 Section 2 - Safely arriving at scene

11 Mission for all

---

## 13 Section 3 - Become a lifesaver with our crew

14 Mission for all

---

## 17 Section 4 - Be fit for anything

18 Mission for all

---

## 20 Section 5 - Be a researcher and help save lives

21 Easy level mission   22 Medium level mission

---

## 23 Section 6 - How to become a KSS Champion!

24 Easy level mission   25 Medium level mission   26 Hard level mission

---

## 28 How to help in your community

---

## 29 Get involved with KSS

---



# Welcome to your Air Ambulance KSS Mission Badge guide

This guide is packed with exciting insights into the lifesaving work of Air Ambulance Charity Kent Surrey Sussex (KSS) - one of the world's leading air ambulance charities. Hear and learn from our crew and fundraising team, and discover how to earn your Air Ambulance KSS Mission Badge!

## Choose your missions

There are six sections with different levels of missions to choose from, with inspiring information and videos about lots of different areas of our work. To achieve your Air Ambulance KSS Mission Badge, you must complete:

- one mission from Section 1
- one mission from Section 3
- one mission of your choice from any of the other sections

## Get involved!

We want to inspire young people like you to become the air ambulance teams of the future, whether through a career in engineering, aviation, medicine, operational management, marketing or fundraising. Discover more in this guide and learn how to get involved right now to help save lives.

We hope you enjoy earning your Air Ambulance KSS Mission Badge and joining our army of lifesavers! When ready, simply order your badge at [girlguiding-laser.myshopify.com/collections/partnership-challenges](https://girlguiding-laser.myshopify.com/collections/partnership-challenges)

We'd also love the chance to speak to your group and help run some of the missions, subject to availability. Please contact us at [community@aakss.org.uk](mailto:community@aakss.org.uk) to find out more or if you've any questions.

Have fun!

Best wishes,

*Carol, Josh, Emma, Harriet, Jo and Fran*

**Team KSS**



# Saving lives when every second counts

**Air medical services are provided all over the world, sometimes by fixed-wing aircraft and sometimes by helicopter.**

KSS provides a **Helicopter Emergency Medical Service**, referred to as '**HEMS**' (said like gems, but with an H). There are 20 other air ambulance charities in the UK that, just like us, provide a lifesaving service. We all rapidly reach seriously injured patients by helicopter or rapid response vehicle (RRV) and provide them with the urgent lifesaving critical care that they need at the scene before transferring them to the hospital best suited to their ongoing specialist treatment.

At KSS, we have a fleet of three AW169 helicopters. We also have four rapid response vehicles to get our crew to our patients when we're unable to fly, for example in bad weather. Our crews consist of two pilots (a Captain and First Officer), a doctor and a paramedic.

Life-threatening emergencies can happen to anyone, anytime and anywhere. On the road. On the beach. In a park. When every second counts for survival, we bring specialised doctors, paramedics and treatment to the scene, fast. And we don't stop 24/7, 365 days a year.

We've been leading the way in pre-hospital critical care since we were founded in 1989, including becoming one of the first in the UK to fly with a doctor on board in 2005. In 2013, we were the first HEMS charity to fly 24/7, 365 days a year, and also led the way on the introduction of carrying blood on board to help us treat patients who are bleeding.

**As a charity, we rely on our generous supporters to fund our lifesaving work. Without you, we can't keep flying. Without you, we can't save lives.**

## Key facts and figures

**£57K**

a day to operate our lifesaving service. That's £20.8M a year!

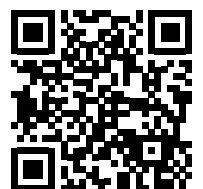
**91%**

of our total income is raised through the incredible generosity of our supporters

**3,139**

is the number of incidents we responded to last year\* which is a record number for KSS

**Scan the QR code to watch a film about our lifesaving work!**



Scan me ↗

\*Annual report 2024-2025



Registered Charity No. 1021367



# Ready to become a lifesaver?

**Your guide contains six Air Ambulance KSS Mission Badge sections to choose from.**

**To achieve your badge, you must complete:**

- one mission from Section 1
- one mission from Section 3
- one mission of your choice from any of the other sections

Compulsory missions are marked with a **!**

## **!** Section 1

### **What to do in an emergency**

Understand what to do: know how to call 999, where your local defibrillators are and how to use the what3words app.

**3 missions to choose from**

## **Section 2**

### **Safely arriving at scene**

Learn about some of the skills our KSS pilots use to identify a helicopter landing site if called out when it's dark.

**1 mission to complete**

## **!** Section 3

### **Become a lifesaver with our crew**

Increase confidence in performing CPR and using a defibrillator.

**1 mission to complete**

## **Section 4**

### **Be fit for anything**

Know why it's important to stay fit and healthy in the medical field to face any emergency challenge.

**1 mission to complete**

## **Section 5**

### **Be a researcher and help save lives**

Discover the importance of medical research in helping to save more lives in the future.

