Engaged Leadership Challenge
Making the Case to Leadership
Welcome!

- Janet Howard
- Director, Member Engagement
- Healthier Hospitals
- jhoward@practicegreenhealth.org

- Lessons Learned
- Prior “Waste Manager” at Beth Israel Medical Center – 1991-2004

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead, Cultural Anthropologist
Agenda

• Why leadership engagement?
• Review of Engaged Leadership challenge
• Review of Worksheets & Power Point Template
• Making Progress
• What’s Next?
Beyond the blue bin
Sustainability in health care: More than a Blue Bin by the Copier

- Quality, Triple Aim
- Safety and Risk Management
- Patient Experience
- Employee Engagement and Wellness
- Community Relations and Benefit
- Environmental Impact and Climate Preparedness
- Cost Savings
- Mission, Ethics, Hippocratic Oath
Leadership Walks, Talks, Envisions...

“Health care organizations need to be honest with themselves and ‘look in the mirror’ when it comes to environmental factors that affect human disease. Our mission is to improve the health of the communities we serve, and we cannot accomplish this mission without looking at our organization’s environmental impact and how that contributes to disease.”

Jeffrey Thompson, MD, CEO
Gundersen Lutheran Health System, La Crosse, Wisconsin

Join us with a conversation with Jeff Thompson, MD
January 27, 2 eastern
Why Engaged Leadership?

▪ Bold Goal Setting
▪ Staffing and Integration into all service lines
▪ Alignment with strategic direction of org
▪ Open the doors! – remove barriers
▪ Leadership in community
▪ Culture of health
▪ Maximum impact, maximum value
▪ Survive turnover, staff changes
▪ Efficiency!
Making the Connection

“Ah Ha!”

Healthcare’s Impact on Environment

Responsible and Preventative Medicine

Environment’s Impact on Public Health

First Do No Harm
Advancing Sustainability in Health Care

A Collection of Special Case Studies

Challenges

- Engaged Leadership
- Healthier Food
- Leaner Energy
- Less Waste
- Safer Chemicals
- Smarter Purchasing

The Spark Blog

- Top three Myths About Using Social Media
- What Happens When Leaders “Get It”
Sponsoring Health Systems – Thank You!
Making the Case for a Formal Environmental Stewardship Program

Level 1 of the Engaged Leadership Challenge is designed to support a formal request to leadership for their support in an organizational commitment to continuous environmental quality improvement. Each action item should be done in the order it is listed.

1. Fill out the following worksheets: **Making the Case** and **Champions** to identify team, leverage points and framing.
2. Fill out the **Sharing Success** Worksheet to document current wins.
3. Schedule a **Planning call** with Practice Greenhealth.
4. Create a **powerpoint proposal** and present to leadership.
Level 2 of the Engaged Leadership Challenge is designed to strengthen engagement. This is demonstrated by implementing 3 of the 5 Strengthening Engagement activities:

- Appoint a **Sustainability Executive Owner**
- Identify a lead on **Sustainability** or Develop a **Sustainability Internship Program**
- Appoint a Sustainability clinical champion
- Commit to a minimum of two additional **HH challenges** (Healthier Food, Leaner Energy, Less Waste, Safer Chemicals, Smarter Purchasing)
- Present to a minimum of three of the following committees/groups and identify areas of alignment and potential additional champions.
  - Quality/Performance Excellence
  - Food and Nutrition Services
  - Nursing Management Meeting
  - Infection Prevention
  - Human Resources/Wellness/Staff Engagement
  - Safety/Joint Commission Environment of Care
  - Community Benefit
  - Senior Leadership
  - Clinical Leadership Team or Group
Key Resources

How-To Guide
Understanding the Goals
How to Submit Qualitative Data
Champion Worksheet

Use this form to identify key stakeholders to flesh out alignment, successes, champions and other lessons-learned to build the case. Key departments are listed with topics that could be used to aid in discussion. Some successes may not be realized unless the conversation is started. For example, some successes may be viewed as standard operating procedure or regulatory compliance. The Discussion Points may help in capturing these activities and making the connection to healthier environments. Even if the success was achieved a few years ago, its value remains - capture it! Use the Sharing Success Worksheet to capture data and story behind each success.

