



SOCIAL IMPACT REPORT



Prepared for:
ABC Life Support
Prepared by: Impact Labs
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ABC life support

‘Our aim is to deliver first aid training to everybody regardless of their financial limitations or geographical limitations. We use the majority of our profit to go towards delivering first aid training to those who could otherwise not afford it. So by choosing ABC Life Support, you know that every penny counts and society benefits.’

Danielle, founder of ABC Life Support, 2021



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FOREWORD

Welcome to the first Impact Report of ABC Life Support.

This report aims to provide an overview of the impact made by ABC Life Support in the lives of the people it trains. The first part of the report focuses on the feedback and testimonials from participants, as well as a description of the work that ABC Life Support does with its Impact Partners. The second part centres on the Impact Measurement Strategy, suggesting some ideas to improve data collection/impact assessment in the future, and thus continue the ongoing efforts of ABC Life Support to make first-aid training accessible to all.

During the past year, the Covid-19 pandemic has influenced many aspects of our lives as individuals and communities, affecting both our physical and mental health and the ways we stay in touch with each other. ABC Life Support, following its mission to deliver first aid training to everybody, has transformed many of its courses into accessible online formats, adapting to these new circumstances.

The goal of Cambridge Hub Impact Labs is to help organisations of the third sector better measure the impact they are having on society. It is based on the idea that impact measurement is important to improve the services these organisations deliver. Impact Labs is a project of Cambridge Hub, a student-led group at the University of Cambridge. The authors of this report are four University of Cambridge postgraduate students.

We hope this report sheds light on the achievements of ABC Life Support and points to avenues to continue this work into the future.

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CURRENT SOCIAL IMPACT



INTRODUCTION: WHO IS ABC LIFE SUPPORT?

ABC Life Support is a Community Interest Company (CIC) that was established in 2010. It has the mission to provide first-aid training to all, since first-aid is an essential skill. Everybody has a right to feel empowered and competent enough to give support and help in a medical emergency. ABC currently provides the following first-aid courses:

Automated External Defibrillator (AED)	First Aid At Work + AED
Emergency First Aid At Work + AED	Emergency First Aid at Work
Paediatric First Aid	First Aid At Work Requalification
•	
Emergency Paediatric First Aid 1 Day Course	Paediatric First Aid 2 Day Course
Emergency First Aid At School	Young Life Supporters Workshop
Paediatric Accident, Illness And Basic Life Support	Basic Life Support
• E-Learning	
First Aid for Parents	Blended First Aid at Work
Fire Safety for Early Years	Risk Assessment for Early Years
Blended Paediatric First Aid	Blended Emergency First Aid at Work
Blended Combined: Emergency First Aid at Work and Paediatric First Aid	
Online Course: Paediatric First Aid Course Online and Baby First Aid Online	

ABC provides both physical first-aid, as well as mental health first-aid training. However, this report is limited to physical first-aid training only due to project time constraints and on the recommendation of ABC. Its courses teach various crucial aspects of physical first-aid, including: CardioPulmonary Resuscitation (CPR), treatment of choking, seizures, diabetic emergencies, insect bites, shock, bleeding, etc.

ABC operates by generating revenue from its fee-paying clients which both increases the clients' knowledge of first-aid, as well as allows ABC to provide either free or subsidised training to other stakeholders. In May 2021, ABC approached *Cambridge Hub* - a student-run University of Cambridge organisation that provides consultancy to charities and other socially-good groups. Cambridge Hub subsequently asked four postgraduate students to provide advice, ultimately to help ABC measure the impact of its training. Measuring impact is crucial for ABC to evaluate both the current status of its training, as well as allowing it to assess potential for improvement in the future. This report summarises the key findings ...



ABC AT A GLANCE

From December

4,663



2018 to June 2021...

attendees...



...in **461 courses**

169 trainees

Impact



in subsidised courses for

Partners in 2019-2020



Supported **14 charities** with mental and physical health solutions in 2019-2020

Over 15,000 website users 2018-2021

FEEDBACK FROM PARTICIPANTS¹



97% of attendees were satisfied or very satisfied with their instructors.



99% of attendees said the training was relevant to their needs



*"I can honestly say that this was **the best training course** that I have been on, Robin made it so easy to understand and listening to his experiences really helped with the different parts of first aid training and gave me confidence to do it myself. **Would definitely recommend!**"*

95% of attendees would recommend the training to other people.

