

Sustainability Goals and Communication Plan

Plan / template | ENV-PLN-002

Document type	Plan / template
Title	Sustainability Goals and Communication Plan
Document ID	{{facility.code}}-ENV-PLN-002
Version and status	1.1 Approved by the ASF Expert Committee
Prepared by	{{roles.quality_lead.name}}, Quality lead
Reviewed by	{{roles.clinical_director.name}}, Clinical director Date: _____
Approver and signature	{{roles.clinical_director.name}}, Clinical director Signature: _____ Date: _____
Effective date	{{document.effective_date}}
Next review	{{document.review_date}} (12 months, or sooner after any incident or change)
Replaces	Adapts ASF environmental principles
Standards and criteria supported	Standard 2C, criterion 2C.2
Evidence basis	E-006, E-009
Status of this document	Recommended best-practice model. A hospital may adopt, adapt or replace it with an equivalent that meets the same criteria.

At a glance: what to do

1. Write the facility sustainability goals in plain words, one page maximum.
2. Share them with all staff at induction and at least once a year.
3. Post a plain-language notice for patients and visitors, in the languages the facility uses.
4. Offer a simple way for staff and patients to suggest ideas.
5. Record each communication.

Stop and get help straight away if: the goals are only in an internal document, or staff cannot name one goal when asked.

1. Purpose

To make sure staff and patients know the facility sustainability goals in plain words, and can help reach them [E-006, EC].

2. Scope

Applies to	Chief executive, communications lead, facilities manager, all staff
Locations	Staff areas, waiting areas and the facility website at {{facility.legal_name}}
When	Goals reviewed yearly; communicated at induction and at least once a year
Does not apply to	Detailed programme actions, which stay in ENV-PLN-001

3. Definitions and abbreviations

Term	Meaning in this SOP
Goal	A specific, measurable sustainability aim with a date
Plain language	Words a patient or new member of staff understands on first reading

4. Background and rationale

People can help a goal only if they know it. Criterion 2C.2 asks for goals to be communicated, not confined to a policy nobody outside management reads.

5. Responsibilities

Role	Duties in this SOP	Competence needed
Chief executive	Approves the goals and the statement	Executive leadership
Communications lead	Writes the plain-language notice; keeps the record	Communication
Staff managers	Brief their teams	Induction and briefing

6. Equipment, materials and resources

Item	Specification or standard	Check before use
Plain-language goals statement	One page, approved by chief executive	Current
Patient and visitor notice (ENV-FRM-007)	Posted in waiting areas	Current, legible
Idea box or feedback route	Paper or online	Checked monthly

7. Safety and infection prevention

- Do not promise results the facility cannot measure.

8. Before you start

- Check the current goals match ENV-PLN-001.

9. Procedure

Follow the steps in order. Where a step says "If", take the action for the case that applies. Do not skip a step. If a step cannot be done, use section 11 and section 12.

Step	Action	How to do it	Key point
1	Write the goals.	- Write up to five goals in plain words, each with a target and date. - Check each goal against the programme and the review.	Plain words, with a number and a date, are what people remember.
2	Tell staff.	- Brief all staff at induction and at least once a year. - Ask each briefed group to name one goal. Record the result.	Asking staff to name a goal is the test that the message landed.
3	Tell patients and visitors.	- Post the notice (ENV-FRM-007) in waiting and entrance areas. - Make the statement available on request and on the facility website.	The notice must be understandable without reading the programme.
4	Collect ideas.	- Provide a simple route for staff and patients to suggest ideas. - Review ideas each quarter and record the decision.	Two-way communication keeps the goals alive.
5	Record and update.	- Record each communication on ENV-REG-001. - Update the goals when the review changes them, and tell people again.	Changed goals that are not communicated are the same as no goals.

Decision points

- If staff cannot name a goal in a briefing, the communications lead repeats the briefing within 30 days.

10. Special situations

Situation	What to do
Patient with limited literacy or another language	Offer the notice in the language they use, or a verbal explanation.

11. Problems and escalation

- Concerns about the accuracy of goals are reported to the chief executive.

12. Monitoring and compliance

What is checked	Target	How often	Who	If the target is missed
Staff who can name one goal (sample)	At least 80% (EC)	Yearly	Communications lead	Re-brief
Notice posted and current in each entrance and waiting area	100%	Quarterly	Communications lead	Replace within 14 days
Ideas received and answered each quarter	100%	Quarterly	Communications lead	Escalate

13. Records

Record	Where it is kept	Kept for
ENV-REG-001 Sustainability Communication Record	Communications file	{{facility.records_retention_years}} years
ENV-FRM-007 Notice (current and superseded)	Communications file	{{facility.records_retention_years}} years

14. Training and competence

- Managers are briefed on how to explain the goals (EC).

15. Related documents

ID	Title	Relationship
ENV-FRM-007	Staff and Patient Sustainability Notice	Patient notice
ENV-REG-001	Sustainability Communication Record	Communication record
ENV-PLN-001	Environmental Sustainability Programme	Source of goals

16. Evidence

ID	Source and status
E-006	ASF Policy Framework v1.2. Adapted.
E-009	ASF Expert Committee consensus. Notice wording and target languages to be agreed locally.

EC = ASF Expert Committee consensus. Items marked EC are reviewed by the Committee each year.

17. Change history

Version	Date	What changed	Approver and signature
1.0	{{document.effective_date}}	First version	Approved by the ASF Expert Committee
1.1	{{document.effective_date}}	Internal quality review: corrected cross-references, status wording and document control	Approved by the ASF Expert Committee