



## 6a. How to: Communicate your sustainability vision to staff and patients

### Why is it important?

Communicating your practice's sustainability vision and how it relates to your practice can increase awareness and support amongst your staff, patients, other dental practices and local community.

The vision can be communicated both internally and externally. It could include putting sustainability material within the waiting room or on the practice's website or social media pages, highlighting the steps that the practice is taking and progress made.

Sustainability should be included in all staff induction packs, with reference to the sustainability vision and policy within practice handbooks.

Information could include information on the Top 10 Tips (see below), and general information on sustainability (e.g. carbon emissions of active travel, significant carbon emissions associated with dentistry). Staff could also be asked to complete the Sustainable Dentistry e-learning session (see link below). With such a process, new staff are more likely to consider sustainability as an integral part of their role.





## What does sustainable practice look like?

### Real life example

**North West London Hospitals NHS Trust** has a travel plan policy which is successfully encouraging healthy and sustainable modes of transport for staff, outpatients and visitors to its sites at Northwick Park/St Mark's (NPSM) and Central Middlesex (CMH) hospitals. They want to promote the London Car Share system which they have joined and have developed a project proposal to design and produce leaflets, posters, promotional material and webpage do so. The estimated implementation costs are £500.



### Actions

#### KEY:

**Implementation:** Easy = 😊😊😊 Less Easy = 😊

**Investment Cost:** Low = 💰 High = 💰💰💰

**Financial return on Investment (ROI):** Low = 🐷 High = 🐷🐷🐷

**Environmental benefit:** Small = 🌍 Large = 🌍🌍🌍

- Incorporate sustainability into your staff induction/training 😊😊😊💰🐷🌍
- Put up a sustainability notice/info board 😊😊😊💰🐷🌍
- Display posters, photos, information leaflets and guides relating to sustainability within your practice 😊😊😊💰🐷🌍
- Communicate the practice vision and policy on your practice website and social media pages 😊😊😊💰🐷🌍



## Resources

### Case studies:

**North West London Hospitals NHS Trust:**

<http://map.sustainablehealthcare.org.uk/making-car-share-message-more-attractive>

### More links:

**Top ten tips** for sustainable dentistry poster:

<https://networks.sustainablehealthcare.org.uk/networks/dental-susnet/10-top-tips-sustainable-dentistry-poster>

E-IfH Sustainable Dentistry **e-learning resource:**

<https://networks.sustainablehealthcare.org.uk/networks/dental-susnet/sustainable-dentistry-e-learning-module-free-cpd>

**The Best Ways to Communicate Your Organisation's Vision:**

<https://www.ccl.org/multimedia/podcast/communicating-the-vision/>

Duane B, Croasdale K, Ramasubbu D, Harford S, Steinbach I, Stancliffe R, Vadher D. (in press). Environmental Sustainability: Measuring and embedding sustainable practice into the dental practice. *British Dental Journal*.

**Dental Susnet**, online network for improving the sustainability of dental services:

<https://networks.sustainablehealthcare.org.uk/dental-susnet>