

Internal and External Stakeholders

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Part I: Stakeholder Identification Analysis

Internal and External Stakeholders

The success of the sustainability effort depends profoundly on the participation of internal stakeholders. Administrative leaders at healthcare facilities have access to funding and decision-making authority necessary to adopt sustainable practices (Bahreini et al., 2021). Managers at all levels of an organization are crucial to successfully implementing sustainability initiatives, including those in charge of the Organ Transplant Department. Collaboration between the medical personnel, who directly impact patient care, and the support staff, which help ensure the department runs smoothly, is essential.

Stakeholders from outside the organization may provide new insights. As recipients of these services, patients and their loved ones are vested in seeing them succeed. Environmental and civic groups at the neighborhood level may be excellent resources for gathering information and rallying residents to take action. Compliance with standards and rules relies heavily on regulatory authorities like health departments and environmental agencies (Post et al., 2020).

Partnerships

The success of the sustainability project depends on the formation of partnerships. Working with nearby environmental groups may provide access to professionals with knowledge of green methods and community outreach. Collaboration with such groups could result in sustained healthcare awareness campaigns for the local populace and healthcare professionals.

Strategic alliances also include interactions with the energy sector. These firms may give insights into energy-efficient solutions, leading to cost savings for the hospital. Sherman et al. (2020) found that partnerships between hospitals and energy providers were crucial to adopting sustainable practices and mitigating adverse environmental effects. In addition, establishing connections with other medical institutions helps promote healthy competition and information exchange. Shelton et al. (2018) found that a collaborative approach across healthcare facilities successfully advanced sustainability measures.

Community Leaders

Finding influential people in the community and getting them involved is essential to any sustainability effort. These leaders, who may include local environmental activists, influential community members, and healthcare advocates, possess the authority and influence to promote the cause and generate broad community support (Greenhalgh et al., 2016). [Sustainable development](#) experts may be found within the ranks of local environmental campaigners. Their dedication to environmental protection may serve as an example to others and increase the community's acceptance of the sustainability initiative. Agyeman & Angus's (2003) research emphasized eco-warriors' role in advancing local sustainability efforts.

Community leaders and other influential people significantly impact the attitudes and actions of their constituents. The sustainability effort may get attention and credibility via their participation. Promoting broad adoption of sustainable practices is possible if these leaders match the project with community values and objectives. The campaign's success may be aided by local healthcare advocates, such as patient advocacy organization representatives or local healthcare influencers, who highlight the health advantages of sustainability. Their support may help the effort gain traction with locals by making it seem more genuine and credible. The study by Sabo et al. (2015) highlighted the value of healthcare advocates in advancing public health programs.

A deliberate strategy to involve community leaders includes reaching out to them individually, making decisions together, and publicly acknowledging their efforts. Continuing communication and feedback may be formalized by forming a Community Leadership Council or Advisory Board.

Part II: Patient Engagement Strategy

Strategy

A multimodal strategy focusing on education and interaction is crucial to successfully engaging patients and their families in sustainability. Patients and their loved ones may better appreciate the project's relevance via the implementation of educational programs emphasizing the concrete advantages of sustainable healthcare practices.

Education

A cornerstone component might be education, which can be accomplished by launching readily accessible instructional programs both in-person and online. Programs like this may spread the word about how sustainable practices improve healthcare delivery, environmental health, and public health. Brochures, movies, and instructional seminars presented by medical experts are all excellent methods of spreading the word.

Involvement

Patients and their loved ones may play an active role in helping the sustainability project succeed if given enough opportunity. They will feel more invested and responsible if they have a hand in making decisions that affect them, such as participating in recycling programs or offering suggestions for energy-saving projects.

One way to encourage patients and their loved ones to have a voice in developing the healthcare facility's sustainable policies is to organize a Patient Sustainable Advisory Council. Anderson et al. (2018) found that patient participation in healthcare sustainability decision-making was beneficial. Therefore, this collaborative approach is in line with their findings. By integrating patient input and actively including them in sustainable projects, the hospital enhances its commitment to patient-centered care. It cultivates a community that appreciates and actively engages in sustainable healthcare practices.

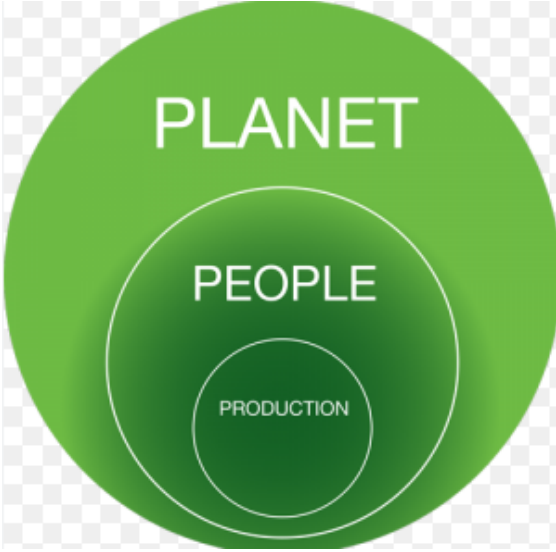
Part III: Promotional Media Strategy

A robust promotional media plan is critical in ensuring healthcare's continued viability in the years to come (Kelley, 2022). This plan, which includes a LinkedIn ad script, storyboard, and social media postings, is meant to raise awareness of the Energy Conservation Program within the Organ Transplant Department and inspire others to get involved.

Storyboard

The left side of the storyboard comprises the writing, while the right side defines images relating to the commercial. Visuals should follow the storyline to provide an engaging visual narrative of the initiative's results.

