

The Net Zero Journey Planner by Redmoor Health:



**A HEALTH INNOVATION
NORTH WEST COAST
FORMATIVE EVALUATION**

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1 INTRODUCTION

The UK government and NHS England have set a target to reach net zero by 2040. The Net Zero Journey Planner is a change management tool created by Redmoor Health that guides general practice through a decarbonisation roadmap.

The journey planner has been co-designed with end user input to optimise interest and encourage a high volume of uptake in an environment with significant time pressures. Each practice self-assesses its decarbonisation status using a validated carbon footprint calculator, coupled with Redmoor's sector-specific qualitative assessment tool.

The questions in the module form an assessment of the level of knowledge and use of net zero aligned initiatives. It offers guidance, hints and tips, and a hand-holding implementation plan with endorsed resources aimed at improving practice efficiency and services for patients. It is expected that actioning the recommendations should help primary care to achieve net zero goals.

The planner identifies opportunities for improvement, including general practice priority areas such as:

- **Quality outcome framework**
- **Compliance (i.e., Care Quality Commission requirements)**
- **Ways to attract funding to mitigate some of the adoption challenges and set out a step-by-step decarbonisation plan, based on the identified opportunities.**

Health Innovation North West Coast (HINWC) evaluated the new journey planner to understand how well it has been developed and implemented in line with these priority areas, and whether it leads to staff behaviour change and increased understanding of decarbonisation, and motivation to make changes to achieve sustainability.

2 METHOD

Logic model workshop

HINWC convened a logic model workshop and brought together key stakeholders on the project to understand the Net Zero Journey Planner and the intended change in decarbonisation brought about through its implementation. A logic model is a graphic that outlines how an intervention produces its outcome(s) from the resources used, actions carried out, to the results expected over time (outputs, outcomes and impact). The stakeholders co-designed the evaluation aims and methodology (see Appendix for the populated logic model).

Evaluation aim

The primary aim: To measure the impact of the Net Zero Journey Planner on primary care staff knowledge and understand if it activates them and encourages behaviour change.

The secondary aim: To surface suggestions from early adopter practices for improving the net zero learning module during its development and testing phase.

Methodology

In-depth mixed method evaluation was carried out to measure clinician acceptability as well as barriers and drivers to implementation. This involved using a theory-informed questionnaire to collect data from primary care staff in 11 early adopter sites at baseline and at the end of testing of the journey planner, while another questionnaire was shared at the end of the implementation when the journey planner had been rolled out to a wider user group of practices. The questionnaires were on Microsoft Forms. The participant responses were matched at baseline and end of testing to understand if there is a shift in their knowledge and opinion after using the introductory module of the journey planner.

Patient and Public Involvement and Engagement (PPIE)

HINWC's PPIE team had two focus group discussion sessions with Redmoor's subject matter expert to discuss NHS net zero aims, environmental benefits, health benefits and demonstration of the Net Zero Journey Planner platform, including the aims and ambitions for GPs in their net zero journey. The opinions of the patient group were sought on questions such as:

- **should the NHS (GPs in this case) take responsibility for their carbon emissions?**
- **should GP practices consider their estates and internal environment so staff and patients visiting their premises have an improved environment (e.g., lighting, heating, waste, etc)?**
- **if changes meant that it affected how and what healthcare they received (e.g., virtual clinics, changes to prescriptions), how would that make them feel?**

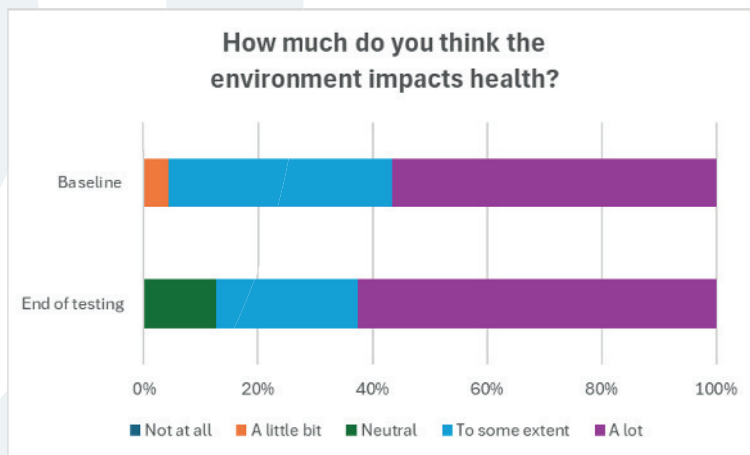
3 RESULTS

A total of 23 primary care staff from 11 different practices responded to the baseline survey. After the testing period, an end of testing survey was sent to the same staff. Eight staff responded and shared their anonymous feedback. Due to the low response rates for matched baseline and end of testing questionnaires, we were unable to perform an inferential statistical analysis to assess the significance of observed changes.

