

# Creating the story of change

**Susie Vernon, Head of Environment**

Sussex Community NHS Foundation Trust in partnership with Capita



# Contents

- 1. Brief overview of sustainability at Sussex Community NHS Trust: Care Without Carbon**
- 2. Engaging Staff: Dare to Care**

Excellent Care at the Heart of the Community

4,500 staff serving 1.1m people  
throughout the community

315 Inpatient beds in 9 locations  
£196m annual spend (£1m surplus)

plus £4m capital spend

# Brief history of sustainability at SCT

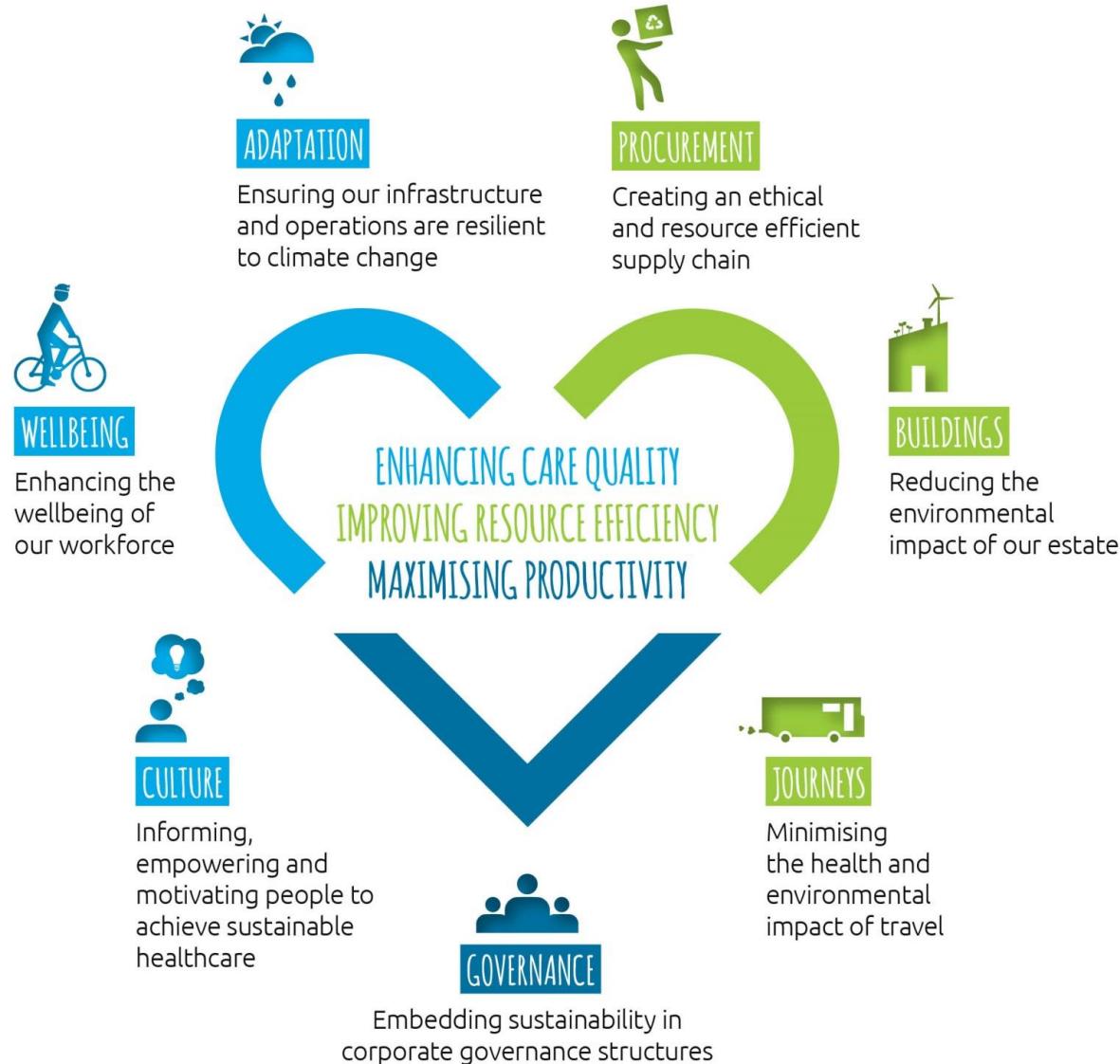
- First Sustainable Development Management Plan approved by Board in 2010: “**15 by 15**”
- Focused on demonstrating the value of sustainability through tangible results
- Laying foundations for future development of the programme

