



Carolinas HealthCare System

# Leveraging Earth Day to Build a Culture of Conservation

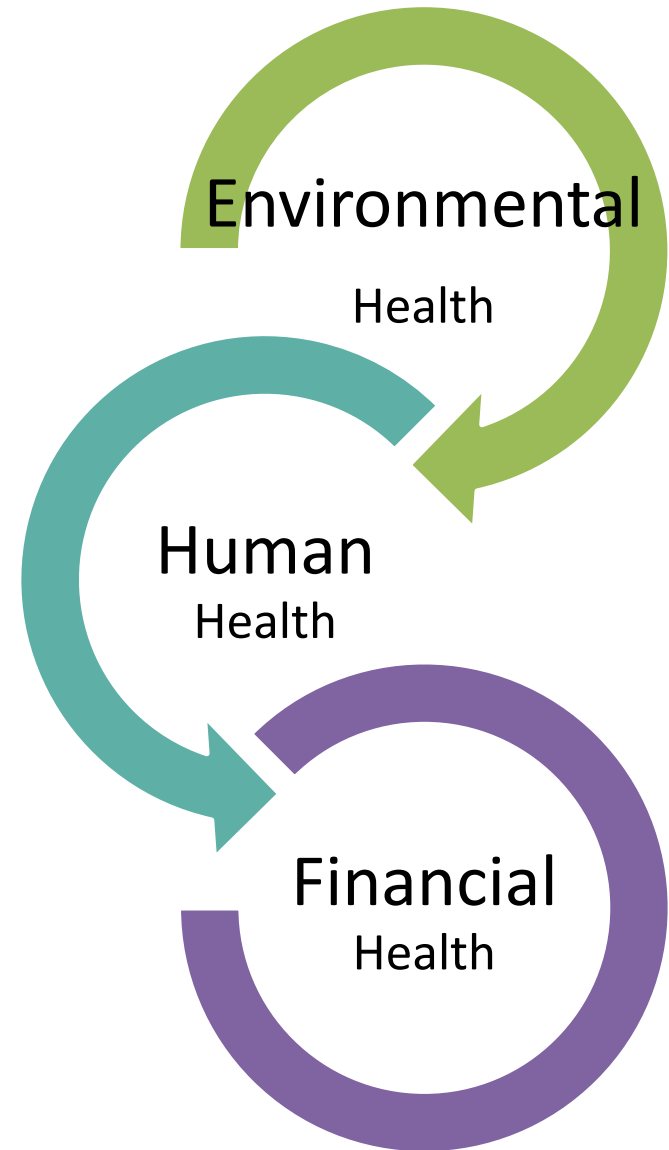
February 26, 2015

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Office for a Healthy Environment



One

# One (eco) system



# The Office for a Healthy Environment: One (eco)system



## Healthy Operations:

*Support our mission as stewards of health by fostering safe, healthy places to work and to heal*



## Conserving Resources:

*Optimal, balanced management of financial, human and natural resources to benefit our community, our natural environment and our organization*



