



Measuring, Reporting and Acting

Working together to implement an environmentally sustainable solution

Jo Van Wyk, Brand Manager Nutricia

Sally Hall, Nutricia Homeward Nurse

@NutriciaHCPUK

NUTRICIA HOMEWARD

- UK's leading medical nutrition feed and service provider
- We support more than 29,000 home enterally tube fed patients every year across the UK
- We have a dedicated team of over 160 Nutricia Homeward Nurses
- Tube feeding at home requires medical equipment, a significant amount of this is single use plastic, both Nutricia and the NHS have environmental policies in place committing to reducing single use plastic where possible



**Our mission is to
proudly transform health
through
nutrition for the people
we serve**

BACKGROUND TO THE INITIATIVE, SUMMER 2019

- Visited a family with 2 children, both with complex needs, enteral feeding tubes and powdered feeds which needed to be reconstituted. This meant they needed to use single use plastic containers, in total 280 containers or 28 boxes arriving every 4 weeks, Mum asked do we have an alternative?
- After investigating discovered that baby bottles, which could be washed and sterilized could be used with an adapter
- Discussed with the Paediatric Dietitian and after demonstrating how this could work, she was happy to try
- This made a huge difference for the family, not opening the door to a mountain of boxes! No storage and safety problems, and much less recycling



MOVING FROM LOCAL TO NATIONAL

- Patients told us they were concerned about packaging, including single use plastic
- Flocare containers are a big contributor to plastic usage and there is an opportunity to offer improvements for patients and the environment
- It was important to find a safe, reliable option that made the option accessible to as many patients as possible
- Working closely with a local manufacturer a suitable alternative was sourced and we were ready to roll out nationally

FROM THIS TO THIS, EVERY MONTH

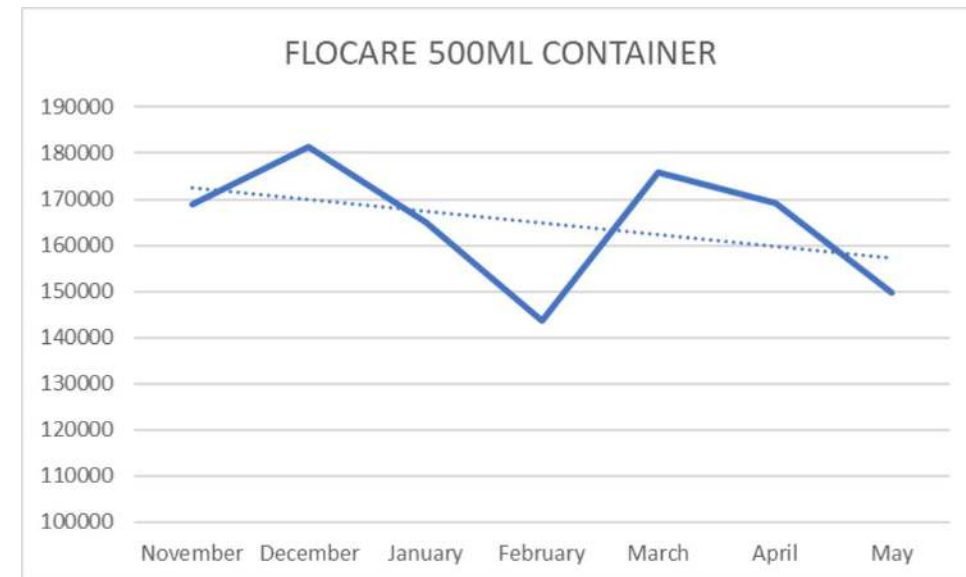


IMPACT AND RESULTS

- Initially this was rolled out in South Tees and then across the North-East of England, during the first year Flocare containers were reduced by 33.5%
- After launching nationally in November 2020, the reduction in the first 7 months was 11%
- 2021 ambition is a reduction of 20%, equating to a reduction of 500,000 containers or 26,000kg less plastic
- There is already a 50% reduction in comments about packaging from patients

“washing and sterilising reusable bottles is normal and makes me feel like I'm a parent and not a nurse”

“I just wanted to express how delighted I am on how well the new universal adapter and baby bottle is working for us. It's fantastic, and so great we haven't got all the plastic waste of the containers. These are so easy to use, great to store and go out and about with”

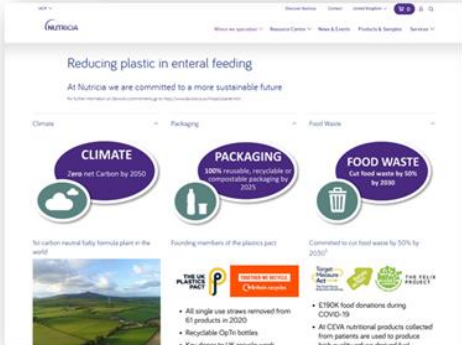


KEY LEARNING POINTS


- Evidence to demonstrate the scale of the concern was key to obtain internal buy in from key stakeholders, this enabled us to really gain momentum.
- To implement change of this scale, everything needed to be as easy as possible.
- Regular communication and sharing of success stories, helped to embed big changes
- Set realistic expectations and targets as change takes time
- Win for the environment, win for patients and win for Nutricia

CONTINUOUS COMMUNICATION & SHARING SUCCESSES

New dedicated web page



Best practise sharing in our Newsletters



Patient focussed support materials

