



#DON'T CHOOSE TO ABUSE

**NHS**

East of England  
Ambulance Service  
NHS Trust



**EEAST has responded to increased assaults and abuse against staff with a tough publicity campaign that spells out the impact that abuse has on crews – and their ability to do their job.**



**The Choose Respect!** campaign features shocking images of ambulance crew members – accompanied by text describing being violently or sexually assaulted while on duty, along with facts about how it affected their ability to work.

**#WeAreEEAST**

