



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM

green impact



HEALTHY LUNGS FOR LIFE
ERS ELF



Forum of
International
Respiratory
Societies

United for Lung Health

GREEN IMPACT FOR HEALTH: HEALTHY LUNGS FOR LIFE GRANT REPORT

What activities were carried out

We built the themes of Healthy Lungs for Life into our popular 'Green Impact for Health' (GIfH) programme through a digital campaign. GIfH uses an online toolkit of actions to support GP surgeries across the UK to embed sustainability into their operations. Historically, GIfH does not have a strong focus on the links between sustainability and lung health, so as part of World Lung Day on 25th September, we encouraged our participating GPs to raise awareness on the impact of poor air quality on lung health and the actions that everyone can take to reduce air pollution and avoid exposure.

Our digital campaign on Healthy Lungs for Life consisted of the below activities:

- We added a new accessible and clear action into the Green Impact toolkit for Green Impact teams to work towards. The action reads *“The practice has raised awareness, within their practice and with patients, on the impact of poor air quality on lung health and the actions that everyone can take to reduce air pollution and avoid exposure. In particular, the practice has a plan to identify its patients with lung disease who are most at risk from air pollution, and advise them about how to avoid air pollution.”*. Along with the action itself, there were links to further information and resource.
- A dedicated Green Impact for Health newsletter was sent to all our participants around World Lung Day, to direct them to the new action and resources.
- We created a communications pack and resources to support practices to undertake the new action and raise awareness for World Lung Day. [It can be viewed here.](#)
- We posted two social media posts via all SOS-UK social media channels.

Who attended

We have a diverse audience for the different activities, which comprised of:

- Green Impact toolkit: GP surgeries across the UK
- Green Impact for Health newsletter: GP surgeries across the UK



- Comms pack: GP surgeries via the toolkit and newsletter. It was also shared with our partners at NHS Trusts who also participate in the Green Impact programme, and on social media (below).
- SOS-UK social media posts: a varied audience of students, educators, healthcare professionals, sustainability professionals, and the general public.

How many people did you reach

1,879 people were sent the newsletter, and 502 opened it.

We reached 864 people on social media via the two posts. We also saw 29 engagements on social media. LinkedIn was our most popular channel.

We are unable to determine how many people accessed and downloaded the communications pack.

There are 1,262 GP surgeries registered on the Green Impact toolkit, who will all have access to the action when they next log in to the system, as well as any future registered practices.

What, if any, are they expected outcomes

Two practices have so far completed the new action on our online toolkit, but the action will remain on the toolkit for more practices to complete over time, and we expect around 50 will complete it each year. The expected outcome of practices completing the action include an increase in knowledge of the impact of poor air quality on lung health the actions that everyone can take to reduce air pollution and avoid exposure.

We will continue to highlight the action each World Lung Day, and the comms pack will remain live. The average UK GP surgery has 9,000 registered patients with whom they can potentially share the relevant information, so potentially 100,000s of patients will benefit from the information as a direct result of the action. We also hope to build in similar actions to our other toolkits (for NHS Trusts, universities, dentistry etc.) so it has a farther reach than just GPs.

We hope that people who saw our social media posts will also learn about air pollution exposure and take action with the advice contained within the posts. This audience is likely to be less familiar with the health effects of air pollution.

What you have learned from the process

We have learnt more about the intersections between health and sustainability. Much of our work on Green Impact for Health is about reducing the negative environmental impact of the healthcare sector, but we are now looking to include more about the intersections.

This was the first time we have been able to create a dedicated comms pack to help practices complete the actions within the Green Impact toolkit, and it was a worthwhile endeavour that we hope to replicate in the future with other targeted campaigns.

Any press coverage

N/A

Any social media

Examples of our social media posts are below, and all graphics and captions can be viewed on the [comms pack](#).

SOS Students Organising for Sustainability @sosukcharity · Sep 23

Ahead of #WorldLungDay we wanted to share some facts about air pollution and how it impacts our health 🌬️

Promote

1 2 1

SOS Students Organising for Sustainability @sosukcharity · Sep 23

Help share the message with our comms pack, and GPs in the UK can sign up to #GreenImpact for Health for FREE! This programme (funded by RCGP) guides you to create a more sustainable practice greenimpact.org.uk/gforhealth

Comms pack: greenimpact.nus.org.uk/green-impact-f...

1 2 2

SOS Students Organising for Sustainability @sosukcharity · Sep 23

We can all take action to reduce our exposure, and we also need systemic change #WorldLungDay

Source: Public Health England, 2018, Guidance Health matters: air pollution

1 3



Students Organising for Sustainability (SOS-UK)

3,223 followers
2mo • 🌐



This #WorldLungDay we wanted to share how air pollution impacts our health.

Help share the message with our comms pack, and GPs in the UK can sign up to #GreenImpact for Health for FREE! This programme (funded by RCGP) guides you to create a more sustainable practice with better outcomes for both health and environment.

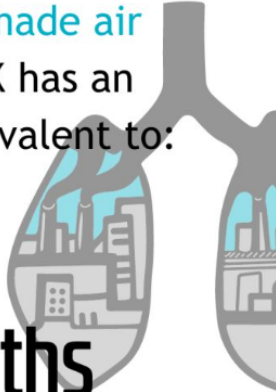
Green Impact: <https://lnkd.in/etG9Jbxf>

Comms pack: <https://lnkd.in/eDtEc36N>

It is estimated that long-term exposure to man-made air pollution in the UK has an annual effect equivalent to:

28,000 to

36,000 deaths



Royal College of
General Practitioners



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Source: Public Health England, 2018, Guidance Health matters: air pollution