# Where to next?...

- Well on the way to achieving our 15 x 15 targets
- Challenge from Board – great but where next?!
- How do we build on successes and **accelerate pace of progress and change?**
- How do we better integrate sustainability into operational fabric of Trust and **put it at the heart of “core business”?**
- How do we give sustainability a *personality* and **drive real and lasting cultural change?**

# CARE WITHOUT CARBON

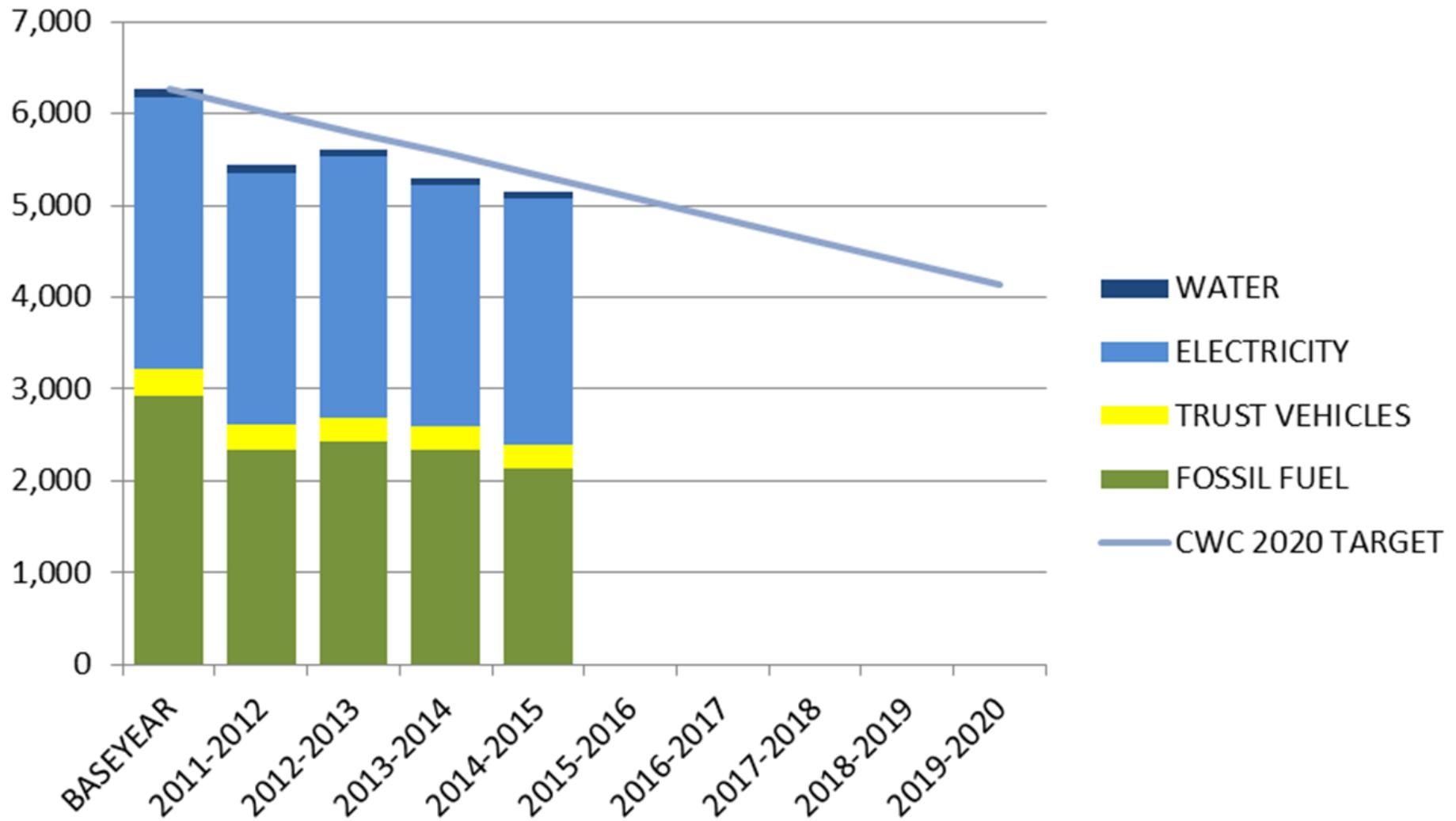




# Performance 2010 - 2015

INDICATOR	KPI	2015 Target	BASEYEAR Value	2014-2015 Value	2015 Target Value
 CO <sub>2</sub>	Carbon Footprint	tonnes CO <sub>2</sub> e	15%	6,273	5,149
	Energy Efficiency	kgCO <sub>2</sub> e/m <sup>2</sup>	15%	59.3	50.5
	Water Efficiency	m <sup>3</sup> /m <sup>2</sup>	15%	1.36	0.61
	Trust Vehicle Emissions	gCO <sub>2</sub> /km	15%	151.0	121.9
	Grey Fleet Mileage	miles claimed	15%	5,053,738	4,579,793
	General Waste Recycled	% recycled	65%	50%	65%
	Clinical & Offensive Waste	% offensive	35%	0%	40%

