

Engage & Behave

Green Team communication strategy: turning ideas into actions



UHN

Toronto General
Toronto Western
Princess Margaret
Toronto Rehab
Michener Institute

COURAGE LIVES HERE

*This Free Range, Organic Presentation
brought to you by*

Lisa Vanlint

University Health Network

About University Health Network

Acute care, rehab, research and teaching hospital located throughout Toronto

- ~15,000 staff and 1,200 beds
- over 1,200 Appointed & Clinical Researchers
- over 6.5 million ft² of buildings, almost 1 million ft² of research space



- **2 Research Towers:** Krembil Discovery Tower, Princess Margaret Cancer Research Tower
- **3 Hospitals:** Toronto General, Toronto Western, Princess Margaret
- **4 Rehab Institutes:** University, Bickle, Lyndhurst & Rumsey Centres
- **Michener Institute**



Why Green Healthcare?

We know this unhealthy pattern...

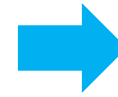
Pollution

- Burning fossil fuels
- Asthma & cardiac problems
- Cancer
- Birth defects



Resource Depletion

- Energy, food, water, & farmland used up
- Waste increased



Climate Change

- Extreme weather events
- Global warming
- Air quality
- Food & water borne disease
- Vector-borne disease (Lyme, Zika, Malaria)
- Rising sea level



*Enormous, complex.
Where to start???*



How most people react to enormous, complex problems



Simplify the Message: Healthy People > Healthy Planet



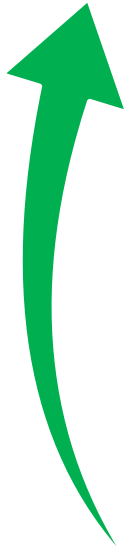
Save energy & reduce waste to fight climate change.

Reduces human-made GHG emissions that cause it.

Positive environmentally, financially and emotionally.

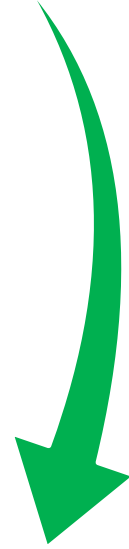
Energy & Environment can help

E
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What
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get

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What
you
give



How most people react to finger wagging



Community Based Social Marketing (CBSM)



- Lead by example
- For desired behavior: ↓Barriers, ↑Benefits
- Public Commitment
- Create Social Norm
- Transmit → Social Diffusion
 - We trust our peers
 - Seek approval
- Prompts:
 - close in proximity & time
- Vivid
- Incentives: WIIFM



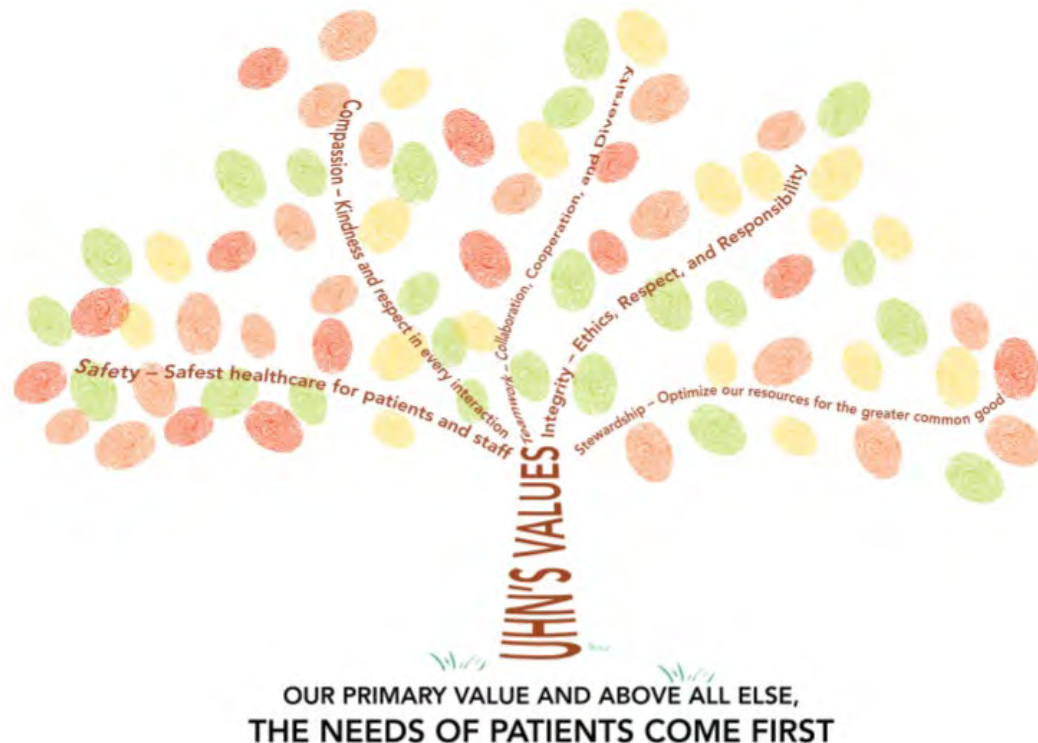
UHN Purpose, Values, Principles & Strategic Plan

