

# Developing Digital Communications Strategies, Tools and Content Energy and Environmental Sustainability

## Executive Summary

The Energy and Environmental Sustainability (EES) team is a consolidated team working in the Lower Mainland Health Authority's Facilities Management. It includes all of Fraser Health, Providence Health Care, Provincial Health Services Authority, and Vancouver Coastal Health. To align all environmentally sustainable initiatives taking place across health care, the EES team has developed GreenCare.

GreenCare is the hub for environmental sustainability in health care, grounded in a collaborative approach to achieve improved health, wellness and positive environment outcomes over the long-term. The GreenCare Community website (<https://bcgreencare.ca>) is the tool to engage health care professionals across the lower mainland as well as key internal and external partners interested in learning more, while encouraging staff behaviors for healthy living, community building and fostering active collaboration.



As GreenCare moves into the next phase of their community engagement, with a new framework and a refresh of the GreenCare Community website in the works, their goal to create healthy workplaces, healthy communities and a healthy environment rely on the engagement of partners, collaborators and staff across the Lower Mainland Health Organizations (LMHOs) and beyond.

Now with over five years' experience managing the GreenCare Community website, alongside on the ground engagement initiatives, they have a baseline understanding of engagement opportunities, as well as various challenges and complexities of the organization and systems they work within. Moving forward, their communication and engagement will focus more on strategic optimization of existing channels in order to produce stronger outcomes. Their aim is to create online content and activity that will engage, educate, inspire and connect health care staff with GreenCare initiatives and a broader vision, which highlights inspiring and tangible sustainability solutions.

## Sustainability Scholars

My internship was structured as a set of deliverables, which would move forward GreenCare’s communications strategies and help in shaping the direction of their communications in the future. It was a combination of both a research report and pieces of online communications content.

It included content writing for the GreenCare website, reviewing KPIs to track website trends, creating key metric reports, reviewing online engagement strategies, and developing a video proposal and script for a GreenCare video.



## Website Content

A large part of my role was to create online content for the GreenCare website in the form of blog posts and stories. As part of my internship, I created over 21 stories for the site. Some of the stories I wrote were about people – these were some of the most impactful on the site. People like to read and share stories about their colleagues and themselves.

I also wrote a number of stories about different initiatives that GreenCare members might be interested in. These involved sustainability projects and opportunities around the lower mainland. This was an attempt to create a community on the GreenCare site which allowed for sharing about projects people care about. It was also an attempt to develop the site as a balance of informative pieces and inspiring information that link to the broader initiatives and activities happening around BC.



For each story, I worked closely with healthcare employees to find out what they wanted to communicate, focusing on the tone, key messages, purpose and strategy behind each story.

## Key Takeaways

Stories about people or initiatives folks can relate to do the best.

Stories should not be large blocks of text – lists or clickable links, clear headings and highlighting key text makes them easy to read or skim if folks do not have a lot of time.

Use pictures! It helps break up a lot of content and makes stories more visually appealing.

Sharing the stories on social media greatly improves reach

## Online Engagement Recommendations

The last part of my internship was to create a report, based on a review of best practices in online engagement, which outlines key recommendations for GreenCare's online engagement strategy. I worked closely with the GreenCare Communications lead to highlight GreenCare's vision and goals and worked these into a full report with recommendations for the future strategies for GreenCare's online community engagement.

This is a starting point, which begins with my recommendations for the digital but will be a working document for further development with the whole team – with the goal of capturing key messages and action plans moving forward.

### Key strategies and their considerations



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