**2 missions to choose from**

## **Section 6**

### **Become a KSS Champion!**

Find out why it's important to raise awareness for a charity and raise funds in different ways.

**3 missions to choose from**

## Section 1

# What to do in an emergency

! Compulsory

### Aim

Understand what to do: know how to call 999, where your local defibrillators are and how to use the what3words app.

## Meet Carol, HEMS Dispatcher

**Role:** Our Dispatchers work alongside the 999 call handlers at the South East Coast Ambulance Service Emergency Operations Centre to identify the most serious medical emergencies where our special lifesaving care is most needed. They do this by looking at the thousands of 999 calls coming in and when they identify someone in urgent need of our critical care, they task us on a mission to the scene.

"I'm a HEMS Dispatcher and I've worked for KSS for eight and a half years. Before this, I was an ambulance dispatcher for South East Coast Ambulance Service for 10 years.

I wanted to be a nurse when I was little. But I changed my mind after one of my brothers had a bad accident.

After school, I studied business at college then worked as a department manager in a store. One day, I decided I wanted to do something different so applied for a dispatcher position with both the police and ambulance service.

I was lucky enough to be offered both positions, even though I'd never done this sort of job before! I chose the ambulance service and was trained in full. This gave me the right experience and knowledge to apply for the HEMS Dispatcher position with KSS when it came up, which I was delighted about."



**Name:** Carol

**Job title:** HEMS Dispatcher

**Key skills:** Focused, concentration, patient

### Carol's advice

"If you believe in yourself, anything is possible."

## Easy level mission

# Learn your address and emergency contact number

The most important job for Emergency Operations Centre 999 call handlers and HEMS Dispatchers like me is to get help to people fast. We need to know exactly where the emergency is so we can send our lifesaving crew there.

The mission I've set is for you to know who to call for help and why it's important to explain clearly where an emergency is.

## What you need to do

### Step 1

In your groups, I want you to discuss the number you should call for help.

Next, I'd like you to try learning your address off by heart so that the emergency service will know where to go.

What if you forget your address? (Can you write it down somewhere obvious at home to remind you?) Which neighbours could you go to for help before the ambulance arrives?

### Step 2

Now that you know your address, my second part of this mission is for you to practise giving this information clearly in an emergency. **First, make your own cup and string telephones.** To do this, poke holes in the bottom of two cups, thread a long piece of string through and tie knots to secure it and then pull the string tight to talk.

Using your 'telephones', take it in turns to be the ambulance call handler and the person calling 999. The call handler starts first and asks two questions:

1. What has happened?
2. What's the address?

### Step 3

Once you've given your answers, I'd like you to discuss how clearly you could hear one another. Some of our callers often have a poor phone signal, and it can be tricky for me or for other dispatchers to hear them.

### Step 4

Had a go? Great! Now swap over.

## Equipment needed

- Paper cups
- String
- A note with your home address on so that you can be tested



Duration: 15-20 minutes

Scan the QR code to watch Carol brief you on your mission



## Top tips

Practise speaking slowly and clearly. Also, make sure you find out, remember and write down:

- The number for the emergency services
- Your home address
- A sensible place to keep your written address (By your phone? On the fridge?)
- A list of trusted neighbours to help you



## Medium level mission

# Locate your local defibrillator

A defibrillator is a device that can save the life of someone in cardiac arrest when their heart has stopped. It gives a jolt of energy to the heart to help it get beating again. Every day across the South East around 25 people experience an out-of-hospital cardiac arrest (when the heart stops beating while someone is in a public place or at home).

It's crucial to try and get a cardiac arrest patient's heart to start beating again as soon as possible to give them the best chance of survival. In fact, a combination of CPR and defibrillation can more than double someone's chance of survival. (See our Mission on page 14 'Become a lifesaver with our crew'.

However, research has found that defibrillators are not used by bystanders (members of the public just like you) in over 90% of out-of-hospital cardiac arrests before an ambulance arrives. That's why we want to ensure that you have the skills and confidence to know where your local defibrillators are located and how to use one so that, together, we can help save more lives.

## Equipment needed

- Tablet or computer to access **defibfinder.uk**
- No IT facilities at your venue? Print a map of your local area from the website to bring to the session

 Duration: 10 minutes

## What you need to do

### Step 1

For this mission, I'd like you to go on to **defibfinder.uk** and look up the nearest defibrillator to your group, home and school. Are they available day and night?

Discuss in your groups what you have found in your area and where your local defibrillators are.

### Step 2

If there's a defibrillator nearby, and you have time, why not visit it so you know what the storage cabinets they're in look like? Some are locked and have codes to access them, which a 999 call handler would give you only in an emergency. Others are always unlocked.



## Hard level mission

# How to use the what3words app

**Reaching patients quickly is really important because every second counts for survival.**

Yet sometimes people call 999 but don't know their location. Or sometimes they're calling from a remote or unfamiliar area, like a farmer in a field, a cyclist or horse rider on a country track, or somewhere in a busy town centre.