Energy & Environment Team of 9, since 1999 with 1

5 years ago, new element of sustainability to official corporate values (right lower branch):

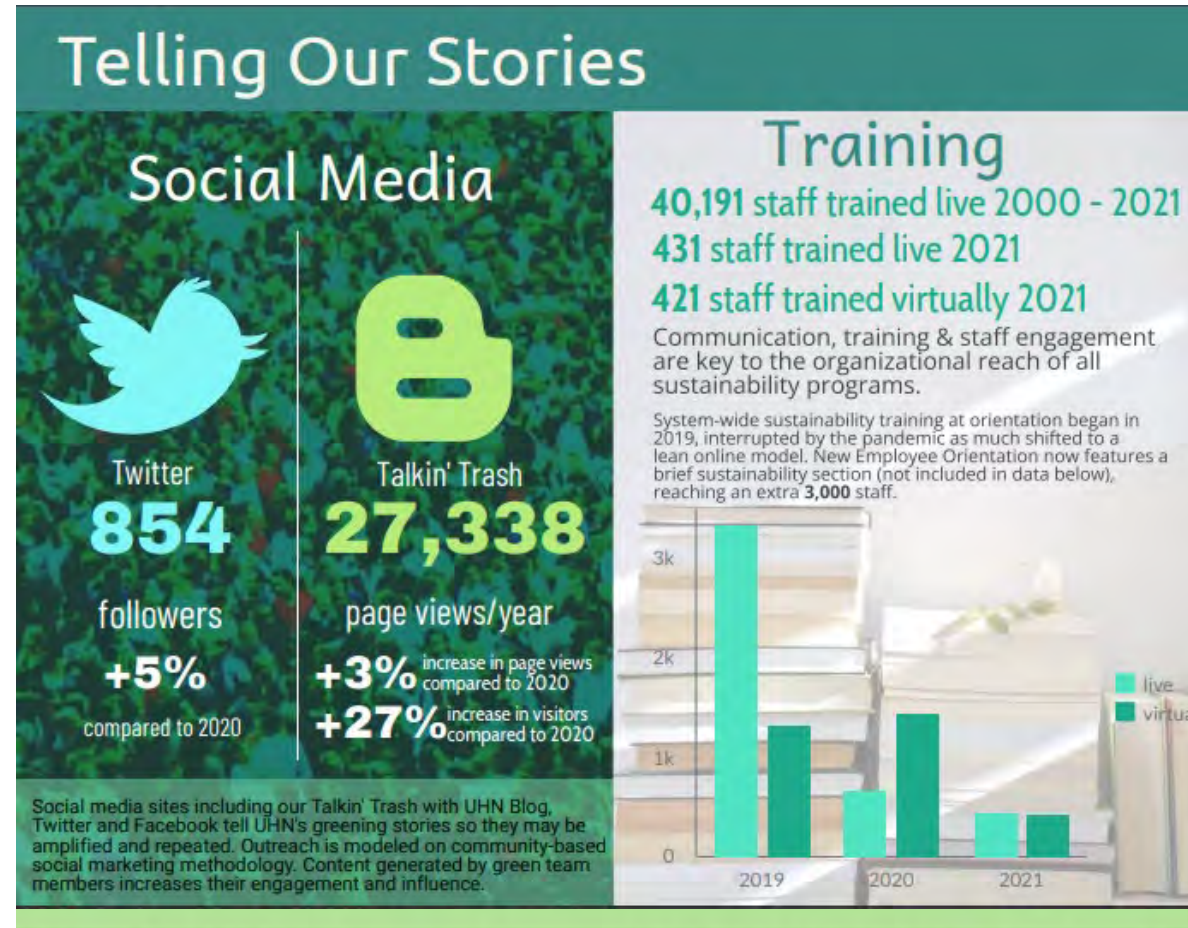
“Stewardship – optimize our resources for the greater common good”

