

Program Highlights

Nov 2011 – Oct 2012



Workplace Conservation Awareness

Interior Health



BC Hydro's Workplace Conservation Awareness Program

In November 2011, Interior Health joined BC Hydro's Workplace Conservation Awareness (WCA) Program, an initiative to help BC organizations design and deliver energy conservation campaigns in the workplace.

The WCA program focuses on encouraging staff to contribute to energy savings through everyday simple actions, from turning off the lights to turning off monitors over lunch time. These simple actions can have a significant impact on energy use when thousands of BC health care workers get involved.

The goal is to save 2% of electricity over 2 years at participating hospitals and extended care facilities. In addition to delivering cost-effective energy savings, changing staff's energy related habits also helps reduce the negative environmental impacts of operating large health care facilities.

The challenge for the health care sector is to find creative ways to engage their staff who work in busy environments at sites across a large geographic area. Health care staff work and perform a wide variety of different types of health services and each health authority has found different ways to reach these different staff groups.

As a part of the program, BC Hydro provides funding for prizes and promotional material as well as the consulting support of Prism Engineering.



Emphasizing conversation in energy conservation

The Interior Health serves a large geographic area that covers almost 216,000 square kilometres of BC and includes cities such as Kelowna, Kamloops and Vernon, as well as many rural and remote communities. The health organization manages 22 hospitals and 6,000 residential and assisted living beds, and employs over 18,000 staff. In 2010, Interior Health's total electrical consumption for owned and operated sites totaled close to 100 million kWh, enough electricity to power 10,000 BC homes for a year.

Interior Health's Energy Management Team, which includes Ted Spearin, Energy Manager and Greg McMurray, Energy Specialist, signed onto the WCA program in November 2011. They selected three sites to participate: Royal Inland Hospital (RIH), Vernon Jubilee Hospital (VJH) and Shuswap Lake General Hospital (SLH). Since joining the program, they have implemented several energy saving campaigns, focusing on turning off lights and monitors and powering down computers.

Their success is due in a large part to the Team's regular site visits and tours by department. It is an opportunity for them to deliver the program messaging in person and build relationships with staff at the sites.

Events and activities

Interior Health accomplished a number of successful activities from November 2011 to October 2012.

- Secured buy-in from site administrators and staff resources to carry out the project.
- Conducted a pre and post program survey to measure changes in behaviour and perception of the importance of behaviour change.
- Developed a Turn off the Lights campaign that included:
 - site tours by department
 - cafeteria booth set ups,
 - BC Hydro posters and stickers.
- Implemented a computer and monitor shut down campaign that included:
 - site tours by department
 - cafeteria booth set ups,
 - new posters and custom designed sticky notes,
 - a contest that encouraged staff to recognize their peers for turning off computers and monitors with a sticky note.
- Wrote news articles, sent out all-staff emails, and created email signature blocks.
- Engaged housekeeping and food services staff in a discussion about energy use at their site.
- Completed a "Thank you" Site Tour at the end of the year to hand out prizes and personally thank staff.



Making the message stick

Interior Health's sticky note campaign encouraged staff to turn off eligible computers and monitors at the end of the day. Staff were provided with sticky notes that they used to recognize and reward their fellow staff members who shut down at the end of the day. A sticker given or received made each staff member eligible to enter a prize giveaway.

By the end of the month, over 500 entries were received at the three sites. The feedback was very positive with many employees sharing that they had developed new energy conservation habits as a result of the campaign.

The campaign messaging was supported by Information Management Information Technology (IMIT) policy that specified that computers should be powered off when not in use.



Accomplishments

In one year, the Interior Health accomplished:

Information distributed

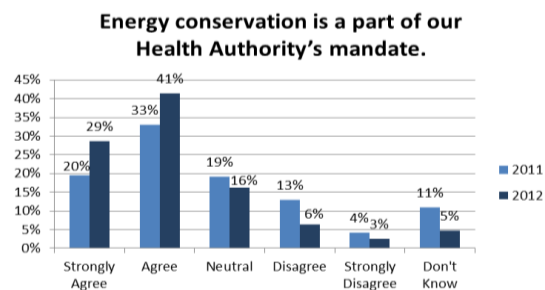
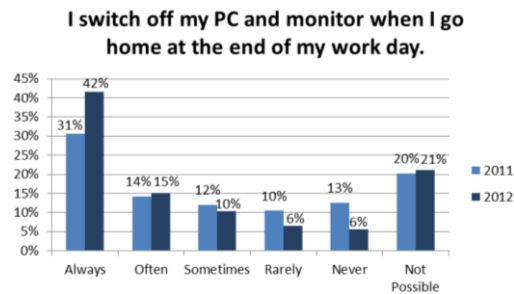
- 1,000** Stickers handed out
- 450** Posters handed out
- 3,000** Sticky notes handed out
- 3** Stories in newsletter and weekly emails
- 3** Site wide emails
- 6** Site tours

Staff responses

- 19%** Average staff survey response rate
- 441** Responses to Sticky Note Contest
- 21** Green Team additional members
- 1** Sticky Note Contest
- 1** Recognition event

Results

The following charts display results from two questions in the program survey, conducted in November 2011 and again in November 2012. They demonstrate the success of the conservation campaigns in changing behaviours and show that these campaigns have led to increase in staff perception that Interior Health is taking action towards energy conservation.



Making connections during site tours

Interior Health's success is due in a large part to the Energy Team routine of conducting site tours by department to promote the campaign.

The Energy Manager and Energy Specialist toured the hospitals on a regular basis, personally rewarding staff as they saw lights, computers and monitors turned off. At the same time it was an opportunity to speak with staff about the initiative they were promoting and hand out campaign materials.

This strategy is an effective way to break through the busy hospital work environment, build relationships and help increase the awareness of campaign messaging.



Created by Prism Engineering