We often use the free what3words app or website to find the exact spot where a patient is injured or ill. What3words has very cleverly divided the world into 3-metre squares and given each one a unique combination of three words. This means we can easily see where a patient is in a 3-metre square area of a map.

You can download what3words app onto any smartphone or tablet or you can visit the website for more information [www.what3words.com](http://www.what3words.com)

In a real emergency, you can use the app to help the 999 call handler pinpoint your location or the location of the patient. But don't worry if you don't have the app. The 999 call handler will send you a text message with a link to click which takes you to the website and that will give them your location.

For this mission, we're going to focus on the what3words app.

## Equipment needed

- Smartphone or tablet
- A way to share your 3word location. For instance, by text or getting another person to relay it



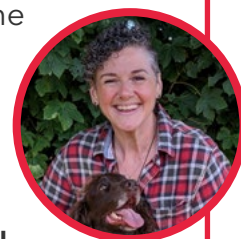
Duration: 10 minutes



## Emma's story

Emma was on a dog walk when she seriously injured her ankle. She was alone and in the middle of nowhere.

**“I called 999 and they asked for my location. Luckily I had the what3words app and was able to give them my exact location.”**



Without the app, it would have taken longer to get to Emma and the outcome could have been a lot worse.

## What you need to do

### Step 1

I'd like you to split into two groups and try out the what3words app.

I want one group to hide, then share their what3words location with the other group who'll then need to find them. You could do this in and around your meeting place or at a local park.

### Step 2

Had a go? Now swap over.

You can download the what3words app onto any smartphone or tablet.



**Please make sure an adult is supervising and knows where you are at all times.**



## Section 2

# Safely arriving at scene

### Aim

Learn about some of the skills our HEMS Pilots use to identify a helicopter landing site when it's dark outside. You'll have to think quickly, show attention to detail and work safely.

### Meet Josh, HEMS Pilot

**Role:** A HEMS Pilot has to fly the medical team safely and quickly to an emergency scene so that a patient can receive care in a very short space of time.

"My love for helicopters started when I was 19. My parents gifted me a trial helicopter lesson and the moment I took to the skies, I was hooked!

One role stood out above all others: being a HEMS Pilot. The challenge and excitement fuelled my determination to gain the necessary experience and training.

My journey began with obtaining a private pilot licence (PPL). It meant clocking in a bunch of flying hours, mastering skills like hovering and navigation, and conquering nine ground exams such as meteorology, navigation and flight principles.

I was then ready for the next big leap: the commercial exams. I spent about a year and a half studying 14 intense ground exams. Passing them felt like winning the lottery. It meant I could finally take the commercial pilot licence (CPL) test. My first job as a certified commercial pilot was as a flight instructor. It was incredibly rewarding, particularly watching my students experience the same thrill I'd had.

After three years of instructing and building up my flight hours, I was ready to become a HEMS Pilot at KSS. Every day with this amazing charity is an adventure. I can't wait to see what the future holds."



**Name:** Josh

**Job title:** HEMS Pilot

**Key skills:** Forward planning, effective communication and good hand eye coordination

### Josh's advice

"Getting your dream job can take time and effort, but I believe you can achieve anything once you've set your heart on it."



# Safely arriving at scene

Only a few air ambulances charities in the UK fly at night. We're one of them. However, flying in the hours of darkness means doing a few things differently to flying in daylight.

When the red phone rings in our crew room, our paramedics answer it and take details. It's my job as a pilot to safely get our medical team to a landing site as close as possible to the patient – and as quickly as possible.

We use special software and mapping, including Google Maps and Google Street View, to identify a safe place to land close to the scene of the incident. The minimum size of the site at night is 60m x 30m (which is four times the length and two times the width of the helicopter). Ideally the site will be the size of a football field.

We have to think about:

- **Overhead wires:** how close are any telegraph poles or electricity pylons? Wires must be avoided at all costs
- **Other help:** is the site near a road for the ambulance or for getting a lift to the scene?
- **Access:** can our medical team get out of the field that the helicopter lands in?
- **Animals:** these can be spooked by helicopters. Fields with horses must be avoided

We always plan a primary and secondary landing site for missions, just in case the first is too difficult to land at. We aim to complete planning within 10 minutes. Can you locate a suitable landing site for a helicopter that's as close to a scene as possible? Check out the mission I've set for you below!

## Equipment needed

- Smartphone or tablet to use Google Maps
- Printed local maps/ street views from Google Maps



Duration: 20 minutes

**Watch Nick, KSS Chief Pilot, brief you on your mission. Scan the QR code.**



# Safely arriving at scene



## What you need to do

### Step 1

The pilot and dispatcher must communicate very accurately with each other to identify the location of the landing site and track the location of the crew throughout the mission.

