

AMBULANCE-SPECIFIC BEHAVIOURAL SAFETY

Safer crews. More compassionate care.

Trauma-informed behavioural safety and violence reduction training, designed specifically for ambulance services and built on more than 20 years of work alongside UK Ambulance Trusts.

Book a demonstration

Explore the programme



ASSOCIATION OF
AMBULANCE
CHIEF EXECUTIVES

National collaboration, operational experience. Maybo was selected to support the AACE programme, helping develop a nationally consistent approach grounded in legality, proportionality and real-world ambulance work.

20+ years

Working alongside UK Ambulance Trusts

11 of 14

Ambulance Trusts adopted the AACE programme

Prevention first

Physical intervention sits at the end, not the beginning

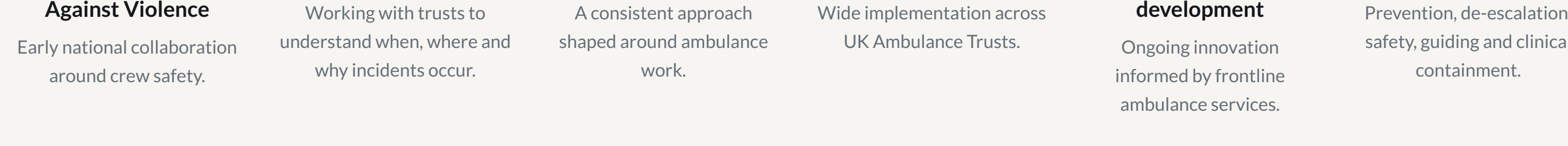
Trauma-informed

Aligned to trauma-informed and harm-aware principles

A SECTOR RELATIONSHIP SPANNING DECADES

Built with ambulance services. Refined through real operational experience.

This is not an off-the-shelf conflict management package adapted from another sector. It reflects the environments, decisions and pressures ambulance professionals actually face.



TRAUMA-INFORMED BY DESIGN

Understanding behaviour creates more opportunities to prevent harm.

Many incidents are connected to distress, fear, confusion, pain, intoxication, cognitive impairment or mental health crisis. That never excuses violence—but it changes how risk can be reduced.

We do not begin with “How do we control this?”
We begin with “What is happening for this person?”

The programme is not trauma therapy. Its contribution is practical: safer interactions, less escalation, reduced unnecessary physical intervention and more proportionate, defensible decisions.

Fear and uncertainty

Helping crews identify threat responses and reduce avoidable escalation.

Pain and distress

Keeping communication clear when a person's capacity to cope is reduced.

Mental health crisis

Responding with calm, structure and appropriate professional boundaries.

Confusion and dementia

Adapting pace, language and expectations to the person.

Intoxication

Recognising changing risk and maintaining safer distance and options.

Environmental pressure

Managing risk in confined vehicles, homes, public places and unpredictable scenes.

Physical intervention remains important.

But it sits at the end of the process—not the beginning.

A COMPLETE LEARNING PATHWAY

From early prevention to safer intervention.

Organisations can select the modules that match their risk profile, workforce and clinical responsibilities—building a coherent pathway rather than a collection of disconnected courses.

Module
Introduction to positive approaches to behaviour
Preventative measures to reduce risk

PREVENT
Introduction to Positive Approaches to Behaviour
Understand behaviour, recognise instinctive reactions and identify preventative measures that reduce risk.

Module
Introduction to de-escalation
De-escalation strategies

COMMUNICATE
Introduction to De-escalation
Practical strategies for slowing situations down and communicating under pressure.

Module
Personal safety and disengagement skills
Considerations of physical skills
Personal safety skills
Disengagement skills

PROTECT
Personal Safety and Disengagement Skills
Safer, lawful options for protecting staff when prevention and de-escalation are no longer enough.

Module
Guiding skills
Guiding skills

GUIDE
Guiding Skills
Supportive, proportionate skills for movement and cooperation while preserving dignity and choice wherever possible.

Module
Clinical Containment skills
Restrictive

INTERVENE SAFELY
Clinical Containment Skills
Specialist content for reducing the risks associated with restrictive interventions when essential clinical care cannot otherwise be delivered. The emphasis remains on necessity, proportionality, least restriction and harm reduction.