# CO<sub>2</sub> reduction 2010 – 2015





# Key staff engagement challenges

- Too many initiatives in NHS are top down – Board can't do it alone, needs grass roots action
- How do we show that sustainability is relevant to frontline staff and make it meaningful?
- Staff are busy, stretched and suffer from *initiative overload*
- Staff are very dispersed – large geography and number of sites
- How do we know engagement has been successful?

# 1. Looked at language – and visual identity

- Developed a brand
- CWC is *shorthand for a sustainable NHS*
- Making sustainability more intuitive for frontline staff
- Instantly recognisable across Trust – not just another initiative



## 2. Created a narrative

- Bringing the CWC brand to life
- Talked to our staff – workshops to help identify what would motivate our staff

**The narrative:** CWC is about doing new things that will make you **feel good AND create a healthier, happier and more sustainable NHS**

### 3. Identified the right format

- Pledge based system: Dare to Care (language again!)
- Fun “can do” approach, not preachy “must do”
- Range of dares – something for everyone; each has a cost, environmental and wellbeing benefit
- Easy for staff to build actions into working day
- Dare refresh every 6 months – reflect organisational priorities & staff ideas

The image shows a mobile application screen with a pink header. The title 'DO YOU DARE?' is prominently displayed in white and yellow. Below the title, there is a sub-header: 'Here are the Dares you can choose from at Sussex Community NHS Trust - enjoy!' followed by a message: 'It's up to you how many you take. Try one or all of them – goodie bags and prizes up for grabs!'. A section titled 'Dare to...' with the subtitle '(select one or more of the Dares below)' follows. Below this, there is a list of nine dare options, each with a circular icon and a downward arrow:

- **MAKE IT PERSONAL**
- **USE EVERY DROP**
- **STRETCH YOURSELF**
- **SHARE YOUR DARE**
- **SWITCH IT OFF**
- **SORT IT**
- **STEP UP**
- **ONE LESS CAR JOURNEY**
- **MAKE IT FAIR**



### 3. Format: online

- Bespoke online platform as main vehicle for the campaign  
[carewithoutcarbon.org](http://carewithoutcarbon.org)
- 24/7 access
- Public website
- Capturing information and measuring progress

**CARE WITHOUT CARBON**

All over Sussex we're daring to do things differently for a better working life and a greener NHS. We're calling it Care Without Carbon.

**DO YOU DARE?**

Dares are things we can do now to make a difference to how we work.  
Sign up and you'll put yourself in the running for discounts and prizes!

**2,886**  
dares taken so far

**TAKE A DARE**

**What's new:** Sussex NHS Trusts coming together for NHS Sustainability Day

**Featured post:** Step up to the Challenge!




**Latest tweet**

Most [#healthcare](#) professionals never make the link between [#oil](#) and [#plastic](#) but once they do they get [#sustainability](#) [#SRSNH](#)

By Caroline Jessel, 1 hour ago

**FOLLOW US**

**Dares in numbers**  
**785**  
People have dared to date





## What's New

# DARE CHALLENGE

**Top story:**  
Step up to  
the  
Challenge!

[READ MORE](#)

## Breathe more easily - air pollution and health

02 March 2016

Latest findings report a staggering 40,000 deaths per year in the UK from air pollution, costing the NHS billions of pounds each year. It's time for the NHS to lead the way so that we can all breathe more easily.



## Breakfast for Fairtrade

24 February 2016

Fairtrade Fortnight is back! This year the theme is breakfast (yum!) so from 29 Feb - 13 March why not try a Fairtrade breakfast to support farmers across the globe?



## Wellbeing and health go hand in hand

29 February 2016

A joined up approach to supporting wellbeing and health isn't always easy. We hear from Gary Toyne and Emily Manthorpe about Brighton Health and Wellbeing Centre, and where Dare to Care fits in.



