

October 2011

Maryland H2E News Roundup



SPECIAL EDITION: MD H2E CONFERENCE

MARYLAND HOSPITALS FOR A HEALTHY ENVIRONMENT AND
UNIVERSITY OF MARYLAND SCHOOL OF NURSING PRESENT:



NOVEMBER 10, 2011

7:30 a.m.-4:15 p.m.

Welcome to MD H2E's special conference edition News Roundup! The theme of this year's conference is *Measuring Success*. From tracking your waste savings to claiming community benefits, implementing sustainable food initiatives to system-wide purchasing changes, and discovering national best practices to charting progress with software, this conference has something for everyone.

Read on to find more about **Keynote Speaker Christina Vernon**, Senior Director, Sustainability and Environmental Strategy, Office for a Healthy Environment, Cleveland Clinic; the **panel discussion**, "Implementing and Measuring Sustainability Efforts at Community Hospitals;" and our **two breakout sessions** packed with informative and hot topic offerings. We hope you will join us November 10th!

Visit the conference website to view full schedule and to register:

<http://nursing.umaryland.edu/events/environmental/2011/index.php>

Join regional and national health care professionals, environmental industry experts, and educators for this learning and networking event designed to showcase the measurement practices of hospitals as they journey toward more sustainable environments for hospital staff, patients, and communities. The keynote speaker, plenary session, and smaller breakout sessions will explore how facilities are measuring sustainability success using quantitative and qualitative measures. Areas of measurement include carbon footprint reductions, chemical usage reductions, community benefits, cost savings, employee engagement and/or satisfaction, sustainable food practices, and waste reduction.

Keynote Address:

Christina Vernon, Senior Director, Sustainability and Environmental Strategy, Office for a Healthy Environment, Cleveland Clinic

Fees:

Registration (until Mon Nov 7) \$65
At the Door \$80
Student Rate \$25

There is a discount for groups of 5 or more from the same facility.

Breakfast and lunch are included.

Location:

University of Maryland School of Nursing
655 W. Lombard Street, Baltimore, MD 21201

For additional information: pe@son.umaryland.edu

Implementing and Measuring Sustainability Efforts at Community Hospitals: A Panel Discussion

1:15–2:15 pm

Often the biggest institutions in their areas, community hospitals have a unique perspective on green initiatives. While not having some of the same resources as a large health system, smaller hospitals make up for it in energy and creativity.

A bad economy is difficult for everyone, but [community hospitals can be particularly hard hit](#). It may come as a surprise, then, that community hospitals can be the most energetic about sustainability – but it's not just an ethical decision, it's a financial one, as many green projects save money. These hospitals often have a deep connection to their community, further increasing the desire to be a good environmental steward and a good neighbor. This panel discussion will underscore the challenges and successes that Carroll Hospital Center, Greater Baltimore Medical Center, and Western Maryland Health System have experienced as the hospitals and their green teams work to make their facilities more sustainable.

Panel Speakers:



Robert White

Assistant Vice President, Purchasing and Support Services
Carroll Hospital Center

Carroll Hospital Center is utilizing sustainability software to track its natural gas use, and through new initiatives has generated a 20% reduction. The software also tracks energy and water use, and recycling numbers, enabling the hospital to start or adjust its green initiatives accordingly. Carroll Hospital Center also recently won a Healthy Food in Healthcare award for starting a farmers' market this summer, open to employees and local residents.



Jo Wilson, MBA, FACHE

Vice President, Ancillary Support Operations
Western Maryland Regional Medical Center

Western Maryland Regional Medical Center (WMRMC) is installing occupancy detector lights in all its electric closets, housekeeping closets, and individual bathrooms. WMRMC is also looking at hazardous waste, recycling, and other ways to reduce energy use.