Subsequent Strategic Plan:
“A Healthier World”
alludes to link between healthy people and a healthy planet



Communication & Digital Strategy

- **Blog: Talkin' Trash with UHN**
<http://talkintrashwithuhn.com>
 - Public facing, impact beyond UHN
 - Related social media: Twitter, FB
- **Direct email**
 - All users
 - Green Team fan out
 - Bicycle User Group
- **Corporate Intranet & Website**
- **Annual Report**
- **Training sessions – live and e-learning**
 - Primary green team recruitment



Talkin' Trash with UHN

Free-range, organic, green healthcare ideas



Using Humour to Buy Less Garbage

- A lot of climate messaging is heavy
- Humour sticks
- TT Tagline: “Free-range, organic, green healthcare ideas”



Talkin' Trash with UHN

Free-range, organic, green healthcare ideas



Green Teams Help:

- Departments with green teams save more energy and recycle better. Plus have fun doing it (employee engagement)
- Give staff protected time to participate
- Takes only a few minutes/week
- Events: Earth Month, Bike Month, Waste Reduction Week, make your own



Green Teams in every area:

- Research
- Clinical
- Corporate
- Support Services

GENERAL INTERNAL MEDICINE (GIM) GREEN TEAM

Site: TGH



Left: Our Chief Medical Resident, Dr. Ryan Luther, religiously switches his office light off!

R Top: Rachel Hong, Ashley Cali, Christine Fernandes

R Bottom: Beryl Tsang, Dr. Matthew Robinson, Christine Fernandes

What We've Done:

Believing in the Green spirit!

We Recycle, Compost, Save Paper (double-sided printing), Reduce Waste, Switch the lights out when not in use. We care for our dear Mother Earth.



Pizza-powered savings in action



How to Win a Pizza Party



RESEARCH GREEN TEAM

Site: OPG, PMCRT & KDT



Rachel Shantz, Research Sustainability Coordinator; Zhara and Brandon demonstrate Shutting the Sash; Ice pack Reuse

What We've Done:

- decreasing energy use via **Shut the Sash** program and
- reducing landfill waste with our new **Ice pack reuse** program!



Green Teams in every area:

- Research
- Clinical
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- Support Services

PROCUREMENT GREEN TEAM

Site: OPG



(L-R) Hugh, Lili, Valrie, Leonard, Juli, Mohammad, Naveed

What We've Done:

**From our team to yours....
Do your part and use
reusable cups for meetings
and throughout your day!**

EARTH WEEK

 **UHN** Toronto General
Toronto Western
Princess Margaret
Toronto Rehab
Michener Institute



Green Teams in every area:

- Research
- Clinical
- Corporate
- Support Services

FIRE & LIFE SAFETY GREEN TEAM

Site: TGH



Pictured: Perry Ross & Ian Falkiewicz
(also on the team, John Chartrand)

What We've Done:

While we do patrols, we turn off lights all day in unoccupied areas.



Green Teams in every area:

- Research
- Clinical
- Corporate
- Support Services

CRITICAL CARE SERVICES ONTARIO (CCSO) GREEN TEAM

Site: TGH (LuCliff Place)



Front Row: Benu Sethi, Tanya Mohan, Sarah Botros, Naushin Vasta, Claudia Wong, Back Row: Jonathan Kim, Dilpreet Sidhu showcasing our Operation EcoPen collection & battery collection

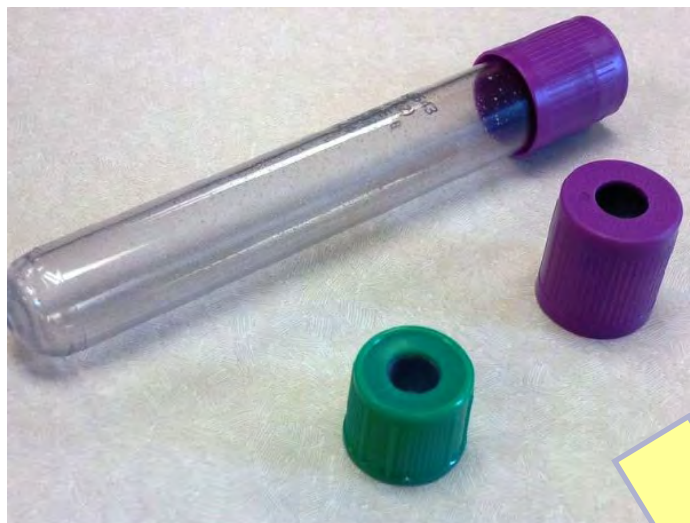
What We've Done:

Paper Reduction Project: We made a simple change to set the default printer to double-sided to reduce paper consumption, and we encourage paperless stakeholder meetings.

