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Social Movements and Systems Leadership: Creating a “Sustainability Ambassador” programme for the North of England

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What is sustainable development?

Can you come up with a definition?



Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs

*Sometimes called the “Triple Bottom Line”:
People, Planet, **Profit***

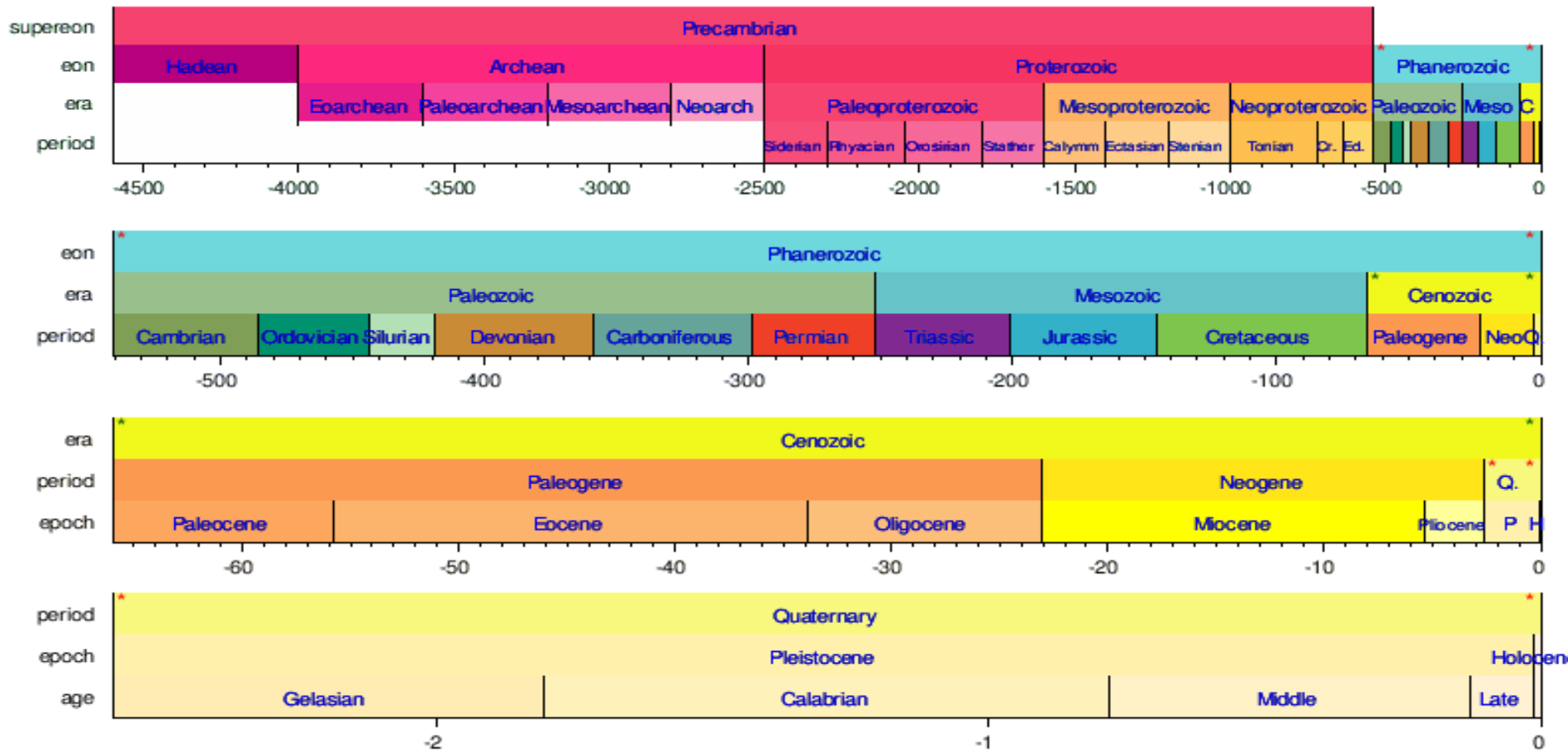


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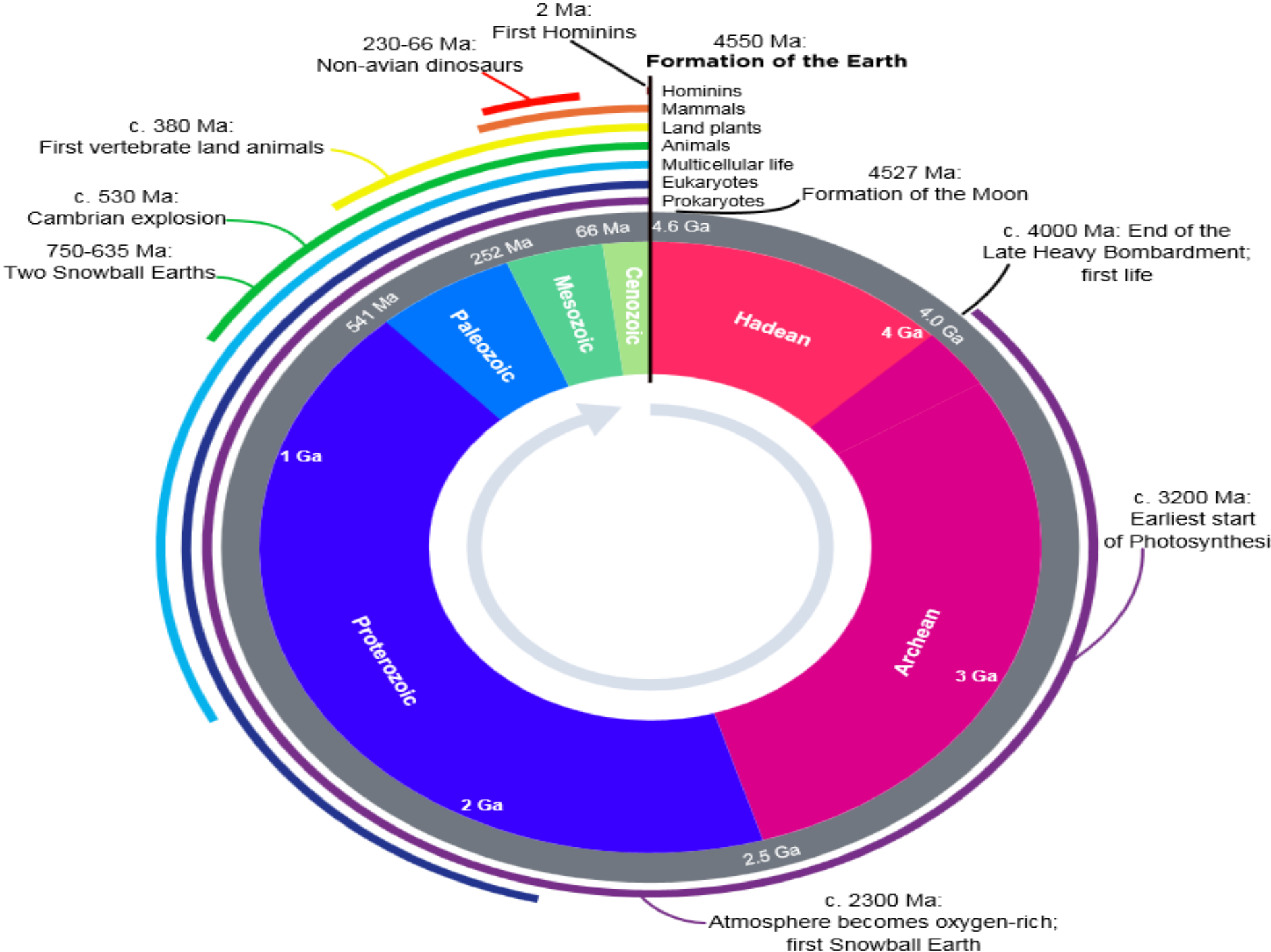
What's the NHS Strap line?

*“High quality care for
all, now and for
future generations”*

Geological Timeline



Millions of Years





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Anthropocene

<https://www.youtube.com/watch?v=fvgG-pxlobk>



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The Health and Care System

- Emits roughly **26.6 million tonnes of carbon dioxide** each year, representing **39% of public sector emissions** in England and roughly **5% of UK emissions**
- Health-related travel alone results in **10,000 quality-adjusted life years** lost per year, and **£800m economic cost**, by contributing to air pollution
- Contributes to health problems as it's the sector that is most impacted by climate change due to
 - changes in spread of infectious disease
 - illness/injury/death from more frequent and severe extreme weather events
 - unsafe drinking water
 - increased civil unrest due to enforced migration
- The NHS is the **largest employer in Europe** and the 4th largest in the world, **10% of the workforce** in England



So, lots to do.....

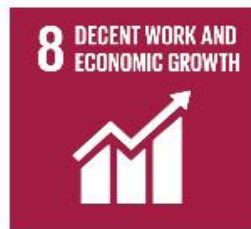
- No-one can sort this out by themselves
- No single magic bullet
- Need to work together
- Develop system leaders, at all levels