There were no responses to the end of project survey by staff who completed the module learning.

Findings

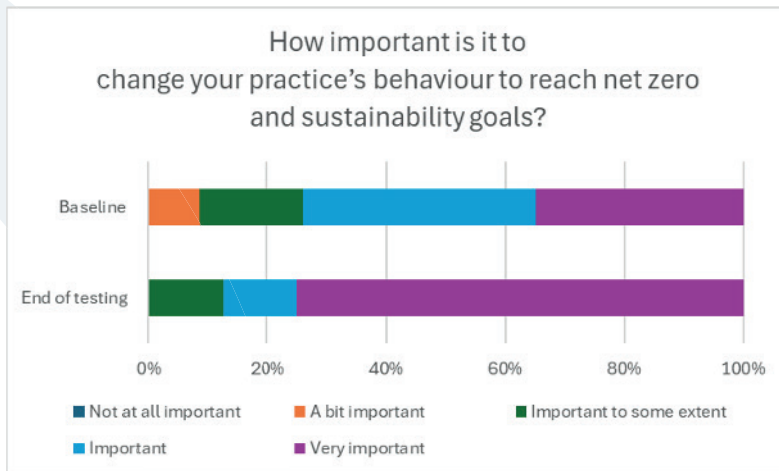
Most of the staff who responded to the survey at baseline and end of testing said that environment has a lot of impact on health.



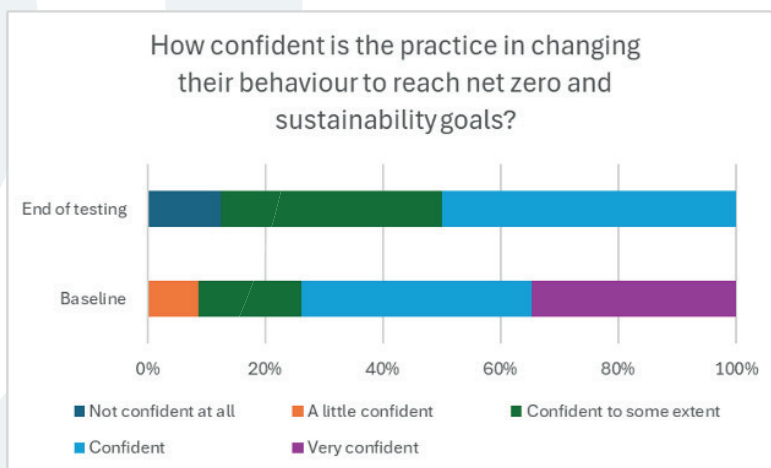
The amount of knowledge the practice teams have about actions that can help practices to reach netzero and sustainability goals improved after completing the testing module, compared to baseline, with a switch from 'little knowledge' to 'much knowledge'.



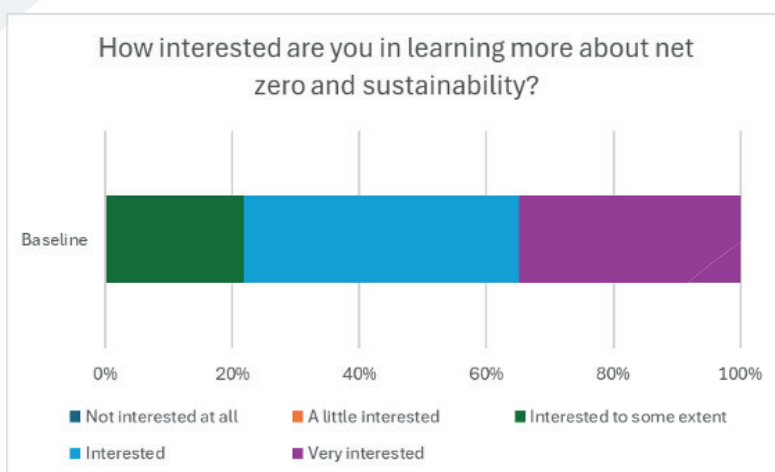
Both at baseline and end of testing, participants agreed that it is very important to change the practice's behaviour to reach net zero and sustainability goals. The view of staff shifted to very important at the end of testing.