S.No.	Script	Story Board
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1.	Help us build a brighter, greener tomorrow by joining us!" The Organ Transplant Division has instituted a program to save energy to lessen our environmental impact and save money.	
2.	Our priority is the health of our patients and the surrounding community, and we want to achieve this by adopting environmentally friendly healthcare policies. Be part of the change – join our effort now!	

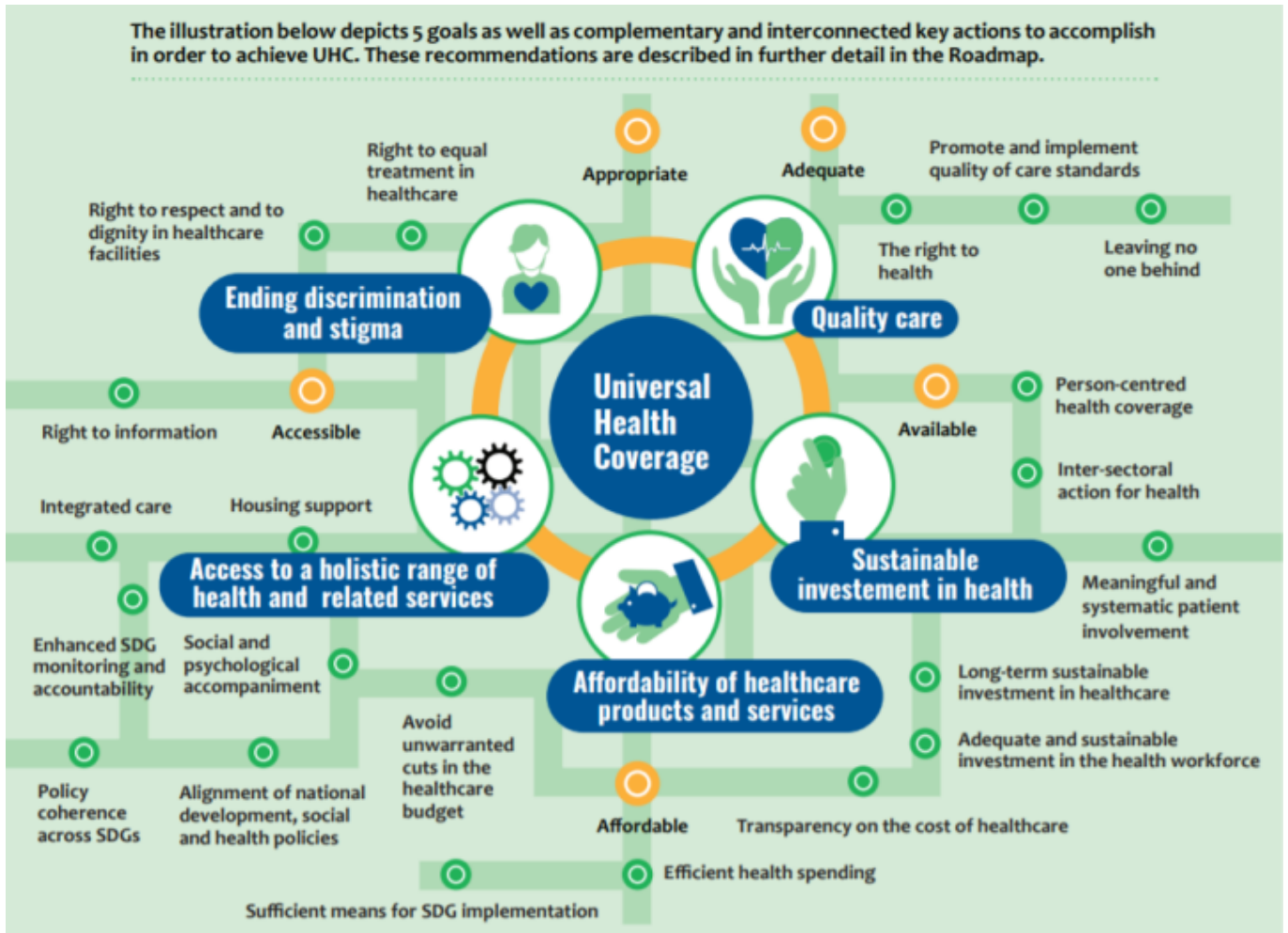
3.	Staff members adopting energy-saving measures, patients reaping the benefits of sustainable practices, and the wider community getting involved in eco-friendly projects are all great visuals to add.	
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Social Media Posts

“Learn about the revolutionary effects of our Energy Conservation Program!”



Sustainable healthcare practices help us in many ways, including lower energy costs and a cleaner environment. Please help us create a better, more sustainable world. Sustainable universal healthcare access: This is what we are talking about.



GOING UNIVERSAL



Listen to the motivational narrative and discover the positive impact of eco-friendly healthcare methods. The hashtags for this conversation are “#PatientStories #SustainableHealthcare.”





Fantastic news! Please participate in our forthcoming session on environmentally responsible medical procedures. Discover helpful information, make meaningful connections, and make a difference. Mark your calendars and get ready to save the planet! Community Engagement Workshop!

"We want you to know that your input is important to us. Please discuss your ideas for innovative sustainability programs. If we work together, we can make our neighborhood a better place to live. Leave a comment with your feedback. "#SustainabilityIdeas #CommunityInvolvement". These social media postings seek to not only educate the community about the sustainability program but also to

actively involve them in it via the use of appealing messaging.



COMMUNITY ENGAGEMENT

*How the Community Teaches Tomorrow's
Health Professionals*



Conclusion

Finally, a complete promotional media plan, a patient engagement strategy, and effective internal and external stakeholder involvement are crucial to the success of any sustainability effort. The effort may acquire traction, gather support, and nurture a community devoted to sustainable healthcare practices with open communication and active participation.

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