I'd like you to discuss in your groups the different ways in which the pilot and dispatcher can pinpoint the location:

- what3words
- OS (Ordnance Survey) National Grid (a grid of squares helping the map-reader to locate a place)
- The address
- Latitude/longitude (imaginary lines to help locate any place on the surface of the earth)

**Note for leaders:** If this step is a little tricky for younger groups, please refer to the **Guidelines for unit leaders** for a simpler discussion instead. You'll see suggestions for talking about the differences and benefits of the different ways in which a pilot can pinpoint a location.)

### Step 2

Next, I want you to imagine you're the pilot on shift at night and you have a mission to your unit meeting place. I need you to plan both the primary and secondary sites where you could land the helicopter.

Can you do this in under 10 minutes? (If you need to make this challenge slightly easier, just plan the primary landing site.)

## Remember our tips

**When planning a landing site, remember to think about:**

- Overhead wires
- Access
- Is it near a road?
- Animals



## Section 3

# Become a lifesaver with our crew

! Compulsory

## Aim

Increase confidence in performing CPR and using a defibrillator.



## Meet Emma, HEMS Paramedic

**Role:** A paramedic responds to emergency calls and provides pre-hospital care for critically-injured or ill patients. They help with transporting the patient to hospital if needed.

"I joined Brownies when I was about seven and learnt so many invaluable skills for life and my career journey. Around the same time, I knew I wanted to become a paramedic: I wanted a job where no day was the same and to be challenged every day.

After A-levels, I taught English to children in an Indian city slum which helped me in many ways. Being a paramedic is not only about understanding medicine but also being able to support people and colleagues through what can be very challenging times.

As a paramedic student, and later a graduate, I became interested in pre-hospital critical care. The vast majority of incidents a paramedic attends include non-urgent illnesses and injuries. But occasionally, I'd attend critically-injured patients requiring treatment at a moment's notice. This challenge was appealing and I decided to pursue a qualification in pre-hospital critical care.

As a critical care paramedic, I felt very privileged to join the KSS team and become a HEMS paramedic."



**Name:** Emma

**Job title:** HEMS  
Paramedic and Executive  
Officer

**Key skills:** Caring,  
physically fit, able to  
multi-task

## Emma's advice

"As a Brownie, I learnt that some challenges, despite feeling difficult at times, always helped me to grow and become a better person."

# Become a lifesaver with our crew

**Every day across the South East around 25 people experience a sudden out-of-hospital cardiac arrest (when the heart stops beating while someone is in a public place or at home).**

Sadly, only around one in 10 people currently survive. But, together, we can ensure more people do and we need your help to make that happen.

Every second counts for survival when someone has a cardiac arrest. The sooner CPR and defibrillation start, the better someone's chance of survival.

However, research shows that shows that around 25% of people are not given bystander CPR, and over 90% do not have a defibrillator used in those first crucial minutes before an ambulance arrives.

By starting CPR and defibrillation as soon as possible, even before the emergency services arrive, you can help to more than double someone's chance of survival.

So, the mission I've set is about learning how you could be a lifesaver for someone experiencing a cardiac arrest: knowing how to do CPR, finding out where your local defibrillators are located and knowing how to use one.

We want you to join us for an interactive training session where some of our expert paramedics and doctors will give you these skills and confidence. It's free to do, only takes 30 minutes and you can really get 'hands on'.

You can join a live session, watch a pre-recorded session on-demand which you can download to watch offline at a time that suits you.

If you have any issues downloading these please contact **[community@aakss.org.uk](mailto:community@aakss.org.uk)**

## Equipment needed

- Access to a screen or interactive whiteboard
- Wi-Fi access or the sessions are available to download in advance to watch offline
- A cuddly toy, pillow, cushion or rolled-up jumper as your patient
- Space on the floor to practise



**Duration: 30 minutes** (live session or pre-recorded with our crew)

## Saroj's story

Saroj was at home when he collapsed and was in cardiac arrest. Thankfully, his wife, Sarah, remembered how to do CPR from when she was a Guide and helped keep Saroj alive until help arrived.



“

**If you're ever in my position, call 999 and start CPR. You can't make anything worse, but you can save a life.**

- Sarah

”



# Become a lifesaver with our crew



## What you need to do

### Step 1

Firstly, all I need you to do is sign up and visit **[aakss.org.uk/girlguidesRSAH](https://aakss.org.uk/girlguidesRSAH)**

You'll be given access to an engaging training video to watch. Don't worry if you don't have Wi-Fi access - you can download the session from here to watch offline.

If you have any issues downloading these, please contact **[community@aakss.org.uk](mailto:community@aakss.org.uk)**

### Step 2

If you have access to a screen, I'd like you to organise a time to play the session and take part in the learning alongside my fellow paramedic Ben and other members of our crew.

All you need is floor space and a patient (cuddly toy/cushion or rolled up jumper).

### Top tips



We're aiming to train thousands of children across our region on national Restart a Heart Day on 16 October. If you can, why not complete your training on this special day too.