## Love your heart this month

16 February 2016

Show your heart some love for National Heart Month - it's an annual opportunity to think about how we can all treat our hearts a little more kindly to make them last a lifetime...



## Cross-stitch guide to greening your office

10 February 2016

The infection control team at SGT work across every part of the organisation. They use their reach to promote more than good hygiene, with a positive approach to sustainable



EXPLORE MORE ABOUT

All

SEE MORE FROM

All



## Top Tips

Check out our handy tips below for help with your Dares – plus some ideas to take home as well...



## Saving energy and water

Simple energy saving tips to cut costs, reduce carbon – and create a calming environment

[READ MORE](#)

## Smarter Travel

We all need to travel – so how do we get where we need to, get fit and save the environment?

[READ MORE](#)


## Waste not want not

Reduce, reuse, recycle – at work and at home

[READ MORE](#)


## Buying ethically

We can all make a positive impact by buying more ethically

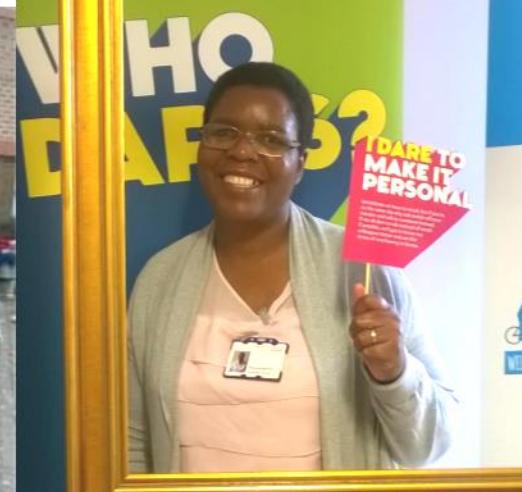
[READ MORE](#)


## Wellbeing

### 3. Format: posters



### 3. Format: face-to-face



# 4. Incentivising

- Goodie bags
- Quarterly prize draw
- Dare Challenges
- Sponsored by local suppliers



## DARE CHALLENGE

Take a 12 week virtual walk.  
Teams choose from 3 routes:

1. Lands End to John O'Groats
2. South Downs Way
3. Entire UK Coast

Starts 15 Feb  
Sign up for  
toolkit to get  
walking

# Dare in numbers

DO YOU  
DARE?

Dares are things we can do now to make a difference to how we work.

Sign up and you'll put yourself in the running for discounts and prizes!

**3,458**  
dares taken so far

TAKE A DARE

## Dares in numbers

**900**

People have dared to date

**83%**

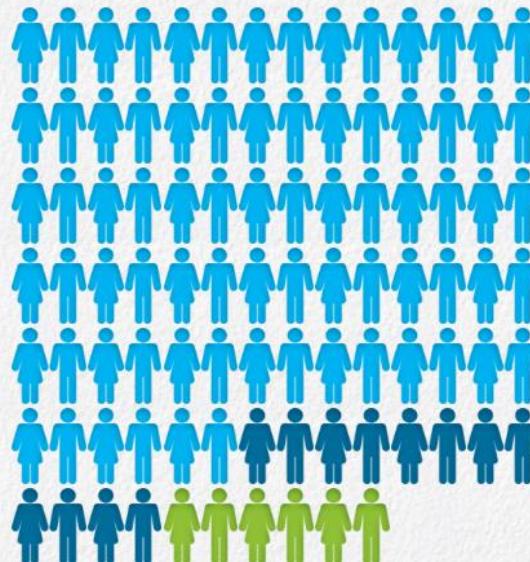
from Sussex Community NHS Foundation Trust