- Work on multiple action points – SDGs
- Link people together
- Challenge accepted practice / ways of thinking and doing
- Develop the narrative



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SUSTAINABLE DEVELOPMENT GOALS





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What are we doing?

- You (you, me, LA, NHS, public health, third sector, Gov etc) are all doing a lot! Need to recognise this.
- Northern SD Network
- Launched 2015
- Google Group
- Masterclasses
- Link to SDU
- **What's next?**



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Sustainability Ambassadors

- Develop a network of interested and motivated people across Health and Social Care in the North
- Leadership programme
- 360 feedback
- Action learning sets
- Project
- Mutual and external support
- 1 year programme
- Repeat next year if evaluates well and funding can be found



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Progress

- PHE funded: 3 centres and the region
- Backed by Paul Johnstone (Regional Director), DsPH and the SDU
- Training programme has been commissioned
- ~20 people recruited, variety of backgrounds
 - Nurses, estates managers, GP, hospital consultant, general managers
- From across the North
- Launch date 21st March



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Anticipated outcomes

- Counter loneliness and the “Lone voice in the wilderness” syndrome
- Create a local network within their sphere of influence (usually workplace)
- Help to build a movement
- Reframe: positive and “can do”
- Demonstrate change (however small) is possible
- Motivate others

Ecological Determinants of Health

“Ecosystems sustain societies that create economies. It does not work the other way round.”

Though we tend to think of it the other way round – emphasise on growth (GDP) - election