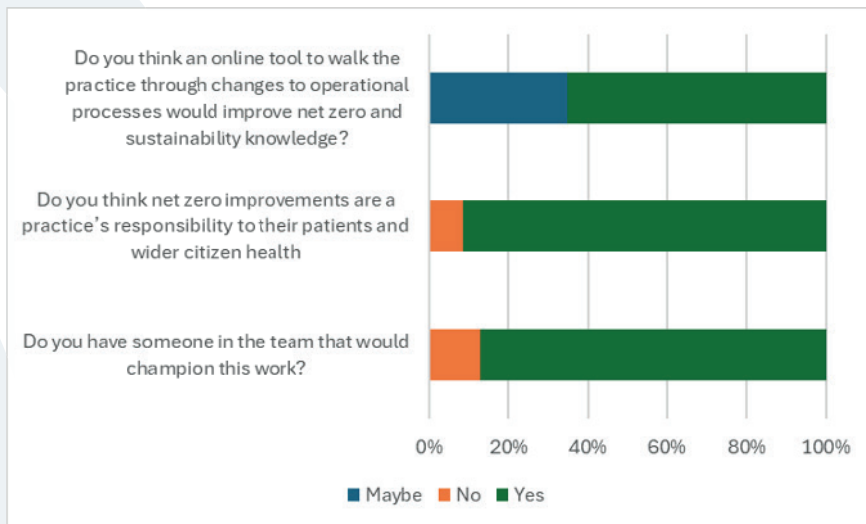
At baseline and end of testing, most of the staff are confident to some extent, confident or very confident in changing their behaviour to reach net zero and sustainability goals.



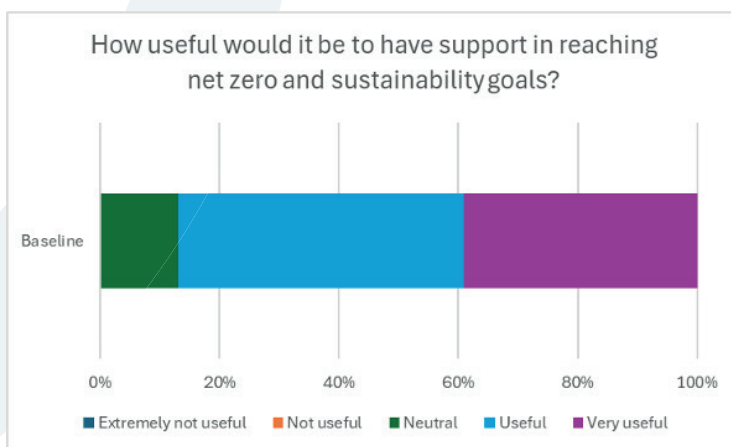
At baseline, most of the staff are either interested or very interested to learn more about net zero and sustainability.



Most respondents said there is someone within their team to champion the net zero work and believed it is their practice's responsibility to adopt net zero improvements. The majority also said an online tool would be very useful to walk them through changes to improve their sustainability knowledge.

