



<b>Organisation</b>	Mid Essex Hospital Services NHS Trust
<b>Category</b>	Behaviour Change
<b>Please detail your project below</b>	<p>The Estates &amp; Facilities Directorate at Mid Essex Hospital Services NHS Trust (MEHT) at Broomfield Hospital in Chelmsford developed and delivered the highly successful Challenge 2014 Health &amp; Wellbeing Campaign. This public health campaign (initially focussed on staff at MEHT) was hosted between July and September 2014 and focussed on an inter-directorate activity challenge to encourage our nearly 4,400 staff to take on '30 minutes of exercise, 3 times a week'.</p> <p>It is aimed at bringing about positive behaviour change to have a healthier lifestyle in our staff and those connected to them, so that good habits brought through this project are followed through into their patients, families and communities.</p> <p>The project focussed on providing opportunities of staff (and the public) to participate in various physical activities throughout the summer. Various one-off and weekly activities were offered. Activities included a Battle of Olympus launch day, a Dragon boat festival, lunchtime walks, weekly football and rounder's tournaments and also table tennis and swingball facilities. The campaign was launched after the Trust issued a Working Well Survey to all staff which indicated that 28% of employees described their general health as less than good or very good. Only 11% of those who took part in the survey highlighted that they achieved the recommended 30 minutes of physical activity every day over a week period and 21% did no physical activity during the same period. In addition, 58% of employees were also not happy with their current weight.</p> <p>Therefore, the Challenge 2014 campaign was launched to provide them with an opportunity to get active and have a bit of fun whilst getting healthy and staying healthy. It is also recognised that the improvement of our hospital staff's awareness of healthy lifestyles will result in positive impacts on awareness on health and wellbeing of our 380,000 patients and the local community.</p> <p>Challenge 2014 was launched in July 2014 with a special Battle of Olympus launch day which was held in a public area of the hospital and attracted over 150 members of hospital staff. Various fun physical activities were hosted including a Giants/Magic carpet race, a human table football, a bungee run, archery, swingball and lots of other challenges. Followed by the launch event, various weekly and one-off activities were offered throughout the summer.</p> <p>On this day the Challenge 2014 Inter-directorate competition were also launched. The Trust's workforce was divided into 10 groups representing various teams in different directorates. Every time a member of staff took part in an activity/sporting challenge they earned one token for their group. In addition, members of staff who took part in sports or activities outside of the Trust arranged activities were also recognised.</p> <p>Throughout the summer various one-off and weekly activities were offered and early estimations suggest that around 600 members of staff participated in these events. The following activities were hosted:</p> <p>Battle of Olympus Launch Event, one off activity (21 July 2014), 156 participation;  5-a-side Football League, every Thursday evening (July – September), 20 staff in 4 teams attended weekly;</p>



---

Rounders League, every Tuesday evening (July – September), 45 staff in 5 teams attended weekly;

Outdoor Exercise Classes, every Wednesday Evening (August – September), 6 members of staff attended weekly;

Lunchtime Woodland and Garden Walks, 13 Sessions offered between July and September, 48 staff attended in total;

Lunchtime Swingball and Table tennis; every day between July and September (4 x Swingball sets/2 x Table Tennis tables); over 300 members of staff requested a token for these activities – however this was the most popular activities and we are aware that much larger numbers of people (including patients and visitors) participated;

Weekly 30 minute cycling event, every Friday afternoon, limited numbers attending due to lack of on-site cycles – this has been identified as a priority for the Challenge 2015 campaign;

Dragon Boat Festival, held on 21 September 2014 in the Centre of Chelmsford, 75 members of staff in 6 teams participated including the Trust’s Executive Team and Chairman, the rowing on this day and various fun activities were also provided for the families of the rowers and the public, including a bungee run and sumo challenge, a rowing challenge and all day Swingball.

In November 2014, a formal closing ceremony was held to recognise the achievements of all participants in the various activities of the campaign. Medals and trophies were on offer for top achievers and we even introduced a Sports Personality of the Year Award.

