



CENTRE *for*
SUSTAINABLE
HEALTHCARE
inspire • empower • transform

How Many of us are Potential Activists?

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HOW MANY OF US ARE POTENTIAL ACTIVISTS?

- Who is 'us'? – in this room/on this planet
 - Are we normal?
- What are activists?
 - Protest actions - Greenpeace
 - Positive direct change on the ground - 1010, CSH
 - Framework change – SDU
 - Advocacy – Climate and Health Council
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WHAT MAKES AN ACTIVIST?

- Isn't someone else doing it?
- I'm not qualified - fear of being wrong

- I'll just do it myself
- It's easier than engaging others

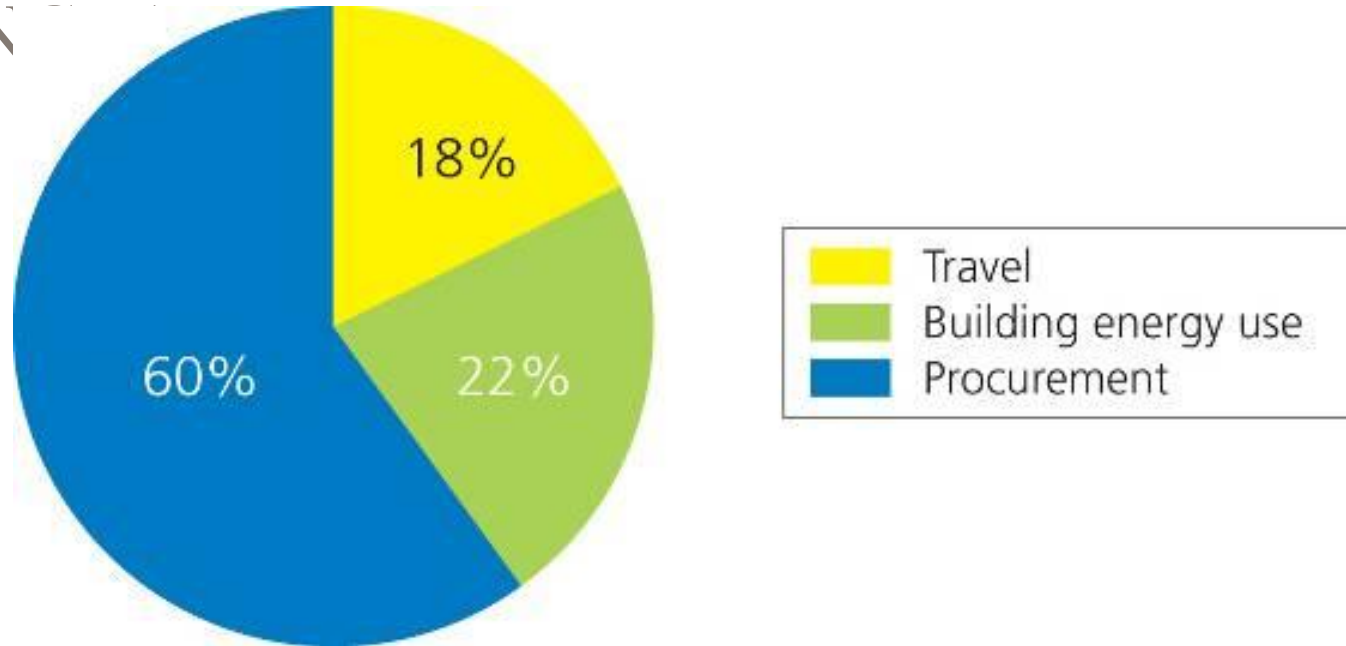


HOW MANY OF US ARE POTENTIAL ACTIVISTS?

- Everyone!
- What do we need to encourage more?
- I'll talk about how we do it in healthcare
 - Not mainly buildings!
 - Staff
 - Patients
- And try to pull out some key points

THE CARBON FOOTPRINT OF HEALTHCARE IN

EN



so we work mostly to engage **people** in clinical specialities to transform healthcare



BENEFITS OF ENGAGING PEOPLE

1. Sustainability itself can be a great motivator
2. Save resources and improve core business – for M&S this means profit, for the NHS this means quality of care
3. Engaging staff is the most effective way to maintain positive changes

STAFF MOTIVATION

- Staff often find sustainability a bigger motivation than saving money
- If people are engaged they feel motivated

"It was very encouraging. We have taken on this project and are attending to our 'green' issues. It gives my job satisfaction."

Katherine Hope, Housekeeper, RCHT
Renal Unit

SAVING MONEY

~~Sustainability is not 'nice to have'~~ and expensive

It saves A LOT of money!

NHS Gloucestershire saving over £4 million each year – reducing waste medicines

Whole NHS estimate saving of £90 million on waste medicines alone

POSITIVE MESSAGES

Personal interest and integrity

More satisfying, reduced stress, better work

Identify with the organisation and its values

REAL PEOPLE AT WORK

Personal interest and integrity

More satisfying, reduced stress, better work

Identify with the organisation and its values

ENGAGED PEOPLE

- Identify with the organisation
- Stay for longer
- Put in more effort
- Are more productive

HOW DO WE ENGAGE PEOPLE?

Inspire

Empower

Transform

INSPIRE

- Simple actions – learning by doing
 - Kettles, light bulbs
 - Awareness days
 - The NHS Forest
- Positive messages





- engaging staff and patients with their outside environment
- creating links between health & environment
- planting 1.3 million trees, 1 for every member of staff in the NHS
- improving physical spaces
- opening up NHS sites to public use

EMPOWER

- With tools and resources
- Knowledge and messages
- Share and help each other

SAP

- Sustainable Action Planning at <http://sap.greenerhealthcare.org>
- The renal unit in Cornwall saved £1200 per employee in the first year - also
- Clear improvements in the patient experience: 50% less waiting, fewer aborted journeys and more self-care
- An improved workplace for staff with more time to look after patients, and better attendance.
- A reduction in healthcare acquired infections

MORE – IT JUST GETS

BETTER!

- After two years total cost avoidance is running at £57,500 per year.
- 25 employees equates to £2,300 per employee per year.
- And 52.3 tonnes CO2 equivalent year on year.

- plus
- Staff attendance increased to 96%
- Zero aborted ambulance journeys

TRANSFORM

Sustainable Specialties Programme

90% is a lot less resource!

- Find someone from within the group to be the lead and give them some sustainability and leadership training
- Get senior support
- Set up a network to connect green reps in each unit so they can share ideas and support one another.



KEEP IT SIMPLE!

- Actions
- Leadership – make this core business
- Human beings



DIFFERENT STAGES DIFFERENT TOOLS

- Think triathlon not marathon

A journey where the understanding and tools change as you go along

HERE'S LOOKING AT YOU!

You are a leader

Ask questions

Ask for help

Make a start!



LISTEN AND HOPE

- Engaging with people is not simple
- People will come on their own terms
- **DON'T GIVE UP!**





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Thank you and we look forward to working with you!