Module
Clinical Containment skills
Restrictive

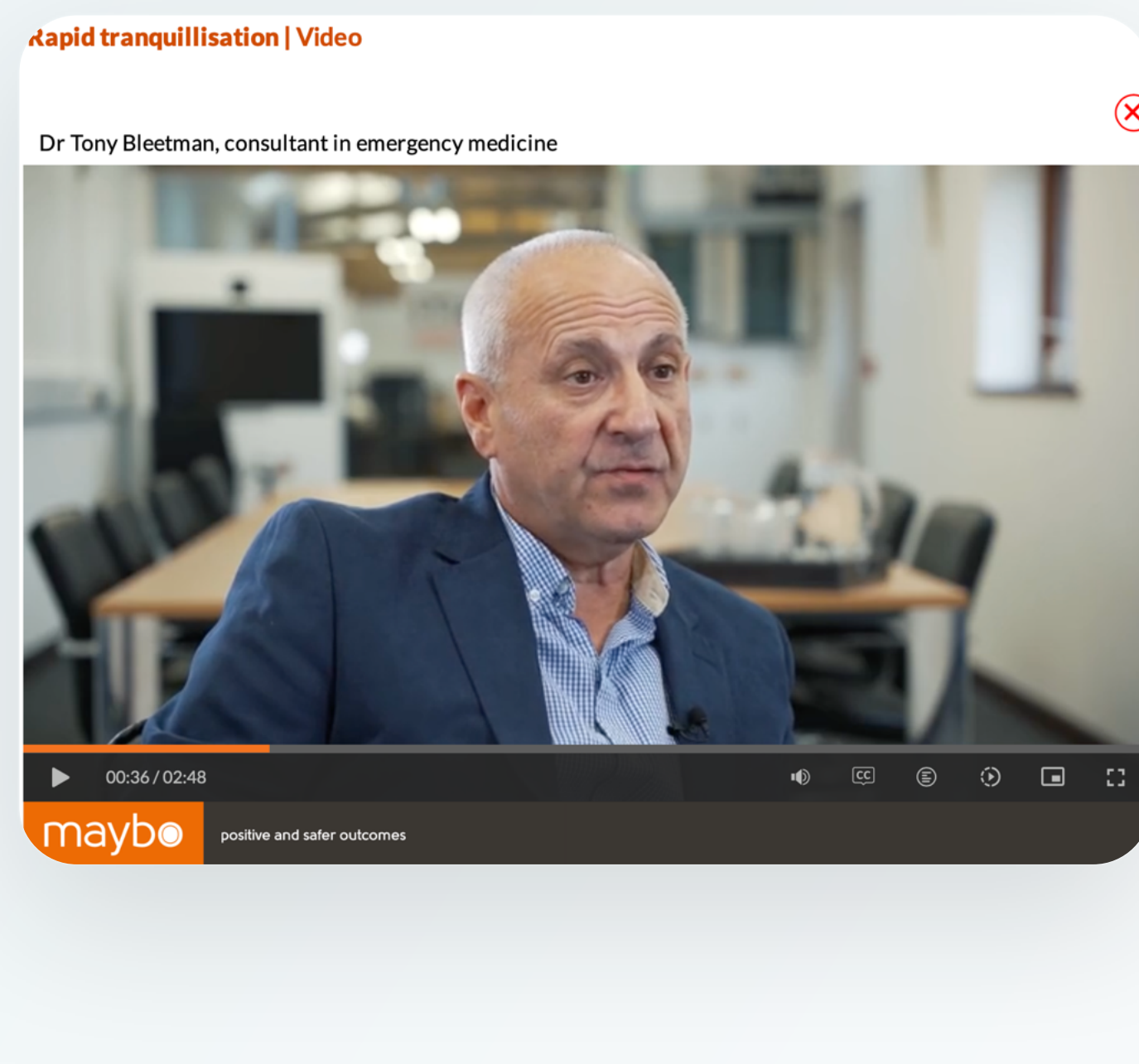
INTERVENE SAFELY
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REAL LEARNING FOR REAL ENVIRONMENTS

Ambulance-specific scenarios, language and practical application.

The programme uses visual demonstrations and scenarios rooted in ambulance practice—from communication around a vehicle to patient movement, guiding and personal safety.

“ | Non-contact guiding



CLINICAL INSIGHT

Hear from emergency medicine.

Specialist video content connects practical behavioural safety with clinical realities, helping staff understand risk, patient vulnerability and the consequences of restrictive or pharmacological intervention.

Dr Tony Bleetman
Consultant in Emergency Medicine

A DIFFERENT STARTING POINT

From managing aggression to preventing escalation.

Traditional focus

- Managing aggression after it has developed
- Physical skills as the centre of the programme
- Generic scenarios and environments
- Compliance and control

Maybo focus

- Preventing escalation and anticipating risk
- Decision-making, communication and safety
- Ambulance-specific operational reality
- Safety, dignity and professionalism

OUTCOMES THAT MATTER

Safer people, more consistent practice and stronger organisational capability.

01

For staff

- Greater confidence under pressure
- Earlier recognition of risk
- More options before situations become physical
- Safer, more defensible decisions

02

For patients

- More compassionate interactions
- Reduced avoidable escalation
- Greater dignity and choice
- Less risk of re-traumatisation and harm

03

For organisations

- More consistent operational practice
- Reduced reliance on restrictive intervention
- Internal trainer capability
- Stronger governance and post-incident learning

Let's make it preventable.

Give your teams the knowledge, confidence and practical skills to recognise risk earlier, reduce escalation and create safer outcomes for patients, staff and services.

Start the conversation

Talk to Maybo about a programme matched to your service, risk profile and internal delivery model.

Book a demonstration

020 3966 7400