

A GUIDE FOR BLACKPOOL TEACHING HOSPITALS' GREEN CHAMPIONS



"You've just got to carry on and try your best"

Informed by discussions with Green Champions and young people who want to help enact positive changes within our community.



"If one person does something, people will follow eventually"

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**Blackpool Teaching
Hospitals**
NHS Foundation Trust



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THE GREEN CHAMPION ROLE

Within the Green Champion role, you can expect to:

- **encourage colleagues to be sustainable.**
- **contribute ideas for improving sustainability and help enact those ideas.**
- **lead by example to encourage colleagues to follow environmental initiatives.**
- **share information and distribute materials to help spread messages and sustainability updates.**
- **relay feedback and questions to the Green Plan Steering Group from colleagues.**
- **get involved with implementing positive actions.**
- **report progress and share successful updates.**
- **consider joining the Trust's Wellbeing champions network to collaborate on projects and share experiences.**

THE GREEN CHAMPION ROLE

The Green Champion roles were created so that members of staff could channel their passion for sustainability into helping Blackpool Teaching Hospitals NHS Foundation Trust achieve the Green Plan's goal of Net Zero carbon emissions by 2040.

To become a Green Champion, all you need is:

- enthusiasm for sustainability and environmental issues.**
- the support of your line manager.**
- the ability to attend some workshops, training sessions, and events.**

For more information about the difference that you could make as a Green Champion, please read the 'Impacts of Your Actions' section of the guide (on page 11).

ABOUT THE PROJECT

Hi, I'm Maya, and I wanted to say a big thank you to you for reading. This guide was created to help local Green Champions at Blackpool Teaching Hospitals and in the community make the best of their role, without feeling too overwhelmed by climate issues. It was produced as part of the Boingboing Activist in Residence project, which gave me the opportunity to work as an Eco-activist in Residence at Blackpool Victoria Hospital. I decided that I wanted to use this role to make two guides: this one, and another for local members of the public who want to be more eco-friendly in their lives.

It was important to me to ensure that both young people and Green Champions were included in the development of the guide. As a result, a series of discussions took place where young people and Green Champions shared their ideas and advice concerning the guides. This information was used to produce the document you are about to read.

I hope that this guide enhances your ability to help fight the climate crisis, and that you enjoy reading about everyone's ideas!

AVOIDING CLIMATE ANXIETY⁶

Climate anxiety: feeling fearful, nervous, or worried about environmental issues and the future of the climate.

When you're thinking about climate change and environmental issues, it can be overwhelming. Here are some tactics that can help you to alleviate climate anxiety:

- Reach out to others for support. There are a lot of local individuals and groups who can help you to channel your climate concerns into positive actions.**
- Educate yourself about the issues that you're worried about. Sometimes it's better to learn about whatever it is that scares you, so you're more equipped to contribute towards solving the problem.**
- Remember that you can't do everything perfectly, and imperfect sustainability is better than not trying at all! Do your best but don't blame yourself too much for not being able to live a completely eco-friendly lifestyle all of the time.**
- Make sure to find out about positive climate news. There is a lot of negative information that we hear about, but you can also find lots of good news about the environmental effort.**
- Connect with nature. Sometimes spending time in the natural world can have a calming influence and empower our environmental actions.**

HOW TO GET PEOPLE INVOLVED⁷

As a Green Champion, your role may involve motivating other members of staff. Here are some tips that could help you get people involved in environmental efforts!

- **Introduce regular checks on eco progress as part of your team/department's routine. This may motivate people to take action so that they have something to report back.**
- **Teach people about the positive impacts of their environmental actions.**
- **Share progress with other teams/departments to inspire one another (and maybe lead to some friendly competition).**
- **Make sure that it is easy for people to submit their own thoughts and ideas.**
- **Let people know about resources that they may want to explore to help them gain greater insight into environmental issues.**

MESSAGES FROM YOUNG PEOPLE

**"Try and educate people as
much as you can" - Jade
Takara**

**"Build that conversation, and build it so
it's something people do want to take
part in and talk about" - Kaitlyn
Baisbrown**

**"Even if it gets hard [...] you've
just got to carry on and try your
best" - Haidee**

**"You have a voice now [...]. Don't
give up because there will be
someone who will listen" - Jake**

HOW TO AVOID GREENWASHING

Greenwashing: tactics used to mislead people into believing that something is more eco-friendly than it actually is.

It is important to avoid greenwashing to make sure that eco-friendly changes are actually contributing to environmental efforts, and companies don't get away with false advertisements or misleading claims. Here are some top tips to help you stay away from greenwashing and greenwashed products:

- **Educate others about what greenwashing is so they are on the lookout for potential schemes.**
- **Don't assume that stereotypical images of nature and greenery mean something is genuinely sustainable.**
- **Research what the products actually do to protect the environment, for example: how easy are products to recycle/how long do they take to biodegrade? What processes are involved in creating the product? Are their claims supported?**
- **Don't be distracted by vague statements and buzzwords, for example: 'natural' does not necessarily mean eco-friendly.**
- **Read the small print!**
- **Compare options when it comes to sustainable products.**
- **Call greenwashing out when you see it!**

RESOURCES

Here is a list of resources that you may find useful in your daily lives to help you make sustainable choices.

WWF Call of the Wild podcast

Sir David Attenborough's documentaries

Love Your Clothes

BBC Bitesize

Blackpool Youth Climate Group

Recycle Now

TerraCycle

Reserva The Youth Land Trust

WWF My Footprint app

IMPACTS OF YOUR ACTIONS¹¹

Becoming a Green Champion can be a really rewarding experience, with several benefits.

These include:

- **finding it easier to make positive changes in your own life.**
- **sharing your ideas on how to be more sustainable.**
- **inspiring people to submit Bright Ideas.**
- **contributing to solving the climate crisis.**
- **making your workplace and department more eco-friendly.**
- **contributing to the local community.**
- **thinking more creatively about how to reduce waste.**
- **learning more about environmental issues and how to help combat the climate crisis.**
- **showing that there is a wish for sustainable changes in society.**

SPECIAL THANKS

This project would not have been possible without the contributions of local young people and Blackpool Teaching Hospitals' Green Champions. It is always important to include different voices and perspectives in environmental discussions, and the people listed below were vital in creating this guide.

Young people:

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Jade Takara

Jake

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Kaitlyn Baisbrown

Green Champions:

Rebecca Booth

Emily Croucher

Olivia Russo Alesi

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**If you have any questions, please email:
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**To find out more about Boingboing:
<https://www.boingboing.org.uk/>**

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Teaching Hospitals NHS Foundation
Trust: <https://www.bfwh.nhs.uk/> AND
<https://www.bfwh.nhs.uk/about-our-trust/our-green-plan/>**