Sometimes, it can be upsetting to think of people who are, or have been, very unwell through cardiac arrest or any other medical emergency. If you feel like you'd like to talk about this or reach out for some support, the following organisations can offer help:

#### **British Heart Foundation**

**[bhf.org.uk](https://bhf.org.uk)**

#### **Resuscitation Council UK**

**[resus.org.uk](https://resus.org.uk)**

#### **Your Brownie/Guide/Ranger Unit Leader**



## Section 4

# Be fit for anything

### Aim

Know why it's important to stay fit and healthy in the medical field to face any emergency challenge.

## Meet Harriet, HEMS Doctor

**Role:** A HEMS Doctor diagnoses, treats and cares for a patient in an emergency situation. HEMS Doctors usually have a background in emergency medicine, anaesthetics or intensive care.

"After medical school, I trained in emergency medicine with further training in anaesthetics and intensive care. I also worked in retrieval and transfer medicine - flying people home when ill or injured abroad or far from a hospital.

Working with the air ambulance requires fitness and strength because sometimes we have to cover some distance to be able to get to our patients. For example, we might land in a field and have to run over a hedge, down a lane, and then deliver care to patients - all while carrying a heavy kit bag!

I competed in school athletics nationally and represented university in tennis, netball and athletics.

I now run marathons and do triathlons. Even getting out for a quick game of tennis or a swim really helps me focus. My fitness has definitely helped me to do my job - and stay injury free. But, you don't have to enjoy fitness as much as I do to be a HEMS Doctor. All you need to do is maintain a good level of fitness, and anyone can get up to the required level, as long as you're prepared to put in the effort!

We do circuits as a team at the start of each training day which is great fun but also binds us together. We support and motivate each other, no matter our fitness or abilities. The organisational skills and motivation needed to get the training done alongside work helps me perform better and feel calmer. There have to be some perks to running around the airfield at 5am in the rain before a shift!"



**Name:** Harriet

**Job title:** HEMS Doctor and Clinical Governance Lead

**Key skills:** Kindness, able to work under pressure, attention to detail

## Harriet's advice

"Never just 'do' experiences; always take the time to reflect on what you have learned and who you have met."

## Mission for all

# Be fit for anything

Being a HEMS doctor is an incredibly demanding role and I need to remain really fit. I have to be ready to respond and provide the best level of care, and sometimes this can be very physical and we often have to get from the nearest place our helicopter can land to where our patient is located.

Our helicopters act as a flying emergency room. That means we carry a lot of equipment on board in large kit bags. My kit weighs 15-17kg, carrying everything needed to give open heart surgery or an anaesthetic.

The mission I've set you is an obstacle course with three steps to demonstrate why our medical team needs to stay fit. The course represents the crew's physically demanding journey from the helicopter to where a patient might be located and then returning to the helicopter again with the patient, carrying our medical kit bags with us. This could involve going over and under obstacles, running a fair distance and going up or down steep hills or slopes.

## What you need to do

You'll need to decide how hard you want to make the course (with weight and distance) and how many obstacles to include. I've suggested a course, but feel free to come up with your own – be as creative as you like! **This is your chance to test your 'crew' to the max!**

### Equipment needed

- Backpack
- Bottle of water (to imitate fluid)
- Book (to imitate a monitor)
- Jumper/hoody (to imitate a Hi-Vis jacket)
- Bandage (or use toilet roll instead)
- Teddy/doll/cushion (as your patient)
- Extra bottles of water to add weight (to make it harder)
- Tables and cones for obstacles
- Bowl/jug of water



Duration: 45 minutes

- **Easy level** with a 'kit bag'
- **Medium level** with a 'kit bag' and weight
- **Hard level** with a 'kit bag', weight and longer distance



**It's a good idea to have an adult present for this mission and make sure you don't carry anything too heavy.**

# Be fit for anything

## What you need to do (continued)

### Step 1

Our HEMS Pilots use three specially named categories for where to land. These are based on the distance from the landing spot to the scene. For short distances (such as under 50 metres), our medical team can get from the helicopter to the scene as fast as possible on foot. For longer distances (such as over 250 metres), our medical team will sometimes need to cover this on foot, and other times may need the police to pick them up and take them to the patient, which our HEMS Dispatcher will organise.

I want you to choose one of these three course distances depending on your chosen mission level:

**ALPHA** 50 metres away

**BRAVO** 50-250 metres away

**CHARLIE** 250+ metres away

### Step 2

Depending on where the helicopter lands, our medical team sometimes face obstacles to get to the scene quickly. They may need to crawl under or over fences, navigate a muddy field or jump a stream.

Now I'd like you to choose the obstacles for your course. Maybe tables to crawl under and cones to run around? Remember - you'll have to carry a 'kit bag' as well!

### Step 3

After navigating the distance and obstacles to reach the scene, the medical team must assess the patient and provide treatment. This step is about giving basic first aid to stabilise your patient using skills learnt in Compulsory Section 3.