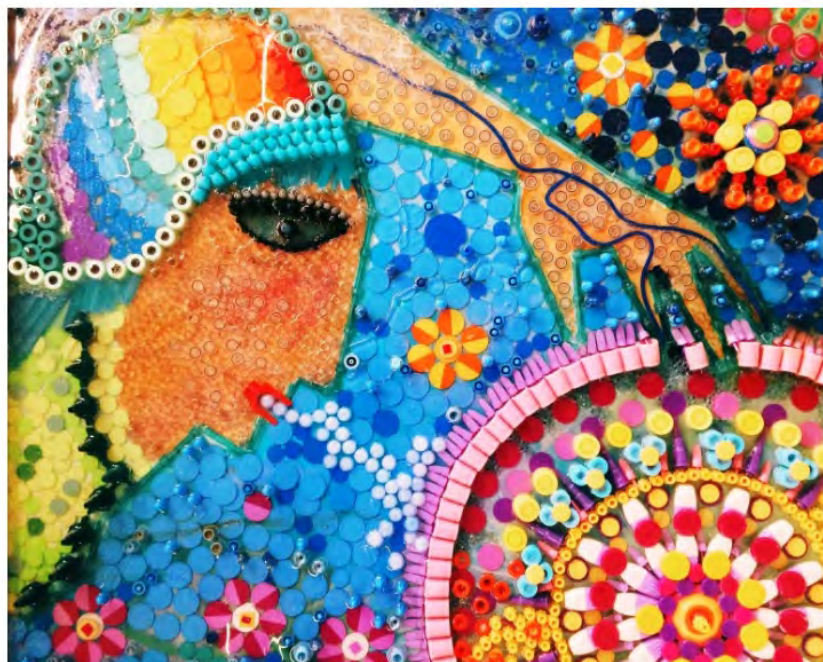
Kitchen Waste Disposal Project: We have organized waste and recycling bins in our kitchen, and educated staff on proper waste sorting. We also started a compost program in our kitchen and take turns emptying the bin.

Energy Reduction: We are encouraging staff to remember to turn off lights, and shut down computers after work hours.





Just some of the "raw materials" that went into this mosaic



close-up of Tilda Shalof's mosaic, made with the help of her friend and artist, Vanessa Herman and Bradley Matson, artist and former patient at UHN



RADIATION MEDICINE PROGRAM (RMP) GREEN TEAM

Site: PMH



Back row (L-R): Biu Chan, Nathaniel So, Laxmi Khemraj-Balram, Valerie Kelly, Uzma Awan, Patricia Toolsie, Amanda Lamb, Heather Jang, Bruce Chan
 Front row (L-R): Lisa Vanlint (guest), Veng Chhin, Amanda Hogan, Kitty Chan
 Not present: Sherrill Archer, Angie Cardella, Lily Chau, Nelissa Chaudhry, Susan Chen, Julie Kang, Fatima Khalfan, Alice Leung, Tamerou Messeret, Olive Wong

What We've Done:

1. 4Rs and Recycling audit in Radiation Therapy, which led to #2
2. Recycling **Rescue** from garbage w tongs, wearing homemade green team vests
3. Participated in the UHN Light Switch Plate design competition
4. Green Team "Wall of Fame" feature on 'Talking Trash with UHN' blog
5. 'Operation TLC', 'EcoPen', and 'Zinc Save Lives' campaigns
6. 'Art from Waste', 'Material Repurposing' and used battery collection
7. Recruited to Princess Margaret annual staff **summer BBQ** to assist with recycling
8. Started clinical recycling of the ABC snorkels in Radiation Therapy
9. Annual **Earth Week** activities and **Waste Reduction Week** challenges
10. Regular Green Team meetings include "Did you know?" agenda item, e.g. HFCs, Latte Levy, ZERO waste policy, Climate Change, Great Pacific Garbage Patch

EARTH WEEK



Green Teams in every area:

- Research
- Clinical
- Corporate
- Support Services

STEPHANIE BARRACO
Geri Rehab, Geri Psych, ABI

Site: TRI - University Centre



What I've Done:

I collected cutlery to use at potlucks so we can reduce the number of plastic utensils we throw away! Anyone can borrow this set of about 45 (or donate to it!). It's kept at TRI UC.

