

# 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 barriers and communicating well.