



# Engaged Leadership

## Why Engaged Leadership?

Taking sustainability efforts out of the basement and into the boardroom is essential to achieving success in implementing changes in an organization. Organizations that have achieved significant, measurable results have the active and effective support of their medical, management and board leadership. Engaged leadership is the platform upon which every sustainability project rests and provides the direction to invest the necessary time, energy, resources and focus that is needed.



## Healthier Hospitals Solutions

Healthier Hospitals (HH) is challenging hospitals to take on these two measurable goals to help hospitals engage leadership to drive sustainability projects.

Objective	Impact
Making the Case for a Formal Environmental Stewardship Program.	<a href="#">Level 1</a> is designed to support a formal request to leadership for their support in an organizational commitment to continuous environmental quality improvement.
Strengthening Engagement by implementing three of five HH leadership activities.	<a href="#">Level 2</a> is designed to strengthen engagement with leadership through activities such as appointment an executive owner and clinical champion, developing a sustainability internship program, commit to a minimum of two other HH challenges, or presentations to internal committees.

Hospitals and health systems will be recognized for achieving ranks of Level One and Level Two by completing the two goals in order.

## Why Should Hospitals Take on This Challenge?

Some organizations have begun at the top by explicitly including sustainability objectives in their overall strategic plans. Others have begun with an individual project that has proven successful and has captured the imagination, energy and commitment of the overall enterprise. Regardless of how sustainability is introduced into the organization, the level of senior leadership engagement is vital to success.

## Success Story

Over the past 20 years, Bronson Methodist Hospital has put considerable effort toward creating a solid sustainability program through initiatives such as recycling programs, local food sourcing efforts, and hazardous chemical reduction strategies. However, the hospital reached a point where if it were to continue to expand and improve its sustainability program, it needed to grow beyond the more easily-captured efforts and focus on initiatives that would require considerably more time and effort to achieve. Traditionally, most of the sustainability initiatives within the hospital had been employee-driven and localized to individual departments. Overall, Bronson lacked a centralized department and staff to coordinate existing efforts,

provide assistance to employees, create community partnerships, and have the time to drive new program implementation. To address this issue, Bronson Methodist Hospital partnered with a local college to create an internship position to evaluate the advantages of a full-time position focused solely on sustainability efforts. Through calculating a return on investment, the intern was able to successfully demonstrate the value for a full-time sustainability coordinator position ([refer to the “Benefits” list for identified cost savings examples](#)) and further investment in healthier environments. The HH Engaged Leadership Challenge provided the steps to take a good sustainability program to the next level.

## Get Started

Register today to enroll in Healthier Hospitals, which is free to any hospital in the United States and Canada. To get started, visit [www.healthierhospitals.org](http://www.healthierhospitals.org) and choose one or more Challenges. Enrollees are invited to commit to at least one of the six “Challenge” areas: Engaged Leadership, Healthier Food, Leaner Energy, Less Waste, Safer Chemicals and Smarter Purchasing. Hospitals can choose to tackle a single Challenge or any combination of the six Challenges. By signing up, health systems will gain access to free tools and resources such as how-to implementation

guides and webinars. Through the Healthier Hospitals program, hospitals will track progress at the local level and share data to show the measurable impact of the project. Visit the HH website to learn more about the Challenges and the resources available to help participating health systems achieve these goals.

Questions? Ask us at [info@practicegreenhealth.org](mailto:info@practicegreenhealth.org). Or follow us on Twitter at [@HHIorg](https://twitter.com/HHIorg) or on Facebook at [www.facebook.com/healthierhospitalsinitiative](https://www.facebook.com/healthierhospitalsinitiative).