

30th November 2020

Newcastle upon Tyne Hospitals Trust launches behaviour change programme to drive net zero ambitions

The Newcastle upon Tyne Hospitals NHS Foundation Trust has become the latest NHS Trust in the UK to launch Shine Rewards in partnership Jump, a behaviour change programme aimed at encouraging employees to take actions that improve sustainability and wellbeing.

The programme launched to over 14,500 clinical and office staff employees across all hospital sites, as one of the largest NHS Trusts in the UK. In light of the *Delivering a Net Zero NHS* report that was released in October, it is clear that our NHS Trusts are leading on the sustainability agenda with ambitious targets for the coming years.

Shine Rewards encourages a range of positive behaviours related to the Trust's Key Action Areas and Climate Emergency Strategy. This includes activities around energy, waste, journeys, procurement, care and people.

Through an online platform and mobile app, employees can track their actions and earn Green Points for taking part. Those who earn the most points each month can win a voucher of their choice, with a charity donation dedicated to the winning team every six months.

Each activity helps individuals to boost sustainability and wellbeing across the Trust, with opportunities to share ideas and get others involved. Through the Impact Dashboard, individuals can see the impact of their individual actions, such as carbon emissions avoided, miles of active travel recorded or even bathtubs of water saved from going meat-free.

Amy Johnston, Sustainability Officer at The Newcastle upon Tyne Hospitals NHS Foundation Trust, says: "Shine Rewards brings together sustainability and wellbeing in an engaging and fun way, that we feel will help to bring our people together during these more uncertain times.

"We're rewarding people for taking a whole range of actions that will help us reduce our environmental impact, and as one of the largest NHS Trusts in the UK we're working to lead the way in delivering sustainable healthcare."

The Newcastle upon Tyne Hospitals NHS Foundation Trust joins both Manchester University NHS Foundation Trust (MFT) and Great Ormond Street Hospital (GOSH) already participating in Jump.

Graham Simmonds, Chief Executive at Jump, says: "We are delighted to be joined by another NHS Trust who is leading the way for sustainability and wellbeing initiatives in the UK.

"We are living through exceptional circumstances with our NHS under greater pressure than ever and to be able to see a commitment to sustainability during this time is fantastic.

"Through Shine Rewards we will be able to deliver real and tangible results to engage all 14,500 employees and I look forward to seeing the positive impact their people will make."

-Ends-

For further information contact: Sadie Hodgson at sadie.hodgson@teamjump.co.uk or call 020 7326 5055

Jump is the UK's leading supplier of engagement programmes that boost sustainability and wellbeing. Working with companies, universities and the public sector to motivate individuals to take positive steps, clients include Manchester University NHS Foundation Trust, Barclays, Camden Council, Scottish Courts & Tribunal Service, University of Bristol and ASM Weymouth. For more information about Jump, see www.teamjump.co.uk.