



One Healthcare Ecochallenge

Team Captain Toolkit



About the One Healthcare Ecochallenge

In addition to providing and supporting exceptional patient care, healthcare organizations are increasingly focused on community well-being, environmental sustainability, and preventing employee burnout.

What could we accomplish if we engaged healthcare employees across the industry in promoting, sharing, and taking actions that benefit individual, community, and environmental health? What would our collective impact look like if we measured it for one month?

Cleveland Clinic, Mayo Clinic, and PeaceHealth collaborated with Ecochallenge.org to answer these questions by developing the One Healthcare Ecochallenge, a month-long campaign launched in 2023 to engage healthcare employees in forming healthy and sustainable habits.

From April 1st – 30th, we are inviting healthcare organizations to join us for the second annual challenge during Earth Month 2024. We can't wait to see the impact we will make together and are so glad you're here.

Your One Healthcare Ecochallenge Organizing Team,

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Facts & Figures

The One Healthcare Ecochallenge was launched in 2023. Cleveland Clinic, Mayo Clinic, and PeaceHealth sustainability representatives collaborated with Ecochallenge.org to develop an Ecochallenge specifically designed to support healthcare employees in taking actions that promote individual, community, and environmental health.

One Healthcare Ecochallenge

- Launched 2023
 - Year 1: 2,478 participants from 27 organizations completed 35,206 actions!
 - [2023 Impact Summary](#)

Ecochallenge.org

- Since 1993:
 - 373,000+ participants from 178 countries have logged 4.6M+ actions
 - [See impacts to date](#)



Recruitment Tips

Participation in the One Healthcare Ecochallenge is a great way to raise awareness about sustainability initiatives within your organization. Here are a few tips to help you recruit interested members to your team:

- Visit the [Resources page](#) for promotional graphics.
- Submit an article to your organization's internal news center.
- Send an email to supervisors requesting they share with their teams.
- Share on internal social media channels (e.g. Viva Engage)
- Post an invitation to the challenge on electronic bulletin boards.
- Ask green team members/department champions to help recruit.
- Share during meetings and town halls.
- Offer prizes (e.g. eco-friendly items or gift bag).
 - Weekly random prize drawings for teammates that earned points that week.
 - Have one or more grand prizes for participation (e.g. most logins, most points, most recruits, etc.)



Create New Actions for Your Team (How to)

As team captain, you have the ability to assign an action or create a custom action for your team that is compatible with your organization's sustainability goals.

- From your dashboard page, click the “Manage Actions” header in the sidebar located on the left side of the screen.
- Choose who will be assigned your selected actions, “My Team”.
- Select an action category.
- Select the action you want to assign to your team or create a custom action and click “Assign to My Team”.



Create New Actions for Your Team (Suggested Actions)

Here are some ideas of new actions to assign to your team:

- Direct team members to a specific resource within your organization
 - e.g. sustainability policy, internal website, recycling program guidelines, Green Team information, employee green perks, etc.
- Invite team members to join an in-person event
 - e.g. Earth Day celebration, sustainability speaker/webinar, community tree planting or cleanup, bike to work day, etc.
- Request team members complete an activity
 - E.g. complete a survey, download an internal commuter app, conduct a waste audit, submit an idea or work order, etc.



Challenge a Team

Promote friendly competition by challenging another team to see who can earn the most points during Earth Month! This team can be within or outside of your organization. Please note: you can only challenge one team.

- From your dashboard, click on the “People” tab in the upper right corner of the screen. This will open a dropdown menu.
- Select “Teams” from the dropdown menu to see a list of all the teams currently participating in the challenge.
- Click “CHALLENGE” next to the team you would like to compete with.
- Once accepted by a team captain on the opposing team, both teams will see the number of teammates and point totals from their competition at the bottoms of their team pages.



Communication Tips

- Use Facts & Figures slide and One Healthcare Ecochallenge promotional graphics found on [our toolkit page](#).
- Welcome team members to the team and encourage team members to recruit colleagues.
- Approximately 7 days prior to the start of the Ecochallenge, send reminder email to the team with tips to help them prepare (see sample Emails).
- The organizing team will send multiple emails through the Ecochallenge platform during the challenge to encourage engagement:
 - Welcome (after signing up)
 - First day email
 - Halfway through the challenge
 - Last day of the challenge
 - Summary after challenge is completed



Sample Email/Post #1

Welcome and thank you for joining Team *[insert organization team name here]* in the One Healthcare Ecochallenge! I hope you have fun with the challenge and have an impactful experience.