Due to the success of this year’s campaign the Trust is already starting to plan the activities for the Challenge 2015 campaign. In order to ensure the future sustainability of this campaign, the Trust has launched a Challenge Charity Fund to support future activities. This fund has already raised over £1,300 during the Dragon Boat Festival towards the Challenge 2015 campaign. This project was the first of its kind at the Trust and has been recognised with a highly commended commendation from Active Essex in the category of Physical activity project of the year. This award recognises physical activity projects in Greater Essex which has made a significant contribution to increasing participation in physical activity in the community and has had a significant health and wellbeing impact on hard to reach groups.

---

**How has your project improved sustainable development within your organisation or community setting?**

One of the aims of the campaign was to introduce opportunities for physical activity on the hospital estate to give staff, patients and visitors an opportunity to make connections with the health improvement and prevention agenda’s of the Trust which is set out in our Sustainable Development Management Plan.

Various patients commented on how they felt inspired by the activities of the Trust and some even participated in the swingball and table tennis games on offer. Hosting the dragon boat race in the centre of Chelmsford also provided the hospital with an opportunity to encourage the benefits of participation in physical activity to the wider community. It is hoped that these events will grow to further influence wider behaviour change in the community of Chelmsford, Maldon, Witham etc.

We know that the campaign influenced our staff in a positive manner as we also conducted an impression survey after the campaign. 68% of respondents felt that the campaign has improved their lifestyle or awareness on health and wellbeing issues and 89% of respondents told us that they would use permanent sport facilities and equipment on the hospital campus should these be made available.

---



<p><b>What role does sustainable development play within patient and staff services within your organisation?</b></p>	<p>The Trust Board approved our Sustainable Development Management Plan in 2014 which sets out challenging targets for the Trust to ensure that sustainable development is integrated into the fibre of the organisation. Our commitment towards the health &amp; wellbeing of the hospital community is set out in this plan and it focusses and promotes:</p> <ul style="list-style-type: none"> <li>• Encouraging a healthy workplace</li> <li>• Valuing the workforce</li> <li>• Diversity &amp; inclusion</li> <li>• Learning &amp; development</li> <li>• Childcare &amp; carer support</li> </ul>
<p><b>Who has led the way on sustainable development within your organisation?</b></p>	<p>Our Trust’s Chairman acts as the Board level champion for sustainability to challenge at a senior level ensuring that all decisions and actions considers the future sustainability of the organisation. This role is essential to ensure that all sustainable targets are met and that sufficient progress is being made on key actions identified in the Sustainable Development Management Action Plan. The Director of Estates &amp; Facilities Management also provides strategic leadership for the Sustainability agenda supported by a specialist team based in the directorate.</p> <p>Over 100 Sustainability champions have been recruited to ensure that sustainability is considered in every part of the organisation. Various engagement session and workshops have been undertaken in order to develop and scope the sustainability communications campaign for the Trust. Throughout a series of workshops and engagement sessions, it became apparent that champions were keen to ensure that the role they were taking on would make a difference to the future of the MEHT community.</p> <p>The specific Health &amp; Wellbeing agenda in the Trust (which supported the development of the Challenge 2014 campaign) is led on a strategic level by Dr Ronan Fenton, the Trust’s Medical Director. He commented that:</p> <p>“I am very pleased that the Challenge 2014 campaign has been so well received and that staff participated in the various events on offer. We are proud of the impact that this campaign is having on the health &amp; wellbeing of the hospital staff, patients and visitors and we are keen to deliver an even bigger campaign in 2015.”</p>
<p><b>First Image</b></p>	<p><a href="http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/Challenge2014_leaflet.pdf">http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/Challenge2014_leaflet.pdf</a></p>
<p><b>Second Image</b></p>	<p><a href="http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/IMG_0185.jpg">http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/IMG_0185.jpg</a></p>
<p><b>Third Image</b></p>	<p><a href="http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/Picture-017.jpg">http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/Picture-017.jpg</a></p>
<p><b>Fourth Image</b></p>	<p><a href="http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/FILE966.jpg">http://nhssustainabilityawards.co.uk/wp-content/uploads/formidable/FILE966.jpg</a></p>