Now that you've decided on the course distance and obstacles, I'd like you to place a teddy/cushion at the end of the course to represent your patient.

Next, get into pairs. I want one of you to do 25 chest compressions while the other one gets a bandage from the 'kit bag' to wrap around the patient's leg.

### Step 4

Now that the patient is stabilised, you need to get them - and your kit - back to the helicopter safely.

It's really important to carry the patient carefully. So I suggest you use a full jug or bowl of water instead to represent this. See how quickly and safely you can get back to the helicopter - without spilling any!

## Section 5

# Become a researcher and help save lives



### Aim

Discover the importance of medical research in helping to save more lives in the future.

## Meet Jo, Head of Research and Innovation

**Role:** A researcher at KSS looks into developing new knowledge about pre-hospital emergency medicine to improve patient care and outcomes, this includes blood transfusions and anaesthesia. It's very common for our doctors and paramedics to be involved in these types of research projects. So you can be a researcher and a doctor or paramedic at the same time!

"I didn't know what to do for a career for quite some time when at school. So, I picked topics for A-levels I'd always enjoyed: biology, psychology, sociology and PE.

I was a keen swimmer and wanted to combine this with my studies so chose to do a BSc in Sport and Exercise Science at the University of Bath. However, I was still unsure of the best career path so decided on paramedic science. I felt privileged to help people at their time of need, so I then did specialist training in critical care while educating new paramedic students.

The combination of this experience enabled me to apply for a HEMS Paramedic position at KSS and I've never looked back.

As well as being a crew member and flying on the helicopter to treat patients, I also love my role in our research and innovation work - looking into how we can improve patient care and help everyone involved in pre-hospital emergency care work do the same."



**Name:** Jo

**Job title:** Head of Research and Innovation and HEMS Paramedic

**Key skills:** Caring, physically fit, able to multi-task

### Jo's advice

"Always question how things are done. Be curious and persevere!"



## Easy level mission

# The importance of defibrillators in your community

Every day across the South East around 25 people experience a sudden out-of-hospital cardiac arrest (when the heart stops beating while someone is in a public place or at home). Sadly, only around one in 10 people currently survive.

Every second counts for survival when someone has a cardiac arrest, and the sooner CPR and defibrillation start, the better someone's chance of survival.

However, research shows that around 25% of people are not given bystander CPR, and over 90% do not have a defibrillator used in those first crucial minutes before an ambulance arrives.

That's why it's so important to have the skills and confidence to be able to provide lifesaving CPR and defibrillation. One of the key things is to know where your local defibrillators are located so that you can access it quickly and use it to help restart the patient's heart.

We want to encourage people to think about the best places for a defibrillator in their community. My research mission for you is to look into this.

### Equipment needed

- Printed map
- Highlighter/pen



Duration: 20 minutes

## What you need to do

### Step 1

I'd like you to start by printing off a map of the area where you meet. It needs to show roads and names of places that local people might go to or use, such as a shop, pub or school.

### Step 2

Now split into groups. Using highlighters or pens, can you mark two good places for a defibrillator? Why not use these top tips to help you decide?

### Step 3

Next, tell the rest of the group about the two locations you've chosen and why.

## Top tips



- If you've completed the medium level mission from section 1, look at your findings and think about where the defibrillators are. Are there any factors linking them together?
- Think about a local place where lots of people in your community meet or use
- Check out **defibfinder.uk** to help decide where defibrillators should go, such as heavily populated areas
- Use **defibfinder.uk** to see where there are defibrillators already. Which type of locations are best?

## Hard level mission

# How to improve the use of defibrillators in the community

**Research shows that over 90% of people experiencing an out-of-hospital cardiac arrest do not have a defibrillator used in those first crucial minutes before an ambulance arrives.**

To help ensure more people know where their local defibrillators are located and how to use them, we've created our free online training sessions to provide you with the skills and confidence to be able to help save the life of someone experiencing a cardiac arrest. By ensuring more people are aware of the importance of defibrillators, together we will save even more lives.

The mission I've set for this level is to think about what you could do to improve the use of defibrillators, then to carry out one or two ideas.

### Equipment needed

- Large piece of paper
- Pens (colour pens always help with creativity!)



**Duration: 30 minutes**

## What you need to do

### Step 1

I want you to get into groups and discuss why you think people wouldn't use a defibrillator in an emergency.

Appoint one person to write down the suggestions on a big piece of paper. Jot down each one - no idea is silly; it could help spark another!

Struggling where to start? Might one reason be because people don't know how to use a defibrillator? Maybe they're worried about using one incorrectly? Or maybe they don't know where to find one? Have a think...