1: The feedback consists of 151 responses gathered between July 2020 and May 2021.

SOME OF OUR IMPACT PARTNERS

From CSR to Impact Partners

Organisations who pay for ABC Life Support first-aid training fulfil CSR (Corporate Social Responsibility) aims. This means that the profit made from corporate clients is used to provide first aid training to the wider community. More specifically, this profit contributes directly to sponsored places, deducted fees, or full courses, for vulnerable groups who would benefit from, yet may not easily access, first-aid training. Vulnerable groups can then access the same course as organisation members, but within their own community setting. ABC Life Support is able to access vulnerable groups through 'Impact Partners' - socially conscious organisations who are already engaged with ABC Life Support's target benefactors demographic.

OneYMCA

ABC Life Support has worked with OneYMCA, an Impact Partner, for over 8 years.

OneYMCA supports multiple communities across Hertfordshire, Bedfordshire and Buckinghamshire through a range of crucial services.



140 Nursery children developed through OneYMCA services



9,117 children under the age of 5 are registered with OneYMCA



OneYMCA hosts 200+ local community activities every

Some of OneYMCA's social impact has included:

Through the profits raised by first aid training courses with organisations, ABC Life Support has been able to provide free courses to OneYMCA. Courses provided by ABC Life Support through OneYMCA have included paediatric training for nursery workers, MHFA training for OneYMCA staff and first aid training for young parents.

The funding provided to ABC Life Support by organisations has meant that 140 children have developed within a safe nursery environment. OneYMCA staff are also equipped to support the mental and physical well-being of families who belong to the registered 9,117 children. This means

*"The families we work with have benefited over the last year from the first aid courses provided by ABC Life Support at our centres. We recommend parent first aid to all new parents and also encourage families to attend as part of our **support packages**. When we went into lockdown for Covid-19 we were concerned that parents would miss out on this opportunity and we know that there are particularly high levels of anxiety around the time of **moving babies onto solid foods** when parents are concerned about the **risk of choking**. In addition, more time spent at home and a **reduced number of friends and family** to turn to for **advice** leaves parents feeling vulnerable, and having information about **what to do in the event of an accident** or to **treat minor illnesses**. By offering the **online option** for first aid, parents are able to access **clear and comprehensive** information around first aid"*

OneYMCA team member, recipient of the 2020 e-learning course for parents during Covid-



that ABC Life Support has been able to provide training courses as one of OneYMCA's 200+ local community activities.

Metropolitan Thames Valley

ABC Life Support has worked with the Impact Partner, Metropolitan Thames Valley, since 2018.

Metropolitan Thames Valley - based in London, the South East and East Midlands - provides affordable housing as well as a range of care and support services. More specifically, Metropolitan Thames Valley encourages users who are elderly, have mental illnesses and those who require transitional services to utilise their specialised and intensive support.

*"I wanted to express how **inspired** I am by your story and also how impressed I was by your ability to deliver such **important content** in such a **compassionate, accessible and professional way**. I learned so much from your knowledge and I left last week's course feeling very **empowered** to look after my own mental health. Your infectious energy and humour was just what I needed to remember to **use my own tools** and what other support I can access. Thank you for this!"*

Metropolitan Thames Valley resident, recipient of mental health first-aid training, 2019



their accommodation.

Support for these residents include training programmes, events and activities, which are designed to increase employment opportunities and build tight-knit communities.

Through sponsorship funds collected through CSR, ABC Life Support has provided discounted mental health first-aid training directly to their residents of Metropolitan Thames Valley. Due to outstanding feedback, ABC Life Support has been continually recommissioned for further courses and holds a close retention rate with their Impact Partner, Metropolitan Thames Valley.

Jimmy's

Jimmy's is one of ABC Life Support's Impact Partners who utilises their first-aid training on an annual basis.

Jimmy's works with local people, communities, organisations, and partners to deliver 24/7 emergency help for people who would otherwise be sleeping rough.