Michael Forthman

Vice President, Facilities and Support Services
Greater Baltimore Medical Center

Greater Baltimore Medical Center (GBMC) recently created an Integrated Pest Management (IPM) sub-committee within its green team, switched to reusable sharps containers, and is increasing its recycling rate. GBMC is also composting cafeteria food waste.

Moderator:

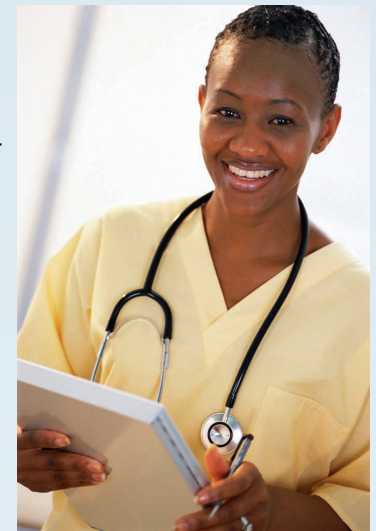
Joan D. Plisko, PhD

Technical Director

Maryland Hospitals for a Healthy Environment

Nurses Speaking at the Conference

MD H2E is proud to have ten nurses present at *Environmental Excellence in Health Care* this year. Nurses are engaged in every aspect of environmental sustainability at the hospital, from waste reduction to healthy food to education, and have the numbers to make their voices heard. As professionals charged with healing our most vulnerable, nurses have made the connection between protecting our environment and protecting human health. RNs take on new sustainable challenges every day, and on November 10th there are ample opportunities to learn about their successes.



Chartering a Path to Reduced Waste

Charlotte Wallace, BSN, RN

Pediatric RN

Chair, E.A.R.T.H. Advisors

Anne Arundel Medical Center

Reprocessing: Weighing in on Landfill and Hospital Savings

Colleen Cusick, MBA, BSN, RN, CMRP

Clinical Products Specialist

Johns Hopkins Health System

Presenting with Mike Ternet, RRT-NPS

Value Analysis Coordinator

Johns Hopkins Health System

Tracking and Measuring Community Education Classes

Judith Focareta, RN, MEd, LCCE

Coordinator, Environmental Health Initiatives

Magee-Womens Hospital of the University of Pittsburgh Medical Center

Getting Started with Environmental Sustainability Software

Colleen Duerr, BSN, RN

Clinical Manager/Green Team Chair Person

Carroll Hospital Center

Presenting with Jeff Burks

Relationship Manager

Key Green Solutions

Return on Investment – Is it Really Worth the Money?

Denise Choiniere, MS, RN

Sustainability Manager

University of Maryland Medical Center

University of Maryland School of Nursing

Educo-warriors: Environmental and Financial Stewardship in Health Care Education

Maureen Archibald, BSN, RGN, RMN, RN

Clinical Education Specialist

University of Maryland Medical Center

Angela Sintes, MS, RN, CNL

Clinical Education Specialist

University of Maryland Medical Center

Prenatal Environmental Health Assessment Tool

Katie Huffing, MS, RN, CMM

Manager, Environmental Education Center

Reducing Obesity and Its Costs by Improving the Hospital Food Environment

Nicole Morris, MS, RN

Program Manager

Kent County Health Department

Presenting with Scott Burleson, MBA, FACHE

Executive Vice President

Chester River Hospital

From Deep Roots to Meatless Mondays

Annette Fleishell, BSN

Improvement Director

FutureCare Cherrywood

Presenting with Margie Ginsberg, RD, LD

Clinical Dietitian Performance

FutureCare Cherrywood

Sustainable Foods

New This Year! Entire Conference Includes Healthy Food Initiatives in Presentations Throughout the Day

For the first time this year, the presentations throughout our entire November 10th conference will include opportunities to learn about sustainable food initiatives in health care.