## Cultivating a culture of conservation:

*Engage teammates in making better decisions every day*

**Sustainability**

# Health Is:

## Primary Focus



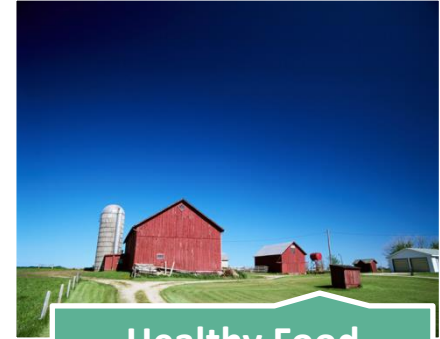
Less Waste



Leaner Energy



Wiser Water



Healthy Food Systems



Cleaner Ride



Safer Chemicals



Better Buildings

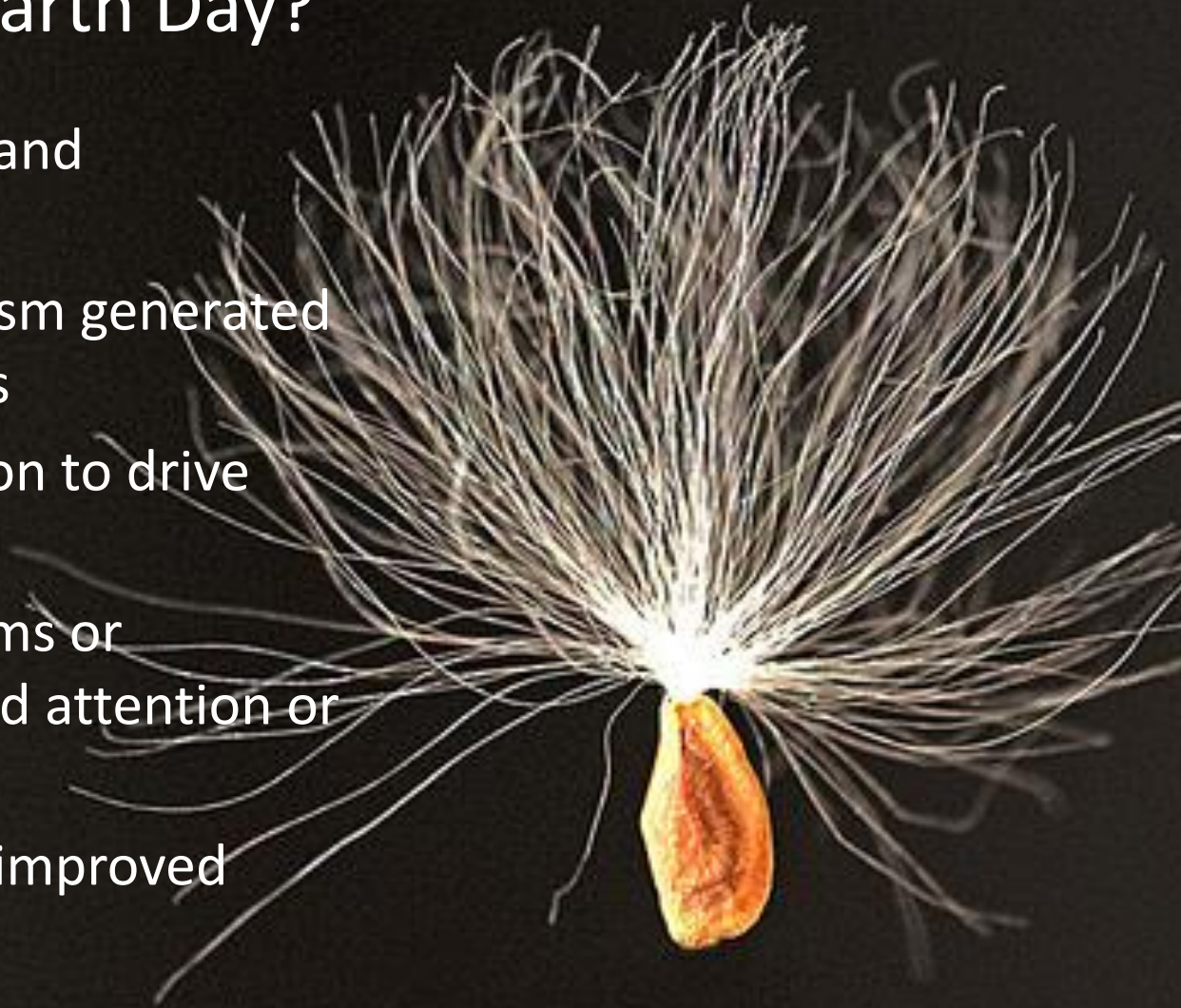


Smarter Purchasing



# Why celebrate Earth Day?

- Align with schools and community efforts
- “Borrow” enthusiasm generated by contextual focus
- Leverage celebration to drive key messaging
- Unveil new programs or material with added attention or emphasis
- Drive behavior for improved performance



