Embedding sustainability into programmes and policies at every level

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South of England Sustainability Conference
SRSHN Autumn Conference,
16th November, 2016

- a principle of action proposed or a specific approach expected / required, by an organization (or individual).
  - a principle of action proposed
  - a specific approach expected / required

Making the worthy normal and formal

- From "nice to do" to "must do"

- How do you take an issue which to most people is indisputably a good thing and embed it in policy?

- How do we make this a normal part of:

  "…the Governance agenda"

  "…the Quality agenda"

  "…the Improvement agenda"

  "…our duty of care"

Understand the issue you are trying to promote *and embed it in policy*

- The core task; the core proposition…
  - e.g. "Protecting and improving health by preserving natural systems on which all life depends, access to nature, and biodiversity."

- The multiple framings *of that core task*
  - …that will engage those people who will help embed it in policy
    - *"The health promoting effect of nature is too good an asset not to value properly"*
    - *"Why would we want to be the only organisation not to align the science, the law, and our duty to the public, with our intentions"*

Policy

Practice

…despite the policy

…because of the policy

1. Start with the what is already in place

- What does the law require you to do? Start with where the law is
  - Public Services (Social Value Act) 2012
- What is your core job? Start with what the organisation does
  - Duty of care
  - Quality improvement
  - Safety
  - Workforce development
- What is already happening in this area?
  - NHS England core mission / strapline
  - NHS Constitution

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www.sduhealth.org.uk

Public Services (Social Value) Act 2012

"…all public bodies in England and Wales are <u>required</u> to consider how the services they commission and procure might improve the economic, social and environmental well-being of the area."

"High quality health care for all, now and for future generations"

…but what is quality?

Box 2. The seven domains of quality.[15]

Patient experience: The patient should be the definitive focus of healthcare delivery. 'Quality healthcare' may not be the same for every patient.

Effectiveness: Healthcare should be underpinned by the deployment of beneficial interventions at the right time and to the right patients.

Efficiency: Healthcare must make best use of limited resources. Avoidance of waste should apply to material and abstract (eg time, ideas) resources.

Timeliness: Timeliness is key to avoiding waits and potentially harmful delays in the delivery of healthcare, incorporating the deployment of health interventions to anticipate and prevent illness.

Safety: While risk in healthcare cannot be reduced to zero it must be actively managed with the minimisation of harm a definite objective.

Equity: Healthcare must strive for a level playing field, in which patients determine their own high-quality care, and in which the needs of the many and the few are balanced.

Sustainability: Sustainability should be viewed as a characteristic of healthcare which must run through and moderate other domains. Healthcare should be considered not only in terms of what can be delivered to an individual today, but also to the population in general and the patients of the future.

THE NHS
CONSTITUTION
the NHS belongs to us all

6. The NHS is committed to providing best value for taxpayers' money and the most effective, fair, and sustainable use of finite resources.

2. Frame the case positively

- How does sustainability align naturally with the organisational remit and / or the *personal* <u>values</u> of you and the workforce?

3. Do it yourself

- Can I help? Write the policy yourself
  - Learning outcomes: Faculties and Royal Colleges
  - Embed in curricula
  - Help re-write the remit / mandate

Embedded...in training policy

FPH Learning Objective 5.7:

Demonstrate leadership in environmental sustainability with a focus on the links to health and climate change

Public Health Specialty Training Curriculum 2015
GMC approval date: 23 July 2015
UKPHR approval date: 22 April 2015

4. Make it stick

- Get your organisation scrutinised:
  - Invite senior colleagues to co-present
    - Parliamentary Select Committee
    - Climate Change Committee
- Get it routinely reported on internally and publicly:
  - Sustainability reporting
  - Integrated reporting (Environmental, social, financial..)

5. Who are the policy makers to work with?

- Start at the top - go to the Board
  - Executive Directors
    - Find any evidence about <u>HOW</u> they take this issue seriously
  - Non-executives
    - Frame the case in terms of their wider, strategic, public and social responsibilities

"NICE is committed to exploring methods for building sustainability into NICE guidance and to promoting sustainable growth in the life sciences industries. We warmly welcome this guidance. It represents an important extension of the scope and methods of carbon accounting. It's also a very practical support to industry efforts to reduce the carbon footprint of the drugs and medical devices that are so important to NHS pa

Sir Andrew Dillon CBE
CEO of the UK National Instit
Health and Clinical Excellenc

Strategic priorities for UK Department of Health Chief Medical Officer.

