

# Maryland H2E News Roundup

## The path to sustainability often starts at the bedside

### Two nurses in Maryland discuss how being a registered nurse prepared them for sustainability work

From the Basement to the Boardroom to the Bedside; Top to bottom and in between; employee engagement. Green Team and sustainability professionals in healthcare use many phrases to describe their efforts and progress in making the world a better place. For at least two Maryland hospital sustainability leaders, their journey started on the front lines, as Registered Nurses.

Justin Graves of [University of Maryland Medical Center \(UMMC\)](#) and Suzanne Jacobson of [Frederick Memorial Hospital \(FMH\)](#) share similar beginnings in their sustainability journeys. Suzanne Jacobson, Green Team Coordinator at FMH is a staff nurse in the emergency department part time. She recalls the genesis of her "green" journey, in 2010, while reading a trade article profiling Denise Choiniere, a University of Maryland Medical Center sustainability leader in her own right.



*Suzanne Jacobson*

The idea that the environment impacts population health, and that nurses play a pivotal role was eye-opening. "What a consideration to think about!" says Jacobson. At the time, there were a few concerted efforts at FMH to recycle, but nothing centrally structured. She met with Denise who inspired her. On that following Earth Day, Suzanne, in partnership with a FMH corporate liaison, designed a poster inviting staff to join the Green Team. In 2011, the sustainability team became an official line item on the budget. Jacobson reflects, "We went from not having any communications at all, to having our own newsletter and now having our own website."

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### Don't Miss:

Delegates Morhaim and Tucker to address December HCSLC meeting  
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### MD H2E



## Joe Fleischman's sea change hits land—and hospital

### Meritus Health Executive Chef discusses going "fryer free..."

When Joe Fleischman began his tenure at [Meritus Health System](#) in 2006, it was his first job in healthcare. Before then, he was a chef at a country club in southern Pennsylvania. He didn't know that local sourcing wasn't prevalent in the healthcare foodservice industry. Fleischman had relied on a good locally sourced food vendor for quality products so it was logical that he would continue with them as he moved on in his career.

In 2011, Joe Ross, a proponent of wellness and sustainability, began as CEO of Meritus Health. Ross was the impetus behind the construction of a brand new dining room and new serving area. After the upgrades, Fleischman observed, "We had this nice new dining room and a CEO who was promoting wellness, yet, what was the first thing you saw when you walked into the cafeteria? The fryer."

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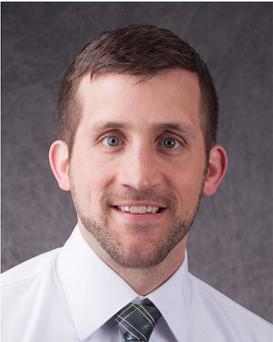
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Justin Graves, Sustainability Coordinator at UMMC, also started as a nurse—in the trauma and critical care unit for eight years. For Justin sustainability has always been a priority. He, too, started out as part of the Green Team, under Denise Choiniere.

Justin’s perspective on patient health has transformed to a macro level from a micro level. “Being a nurse, there is instant gratification and feedback on whether what you are doing is working, especially being in the trauma unit. My role now is still about keeping people healthy, but as a population.”

Jacobson echoes those sentiments, and loves the idea of sustainability and the impact that a hospital can have on a community. “It adds a whole new perspective to nursing. It’s very cutting edge.”



*Justin Graves*

While Jacobson marvels at the great strides they have made at FMH, Graves and his team are excited about launching a new menu with more vegetarian options. Change is gradual. But, he admits it is a hard sell to eliminate ALL unhealthy choices, so they take baby steps.

Buy-in from staff is critical. “Our role is to do no harm,” says Graves. “When it comes to patient health, nurses are the last line of defense, so it is important to get them to buy into what we are doing. Our efforts go from grass roots up to the highest level at the hospital. Policies don’t mean anything unless people believe in them.” Graves says he has an edge when talking to nurses at the bedside. “I call it coming out as a nurse,” he jokes. “My role carries more weight with them because they know I have been in their shoes.”

An [article published in OR Today](#) supports the idea that nurses are crucial to a hospital’s sustainability initiatives. This particular article focuses on reprocessing, specifically, but alludes to the importance of nurses among all green efforts, stating that nurses can be what drives “hospital wide sustainability.”

Jacobson, too, taps into her RN background, which enables her to understand how and what activities can be measured. Front line employees are critical in reporting accurate data and for helping to make new policies ‘stick,’ in their everyday activities and interactions. What can be measured can be programmed. Jacobson likes to “wear both hats,” as a nurse and sustainability leader, and watch her work grow. “I love seeing how my sustainability efforts now play out at the bedside,” she says.

