



Norfolk and Suffolk Health and Care Awards 2026

Unsung Hero Award

Georgie Brown

West Suffolk NHS Foundation Trust

Georgie is recognised for her outstanding leadership in developing and delivering Parent and Caregiver Basic Life Support (BLS) evenings across Trust HUBs and the hospital site—an initiative that has filled a critical gap in postnatal support. Over the past two and a half years, she has led a dedicated team of volunteers to provide free, accessible training to more than 3,000 parents, caregivers and family members, equipping them with vital lifesaving skills, basic first aid knowledge and guidance on early baby development.

This innovative programme not only supports the Trust's postnatal care offer but also acts as an important access point for advice and signposting to additional services. Georgie's leadership has created a welcoming, supportive environment where parents feel confident to ask questions, seek reassurance and gain practical skills that can be used in real-life emergencies.

The impact of this work is significant and deeply meaningful. Parents have directly credited the training with enabling them to respond effectively in emergency situations, including incidents where babies were choking, with some attributing their child's safety to the skills learned during these sessions. Feedback is consistently positive, reflecting the passion, dedication and high-quality delivery demonstrated by Georgie and her team.

Despite the programme's growth and success, Georgie maintains a strong focus on quality and engagement, ensuring every session remains interactive, supportive and informative. Nearly three years on, sessions remain fully booked, highlighting ongoing demand and value.

Through innovation, compassion and commitment, Georgie has created a sustainable initiative that empowers families, improves confidence and ultimately helps to save lives.