Please email stephanie.barraco@uhn.ca to arrange pick up/drop off.



Green Teams in every area:

- Even COVID can't stop this group

OR GREEN TEAM

Site: TGH



Left (L to R): Vickie Morley, Nicole Maia, Jocelyne de Romana, Nicole Chambers, Lorna Button, Marcus George, Julie Yip, Carla Luzzi, Coimbatore Srinivas, Georgia Smickle, Genevieve Martel, Jennifer Perry, Laura Donahoe.

Middle: Glass medication ampules recycling station.

Right: R64 Medical Device collection bin.



What We've Done:

Reprocessing Single-use Medical Devices: We started a program with Stryker where approximately 1,000 single-use medical devices are collected and reprocessed to be used again, diverting OR waste.

Medication Ampules Recycling Program: We started a medication ampules recycling program to divert glass medication bottles from entering landfills. We ensure the metal caps are removed and the glass containers are collected.

Cautery Cord Recycling: We have started to cut the cords off cautery devices to ensure they are being recycled and diverted from landfill.

Compostable Cups Project: We traded the non-recyclable styrofoam cups in the OR and patient rooms for compostable cups to prevent thousands of styrofoam cups from entering landfills. We also continuously coach both our staff and patients on how to properly dispose of them.



BICKLE GROW GARDEN GREEN TEAM

Site: TRI - BICKLE CENTRE



L: Bickle Grow Garden Team, R top: Urban Ag Day Cornroast, R bottom: James can garden from his wheelchair

What We've Done:

Garden Rehab On Wheels

- Created one of the first **wheelchair-accessible** local food gardens
- **Patients** and **staff** tend the garden and enjoy the fruits and veggies of their labour
- **Pollinator patch**, on-site **composting** make for sustainable gardening practices
- Harvest is used for **cooking** classes for patient therapy
- Hosted Urban Agriculture Day **Corn Roast**

EARTH WEEK



1. Planting Day at the Indigenous Healing Garden



From 2021 – first year of the Indigenous Healing Garden

The Michener Garden, the Indigenous Healing Garden now in its second year, is having a planting day and would love your help! If you have an hour to spare between 10 am – 3 pm next Friday, let us know ASAP to secure a spot (and at least by Thursday).

Tree Planting and Nature Restoration



Scenes from Fall 2021 Restoration Event

We also have a few spaces available the next day for our tree-planting and restoration event via Partners in Project Green. This event is a first for UHN, and should be fantastic!

Ice Pack Recycling (reuse), and Blue Wrap

Accepted Ice Packs for Recycling

Undamaged Ice
Packs Only!



- Research GTcollect ice packs and boxes
- Return to vendor for reuse
- Excess icepacks and blue wrap donated via Materials Exchange Programs
- 2 tonnes icepacks saved in 1 year = hippo
- Requires engagement for success, not EVS burden



We saved 2 tonnes of ice packs from landfill, the equivalent of one hippopotamus. image credit: Zoos Victoria



Earth Month:

- Earth Day to Week to Month
- **2012-2019:** IRL lobby booth created and staffed by volunteer Green Team members.
- **2020 – 2021:** Virtual celebrations/education
- **2022:** Hybrid – weekly feature, incl Shoreline Cleanup, North Campus Cleanup



Celebrate our shared home in this supersized month! There's a lot to being green, so we've broken it up into manageable, free-range, organic chunks:

- Energy & Water >>
- Climate Change >>
- Green Transportation >>



EARTH MONTH

April is Earth Month at UHN and to celebrate throughout the month, win BINGO by completing as many lines as you can! Even better, fill the whole card!

