

Our strategy on a page

One Aim: **To grow the power of first aid together**
Three Ambitions. Seven Priorities.

1 Amplifying our purpose To reach more people with first aid

Educate

Most health emergencies will happen when our responders are not around – at home, at school or at work. Our research shows that only four in ten people know how to give CPR. Our ‘why’ is that:

We want to put the power of first aid in everyone's hands, so they are confident to step up when it matters most and save lives.

Our goals:

- Everyone should know first aid and feel confident to use it
- By 2028 we will aim to train 800,000 people a year in first aid, with at least 85% feeling confident to use their skills

We will do this by growing our:

- Best-in-class workplace training
- Community education and outreach for adults and young people
- Valued youth programmes for our Badgers and Cadets

Respond

Our first aid responses save lives and improve health outcomes but too many people still go without the help that they need in a health emergency. Our ‘why’ is that:

We want first aid to always be within reach, so nobody faces a health emergency alone.

Our goals:

- Together, we will act to deliver first aid when it matters most
- By 2028 we will aim to support more than 70,000 patients a year at events, in communities, and in times of crisis

We will do this by growing our:

- Specialist event healthcare provision
- Patient-centred community healthcare services
- Active resilience and response partnership work

2 Setting the standard To give confidence in our work, inside and outside of St John

Brilliant basics

We will make it easy for people to volunteer and work for us, and do business with us, by unblocking barriers and communicating well.

Thriving people

We will be a great, inclusive place to volunteer and work where everyone feels connected, empowered and inspired.

High quality

We will give patients, customers and partners an excellent experience built on quality, reliability and trust.

Stronger partnerships

We will be a confident and valued partner locally and nationally, working within an impact-led partnership approach.

3 Unlocking potential To lead first aid into the future

Forward thinking

We will build a forward-thinking St John Ambulance for tomorrow so that we can sustainably grow our income and impact in the long-term.