Keynote Presentation: Christina Vernon, Cleveland Clinic

Among their numerous environmentally sustainable initiatives, Christina Vernon of Cleveland Clinic will include the hospital's healthy food initiatives in her keynote and afternoon sessions. Initiatives include:

- increasing fresh and local produce
- eliminating all sugar sweetened beverages & several sugary snacks from the entire hospital
- purchasing local sustainable beef
- hosting a farmers' market
- launching a vegetable garden
- composting
- Community Supported Agriculture (CSA)

Morning Breakout Session: Community Benefits Programming

This morning session pays close attention to sustainable food initiatives that benefit the community. Kaiser Permanente's Laura Howard will showcase the diverse and innovative projects they are supporting to increase access to healthier foods for their community members, while Judy Focareta of Magee-Women's Hospital will speak about the hospital's vegetable garden.

Plenary Panel: Implementing and Measuring Sustainability Efforts at Community Hospitals

Robert White of Carroll Hospital Center, Michael Forthman of Greater Baltimore Medical Center and Jo Wilson of Western Maryland Regional Medical Center will all include their healthy food initiatives in their discussions of their sustainability efforts. Robert White will also include why Carroll Hospital Center recently won 1st place in Health Care Without Harm's national Food Climate Health Connection Award. Their initiatives include:

- reducing their meat purchasing
- increasing vegetarian options
- eliminating single-use bottled water
- promoting access to public water stations
- reducing food waste via
 - a room service program for patient food
 - a food donation program to a local homeless shelter

Afternoon Breakout Session: Sustainable Food Initiatives

The Sustainable Food session will focus on a range of issues from the perspectives of a community hospital, a larger health system, and a long term care facility:

- addressing obesity among employees and patients
- reducing meat purchasing in patient meals to reduce environmental impact and provide healthier foods
- reducing sugar-sweetened beverages
- launching an onsite garden
- local sustainable meat purchasing

Reducing Obesity and Its Costs by Improving the Hospital Food Environment

Scott Burluson, MBA, FACHE, Executive Vice President, Chester River Hospital Center and Nicole Morris, MS, RN, Program Manager, Kent County Health Department

Big, Bold Commitments to Healthy, Sustainable Foods

Christina Vernon, AIA, LEED AP BD+C, Senior Director, Sustainability and Environmental Strategy, Office for a Healthy Environment, Cleveland Clinic

From Deep Roots to Meatless Mondays

Margie Ginsberg, RD, LD, Clinical Dietitian Performance and Annette Fleishell, BSN, Improvement Director, FutureCare Cherrywood

Breakout Sessions

Maryland hospitals have arrived at the point where sustainable programs, green teams, and environmentally friendly operations are no longer radical ideas. Every facility is doing something – whether it's reducing waste and increasing recycling rates or eliminating pesticides and purchasing more local sustainable food. As nurses, VPs, food service directors, facilities managers and more, we know why we do this work. And seeing the results of our environmental initiatives is not only gratifying, it also encourages us to strive further.

Hence this year's theme, Measuring Success. At this conference, session speakers will explore methods and tools of measurement: tons of waste diverted from the landfill, money saved through purchasing change, environmental health questionnaires, employee satisfaction – assessments that are quantitative and qualitative. If Maryland hospitals are to have access to the best practices, then the best practices must be identified, with all the relevant data considered. November 10th will be an excellent opportunity to engage in the discussion, as Maryland health care providers take stock of where we are and deliberate where to go next. Listed on the next three pages are the breakout sessions of the conference.

Breakout Session 1

1A: Waste Elimination Tactics

Charlotte Wallace & Inar Maharaj - "Chartering" a Path to Reduced Waste

Charlotte Wallace and Inar Maharaj, green team chair and Director of Environmental Services, respectively, at Anne Arundel Medical Center, will focus their presentation on the hospital's efforts to segregate and reduce waste with the creation of a charter. The initiatives in the charter are designed to improve air quality by decreasing the volume sent to the incinerator, while saving financial resources that can be used for quality patient care initiatives.