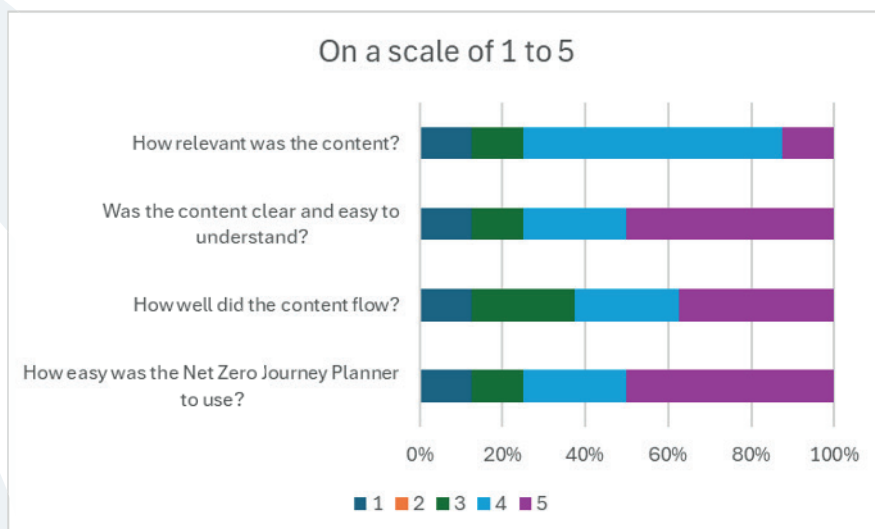


Most staff said they would find it either useful or very useful to have support in reaching sustainability goals in their practices.



At the end of the testing period, two people didn't complete the net zero learning, and this affected their responses to some of the end of testing survey questions. The survey did not capture why they did not complete the module. The results were analysed separately to those who completed the module from those who did not, as this could potentially skew the results.

Most respondents agreed that the Net Zero Journey Planner was easy to use (six out of eight), the content flowed well (five out of eight), was clear and easy to understand (six out of eight) and was relevant (six out of eight). Also, most staff said they would not change anything about the content, flow or design of the net zero package, but one staff said they would like to see regular updates.



Below are some anonymous quotes from staff who filled in the open text field at the end of this question:

- It flowed well but can be quite difficult to separate out how to respond as “myself” and “my knowledge” versus the team. I responded as the team.
- Done others previously and some were better but some worse. It was very easy to complete.
- Form was easy to follow.
- I’ve done some additional training in greener practice so am aware of what we need to do. My interest is seeing how this module could help support me trying to convince the organisation this is something important to spend time on.
- [Net zero] agenda is relevant but question the ability to deliver [it] due to other pressures.
- Environmental issues are very important.

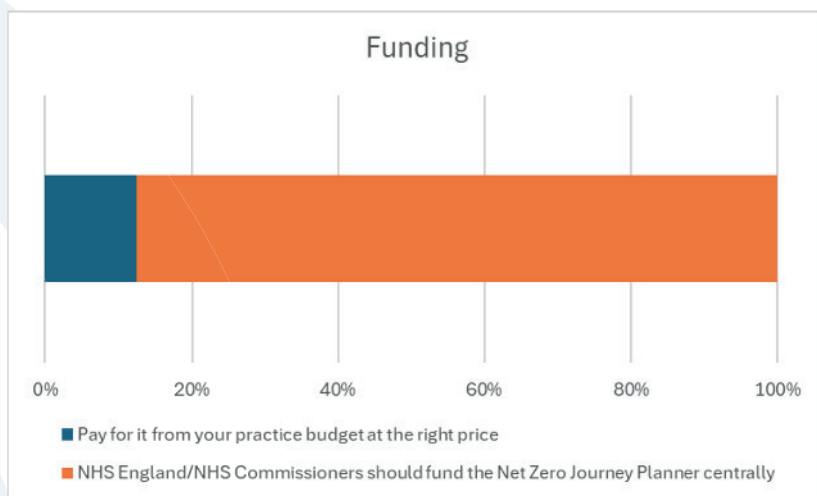
The content and sections were very clear and helpful areas to start considering for the practice’s planning.

The information and content were relevant to the issues facing primary care to achieve net zero.

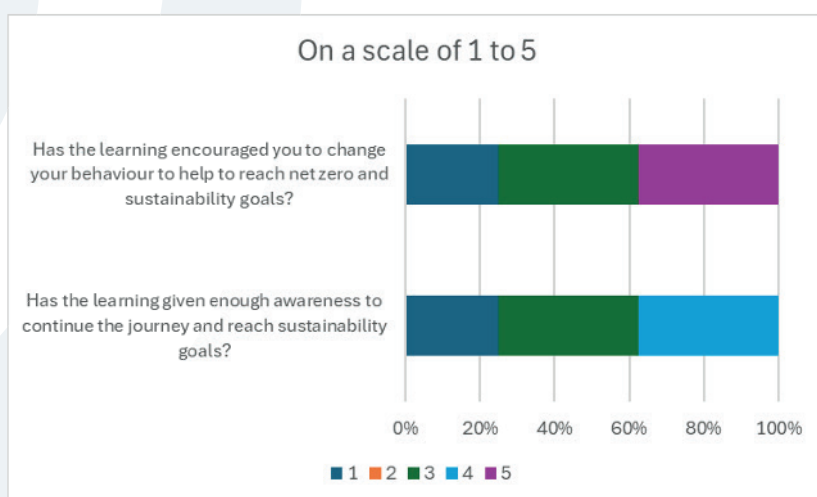
Furthermore, with regards to the content of the journey planner, six out of eight respondents prefer more text and less videos, stating that text is an easy format to revisit in the future. The few persons who wanted more videos said videos could be faster to access and they could just listen to them.