Some quick tips to get the most out of the challenge:

- Check in every day or every couple of days and log your actions - this helps track our collective impact (and earns you points)
- Don't forget to mark the actions you already do (also earns you points)
- Most important tip: have fun with your actions and share your experiences on the feed, and with your friends and colleagues

[Include information about any prizes you may be offering for your team - some ideas include prizes for the most check-ins, highest points, and/or a random drawing for a lucky team member]

Let's grow our team! Encourage your colleagues to join using this recruitment link *[insert recruitment link from your dashboard, or team signup page]*. People can sign up at any point during the challenge.

Please reach out to me if you have any questions along the way.

Go Team *[insert organization team name here]*!



Sample Email/Post #2

Take action to with us this Earth Month by joining the One Healthcare Ecochallenge—a 30-day challenge created specifically for healthcare employees to promote employee, community, and environmental health. During the challenge, *[insert organization name]* employees will use the Ecochallenge platform to select actions to take at work, at home, and in our communities with the goal of forming healthy and sustainable habits. All employees are welcome to participate, and **the more you participate, the more the more chances you'll have to win prizes**, such as *[list prizes]*.

We have been challenged by the *[insert team name]* team to see who can earn the most points during the challenge. Let's show them what *[insert your organization name]* employees can do!

Help us make an impact during the month of April by taking these four simple steps:

- 1. Click here *[add recruitment hyperlink]* to create an account and join the *[insert name]* team!** If you participated in past Ecochallenges, you can use your existing account.
- 2. Select daily and one-time actions you will take during the month of April.** You can pick from several different categories to find actions that best suit your interests.
- 3. Log in and record your progress April 1st-30th.** Completing actions and earning points will **enter you into drawings for chances to win prizes!** Winners will be notified at the end of the challenge.
- 4. Inspire others by sharing** what you are doing and learning on the **Ecochallenge feed** *[insert hyperlink to team feed]*!

Need help getting started? Click the "**show tutorial**" button *[insert hyperlink]* on your dashboard, or watch this [video](#) on how to use the Ecochallenge platform.

In celebration of Earth Day, we will also be hosting **an event** *[insert event name, location, and time]*. Employees are welcome to participate in this volunteer event regardless of whether or not they join the Ecochallenge. We hope to see you there!



Sample Email/Post #3

The One Healthcare Ecochallenge officially begins today!

If you haven't already, we hope you'll join this month-long campaign to promote employee, community, and environmental health by **signing up for the** *[insert team name]* **team** and logging progress through April 30th.

Why participate in the One Healthcare Ecochallenge?

1. Earn points and make a positive impact by taking actions that promote healthy habits
2. Help us win our friendly competition against *[insert name of team you challenged]*
3. Get entered into drawings for great prizes

Don't forget that today is the first day you can begin to log your progress and see your impact and points add up. Logging in daily is a great way to earn points—25 per day! For additional tips on getting started and earning points, **view** *[link to any additional resources you'd like to share—see sample 2 for video hyperlink]*.



Sample Email/Post #4: Halfway into Challenge

Today marks the halfway point of the One Healthcare Ecochallenge, but **there is still time to participate and make an impact!**

Join more than *[insert number of teammates and organization name]* **employees** in taking action for human and environmental health **now through Tuesday, April 30th.**

Our employees have **taken more than** *[insert number of actions]* **actions** to date! Here are **some of the impacts we've made together so far:**

[select one impact from each category and share your team's progress]

At Work

At Home

In Our Communities

Health & Well-being

One Healthcare

We are **currently** *[share number of points ahead of or behind team you have challenged]*. Let's finish strong!

Congratulations to our first two random weekly drawing prize winners, *[insert names of team members]* who will be receiving *[insert prize]*! We will be drawing two more random weekly prize winners, as well as **grand prize winners** at the end of the challenge. Looking for ways to earn more points? Visit the [Actions and Values page](#).

Go team!



Cybersecurity

- If your organization has questions about information Ecochallenge.org collects, please review their [Privacy Policy](#).
- For questions not covered in the policy, please email support@ecochallenge.org
- As a best practice, organizations instruct their employees to create a unique username and password on the Ecochallenge website.



Team Captain Checklist

February:

- ❑ Create your team on onehealthcare.ecochallenge.org starting February 22nd.

March:

- ❑ Recruit teammates by promoting the challenge internally.
- ❑ Share the Ecochallenge with other healthcare organizations
- ❑ Consider sending a challenge request to another team.
- ❑ Week before the start of the challenge: send an email to your teammates to remind them to start logging actions on April 1st!





Thank you!