

PRESS RELEASE

20 August 2019



NATIONAL
EMERGENCY SERVICES MEMORIAL

Dr Robina Shah MBE JP DL Appointed as UK Health Service Ambassador for UK's first 999 Cenotaph Campaign



The National Emergency Services Memorial, a registered charity, which is raising at least £3 million to fund the UK's first national 999 cenotaph today announced the appointment of Dr Robina Shah MBE JP DL as UK Health Service Ambassador and Regional Ambassador for North West England.

The national memorial will honour all who have served in the emergency services, including the more than 7,000 personnel killed in the line of duty,

The charity, which is backed by all six living Prime Ministers, also organises Britain's annual 'Emergency Services Day' and 'Emergency Services Festival of Thanksgiving'.

As a former NHS Foundation Trust Chair, Deputy Lieutenant in Greater Manchester, and as past High Sheriff of Greater Manchester, Dr Shah has seen first-hand the work being done by all emergency services. Through her work across the health service, Dr Shah brings a unique and invaluable insight to the charity.

Speaking of her appointment, **Dr Shah, said:** *"I am absolutely delighted to accept the role of UK Health Service Ambassador for NESM. A key component my role is to ensure the voice of the NHS is represented effectively alongside other emergency services in the NESM mandate. Collectively we will build a collaborative and inclusive partnership to celebrate 999 day across the UK. A collaboration that will acknowledge, value and recognise the fantastic contribution all those colleagues working in emergency services make to keep the public safe and provide compassionate care when they need it most."*

Speaking of the appointment, **NESM Founder and Chair, Tom Scholes-Fogg, said:** *"I am delighted that we have somebody as talented as Robina joining our team. Over two million people currently work across the emergency services, and 1.4 million of those personnel are in the national health service. Robina's insight and knowledge of the health service and the North West will be important in ensuring we will be able to make health service personnel aware of the charity's work and ensure their work."*

- ENDS -

NOTES TO EDITORS:

- The National Emergency Services Memorial is a Registered Charity in England and Wales (1172996) and Scotland (SC048678)
- The NESM is made up of a Board of Trustees from across the Emergency Services and 'Ambassadors'.
- The 999 Day website is – www.999day.org.uk
- The 999 Festival website is www.nesm.org.uk/999festival
- The NESM, 999 Festival and 999 Day were founded by Tom Scholes-Fogg (www.tomscholesfogg.com/about)

Contact for Media and Additional Information:

- Tom Scholes-Fogg, NESM Founder and Chair, 07999 992940, tom@nesm.org.uk, @TScholesFogg

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About Robina Shah:

Dr Robina Shah MBE JP DL CPsychol FRCGP (Hons) is a Consultant Chartered Psychologist, Senior Lecturer and Director of the Doubleday Centre for Patient Experience in the Division of Medical Education at the University of Manchester. She is an author and academic with a specialist interest in psychosocial medicine, patient safety, person centred care, mentoring and leadership development.

She holds a diverse career portfolio in health, social care, education and training with over twenty years' experience at board level including chair/non-executive roles and senior leadership roles with the Department of Health, the NHS, World Health Organisation, Ministry of Justice, General Medical Council, Health Education England, Royal College of General Practitioners, Royal Society of Medicine, General Medical Council, Health Education England and the Charity Sector.

Current roles include NHS England National General Assembly, Lay Member, President Elect, Royal Society of Medicine Open Section Council, Independent Director roles with the FA Women's Football Board, FA Disability Football Committee and Manchester FA Board. Robina is also UK Chair, RCGP Patients and Carers Partnership Group.

Civic and Honorary roles include: Honorary Fellow of the Royal College of General Practitioners, Past High Sheriff for the County of Greater Manchester (April 2018-April 2019) Deputy Lieutenant for the County since 2006 and Chief Ambassador for GM Bridge and Greater Manchester Mayor, Andy Burnham's Meet Your Future Campaign.

Questions and answers for editors and reporters:

Question – why do you need a national ambassador for the health service?

Answer – the National emergency services Memorial is there to help us recognise all emergency services under one banner. The part the health service plays in our 999 services is not recognised on a national level in conjunction with the other 999 services. The health service whether it be our ambulance service, the accident and emergency departments, x-ray departments, laboratory assistants, et cetera play a key part in an emergency response. The country does not currently recognise the health service and what it does is part of the team 999.

Question – what will the national ambassador for the health service do for the National emergency services Memorial?

Answer – the ambassador will develop the strategic approach and link in the highest level will the health services across the UK. The ambassador will work with the health services to develop a strong partnership with to link this with the other 999 services and supports the strategy for recognising what those in the health service do for the country. The ambassador will also have a significant knowledge of the health service and be held to speak for the National emergency services Memorial in relation to health-related issues.

Question – who we want to tell about this role?

Answer – All health service professionals and cabin level politicians with responsibility for the health service. We want to target executive leaders within the health service who have the ability to change policy and guide the strategic direction of the health service.

Question – what are the qualities required for this role?

Answer – a strategic leader who operates at national and international level. Who has the ability to think ahead, develop policies and understand the interdependencies of statutory, non-statutory and tertiary agencies at a national level. Has a significant understanding of the health service or knows how to fill strategic knowledge gaps. A significant influence at a national and possibly international level.