Funding of a planner

Primary care staff were asked what they thought would be a reasonable amount to charge for the Net Zero Journey Planner after the free pilot. Fifty percent of the respondents were not sure what the amount should be, some said no amount should be charged, while a few others suggested charging £15-50 for an annual licence for each practice. With regards to funding, seven out of eight staff would prefer not to pay for the licence from their practice budget but wanted NHS England or NHS commissioners to fund the Net Zero Journey Planner centrally.



The learning gave most respondents either some awareness or improved awareness to continue their net zero journey and most respondents said they have been encouraged to change their behaviour to reach net zero and sustainability goals.



Primary care staff also gave their opinions on what they think the outcome will be from actioning the sustainability recommendations from their learning. Six out of eight respondents agreed that actioning the sustainability recommendations would lead to carbon reduction.

There were divided opinions about whether actioning the sustainability recommendations would save money and time, with some agreeing that it would save money (four out of eight) and time (two out of eight), while others either disagreed or don't know. There were concerns about the up-front costs of starting a sustainability journey, but some staff still thought that in the long-term, there might be some savings.

There were mixed opinions as to whether actioning the sustainability recommendations would lead to improvement in health outcomes (four said yes, one said no, three didn't know).

"Improving active travel and reducing pollution will improve health."

With regards to health inequalities, there were mixed responses as to whether actioning the sustainability recommendations would lead to a reduction in health inequalities (two said yes, three said no, three didn't know).

"Being environmentally friendly is more expensive so people on lower incomes tend to not follow that direction".



Most respondents agreed that the Journey Planner would provide them with evidence to show that their general practice is working towards sustainability goals.

Respondents said barriers to widespread use of the net zero learning module would include the cost of implementation and time for primary care staff to implement these changes when they already have a heavy workload.

Despite these concerns, **100% of responders (eight out of eight) said they would recommend** the net zero training to a practice or colleague. This shows that they recognise the value that the module brings to primary care in helping to reach sustainability goals. One of the respondents said:

"Any support and information to make changes in primary care is really valuable."

There was a recommendation about using the Green Impact for Health Toolkit to enable and track sustainability changes made.



4 DISCUSSION

This project sought to evaluate what primary care staff think about the net zero journey planner, their acceptability of it and the impact the net zero learnings will have on their work, patients and society as a whole. Preliminary results gathered from the completed baseline survey provided feedback to Redmoor, which was used by their development team to update and refine the net zero learning package. The evaluation delivered its intended aim to provide insights into the implementation of the module in the early adopter sites.

There was limited engagement from staff at the participating practices, with some indicating time constraint due to workload pressures as a reason for either non-completion of the module and/or the surveys. However, findings from the completed surveys indicate staff realise that making net zero improvements is their responsibility to patients and the wider public health. The net zero module will be a very useful online tool to walk the practices through operational changes they need to make to help them achieve net zero and sustainability. 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.

If practices can action the sustainability recommendations contained in the module, it should lead to carbon reduction for the practices. To ensure the content remains valuable and current Redmoor should update the module regularly, tailoring the content and seeking ongoing feedback.

Surveyed staff recognised that actioning module recommendations would lead to improvement in health outcomes. For these improvements to be realised, a commitment to achieving sustainability is key. It calls for continuous and sustained action from everyone, including staff and patients, for the full benefits of actioning net zero recommendations to be realised.

Due to financial pressures within the system, it is unsurprising that practices would look to NHS England or their Integrated Care Board to pay for non-clinical software such as the Net Zero Journey Planner. HINWC recommend Redmoor discuss potential system-wide funding at the regional level.