### Step 2

Choose one or two of the suggestions. Can you come up with some ways to help tackle the problem? For instance:

- Teaching others, such as your friends, family or other Girlguiding members
- Creating informative posters
- Posting helpful info on social media or sharing links where people can find out more information

### Top tips

Want to do more research into the lifesaving work of air ambulance teams? You can find out lots of information from Air Ambulances UK by visiting their website [airambulancesuk.org](https://airambulancesuk.org)



## Section 6

# How to become a KSS Champion!



### Aim

Find out why it's important to raise awareness for a charity and raise funds in different ways.

## Meet Fran, KSS Senior Community Fundraiser

"I've absolutely loved volunteering with a charity since the age of five, holding a bucket with my mum at local fetes and taking part in sponsored walks has always been so brilliant. One time, I even got to dress up as a medieval princess, which was great fun!

The idea of fundraising fascinated me as it was so different to any career option we were told about at school. I knew I wanted to work in the charity sector but wasn't sure in what role, so I decided to go to university and study events management.

As part of my course, I had a placement year working for a hospice charity. I was lucky enough to support the events team, heading up their super-fun Bubble Rush event. This really confirmed what I wanted to do as a career.

Getting a degree and going to university was so much fun but, looking back, the biggest thing that helped me get to where I am today was volunteering with local charities and having as much experience as I could."



**Name:** Fran

**Job title:** Senior Community Fundraiser

**Key skills:** People person, great organisation skills, outgoing and bubbly

### Fran's advice

"A great way to become a fundraiser is to volunteer with a charity so that you can find out what it's like to be involved and gain experience in lots of different fundraising roles from events to bucket collecting."

# Help raise awareness of KSS

**I find that one of the biggest challenges is letting people know we're a charity.**

91% of the money it takes to run our lifesaving service comes from donations and fundraising from groups and people just like you. So it's really important to let people know more about who we are and what we do.

That's why I need your help to shout about the work of KSS in your community!

So I've come up with a brilliant mission for you, which is to tell everyone about us by getting crafty. Get out the glitter, paint and pens to create your own posters and flyers to pin up in your local area.

## Equipment needed

- Glitter
- Colouring pens/pencils
- Paint and paint brushes
- Paper/card
- Stickers
- Pictures of KSS helicopters
- Blu Tack, drawing pins or sticky tape



Duration: 45 minutes

## What you need to do

### Step 1

Feel free to make as many posters or flyers as you like - the more, the merrier! I'd really love you to include some of our key messages and a link to our website ([aakss.org.uk](http://aakss.org.uk)) so people can find out more. Here are some key pieces of information you could use:

- It costs £57,000 a day to run the lifesaving service of KSS
- 91% of the charity's total income is raised by people all across Kent, Surrey and Sussex
- KSS can reach any location across Kent, Surrey and Sussex within 30 minutes
- KSS operates 24/7, 365 days a year
- KSS has attended over 46,000 incidents over the past 35 years

### Step 2

Are your posters looking amazing and ready to display? Put them up in your local area where everyone can spot them (you may need to ask someone for permission first, such as the shop owner).

## Top tips

Here are some ideas where to place your fantastic posters. Do you have any others?

- Local notice board
- Church
- Library
- School
- Local shop window



## Medium level mission

# Fundraise for KSS

It costs a LOT of money to run our lifesaving service - over £57,000 a day!

Fundraisers like me therefore need to raise money through fun events and fantastic campaigns, such as our flagship **Heli Hike sponsored walks, Wear Red Instead** (non-uniform day) and our **coffee morning fundraiser**. Request a fundraising pack by emailing [community@aakss.org.uk](mailto:community@aakss.org.uk)

We rely a lot on our community to also create their own events, whether annual 10km sponsored swims, being chosen by schools to be their charity of the year, doing a fun run, and many more.

## Equipment needed

- Posters/leaflets
- Banners
- Balloons
- Collection pot for donations
- Fun games



**Duration:** Plan the event during one unit meeting and have the event take place during another unit meeting

## What you need to do



### Step 1

I've a really exciting mission for you! I'd love you to put on your very own event and raise money to help KSS carry on its brilliant lifesaving service. Every single penny helps! **Here are some ideas:**

- Host a coffee morning fundraiser. Start baking cakes and sweet treats for everyone to buy - you could charge an entrance fee or for taking part in games such as 'Guess the Sprinkles'. You could even give people there a three-minute talk about KSS (which also completes the hard level of this mission)
- Dress down: 'join' our crew by wearing red for one evening! Bring £1 to take part

**Need help with more fundraising suggestions?** Take a look at the fundraising pages on our website or email us at [community@aakss.org.uk](mailto:community@aakss.org.uk) and we'll be happy to help.

### Step 2

Decide on a date and how to tell everyone you know about your brilliant event. Could you put leaflets through your neighbours' doors? Or maybe give a speech at school assembly?

### Step 3

Hold your event - and remember to have containers ready so you can take money on the door or for games or for people to make donations.

### Step 4

Congratulations on raising money and supporting such vital lifesaving work! The **Guidelines for unit leaders** have info on how and where to pay in the funds collected.