Coming up on their third “official” anniversary, Jacobson is happy with the progress her hospital has made thus far. It is fulfilling for her to think about the journey from pilot sites of recycling to house-wide recycling—all done in just a few years. The green team at FMH is soon set to embark on a red bag reduction initiative.

“We are looking beyond the doors of the hospital with our work here. My area of work extends into the community, with the patient as the pinpoint in the center.”

## Healthcare Sustainability Leadership Council: Save the Date!

**March 4th topics will include: Clinician Engagement and Greening the OR**

Dr. Lauren Berkow of the Johns Hopkins Hospital will speak on reducing anesthetic gasses (potent greenhouse gasses), greening the operating room, and engaging physicians in sustainability. To attend the next HCSLC meeting, please email Charlotte Wallace at [cwallace@aahs.org](mailto:cwallace@aahs.org)

## Articles and Resources

### EWG Releases “Dirty Dozen” Guide

The Huffington Post [reported](#) last month on the [Environmental Working Group](#) and the [Keep-a-Breast](#) Foundation’s release of its “Dirty Dozen” Guide: a list of 12 chemicals in our food and every day lives and how we can try to avoid them.

Folks from most all walks of life, from researchers to doctors to moms, know about Bisphenol A, or BPA. More and more companies are manufacturing their products and labeling as “BPA free,” but it is still found in many plastics, our food can liners, and, according to this guide, in most of our bodies. But BPA is only one of many chemicals that can harm our bodies by disrupting our endocrine system. You can find the list [HERE](#) at the EWG website.

### Is your facility an EPEAT Healthcare Purchaser?



EPEAT® is the definitive global rating system for greener electronics. Thousands of products designed to meet stringent environmental criteria are registered in EPEAT, the leading resource for finding technology designed to minimize impact on the planet. EPEAT-registered products adhere to the latest technical specifications of ENERGY STAR® — and may help lower your power bill — and are designed, manufactured and produced in a way that reduces toxic content and solid waste, decreases emissions and increases recyclability. Click [HERE](#) for more information!

### Energy Matters: Health Facilities Management Interview

Clark A. Reed, national program manager, Energy Star® Commercial Buildings, U.S. Environmental Protection Agency (EPA), discusses the Energy Star Portfolio Manager® benchmarking program.

Reed cites moves such as a formal commitment to energy savings by leadership, as well as simple behavior changes, as key in moving toward a more energy-efficient facility. He also states that retrocommissioning is a palatable ‘first step’ as older infrastructure reaches the point of needing replacement.

Read the entire interview in Health Facilities Management [HERE](#)

### Revised schedule for Trailblazer and Environmental Health Nursing Awards

[MD H2E](#) announces the Trailblazer and Environmental Health Nursing Award schedules:

**January 13, 2014:** Applications will be made available online at MD H2E for recognition of sustainability initiatives conducted in 2013. Links will be emailed and published in the January newsletter as well.

**March 14, 2014:** Completed Trailblazer and EHN applications due to the MD H2E review committee.

**April 11, 2014:** Notification of winners

**June 4, 2014:** Awards announced and presented to hospital CEOs at the [Maryland Hospital Association's](#) annual meeting.

Nominations of projects submitted by hospitals and other healthcare organizations must demonstrate a compelling argument for how and why the initiative or nominee rises above the rest. Scores will be assigned by the MD H2E review committee in areas of: Leadership and organizational commitment, innovation, sustainability and potential for being replicated at other facilities.

Please contact Joan Plisko with any questions: [jplisko@som.umaryland.edu](mailto:jplisko@som.umaryland.edu) or 410-706-2107.

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Ross told Fleischman: "If we are going to be a beacon of wellness in the community, we can't have a big fryer as the first thing people see when they walk into our facility." The question then became, do they move it, or get rid of it altogether? Ross and the Meritus wellness committee decided to get rid of the fryers.

Fleischman mused: "At the time, we did not have many models to follow, at least to our knowledge. We did it on our own." Only two other community hospitals ([Washington Adventist](#) and [Fort Washington Medical](#)), and one state hospital ([Spring Grove](#)), are currently fryer free.

Fleischman credits [Louise Mitchell](#), Sustainable Foods Program Manager for [MD H2E](#) as a great resource for both before and after the process.

The next step was to figure out what could replace the fryers. Fleischman spent months researching various options and ultimately settled on a Turbo Chef oven that cooks with both convection and microwave technology. He got approval for a total of eight Turbo Chefs, and then went into testing mode.

"We gave away a ton of food. We did not want to take something off the menu without offering something comparable in its place. We offered taste testing on everything, and asked lots of questions. Sometimes we would narrow our selection down and let people vote." In addition to

testing the food, Fleischman made sure that the kitchen staff was involved every step of the way. Of course, not every menu item could be replicated. Turbo Chefs don't work on breaded items, but, it turned out, that they worked well on battered food. Chicken fingers were replaced with tempura battered tenders; French fries were replaced with seasoned potato wedges. These items also happened to come as the hospital was beginning its "Go, Slow, Whoa" initiative (or Red, Yellow, Green) for food and beverages.