<table>
<thead>
<tr>
<th>Contact Name, Title, Email, Phone</th>
<th>Discussion Points to Tease Out Successes</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example 1: Jim Brown, Director of Environmental Services</td>
<td>Implemented a HIPAA compliant recycling program and corrugated box recycling.</td>
<td>Environmental Outcome; 2,500 pounds of corrugated is diverted from the landfill annually. Regulatory and Environmental Outcome; HIPAA is a regulatory issue and all of the collected Protected Health Information is recycled- This diverts 1,500 pounds of waste from landfills annually.</td>
</tr>
</tbody>
</table>
“Making the Case” Worksheet

Fill out this worksheet to capture the uniqueness of the organization, its drivers, leverage points and other strategic priorities. The content of this exercise is necessary to build the value proposition.

<table>
<thead>
<tr>
<th>Background and Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name of Organization:</strong></td>
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<tr>
<td></td>
</tr>
<tr>
<td><strong>Mission:</strong></td>
</tr>
<tr>
<td></td>
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<tr>
<td><strong>Vision:</strong></td>
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<td></td>
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<tr>
<td><strong>Core Values:</strong></td>
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</tbody>
</table>

*What type of care is the hospital or system known for (i.e. cardiac care, cancer etc.)?*
# Sharing Success Worksheet

Use this sheet to capture the successes through staff interviews and meetings. Concisely document the narrative, key individuals and measurable outcomes. The detail highlights can be captured in slides and used to demonstrate activity and make the case for future opportunities.

<table>
<thead>
<tr>
<th>Title of Success</th>
<th>Detail of Success</th>
<th>Outcomes</th>
<th>Opportunities—What’s next?</th>
</tr>
</thead>
</table>
| Example 1: Equipment and Supply donation | Nurse Brown implemented a program to capture unused but no longer needed medical supplies and worked with her church to bring them to Haiti. She started doing this in the Fall of 2012 and has expanded it to two of the sites. She hosts education every month and it’s going very well. | 3,600 pounds of no longer needed materials and equipment were donated from the waste stream and received at Name of hospital in Haiti.  
A letter of appreciation was sent from the hospital in Haiti. | The operating room is a department ripe with opportunities for waste reduction. A waste team could be developed to realize the benefits of waste reduction.                                                                 |
Power Point Template

Scripted Introduction

Notes for each slide

16 case study slides to use

As needed

Pope Encyclical slide for Faith-based organizations

Call with Practice Greenhealth For strategy review
Other Resources

- Measure Overview
- Infographic
- Fact Sheet

http://healthierhospitals.org/hhi-challenges/engaged-leadership
Making the Case for a Formal Environmental Stewardship Program

- Get educated –
- Enroll in Healthier Hospitals Program
Educate!

- http://democracycollaborative.org/content/can-hospitals-heal-americas-communities-0
What does Engagement look like?

Deploying All Assets for Total Health

Bringing together our mission, brand, knowledge and capabilities

Clinical Prevention
Research and Technology
Purchasing and Employment Practices
Community Health Initiatives

Environmental Stewardship

Individual / Family
Home / School / Worksite
Neighborhood / Community
Society

Healthy Eating
Active Living
Healthy Eating
Active Living
Access to Social and Economical Supports
Worksite/Workforce Wellness
Public Policy
Public Information
Participating Hospitals

Challenges Committed
- All Challenges
- State: - Any -
- Zip: - Any -
- Alpha: A - Z
- Name (Contains):
- Type: - Any -

Advocate Health Care

Challenges Committed:
- Engaged Leadership
- Healthy Food
- Leaner Energy
- Less Waste
- Safer Chemicals
- Smarter Purchasing
Gather Information & Build Relationships

- Making the Case Worksheet
- Champion Worksheet
- Sharing Success Worksheet
Identify Success

- Departmental Successes
- Measurable Outcomes
- Story telling
- Mission Demonstration
- Opportunities
Plan & Prepare

- Leverage Points
- Power Point Preparation
- Alignment
- Presentation Team
- Preparation
- Slow and steady wins the race
- Win Hearts & Minds
- Request 30 minute strategy session
- Presentation in hand
- Review sustainability benchmarks
Present

- Excellent Communicator
- Who can pack the most powerful punch?
- Balance measurable outcomes with passion, spirit & storytelling
Pause and Reflect

▪ Meeting Outcome Discussion
▪ Next Steps
▪ What worked?
▪ What didn’t go so well?
▪ Lessons learned
▪ Feel good!
Making the Case for a Formal Environmental Stewardship Program
Level 1 of the Engaged Leadership Challenge is designed to support a formal request to leadership for their support in an organizational commitment to continuous environmental quality improvement. Each action item should be done in the order it is listed.