# April is National Volunteer Month, too!

- Aligning volunteer activities with environmental, donation and other related service opportunities in the community
- Cross message between Community Benefit and Office for a Healthy Environment foci in April
- Leverage volunteer events for exposure and building excitement



# Earth Day 2014: Lessons Learned

- Large education fairs at select large sites
  - ✓ High visibility
  - ✓ Teammates loved it!
  - ✓ Direct interactions with teammates
  - ✗ Significant setup, staffing, logistics
  - ✗ Unpredictable turnout
  - ✗ Local teams require significant support
  - ✗ One day only, at few locations
  - ✗ Requires 12 hour event planning to attempt to reach all shifts
- Key Components
  - Cooking demos
  - Vendor/NGO displays and freebies
  - Decorations
  - Thousands of free garden plants
  - Newsletter sign ups, raffles



## Healthy Food

Earth Day 2014, Carolinas Medical Center gave out 5,000 tomato and other vegetable seedlings to teammates and visitors between 5am and 7pm.



# April 2015

- Our theme: A Culture of Caring
  - Applies to both Earth Day and National Volunteer Month activities throughout April
- Our objectives:
  - Drive awareness of the connection of human and environmental health
  - Emphasize energy behaviors
  - Share upcoming changes in waste practices
- Our approach: Engage employees broadly in a personal and social way, focused on creativity
- Our timeline: The entire month of April in honor of Earth Day and National Volunteer Month



## Earth Day

At CHS, we are inspired to make Earth Day a month long celebration focused on our 60,000 employees.



# Engaging our Employees

- Get Spotted! Butterfly Sightings Selfie Contest
  - A CHS fuel-efficient vehicles and passengers will be dressed to impress as monarch butterflies
  - Team to make cameo appearances at several community benefit volunteer events throughout April (National Volunteer Month) and various facilities throughout the system
  - Employees that capture a selfie with one of our butterflies and post it to our internal social media platform using our hashtag will be entered into a contest.



## Spreading our wings

CHS' Office for a Healthy Environment has officially adopted a butterfly as part of our visual identity and friendly reminder of our care for the environment.

# Engaging our Employees

- Art from the Heart
  - An employee sponsored art contest for kids focused on the healing power of art.
  - Inspire partnerships within the community through local organizations.
  - Create a healthy competition between our 900+ facilities and their occupants.
  - Proudly showcase the winning artwork as a garden ornament in one of our teaching and healing gardens.



## CMC University Teaching Garden

Our garden is supported by a committee of employees and community members that serve to develop the garden programs as well as create opportunities to impact our local community.

# Engaging our Community

- Grade School Outreach
  - Our butterfly squad will make an appearance at a local school to educate and engage children
  - Focus on connecting human, butterfly and environmental health
  - Educate children on things they can do to support their own health by supporting the environment's health
  - Tie the butterfly's migration to the journey of growing up and immigrating to a new country
  - Potential for additional locations/events in coming years



## Broadening our Engagement

CHS and its Facilities Management Group has a relationship with Nations Ford Elementary, volunteering throughout the year to provide health information and improve school grounds

# Earth Day 2015 Summary

- Multiple, personal, small scale appearances supported by social media
  - ✓ Broad reach
  - ✓ Aligned with National Volunteer Month
  - ✓ Engage children and community partners
  - ✓ Direct interactions with community, teammates and their families
  - ✓ Tie in with new internal social media
  - ✓ Extends celebration throughout the month
  - ✗ Less visible to large groups of employees
  - ✗ Level of buzz tied to unproven social media
  - ✗ Requires significant staff time





# We are making a difference

We are reducing our environmental impacts through employee engagement.  
Our take action campaigns not only encourage progressive behaviors but promote the importance of having fun at work.

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Carolina's HealthCare System

THANK YOU



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