Fleischman credits their smooth transition to months of extensive communication. Fleischman and his staff reminded people that the fryers were going away, whether in person, or in writing. The Corporate Communications department played a starring role through constant promotion.

Since being installed in March 2013, it seems the fryers are hardly missed. "There were a few complaints starting out: 'Oh this stuff is terrible; I want my fried food.' Then they try it and it's 'not so bad.' Then it was, 'Hey, this is pretty good,'" said Fleischman. There was an

initial dip in sales, but it leveled out after a month or so. "If someone really wants fried food, they will go elsewhere to seek it out, but most of our customers are happy with the change."

*Do you have a fryer-free story to share? Email Gina Navarro at [gnavarro@som.umaryland.edu](mailto:gnavarro@som.umaryland.edu).*



*Chef Joe Fleischman uses one of his new Turbo Chef ovens*

## Making a case for Sustainability in Healthcare Conference

**Metrics that Matter, Messages that Motivate:** Hosted by: Wharton School of Business, Initiative for Global Environmental Leadership, Johnson & Johnson

**Wed., December 4, 2013 • 8:30am – 2:00pm;** includes 2 panel sessions, lunch and closing keynote

**Location:** The Wharton School, Jon M. Huntsman Hall, 8th Floor Colloquium Hall, 3730 Walnut St. Philadelphia, PA 19104. Register [HERE](#) for free.

## Upcoming Events!

### Integrated Pest Management and Patient Safety

The [Maryland Patient Safety Center](#) will be hosting their next Patient Safety Officer forum, on **December 12th from 1 pm– 3 pm**, where **Matt Wallach**, Project Director with the [Maryland Pesticide Network](#) will be presenting the topic of Integrated Pest Management. Mr. Wallach will discuss approaches for dealing with common pests such as roaches, mice, and bed bugs, without the use of harsh chemicals, as well as the [IPM in Healthcare Facilities Project](#).

Contact Bonnie DiPietro at the MPSC for more information: [bdipietro@marylandpatientsafety.org](mailto:bdipietro@marylandpatientsafety.org)

### Delegates to address Healthcare Sustainability Leadership Council

The Maryland Health Care Sustainability Leadership Council (HCSLC) will host Delegates [Tom Hucker](#) and [Dr. Dan Morhaim](#) at its next meeting on **December 12, 2013**. Discussions will center on public policy issues that face Maryland, how hospital green leaders can support Maryland policies that promote health and sustainability and where hospital support can be most influential.

The Delegates will speak to how hospitals can play an effective role in supporting sound policy on sustainability and healthcare. Delegates Hucker (*District 20 Montgomery County*) and Morhaim (*District 11 Baltimore County*) are leaders in promoting health and sustainability legislation in the Maryland Assembly.

In addition, the [Maryland Pesticide Network](#) will give its annual award for Integrated Pest Management. The HCSLC thanks [Northwest Hospital](#) for sponsoring this event.

**Registration is free, but required, and open to health care providers only.** Please contact the HCSLC Chair, [Charlotte Wallace](#), for more information.



### Health Care Without Harm Contest for Nurses: Deadline

Health Care Without Harm is still accepting applications for its [Climate Change and Health Contest for Nurses](#). The contest is intended to help encourage nurses to play an active role in mitigating the health threats of climate change through local and national projects. Applications and details can be found [here](#). The application deadline is **December 16th, 2013**

### Clean Energy Grants Deadline

Maryland Energy Administration. Applications for grants expires January 15, 2014 and awards range from \$20,000-\$500,000.

The Maryland Energy Administration is currently offering a commercial clean energy grant, with awards ranging from \$20,000- \$500,000. The applications for the grants expire **January 15, 2014**. Click [HERE](#) for more information and to download the application.

A current list of grants from the MEA can be found [HERE](#).



## SUSTAINABLE FOOD PAGES

### More Food Day Stories

In addition to hospitals, the Chesapeake Food Leadership Council (CFLC) engages other large purchasing institutions to also participate by increasing their local sustainable foods, including organic alternatives, since their distributors are the same and the strategies used are similar.



**Keswick Multi-Care Center:** managed by food service management company Unidine, served certified organic grains, local foods and promoted their healthier options!

**University of Maryland Charles Regional Medical Center:** served an organic food, local foods and reduced the price of healthier foods to incentivize their customers' choices.

**The Willard (hotel):** served certified organic foods from local farmers in addition to other locally grown and healthier food choices.

**Union Hospital of Cecil County:** in addition to serving local sustainable meat/poultry, they served several seasonal certified organic vegetables and fruit grown by a local farmer 20 minutes away.