Colleen Cusick & Mike Ternet - Reprocessing: Weighing in on Landfill and Hospital Savings

Colleen Cusick, Clinical Products Specialist, and Mike Ternet, Value Analysis Coordinator, Johns Hopkins Health System, will speak about reprocessing medical instruments. Measuring success is done by the amount of collections, cost savings, and the amount of waste saved from going to the landfills. Cusick and Ternet will offer information on how to start and foster a successful reprocessing program as well as understand the challenges.

Alison Waske - Achieving 40% Recycle Rate and Saving 45% of Waste Costs

Sustainable Business Officer at Metro Health Hospital, Alison Waske will provide an overview of the hospital's tremendous successes with recycling rates and accompanying costs: Metro Health achieved a 47.9% recycling rate in June 2011, with a 45% decrease in waste removal costs.

1B: Toxics Reduction Strategies

Paul Althoff - Eliminating Toxic Pesticides on a 400 Acre Campus!

Springfield Hospital Center's Director of Contracts, Paul Althoff, will discuss Springfield Hospital Center's journey to completely eliminating the use of pesticides in and on its campus three years ago. Learn about the challenges and benefits to going pesticide-free.

Seema Wadhwa - Measuring Success Through Purchasing Habit Change

Seema Wadhwa, Inova Health System's Sustainability Director, will discuss the framework Inova developed to measure environmentally preferable purchasing within its existing purchasing system. This presentation will highlight the challenges, opportunities and collaborations to integrating environmentally preferable purchasing into supply chain management.



Janet Brown - Metrics and Best Practices from National Hospital Leaders

Practice Greenhealth's awards program is an opportunity to capture qualitative and quantitative environmental stewardship data from the health care sector. The resulting benchmark report can help hospitals set targets and plot their sustainability journey. Janet Brown, Director, Sustainable Operations, will share trends in health care sustainability today and successes that lead to numerous positive outcomes with cost savings and human and planetary health.

Breakout Sessions

1C: Community Benefits Programming

Laura Howard - *Measurably Improving Communities, Enhancing Lives - Beyond the Medical Office*

Through its Community Health Initiatives, for which Laura Howard is Project Manager, Kaiser Permanente focuses on healthy food access and physical activity in low-income communities through healthy corner store initiatives, food banks, urban farms, meal programs and physical activity in schools, and progressive food and vending practices in Kaiser's own facilities. Howard will share the results Kaiser has measured to date, through changes to built environments, organizational practices, and policies, both within the health system and in the communities it serves.

Judith Focareta - *Tracking and Measuring Community Education Classes*

Since 2005, Magee-Womens Hospital in Pittsburgh has included environmental education in its programming for new parents, patient education materials, and child-birth and newborn classes. The hospital is committed to educating parents, caregivers, and the greater community in creating a healthy, sustainable environment for everyone. Judith Focareta, Coordinator, Environmental Health Initiatives at Magee-Womens, will present the tools that the hospital is utilizing and the results that it has obtained.

Julie Trocchio - *Community Benefit and Hospital Environmental Sustainability*

Tax-exempt hospitals are required to conduct a Community Health Needs Assessment every three years and develop a strategy to meet these needs in their communities. Hospitals must report what they do for their communities in the IRS form 990. Julie Trocchio, Senior Director of Community Benefit and Continuing Care at the Catholic Health Association of the United States, will describe how environmental health programs can be incorporated into all aspects of community benefit programs: building a sustainable infrastructure, assessing community health need, working with community partners to address community health needs and reporting, and accounting for environmental health activities.

Breakout Session 2

2A: Sustainability Metrics

Colleen Duerr & Jeff Burks - *Getting Started with Environmental Sustainability Software*

Carroll Hospital Center's Clinical Manager Colleen Duerr, along with Key Green Solutions' Relationship Manager Jeff Burks, will speak about the sustainability software Carroll Hospital Center uses to track its natural gas, energy, and water use, as well as keep track of recycling numbers. This enables the hospital to start or adjust new sustainable initiatives as needed. Through new initiatives, the hospital has generated a 20% reduction in natural gas use.