In 2020, Jimmy's was able to help over 400 members of the community, support over 180 people move onto more sustainable accommodation, and utilise their team of Support Workers to help ensure people are able to sustain

ABC Life Support provides annual physical and mental health first-aid training to staff and volunteers at Jimmy's so that they can feel empowered to act in a medical emergency, which they may have to deal with on

*"We will take people in, from the streets, [...] we've got 26 beds here, and the aim is to help them over a month, not more than a month, to **find housing, find work, sort their lives out**, help them do that. So we meet people from all walks of life who find themselves unfortunate enough to be here. **First-aid training** is absolutely **vital** to us, for us. People have **various needs [...] mental health, physical health**. So we need to know what we are looking out for, we need to help people [...] might have episodes [...] this is vital for us, it's a **great cause**."*

Jimmy's Chief Operating Officer, recipient of mental and physical health first-aid training, 2018

a daily basis.

ABC IN NUMBERS AND TESTIMONIALS

Here are a number of facts about ABC:



- ABC operates in various UK locations including: Cambridgeshire, Bedfordshire, Hertfordshire, Norfolk, London, and the South-East.
- ABC has trained numerous corporate partners including: Wates Construction, Fluidic, Hausfeld, Headmasters, Brown & Co Barfords, and Sixfold Biosciences in first-aid.
- ABC has worked with many charity partners including: Romsey Mill, Pinpoint, Barnardo's, One YMCA, Metropolitan Thames Valley, Home-Start, Red Balloon, For Baby's Sake, Jimmy's Cambridge, and Cambridge Deaf Association.
- ABC has run a variety of first-aid courses for many charity partners on an on-site basis, for example Romsey Mill, Barnardo's, OneYMCA, For Baby's Sake, and Home-Start.

*"I found the course instructive very professionally done by Danielle who gave **comprehensive and easily understood directions** and she used humour to put us at ease. I felt that I could now undertake my first aid confidently. **An excellent training course**"*



- ABC has provided free training to a variety of people through its partnerships, for example, through Romsey Mill and For Baby's sake.
 - During the Covid-19 pandemic, ABC has adapted its on-site first-aid courses, including being covid-compliant, for example, by changing the use of its manikins for its delegates.
 - The number of users visiting ABC's website per year were:

2018-19: 3,540	2019-20: 4,824
2020-21: 3,817	2021 up to 8 June: 2,877
 - ABC has had the following uptake of its services:
 - December 2018 - 2019: 2260 attendees / 217 courses.
 - December 2019 - 2020: 1589 attendees / 140 courses.
 - December 2020 - 8 June 2021: 814 attendees / 104 courses.
 - ABC has provided 28 Emergency first aid at work (12 hours) and 7 Emergency First Aid at School (6 hours) of On-Site courses between 2019-2020.
 - ABC provided 20 public courses for first aid between 2019-2020.
 - ABC provided 35 12-hour Paediatric First Aid courses between 2019-2020.
 - ABC gave 28 MHFA (Mental Health First Aid) courses, including having awarded 347 certificates between 2019-2020.
 - ABC provided 1 First Aid for Parents Online courses in the last 6 months.
 - ABC provided an average of 25 hours of courses per week in term-time between 2019-2020.
 - ABC gave an average of 5 hours of courses per week in school holidays between 2019-2020.
 - ABC delivers annual refresher training for license holders at Barnardo's (approximately 10-15 people).
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These are the **testimonials** of some of our trainees about ABC in the last 10 months:



- *“The training was relevant and interesting. The instructor had a lot of examples to make things easier to understand”.*
- *“The training we attended was brilliant! Our trainer Suzi really made it interesting & fun, would highly recommend ABC for training events”.*
- *“The course was relevant, especially within Covid times. Changes to training were explained to deal with pandemic. Great how the course was related to real life”.*



- *“A very useful and pragmatic course, clearly based on real experience, which covers everything you might expect to meet in an office, and more”.*
- *“A very detailed course that covered all eventualities clearly. The course left me feeling confident that I could deal with a situation in which First Aid was needed”.*
- *“I felt the course was very appropriate to my needs as it was a refresher course so although the topics had been covered on previous courses (delivered by other companies) our trainer used real experiences and situations that we could relate to in our special setting. This way it felt relevant, new and reassuring”.*

SUMMARY

ABC Life Support has the mission of delivering first-aid to all, and since 2018, it has trained 4,663 people in life-saving skills. This report, written by four post-graduates at the University of Cambridge, on behalf of Cambridge Hub Impact Labs, has aimed to discuss the impact of ABC's training.

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