#### **MARYLAND HOLDS NATIONAL FOOD DAY EVENTS ACROSS THE STATE**

[Capital News Service](#)

### Reports:

#### **F as in Fat: How Obesity Threatens America's Future 2013**

A report from the Trust for America's Health and the Robert Wood Johnson Foundation

<http://healthyamericans.org/report/108/>

**One-Quarter of CA Hospitals Are Committed to Sustainable Food as Center of Healing Mission** – New Report by Health Care Without Harm and Physicians for Social Responsibility:

[http://www.noharm.org/us\\_canada/news\\_hcwh/2012/dec/hcwh2013-11-06.php](http://www.noharm.org/us_canada/news_hcwh/2012/dec/hcwh2013-11-06.php)

**Food for Thought:**  
*Leadership should be more participative than directive, more supporting than performing. Maryland hospitals and healthcare systems could dramatically accelerate advances in local sustainable food procurement just by making choices to leverage their buying power for positive, healthy solutions for our communities. How will you help move your facility and your community forward in 2014?*

### Resources:

[Sustainable Food Policies and Contract Language](#)

[Cost-Saving and Revenue Generating Strategies](#)-for Purchasing Local Sustainable Meat and Poultry

[Climate Change Seen Posing Risk to Food Supplies](#) - New York Times

[Johns Hopkins panel: Antibiotic Use in Livestock a Public Safety Risk](#) – Panel Says FDA Has Not Done Enough to Prevent Antibiotic Overuse

## SUSTAINABLE FOOD PAGES

### Save the Dates!

## Chesapeake Food Leadership Council (CFLC): Next Quarterly Meeting

**Fri Jan 17, 2014 10:30 am - 12:30 pm Marriott Inn, UMD University College. College Park, MD**  
Lunch & Networking Meeting with Farmers, Distributors & Food Service Professionals from Hospitals, Universities, Schools, and more! After CFLC meeting, plan on attending Future Harvest's 15th Annual Conference. Early Bird rates available through Dec 20th

Agenda - To Be Announced RSVP to [GNavarro@som.umaryland.edu](mailto:GNavarro@som.umaryland.edu)

**If you missed our last meeting on October 30th, presentations are [Now online](#)**

October 30th Agenda: Implementing Sustainable Food Policies & Contract Language Health Risks of Pesticides and What You Can Do About It ... And More!

**Thank You** to our Guest Speakers and to University of Maryland, College Park for hosting this meeting!

## Registration Now Open! Future Harvest Conference

**Jan 17-18, 2014 Marriott Inn, UMD University College. College Park, MD**

Sessions include:

- Selling to Hospitals, Schools & Universities
- Building Sales at Farmers' Markets
- Farm the Sun Every Day of the Year!
- Kombucha, Kim Chi and Kraut
- The Next 15 Years of Sustainable Agriculture
- "Brewing Up a Business: The Dogfish Head Story"
- Experienced/Beginner Farmers Panel



**Save \$30 on Early Bird and \$25 on First Timer Registration until Dec 20<sup>th</sup>**

**[Register Now!](#)**

## Webinars – CEUs for RDs, DTRs

Playing in the Dirt (Part 2): Innovative solutions for correcting nutritional deficiencies in Mental Health—January 16<sup>th</sup> • 12 NOON

GMO labeling—January 16<sup>th</sup> • 3:00 pm

Food Climate Connection—January 30<sup>th</sup> • 3:00 pm

**To Register: visit [www.HENDPG.org](http://www.HENDPG.org) or Email: [stacia.clinton@comcast.net](mailto:stacia.clinton@comcast.net)**

## About MD H2E

### VISION

To advance a culture of environmental health and sustainability in Maryland's health care community.

### MISSION

Through networking, education, technical assistance, and recognition, MD H2E engages Maryland hospitals and health care providers in becoming leaders in environmental health and sustainability.

### VALUES

Health • Stewardship  
Leadership • Integrity  
Prevention • Excellence  
Community Collaboration  
Innovation

## MD H2E Advisory Board

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*MD Health Care Sustainability Leadership Council*

**Jo Wilson, MBA, FACHE**

*Western Maryland Health System*

## The Center for Integrative Medicine

Founded in 1991, the Center for Integrative Medicine (CIM) is an inter-departmental center within the University of Maryland School of Medicine. A leading international center for research, patient care, education and training in integrative medicine, the CIM is a National Institutes of Health (NIH) Center of Excellence for research in complementary medicine. [Click here for more.](#)

**The MD H2E initiative is now co-directed by CIM's Drs. Berman and D'Adamo:**

**[Brian Berman, MD](#)**

Director, Center for Integrative Medicine; Professor, Family & Community Medicine, UMSOM

**[Chris D'Adamo, PhD, CPT](#)**

Assistant Director of Education, Center for Integrative Medicine; Professor, Family & Community Medicine, UMSOM

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