Dial 1298 for Ambulance Newsletter

April - June 2008   **Issue 1298.01**

AAA launches operations in 2 new districts in Kerala

Ambulance Access for All (AAA) has launched Ambulance service in two more districts in Kerala from July 1st, 2008. The new service which will cover both Alappuzha and Kottayam district areas where flagged off by the Honorable MP of Alappuzha, Dr. K S Manoj at a ceremony in Alappuzha.

The service can be accessed in these districts by dialing 1298 from any phone (landline or mobile).

With the launch there are a total of 20 Ambulances (10 Advance Life Support & 10 Basic Life Support) servicing Ernakulam, Thrissur, Alappuzha & Kottayam districts.

Along with the Project launch Doctor's Day was also celebrated by Honoring 10 eminent Doctors in Alappuzha and by organizing a Free Medical Check up camp in association with Health for All Foundation.

Message from CEO, Sweta Mangal

Welcome to the first edition of the Dial 1298 for Ambulance newsletter! As we continue to grow and save more lives every day, we want to be able to communicate with our supporters around the world. We will send out this newsletter on a regular basis to update all of you on our progress.

2008 has been a year of rapid growth for us, which would not have been possible without the help of our supporters. Both the Red Swastik Society and the Rotary Club of Bombay provided large numbers of Basic Life Support Ambulances to us to operate, and HSBC donated one fully-equipped Advanced Life Support Ambulance. This support allowed us to expand from 16 ambulances at the beginning of the year to 50 ambulances currently on the road. We also continue to receive generous support from London Ambulance Service and our main sponsor in Mumbai, Tata AIG Life.

In Kerala, we have reached a fleet size of 20 ambulances thanks to donations from the Eastern Group, the GTN Group, the Kalliyath Group, Federal Bank, and the Mather Group, and we have received ongoing support from the Confederation of Indian Industry. Partnerships such as these have enabled us to serve more people more effectively than ever—thanks to all of you for making a difference in the lives of so many.

Expansion in Mumbai

Life-saving ambulances are now just minutes away from everyone in Mumbai! With our expansion to 50 ambulances, we now provide coverage all the way from Colaba to Vasai, Thane, and Panvel.

We are also working with the Western and Central Railways to provide ambulance service to stations all along Mumbai's commuter railways. We have parked ambulances at the stations with the highest number of accidents, and we serve other stations along the rail lines with our network of ambulances stationed throughout the city.

1298 to the RESCUE!

Don Berry

On 24th June morning, a train passenger traveling in the first class ladies compartment called Mumbai's Radio Mirchi to ask for help. A fellow passenger was unconscious and bleeding, and the caller asked the radio jockey, Jeeturaj to find an ambulance.

After trying several hospitals with no success, the radio jockey got the 1298 service from Just Dial.

1298's Control center team leader, Don Berry, immediately answered the phone and dispatched the nearest 1298 ambulance to the train station. The ambulance quickly transported the passenger to the nearest hospital, saving her life. We are now working with the railways to ensure that passengers are aware of our service and know to call 1298 directly in emergency situations.

Press Coverage

The Dial 1298 for Ambulance service continues to receive extensive coverage in the press. Recent articles have appeared in the Economic Times, DNA, the Hindustan Times, Loksatta, Malayalam Manorama, and Business Standard, among others. To view all of our press coverage, go to our website at: http://www.1298.in/press_releases.php

Make a difference, Spread the word!

We encourage you to spread the word among your colleagues and in your housing societies about the Dial 1298 for Ambulance service. Just send us an email at **feedback.1298@gmail.com** and we will provide you with as many leaflets and posters as you need to distribute at home and work. We would also be thrilled to get your suggestions & feedback. You are always welcome to drop in to see us at **1/105, Moti Manzil, Parmar Guruji Marg, Parel (E), Mumbai -400 012**. We can be reached by phone at **+91 22 4054 1298** or Fax us at **+91 22 4054 1216**.

Thanks for your help in saving more lives!

DIAL 1298 FOR AMBULANCE OVERVIEW

(April – June 2008)

	Mumbai	Kerala*
Total Number of Ambulances	50	7
Total Lives Saved	4198	680
Total Free / Subsidized Calls	650	72

*Data for Ernakulam & Thrissur. Service in Kottayam & Alappuzha began on 1st July'08

We would like to thank the following for their continuing support and encouragement:

Tata AIG Life Insurance

Red Swastik Society

Rotary Club of Bombay

London Ambulance Service

Confederation of Indian Industry

HSBC, Eastern Group, GTN Group, Kalliyath Group, Federal Bank, the Mather Group, Confederation of Indian Industry, Sheriff of Mumbai Dr. Indu Shahani, LifeLine Foundation, Lifesupporters Institute of Health Science (LIHS)