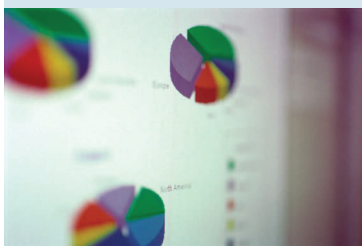
Denise Choiniere - *Return on Investment - Is it Really Worth the Money?*

When requesting major capital investments, it is essential to complete a return on investment analysis as a means to truly understand if the up front cost will result in future savings. This session, led by University of Maryland Medical Center's Sustainability Manager, Denise Choiniere, will review the steps involved with completing an ROI, tools and strategies used to track this information, as well as items to include when completing such analyses, such as monetizing environmental impacts of such projects. Three examples from UMMC will be presented.

Carolyn Billetdeaux & Seema Wadhwa - *Dashboards, Roadmaps, and Stoplights: All About the Metrics*

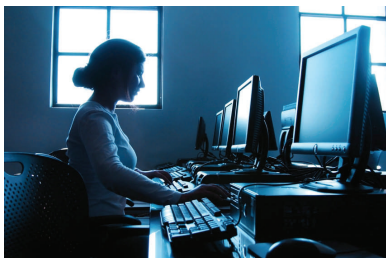
Selecting the correct metrics to encapsulate a hospital's entire sustainability program – and the correct format for presenting them – can be challenging. This session will share Carolyn Billetdeaux, Sustainability Associate for Inova Health System, and Seema Wadhwa's experience developing and implementing an internal reporting framework at Inova, including identification and selection of metrics and the tools created to engage stakeholders. The session will offer a dissection of Inova's three most successful reporting mechanisms –

the Sustainability Dashboard, the Sustainability Roadmap, and the Sustainability Stoplight. It will examine the structure, purpose and audience of each and delve into the selection of appropriate metrics.



Breakout Sessions

2B: Education Dividends



Maureen Archibald & Angela Sintes - *Educo-warriors: Environmental and Financial Stewardship in Health Care Education*

Maureen Archibald and Angela Sintes, Clinical Education Specialists for University of Maryland Medical Center, will present on UMMC's education programs, which have themselves gone green. In early 2010, UMMC developed a plan to shift from paper-based education and resources to a technology-based system. This shift promotes sustainability, as streamlining access to current and evidence-based education reduces costs and waste. These initiatives have also eliminated the annual discarding of outdated materials, reducing waste while streamlining access.

Danielle Copeland - *Workforce Sustainability Training*

Danielle Copeland, Regional Director of the Healthcare Career Advancement Program (H-CAP), will explore the utilization of interactive trainings around greening with healthcare institutions. Copeland will examine a project that has been launched nationally to educate, not simply train, entry level healthcare workers around general greening components and specific initiatives taken on by their department and institution. This workshop will also examine how to create a "train the trainer" program using a labor/management approach. Finally, she will explore how to create an infrastructure of ownership and commitment to the greening of the healthcare industry and the education needed to make larger impacts.

Katie Huffling - *Prenatal Environmental Health Assessment Tool*

Katie Huffling is the Program Manager of the Environmental Health Education Center at the University of Maryland School of Nursing. Huffling, a nurse-midwife, created an evaluation tool that can be used in health care facilities to gauge pregnant women's environmental exposures. This enables the clinician to then provide the appropriate environmental advice to protect the health of the mother and the baby.

2C: Sustainable Food Initiatives

Scott Burleson & Nicole Morris - *Reducing Obesity and Its Costs by Improving the Hospital Food Environment*

To address obesity within the worksite, Chester River Health System partnered with the Kent County Health Department's "Get Healthy Kent" program to institute a worksite wellness program. Data from employee Health Risk Assessments prompted the hospital to institute policy, systems, and environmental changes related to nutrition and physical activity to support employee health. This presentation, led by Scott Burleson, Executive Vice President at Chester River Hospital Center, and Nicole Morris, Program Manager in the Kent County Health Department, will include three years of quantitative biometric and self reported employee data, including waist circumference, BMI, eating behavior, sick days, and perceived health culture.



