



<b>Organisation</b>	East and North Hertfordshire NHS Trust
<b>Category</b>	Community
<b>Please detail your project below</b>	<p>#theFutureisMembership is a campaign to recruit and involve members of the East and North Hertfordshire NHS Trust. Our approach is to inspire citizens across all our communities to get involved in health and so start to make a positive difference to their local community. Although membership is of their local acute Trust, our vision is to engage all in contributing to healthier more sustainable communities. As an acute Trust, we believe we are unique in delivering community leadership by providing inspirational and practical opportunities for all across our diverse public constituencies to get involved and make a real difference. We have delivered projects that have changed lives and communities by working in partnership to promote health and wellbeing:</p> <ul style="list-style-type: none"> <li>} We train our young members as health champions and give them opportunities to apply their learning in local community settings such as schools and health action days;</li> <li>} We work in partnership to design and deliver projects to tackle health inequalities e.g. young members teaching ICT skills to older members at risk of social isolation;</li> <li>} We have supported our young members to create a Young Enterprise business to develop public health teaching packs for primary schools;</li> <li>} We have worked with hundreds our young members in school to create a fabulous art installation for our new emergency department;</li> <li>} We transform our regular AGM meeting into a full-blown 400+ community development conference designed to inspire and involve communities and partners in creating a more sustainable local health economy;</li> <li>} We actively involve our members in our sustainable development strategy and delivery e.g. fundamental review of our catering service.</li> </ul> <p>We believe we have successfully developed our approach to membership to inspire people and so mobilise community skills, knowledge and experience to make a real difference to public health and sustainable development. This approach is an investment in creating healthier, more sustainable communities and we believe is an innovative approach to membership development.</p>
<b>How has your project improved sustainable development within your organisation or community setting?</b>	<p>We have supported our members to deliver a range of public health projects that have delivered real outcomes for communities. These include:</p> <p>In May 2013 we worked with Public Health colleagues to adapt brief intervention training (making every contact count) for young people, delivering a training workshop for a small group of our young members in a sixth form school setting. The learning was a revelation to our members and they became passionate advocates of the public health messages from the training. We supported them to deliver an information stand at a local health action day. Their passion and enthusiasm in signposting public visitors to their stand to appropriate further information and help was a revelation to us and made us realise the value of harnessing that desire to make a difference;</p> <p>As a result we started to work with public health colleagues to plan a health champions conference for all Hertfordshire secondary schools aimed to give pupils and teachers the experiential learning to advocate for health and wellbeing. Over 20 schools sent over 100 pupils to the conference and two of the schools have subsequently received Royal Society for</p>



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Public Health (RSPH) level 2 accredited public health training for their pupils. One of these schools has designed and delivered a health champions conference to its feeder primary schools. The same health champions have been supported to start a Young Enterprise business to market and sell public health teaching packs for primary schools – again, with the support of children’s services and public health colleagues. We believe the peer-to-peer and peer-to-family / community learning additionally demonstrates the sustainability of this work to promote healthy communities and so tackle inequalities;

Our health champions have also delivered ICT training to older people known to a community partner organisation – Irish Network in Stevenage – as being at risk of social isolation. The informal buddying relationships and friendships developed proved ideal for helping our older members to have the confidence to learn and use new skills. For the first time, flights have been booked online, relatives skyp’d and Facebook’d and emails sent to distant friends and relatives. For our younger members to appreciate that older people can be fun and friends was a real benefit that we had not anticipated – this starts to support social cohesion as well as tackle social isolation. The value of this is incalculable. This project has attracted national interest and we are shortly to present our work to a wider national network in London.

All of these community engagement activities also support a key ambition of the Trust’s People Strategy in seeking to transform the way that we work with our local communities, making a positive difference to them and making them proud of our hospitals and services. Working with our community in this way we hope will lead to more local recruitment of permanent staff and volunteers, and attract more young people to the organisation as an employer of choice; or for a wider career in the health service locally or nationally. We also offer apprenticeship schemes and a popular 15 week work experience programme for young people still at school.

We believe all this work demonstrates a significant investment to sustain stronger local communities. We aim to re-energise and inspire local people to connect with their local NHS provider to promote good health and wellbeing and create social value.

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**What role does sustainable development play within patient and staff services within your organisation?**

Our approach has sparked greater influence across the organisation than some would recognise as sustainable development. We have worked hard to ensure that sustainable development is an important consideration in all aspects of the Trust business and some examples of this include:

- Consolidating acute and emergency services onto one site and so ensuring a more sustainable future for our clinical services;
- Development of a combined heat and power plant (CHP) significantly reducing our carbon emissions and improving our own energy resilience;
- Creation of a plaza by our main hospital entrance, a popular green space amenity for patients and staff to use;
- Introduction of a number of alternative travel options for staff including car share, Bike BUDI, subsidised bus passes and WALK BUDI;
- Development and implementation of a staff Health and Wellbeing Strategy;
- Seeking to make the organisation more sustainable by reducing waste and efficiencies in services and our patient processes through programmes such as Transforming Outpatients Management Programme and “Breaking the Cycle”.

In addition, we are in the process of writing the new Sustainable Development Strategy for

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the Trust for 2015-2020 and have actively sought the views of adult and young members on our focus and priorities for the next five years. The clear view from our patients and members is that the Trust has a community leadership role on sustainability. We are also planning through the forthcoming NHS Sustainability Day to consult with our staff on the emerging strategic priorities and plan for the next five years.

We are in process of surveying our staff about what sustainable development means to them and for the organisation and asking what they have done and plan to do to reduce waste and be more sustainable. The results of this will also inform the new Strategy and help identify more sustainability champions.

Finally, we use the Good Corporate Citizen model to assess how well our activities support sustainability both within the organisation and outside in the community.

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<b>Who has led the way on sustainable development within your organisation?</b>	The Deputy Chief Executive has been the clear and visible lead for sustainable development within the organisation, supported by a dedicated Committee and champions across all aspects of sustainable development. We are looking to build on these strong foundations over the next five years and beyond.
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