

Fall 2022 Sustainability Scholars Program Internship Opportunity

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on funded sustainability internship projects. Successful candidates work under the mentorship of a partner organization, and are immersed in real world learning where they can apply their research skills and contribute to advancing sustainability across the region.

- Visit the [Sustainability Scholars Program website](#) to learn [how the program works](#) and to [apply](#).
- Be sure to review the [application guide](#) to confirm your eligibility before applying.

Applications close at midnight on Sunday September 18, 2022.

Research Project Title:

Empowering Nurses and Nursing Students to be Climate Leaders through enhanced advocacy skills

Project Description:

Healthcare professionals, especially nurses, are highly trusted by the public. The [Canadian Association of Nurses for the Environment \(CANE\) British Columbia](#) shares a mission to promote [planetary health](#) among nurses and people in Canada and globally in the face of the climate crisis. We achieve this by engaging with advocacy, education, research, practice, and policy at all levels of nursing and society. One of our key objectives is to develop and support an evidence-informed nursing practice that promotes planetary health and enhances the engagement of nurses in the promotion of planetary health in all domains of nursing practice and care contexts. One of the important tools nurses can use to promote planetary health is the media, specifically print, social media, TV and radio. However, many nurses lack the confidence to effectively use social media, or to draft op-eds, letters to the editors, or speak publicly to educate the public and raise the profile of the nursing profession in protecting our planetary health.

Purpose:

This project aims to offer training to equip nurses with tools to use their important, trusted voices, to enhance public understanding about climate change including climate mitigation strategies to slow climate change. In addition, we aim to train nurses to actively contribute to climate adaptation education by preparing populations for the health impacts of extreme weather events brought on by climate change. This Scholars project will help us achieve this by providing resources and training program outlines, to facilitate media training for nurses.

Scope of Work:

- Conduct a literature review to identify some “best practices” in the nursing and medical professions regarding media and social media training for climate change action. This will help identify gaps and opportunities.
- Conduct a brief environmental scan of CANE’s current social media platforms (Facebook, Twitter, Instagram, LinkedIn) and offer recommendations for improvement, based on the best practice research above.
- Develop a list of evidence-based resources on climate change topics and their health co-benefits which nurses can refer to when writing, Tweeting, or speaking on climate change actions to be taken.
- Using the best practices identified above:

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- develop a toolkit for advocacy training workshops for nurses, to help them learn how to effectively utilize various media platforms to advocate for climate action.
- develop a series of handouts/posters/infographics with tips for using Twitter, tips for submitting a letter to the editor, and tips for speaking publicly about climate change.
- Plan and facilitate 2 x 90-minute workshops for nurses and nursing students on how to write a briefing note to politicians, draft an op-ed on climate related topics and their [health co-benefits](#), how to pitch articles to newspapers and television outlets; and how to prepare for media interviews and outline salient talking points.
- Be available for occasional coaching of nurses who are learning to use social media as to the content of their posts, time, and degree of interaction with the public.

Deliverables:

- Brief summary report of best practices on climate change communication for nurses.
- Powerpoint slide presentation offered to communicate an evidence-based case for advocacy by nurses on social media for appropriate climate change policies at municipal, provincial and federal levels.
- Powerpoint slide presentation underscoring specific social media and multimedia strategies to be used to encourage climate change action.
- Two 5-minute videos of nurses with visuals and voiceover, featuring reasons to advocate for climate mitigation and climate adaptation.

Time Commitment:

- This project will take **250** hours to complete.
- This project must be completed between **October 2022 and March 2023**.
- The scholar is to complete hours between **9am-5pm, Monday-Friday**, approximately **12** hours per week. Specific hours of work are flexible.

Required/preferred Skills and Background:

- Excellent research and writing skills
- Previous experience in multimedia and communication skills is an asset
- Demonstrated interest in climate change mitigation and adaptation strategies
- Excellent public speaking and presentation skills
- Ability to work independently
- Deadline oriented
- Project management and strong organizational skills
- Comfortable facilitating workshops for nurses on social media training
- Previous design and layout skills for the creation of infographics, media posts an asset
- Familiarity producing videos (or an equivalent such as podcasts), an asset
- General familiarity with the [planetary health framework](#), an asset

Applications close **midnight Sunday September 18, 2022**

Apply here: [Click here to apply](#)

Contact Karen Taylor at sustainability.scholars@ubc.ca if you have questions

Useful Resources

Below are some links to useful resources to help you with your resume and cover letter (there are many more online). Some of these resources also provide information on preparing for your interview.

<https://students.ubc.ca/career/career-resources/resumes-cover-letters-curricula-vitae>

<https://www.grad.ubc.ca/current-students/graduate-pathways-success>

<https://www.grad.ubc.ca/cover-letter-cv-resume-templates-ubc-career-services>

References:

Danielle Kress, Chris Atkins Godack, Tammy L. Berwanger & Patricia M. Davidson (2018) The new script of nursing: using social media and advances in communication – to create a contemporary image of nursing, *Contemporary Nurse*, 54:4-5, 388-394, DOI: 10.1080/10376178.2018.1537720

Prescott, S.L.; Logan, A.C.; Albrecht, G.; Campbell, D.E.; Crane, J.; Cunsolo, A.; Holloway, J.W.; Kozyrskyj, A.L.; Lowry, C.A.; Penders, J.; Redvers, N.; Renz, H.; Stockholm, J.; Svanes, C.; Wegienka, G.; O.B.o.i.P.H.o.t.W.U.N. The Canmore Declaration: Statement of Principles for Planetary Health. *Challenges* **2018**, 9, 31. <https://doi.org/10.3390/challe9020031>

Shattell M, Darmoc R. Becoming a Public Thought Leader in 140 Characters or Less: How Nurses Can Use Social Media as a Platform. *J Psychosoc Nurs Ment Health Serv*. 2017 Jun 1;55(6):3-4. doi: 10.3928/02793695-20170519-06. PMID: 28585660.

Wang P, Morgan B, Packard P, Goode V, Tola D. Maximizing Use of Social Media to Improve Member Engagement in a Professional Organization. *AANA J*. 2020 Dec;88(6):473-478. PMID: 33218383.

Additional Resources:

Health and climate: co-benefits infographic
BMJ 2016; 352 doi: <https://doi.org/10.1136/bmj.i1781> (Published 30 March 2016)

<https://greenlining.org/wp-content/uploads/2013/09/The-Art-of-Listening-Social-Media-Toolkit-for-Nonprofits.pdf>