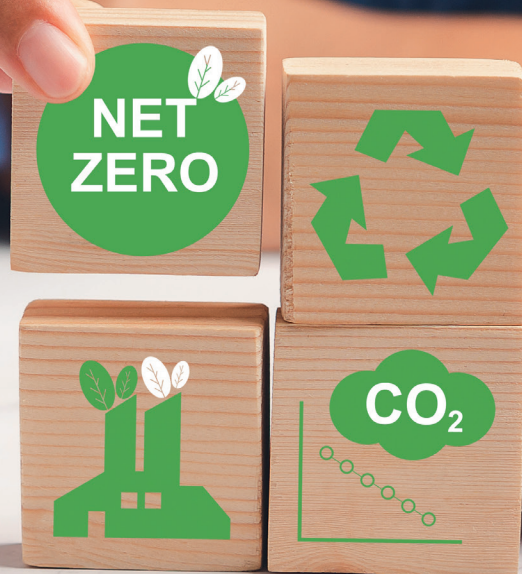


# The Net Zero Journey Planner by Redmoor Health:

## EXECUTIVE SUMMARY



A HEALTH INNOVATION  
NORTH WEST COAST  
FORMATIVE EVALUATION

## EXECUTIVE SUMMARY

Health Innovation North West Coast (HINWC) conducted an independent evaluation of the new Redmoor Net Zero Journey Planner for primary care staff. Early adopter primary care staff across 11 practices were surveyed to assess their awareness, confidence and engagement with sustainability efforts before and after completing the training module. Twenty-three staff responded to the baseline survey, while eight responded to the end-of-testing survey. Comments and findings were used to shape and refine the net zero module before wider roll out.

### Key findings

#### Environmental awareness and knowledge growth

- Staff consistently recognised that the environment significantly impacts health.
- Knowledge about actions to achieve net zero and sustainability goals improved significantly after completing the training module, with a shift from “little knowledge” to “much knowledge”.
- Interest in sustainability remained high, with most practices having a net zero champion.

#### Confidence and behaviour change

- Staff acknowledged the importance of behaviour change for achieving sustainability.
- Most staff felt confident in their ability to implement changes in their behaviour to achieve net zero.

#### Training module feedback

- The Net Zero Journey Planner module was well received and was considered clear, well-structured and relevant.
- Most preferred more text over video, citing the ease of revisiting text, though some appreciated the brevity and accessibility of videos.

#### Learning outcomes and expected impacts

- **Awareness and behaviour change:** The module increased awareness and motivated most respondents to continue their net zero journey.
- **Anticipated benefits:** Most respondents agreed that actioning sustainability recommendations would reduce carbon emissions. However, opinions were mixed on whether these actions would improve health outcomes and reduce health inequalities.
- **Evidence of commitment:** Respondents felt the module provided concrete evidence that their practices are actively working towards sustainability.

## Funding and future implementation

### Funding

- Majority preferred central NHS funding rather than practice budgets covering the cost of the Net Zero Journey Planner.

### Barriers to adoption

- Challenges identified were the costs of implementation and the time constraints for staff with heavy workloads.
- Mixed opinions on whether sustainability actions would save time and money, with concerns about upfront costs.

### Recommendations

- HINWC recommend that Redmoor openly discusses time pressures with practices prior to implementation of the Net Zero Journey Planner, and that they support practice leads to protect time for staff to engage fully with the learning.
- HINWC recommend Redmoor discuss potential system-wide funding at the regional level.
- To ensure the content remains valuable and current Redmoor should update the module regularly, tailoring the content and seeking ongoing feedback.

### Limitation

Data challenges: Low matched responses and inconsistent practice identification prevented statistical analysis of significant changes.

## CONCLUSION

Despite participation challenges, the evaluation highlights the module's effectiveness in increasing sustainability awareness and engagement. The Net Zero Journey Planner module was well-received and seen as a valuable resource for improving sustainability in primary care. All respondents recommended the training, reinforcing its value. Addressing funding concerns and implementation barriers will be key to wider adoption and success.

### Disclaimer

This report represents the findings of HINWC and is based on evaluation conducted by the authors:

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