5 CONCLUSION

Despite participation challenges, the evaluation highlights the module's effectiveness in increasing sustainability awareness and engagement of primary care staff. 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 in primary care 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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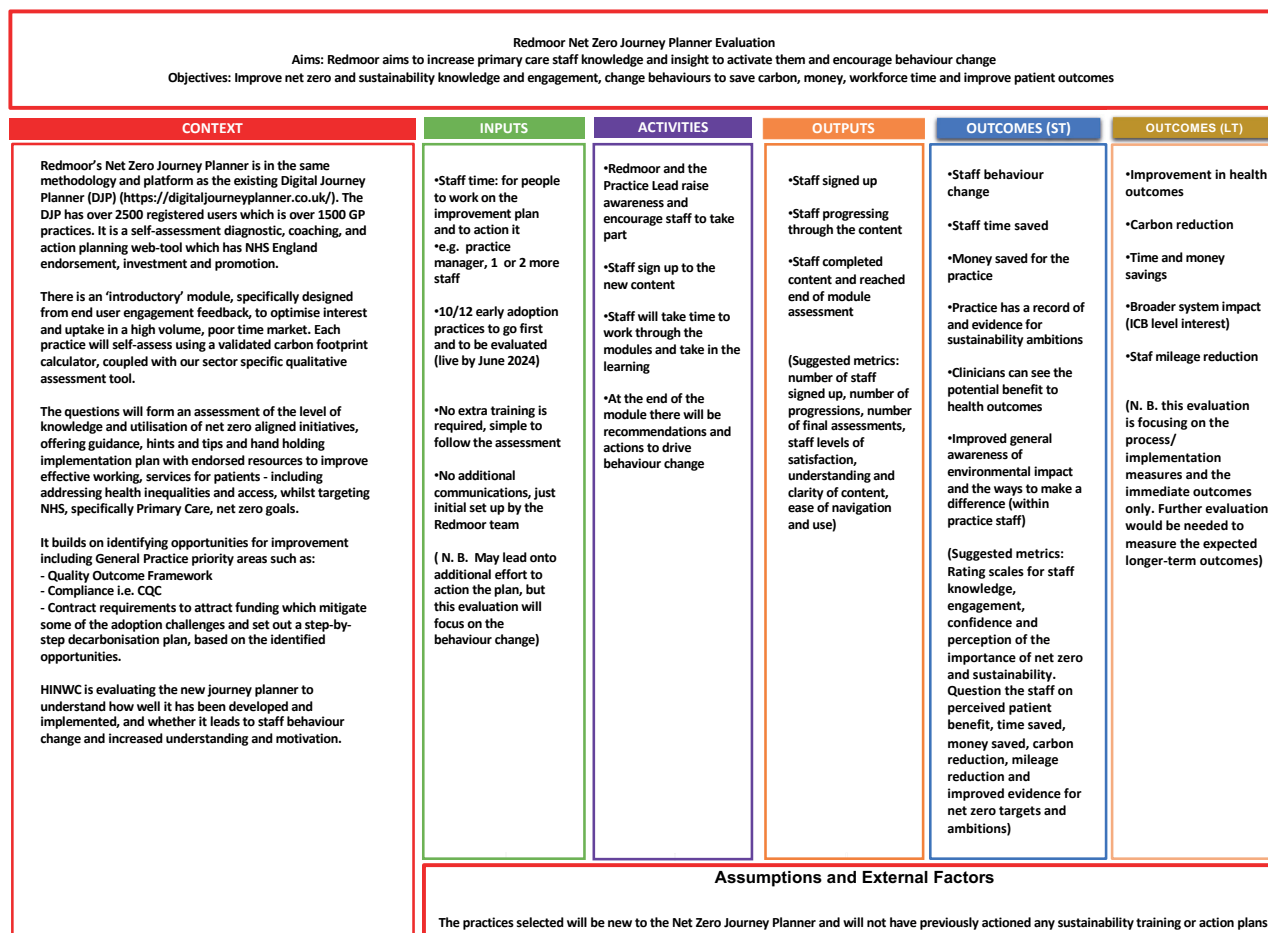
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6 APPENDIX

Logic model



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