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<tr>
<th>Action</th>
<th>Measure</th>
<th>Materials</th>
<th>Impact</th>
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<tbody>
<tr>
<td>Fill out the following worksheets: <strong>Making the Case</strong> and <strong>Champions</strong> to identify team, leverage points and framing.</td>
<td>Fill out the two worksheets and email to <a href="mailto:engagedleadership@practicegreenhealth.org">engagedleadership@practicegreenhealth.org</a></td>
<td><strong>Making the Case</strong> Worksheet Champions Worksheet Recorded &quot;Making the Case to Leadership - HH Engaged Leadership Challenge&quot; Sharing Call</td>
<td>Guides Preparation and Planning for Making the Case effectively</td>
</tr>
<tr>
<td>Fill out the <strong>Sharing Success</strong> Worksheet to document current wins.</td>
<td>Fill out the Sharing Success Worksheet and email to <a href="mailto:engagedleadership@practicegreenhealth.org">engagedleadership@practicegreenhealth.org</a></td>
<td><strong>Sharing Success</strong> worksheet</td>
<td>Engage leadership in supporting an organizational commitment to environmental stewardship</td>
</tr>
<tr>
<td><strong>Planning call</strong> with Practice Greenhealth</td>
<td>Reach out to <a href="mailto:engagedleadership@practicegreenhealth.org">engagedleadership@practicegreenhealth.org</a> to request call to review strategy and presentation review and guidance.</td>
<td><strong>Phone Call with Practice Greenhealth Staffer</strong></td>
<td></td>
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<tr>
<td>Create a <strong>powerpoint proposal</strong> and present to leadership</td>
<td>Fill out powerpoint proposal template and email to <a href="mailto:engaged.leadership@practicegreenhealth.org">engaged.leadership@practicegreenhealth.org</a></td>
<td><strong>Powerpoint proposal template</strong></td>
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Implement three of the five strengthening engagement activities:

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<th>Examples or Guidance</th>
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<td>Appoint a <strong>Sustainability executive owner</strong></td>
<td>Executive Owner <a href="#">Checklist</a></td>
</tr>
<tr>
<td>Identify a lead on <strong>Sustainability</strong> or Develop a <strong>Sustainability Internship Program</strong></td>
<td><a href="#">Job Description</a> – Sustainability Internship Toolkit</td>
</tr>
<tr>
<td>Appoint a <strong>Sustainability clinical champion</strong></td>
<td>Clinical Champion <a href="#">Checklist</a></td>
</tr>
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<td>Commit to a minimum of two additional <strong>HH challenges</strong> (Healthier Food, Leaner Energy, Less Waste, Safer Chemicals, Smarter Purchasing)**</td>
<td><a href="#">Healthier Hospitals Website</a></td>
</tr>
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<td>Present to a minimum of three of the following committees/groups and identify areas of alignment and potential additional champions.</td>
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**Next Steps**

Healthier Hospitals is a free program of Practice Greenhealth. Consider joining Practice Greenhealth for more Engaged Leadership challenge goals that maximize the return of environmental sustainability programming, share best practices, achieve further support and participate in Practice Greenhealth's Environmental Excellence Awards and much more. Learn more about Practice Greenhealth at [www.practicegreenhealth.org](http://www.practicegreenhealth.org) or [contact us](#) for more information.

Engaged Leadership    How to Guide — Healthier Hospitals
Next Steps

• Sign onto a minimum of two additional goals of Practice Greenhealth’s Healthier Hospitals Program.

• Less Waste
• Leaner Energy
• Healthier Food
• Safer Chemicals
• Smarter Purchasing

www.healthierhospitals.org
Next Steps

▪ Sharing Call – How to Start up a Sustainability Program Internship – Jan 19 at 12 eastern

▪ Webinar – A Call to Action with Dr. Jeff Thompson, Executive Advisor and CEO Emeritus, Gundersen Health System – Jan 27 at 2 eastern

▪ Save the date: Kathy Gerwig, Kaiser Permanente, March 3, 3 eastern/noon pacific
Integrating “Green” INTO OUR Routine

Environmental Stewardship Council

- Community Benefit
- Green Teams
- Regional Leadership
- Government Relations
- Environmental Health & Safety
- National Facilities Services
- Pharmacy
- KPIT
- Procurement & Supply
- Medical Groups

Environmental Stewardship is Everyone’s Business
Practice Greenhealth

- NEW – Engaged Leadership Goals 3, 4 and 5
How are you doing?

engagedleadership@practicegreenhealth.org

Practice Greenhealth members:
https://practicegreenhealth.org/topics/engaged-leadership
Let’s chat!
Thank you

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