1. Antimicrobial resistance
2. Pandemic influenza
3. Demographic changes
4. Bioterrorism
5. Climate Change

Dr. Margaret Chan, DG of WHO:
"…climate change is the defining issue for the 21st century… The evidence is there, and it is compelling. Here is my strong view: climate change, and all of its dire consequences for health, should be at centre-stage, right now, whenever talk turns to the future of human civilizations. After all, that's what's at stake."
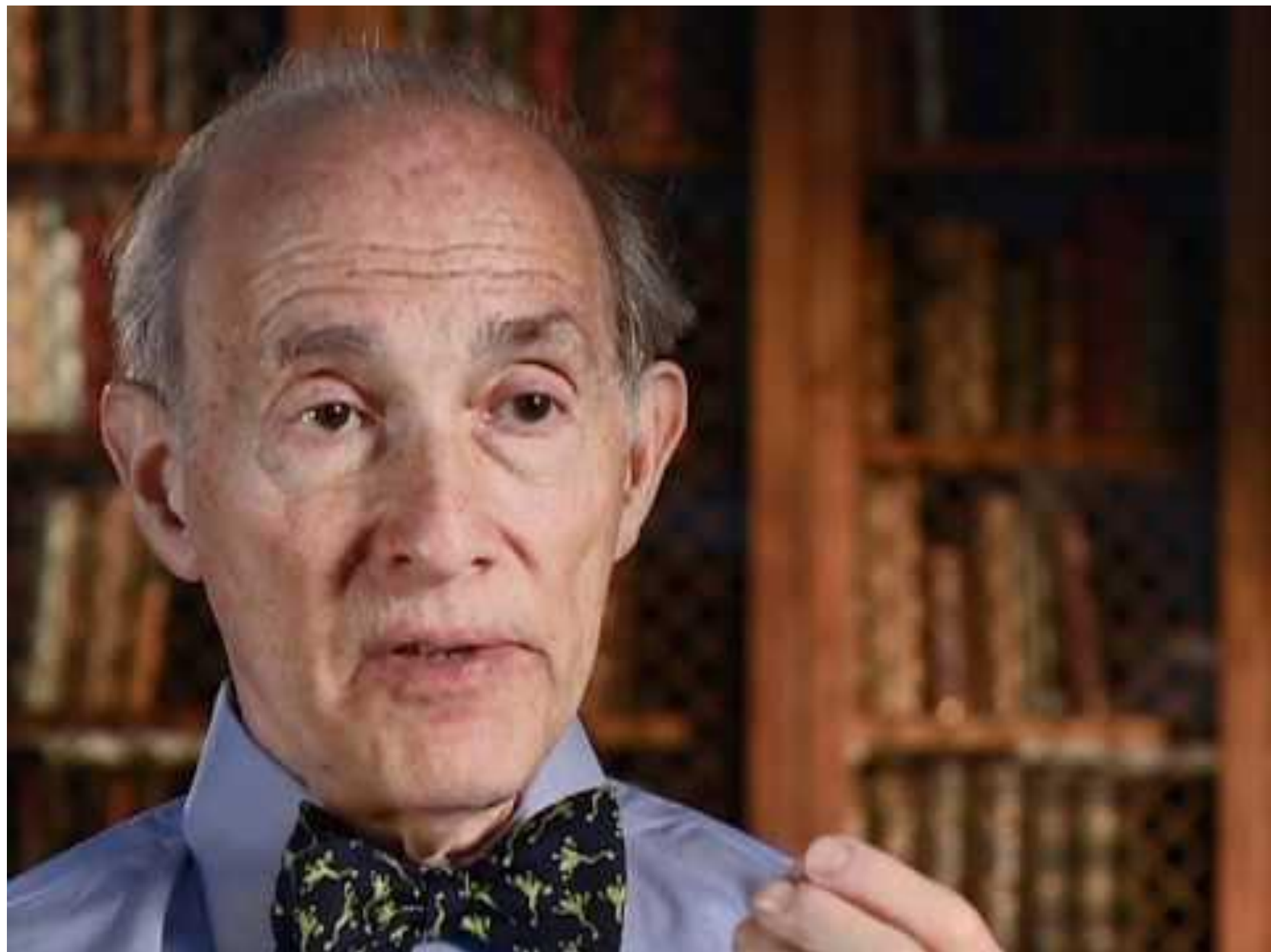
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B: BMJ Blogs / carbon

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