

Client: East of England Ambulance Service NHS Trust

Project: Don't Choose to Abuse

Staff at East of England Ambulance Service reported over 1,000 incidents of violence towards them over the past year.

“No-one should have to face abuse as part of their job, but when ambulance crews and call handlers – who are there to help – are abused, it’s totally unacceptable,” says Dorothy Hosein, Chief Executive. “That’s why we’ve chosen to launch our Don’t Choose to Abuse campaign.”

Gritty graphics and a hard-hitting approach were the order of the day for our poster design to promote this important message.



September 

Creative
by nature

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1 Organ Donation Week	2	3	4	5	6
7 Know Your Numbers Week	8	9	10 World Suicide Prevention Day	11	12	13
14	15	16	17	18	19	20
21	22	23 National Eye Health Week	24	25	26	27 World's Biggest Coffee Morning
28 Infection Prevention Week 2020	29	30				

World Alzheimer's Month

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