



keep our guys out of the skies

It could be someone involved in a bad road traffic accident, a child with severe burns or a construction worker who has fallen off a high building.

Contrast this with often avoidable events that lead to the crews taking to the skies. Didn't see the motorcyclist, fell off a roof, struck by a forklift, and so on.

Almost no-one could guarantee they may not need the services of the Air Ambulance.

Is it time for a gentle reminder that taking that little extra care could save lives and injury?

In these times when unnecessary accidents incur great harm we thought that a message such as Take Care was entirely appropriate.

Whatever the circumstances, the chances of survival for a major trauma patient depends on being attended to as quickly as possible by a specialist paramedic team. When air ambulance crews hurry to the scene they are required to work within strict safety rules, as well as aviation and helicopter safety criteria, there are also emergency medical protocols and all involve critical decisions and fine judgement.

Nowadays there are positive steps we can all take to Take Care. On a positive note more people are taking care in their day to day lives and now actively invest in themselves by developing life skills (such as advanced driving, 1st Aid Courses, or even joining clubs & societies of their pastimes).

Whatever the circumstances, the chances of survival for a major trauma patient still depends entirely on the goodwill of the people and businesses of the Midlands. We receive no money whatsoever from the Government or National Lottery so please support us. Your contribution will make a difference.

We hope you share our wish to "keep our guys out of the skies". If you have any suggestions or ideas please visit our website and let us know.

You may even win a prize.

Thank you for your support

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