## Top tip



Need any help with fundraising? Just email [community@aakss.org.uk](mailto:community@aakss.org.uk) for help.

## Hard level mission

# Engage people with a three-minute talk

**A big part of my role is to visit lots of different groups and fundraisers. I tell them all about KSS and what we do to inspire them to fundraise.**

My biggest challenge is to engage my audiences as groups can range from primary schools to local businesses. So I need to be able to adapt what I'm saying and how.

### Equipment needed

- Computer access
- Pen or pencil
- Paper



**Duration: 20-25 minutes**

## What you need to do

### Step 1

In your group, create a short talk together (no more than three minutes) about KSS to give to the rest of your unit. To pass this mission, I need you to include five of the facts below from this list:

- KSS is the air ambulance charity for nearly five million people in Kent, Surrey and Sussex
- KSS is there for everyone who needs lifesaving care because a life-threatening emergency can happen to anyone, anywhere. On the road. On the beach. In a park. So they go there, fast, and treat people where they are when every second counts for survival
- The air ambulance helicopters are like flying emergency rooms. They get the charity's highly skilled specialist doctors and paramedics to the scene quickly to perform lifesaving care, such as open heart surgery, blood transfusions and emergency anaesthetics
- KSS has three air ambulance helicopters and four rapid response vehicles. The charity operates 24/7, 365 days a year
- Dispatchers are based at the South East Coast Ambulance Service Emergency Operations Centre. They listen to the 999 calls that come in. They identify the most serious incidents and dispatch our lifesaving crew to the scene
- It costs £57,000 a day to run KSS. As a charity, KSS relies entirely on the support of people of all ages to raise the funds needed to continue saving lives every day
- Every day KSS responds to nine emergency calls on average

### Step 2

Next, I want you to plan how you'll give the talk. Make it as fun or as interesting as you like, maybe as a quiz, a short performance, or include a CPR demonstration?

### Top tip



For more information to include in your talk, check out our website at **[aakss.org.uk](http://aakss.org.uk)**

If you're finding it tricky to remember everything, why not write yourself some notes or a script?





# How to help in your community

If you've been inspired to help in your community by learning more, here is where you can go:

Visit the Resuscitation Council UK website - [resus.org.uk](https://resus.org.uk). They have a number of organisations that they have partnered with as well as opportunities for further training.

Please also consider visiting our website - [aakss.org.uk](https://aakss.org.uk). Here you can find a number of ways you can help to support our lifesaving service.



# Get involved with KSS



There's plenty of ways to support your local air ambulance charity. Take a look below and see what you might be interested in!



## Wear Red

Get ready to add a splash of colour to your school day and show love for your local air ambulance charity.

Get your school or unit to **wear red** and give just **£1 each**, then donate the money you've collected!



## Bake sale

Host a bake sale and help keep your local air ambulance flying. Choose a time and place that brews best with your schedule and raise vital funds.

**Brew. Bake. Be a lifesaver!**



## Heli Hike

Grab your friends and family and walk through the countryside at one of our **Heli Hikes** and **Family Fun Days**!

With two routes to choose from and even a Mini Medic Mission for children, **there's something for everyone!**



## Carol concerts

Get into the Christmas spirit with us by coming along to one of our Carol Concerts!

**A fun, festive experience that helps raise funds to keep us flying** (and enjoy a delicious mince pie too!).



## Volunteer for us

Do you or your unit\* have some spare time and want to help a local charity? **Come and volunteer with us!**

We've lots of ways to get involved from helping at events so please get in touch - we'd love to hear from you!



## Run 31

Want to challenge yourself all while raising money for your local air ambulance charity?

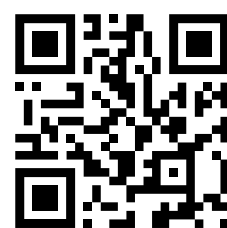
Hit the ground running and **walk or run 31 miles** in a month - that could be just one mile a day!

\*Subject to age restrictions

Find out more or sign up today!

[aakss.org.uk/get-involved](https://aakss.org.uk/get-involved)

Registered Charity No. 1021367



Scan me ↗





**AIR AMBULANCE CHARITY**  
KENT SURREY SUSSEX

Stay up to date with KSS     @airambulancekss

 01634 471 900  [hello@aaakss.org.uk](mailto:hello@aaakss.org.uk)  [aaakss.org.uk](http://aaakss.org.uk)

Air Ambulance Charity Kent Surrey Sussex (KSS). Registered office: Rochester City Airport, Maidstone Road, Chatham, Kent ME5 9SD. A registered charity in England and Wales (No. 1021367). A registered company limited by guarantee in England and Wales (No. 2803242).

Air Ambulance Promotions Limited is a wholly owned subsidiary of Air Ambulance Charity Kent Surrey Sussex (KSS) and is a registered company in England and Wales (No. 2674568).



**Girlguiding**  
London and  
South East England