**Press Release**

**Road Safety Week 2024**

***Devon Air Ambulance supports National Road Safety Week at Exeter University alongside Vision Zero South West, Devon & Somerset Fire & Rescue and Learn2Live.***

Devon Air Ambulance (DAA) is hosting a collaborative, multi-agency event at Exeter University on Friday 22 November to help raise awareness of safe driving in Devon and to educate many of Devon's young road users about how they could make a real difference as bystanders on scene.   
  
The national campaign, organised by Brake, the road safety charity, is running from 17-23 November with this year’s theme being ‘After the Crash’. The campaign's start date marks **World Day of Remembrance for Road Traffic Victims** and this year it aims to raise awareness of the devastating impact of road crashes on everyone involved.

Devon Air Ambulance is regularly part of the emergency response team called to assist in the immediate aftermath of a Road Traffic Collision and plays a vital role in the swift delivery of pre-hospital critical care at the roadside. Teamwork at the scene of the incident is vital to ensure the best possible outcome for the patient.  
  
Serious collisions may involve individuals or multiple patients and can be extremely challenging in relation to being able to treat the patient where they are, especially if trapped inside the vehicle and while other emergency services are working in the same space. Being able to come together quickly to form effective teams with colleagues from other emergency services is vital.  
  
Matthew Bell, Public Engagement Director for Devon Air Ambulance said,

*‘*The National Road Safety campaign, and the upcoming road safety event at Exeter University are important activities for Devon Air Ambulance to be involved in. They are integral to demonstrating our commitment to transforming time-critical care through prevention, treatment and recovery.

Events like this give us the opportunity to help educate the people of Devon by working closely with our colleagues across all emergency services to raise awareness of ways in which we can all work towards ending preventable death, disability and suffering from injuries sustained in road traffic collisions.’

Devon Air Ambulance’s former patient Charlie is one example of a person needing the assistance of all our emergency services back in June 2023. Charlie was riding his motorcycle home when he became involved in a head-on collision with a car that left him in a critical condition with multiple serious injuries including a broken hip, pelvis and open fractures causing significant amounts of blood loss.

After being assessed and treated to stablise him at the scene by the DAA crew, Charlie was airlifted to Bristol Southmead Hospital. Commenting on the response time and treatment received, Charlie said:

‘The speed of everything was incredible, all of the emergency services came to help. I had my accident at around 4pm, received treatment at the scene, was stabilised for my flight, arrived in Bristol and was being treated there before 7pm.’

Devon Air Ambulance Doctor, Professor Tim Nutbeam, will also be attending the Exeter University event on Friday 22 November to showcase a new venture supported by the charity: **IMPACT** - the Centre for Post-Collision Research, Innovation and Translation which aims to improve outcomes for people who sustain injuries following motor vehicle collisions. More about IMPACT can be found here: <https://post-collision.com/>