Christina Vernon - *Big, Bold Commitments to Healthy, Sustainable Foods*

Christina Vernon, Senior Director, Sustainability and Environmental Strategy, Office for a Healthy Environment, Cleveland Clinic, will discuss healthy food systems for healthy communities. Cleveland Clinic has spoken out against fast food in hospitals, has gone trans-fat free, offers healthy vending options, reduced portions, increased fresh produce offerings, and much more.

Margie Ginsberg & Annette Fleishell - *From Deep Roots to Meatless Mondays*

Future Care Cherrywood, a long-term care facility, initiated a sustainability project called "Go Green Cherrywood." The facility is working on improving its carbon footprint, energy conservation, waste reduction and cost savings through a variety of initiatives, including the introduction of Meatless Mondays into residents' weekly menu cycle and by utilizing local food products from area farms and Cherrywood's own garden. As a means to measure the residents' satisfaction, Cherrywood surveyed them: calling themselves the "Deep Roots", the residents share past memories of their own gardens, recipes, traditions, and loved ones who instilled in them the need to "grow what you eat." They have developed special relationships and a sense of camaraderie.

Hospitals Demand Greener Medical Products

From Lena H. Sun's "Hospitals, health groups use purchasing power to push for greener medical products," published in the Washington Post October 12th:

Hospitals and health systems are organizing the industry's vast purchasing power to push manufacturers of medical products to make them with [safer chemicals](#) and to be more environmentally friendly.

Five large groups that buy \$130 billion of these products every year on behalf of hospitals and other health-care facilities have adopted a standard set of questions they want vendors to answer. Those questions, which will be released Thursday at an industry conference, are designed to encourage manufacturers to produce "greener and safer products for workers, patients and the environment," said Gina Pugliese, vice president of the Premier health-care alliance, which has a division that does group purchasing.

The move is significant because the groups represent more than 4,000 hospitals and thousands of other health-care organizations, including doctor's offices, labs and long-term-care facilities. They already leverage the collective buying power of hospitals and other facilities to negotiate discounts on products.

"What we buy matters," said Anna Gilmore Hall, executive director of Practice Greenhealth, a member organization of 1,100 hospitals, including the corporate parent of Georgetown University Hospital and Washington Hospital Center.

For the entire article: [[Washington Post](#)]



What is Maryland H2E?

Maryland H2E is a technical assistance and networking initiative that promotes environmental sustainability in healthcare. Participants include hospitals, clinics, nursing homes, and other ancillary health care providers in MD.



Our staff now includes:

- Joan Plisko, PhD, Technical Director
plisko@son.umaryland.edu, 410-706-2107
- Louise Mitchell, PT, Sustainable Foods Program Manager
limitc001@son.umaryland.edu, 410-706-1924
- Karin Russ, MS, RN, Nursing Outreach Coordinator
kruss003@son.umaryland.edu, 410-706-1389
- Molly Englund, Communications Coordinator
englund@son.umaryland.edu, 410-706-6832
- Priya Saha, Sustainable Foods Coordinator
saha@son.umaryland.edu, 410-706-3077

Practice Green Health Webinars



October 26th, 2—3:30 pm (Eastern)
**Green Design and Construction Series:
Lessons Learned From Healthcare Delivery in
Resource-Constrained Settings**

To Register and Purchase Webinars, go to:
www.practicegreenhealth.org/tools/webinars/

Access to Practice Greenhealth webinars is a fee-based service, and is one of many member benefits. You can learn more about the fees and benefits of membership by going to our website. See: www.practicegreenhealth.org/community/membership/