B	I	N	G	O
Joined the UHN Green Team by emailing green@uhn.ca <input type="checkbox"/>	Repaired something instead of buying new <input type="checkbox"/>	Turn It Off Before You GO GO! Turned off items when not in use <input type="checkbox"/>	Ate a delicious plant-based meal <input type="checkbox"/>	Learned the different recycling rules at work & home  <input type="checkbox"/>
Walked or biked for a trip under 5km <input type="checkbox"/>	Contacted political reps to tell them climate change is a priority <input type="checkbox"/>	Refused unnecessary items (e.g., straws, plastic cutlery) <input type="checkbox"/>	Supported local farmers by buying local food  <input type="checkbox"/>	Reused something again and again (e.g., grocery bag) <input type="checkbox"/>
Read up on climate issues & shared with family, friends, coworkers <input type="checkbox"/>	Took public transportation  <input type="checkbox"/>		Bought something second hand or made of recycled material <input type="checkbox"/>	Turned down the heat or turned up the AC by at least 1 °C  <input type="checkbox"/>
Turned off tap when not in use (brushing teeth) <input type="checkbox"/>	Planted fruits or veggies in your garden or window box <input type="checkbox"/>	Bought an energy efficient product (e.g., Energy Star) <input type="checkbox"/>	Donated old/not worn clothes or goods <input type="checkbox"/>	Purchased certified sustainable items (e.g. Fair trade, organic coffee) <input type="checkbox"/>
Drove less and/or switched to electric vehicle  <input type="checkbox"/>	Bought less garbage/single use items <input type="checkbox"/>	Recycled e-waste following municipal guidelines  <input type="checkbox"/>	Donated to an environmental charity or a UHN Foundation <input type="checkbox"/>	Cut fossil fuels <u>at home</u>  <input type="checkbox"/>

Post your BINGO cards on Twitter and Facebook to share your sustainable actions by using the hashtag #EarthMonthUHN. Or email to green@uhn.ca.
 Twitter @UHNTalkinTrash Facebook @TalkinTrashwithUHN



COURAGE LIVES HERE



Inter-Hospital Challenge

3
minutes
to play



#WasteReductionWeek

Oct 18 — 24

2021

CHEO

Hamilton
Health
Sciences

HÔTEL-DIEU
GRACE
HEALTHCARE

SickKids

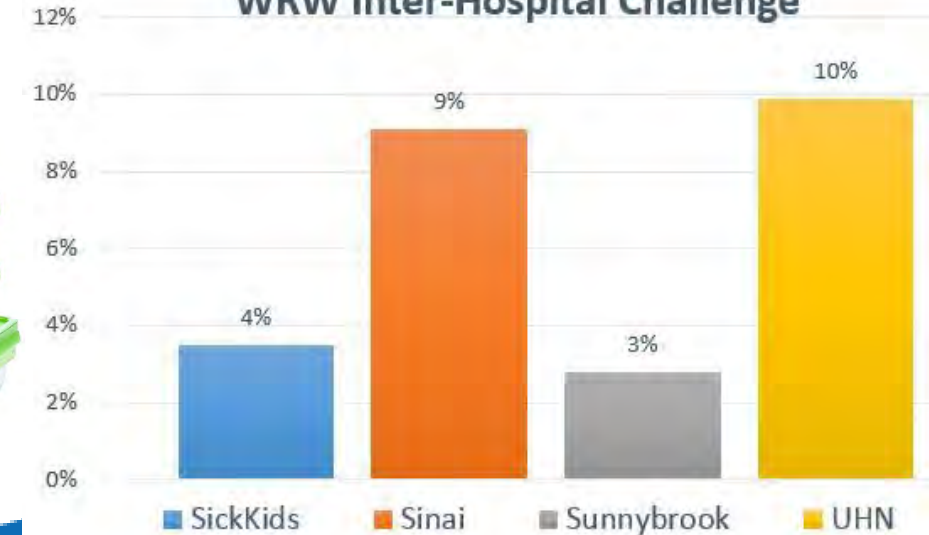
Sinai
Health

Sunnybrook
HEALTH SCIENCES CENTRE

UHN



WRW Inter-Hospital Challenge



Recognition (Aw shucks)

Awards help engagement at all levels:

- Application process = engagement

Canada's Greenest Employers, 2021, 2022

International Hospital Federation (IHF)

UHN recognized as sole Gold Winner of the Ashikaga-Nikken Excellence Award for Green Hospitals



**INTERNATIONAL
HOSPITAL
FEDERATION
AWARDS 2021**

Gold Winner of the Ashikaga-Nikken
Excellence Award for Green Hospitals



Toronto General
Toronto Western
Princess Margaret
Toronto Rehab
Michener Institute

**A Healthier World Through
A Sustainable Environment**

University Health Network
Toronto, Canada



Sustainability Video at New Employee Orientation



At University Health Network, UHN,





Questions? Answers?

Get in touch

Lisa.Vanlint@uhn.ca