**12%**

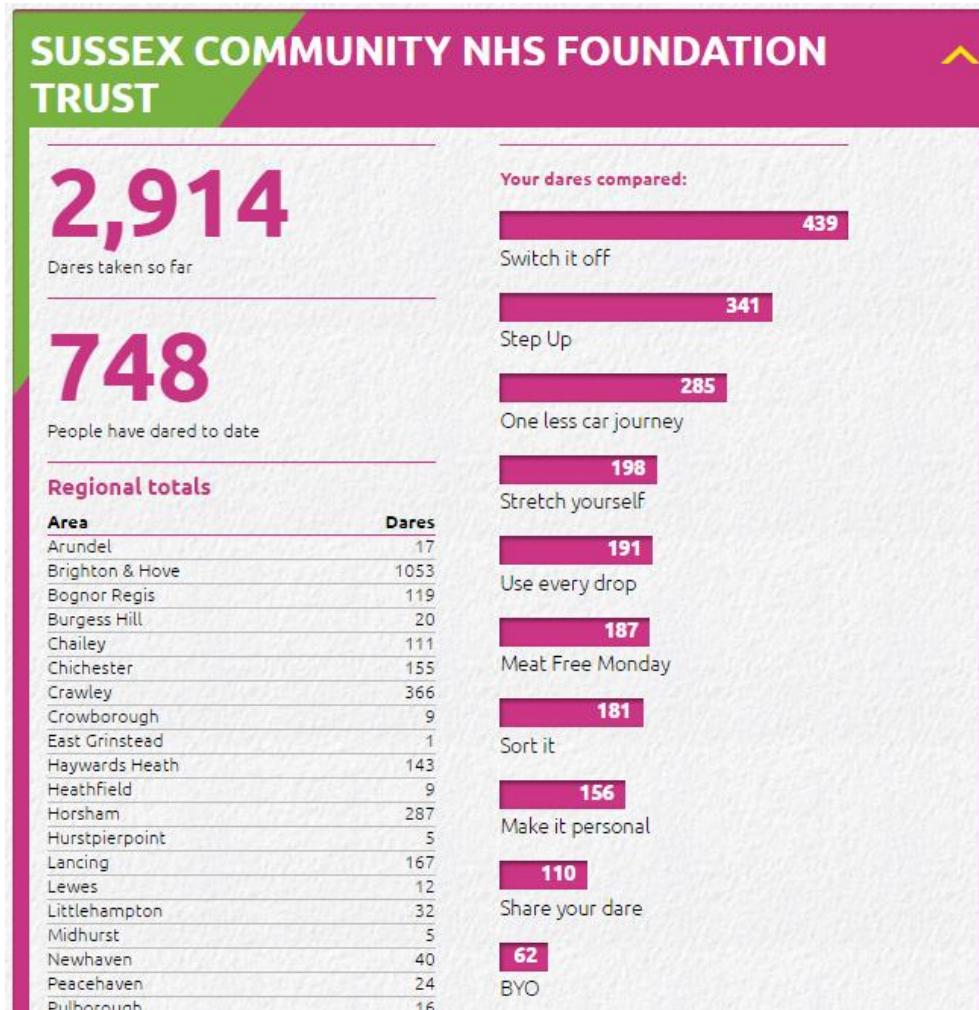
from Brighton and Hove CCG and GP Practices

**5%**

From Other



# Dare in numbers



- Staff survey: engagement score increased on last year, above national average for community trusts

**“I have completely changed the way I work over the last 6 months .... I catch the train and walk from the station, it’s much more enjoyable than driving – no parking issues and I get all of the health benefits... Without Dare to Care I probably would not have done this, so thank you!”**

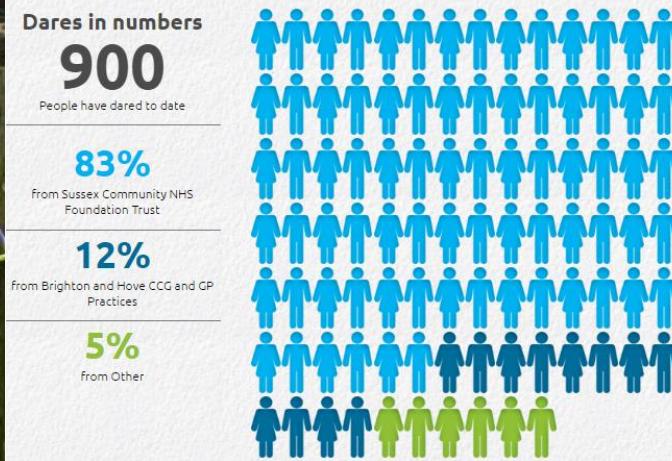
**Andrea Richardson, Occupational Health**

**“I wanted to let you know how much I have benefitted from the Care Without Carbon campaign... Since daring to make 1 less car journey I take the train and walk to the train station... As well as saving carbon I have noticed a marked improvement in my sleep as I am now taking more exercise. “**

**Claire Bird, Speech & Language Therapist**

# Where next?

- Measurement and reporting – CWC, Dare and wellbeing
- Supporting other Trusts with their own sustainability journeys
- Extending the reach (and impact) of the Dare campaign – collective action across the NHS with bespoke campaigns for individual Trusts



# DO YOU DARE?

Susie Vernon

[susie.vernon@nhs.net](mailto:susie.vernon@nhs.net)