

**REDTalk:**  
*anesthesia solutions*  
**Research**  
**Education**  
**Dissemination**

Instagram as an  
Engagement Tool for  
Awareness of the  
Environmental Impacts  
of Anesthesia

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**1938**

First studies showing rising global temperatures

**1988**

Creation of Intergovernmental Panel on Climate Change

**2013**

Research directly links humans as cause of global warming

**2010-2020**

Healthcare & anesthesia linked to major waste and greenhouse gas emissions



GREENER HEALTHCARE & SUSTAINABILITY PROJECT

**What is the trend of user engagement on GASP's Instagram account when a variety of social media techniques are employed?**



**@ghasproject**



**Green Anesthesia**



**Increased Engagement**



**Engagement**

**Informative social  
media posts**

**Increased user  
engagement**

**Benefits of using social  
media as an  
educational platform**





**Free Open Access  
Medical Education  
(FOAM)**

**Ease of accessibility**

**Rapidly evolving**



GREENER HEALTHCARE & SUSTAINABILITY PROJECT



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## Practical Tips:

Reduce emissions & save energy in the OR, even after you leave!



At the end of your day, turn off all:


- lights
- computers
- surgical equipment
- anesthesia machines/monitors
- anesthetic gas scavenging systems

CASPARANESTHESIA.COM

## PRACTICAL TIPS: TRADE SOAP AND WATER FOR ALCOHOL-BASED SCRUBS, WHEN POSSIBLE

This could save your hospital >2.5 million liters of water a year!

## What CAN you recycle in the operating room?



## 1 hour of desflurane use

is equal to 235 - 470 miles of driving on a gas vehicle.

## Which medication accounts for the highest wasted drug by volume in the operating room?

🤔

- (A) Midazolam
- (B) Propofol
- (C) Rocuronium
- (D) Ephedrine

## U.S. hospitals produce more than

# 5 MILLION TONS

## of medical waste each year

(that's 33 lbs per staffed bed 🤖)

## What emits more carbon dioxide?

🤔

- (A) 2.5 hours of Desflurane
- (B) 500 miles flight

## WHAT CAN YOU DO?

Actions to reduce the environmental impact of anesthesia:



**DITCH THE DES**



**THINK TIVA**



**SAY NO TO N2O**

# Hashtags

#zero  
waste

#no  
harm

#reduce  
reuse  
recycle

#anesthesia

#save  
the  
earth

#global  
warming

#go  
green

#climate  
action

#sustainable  
health

#green  
medicine

#environment

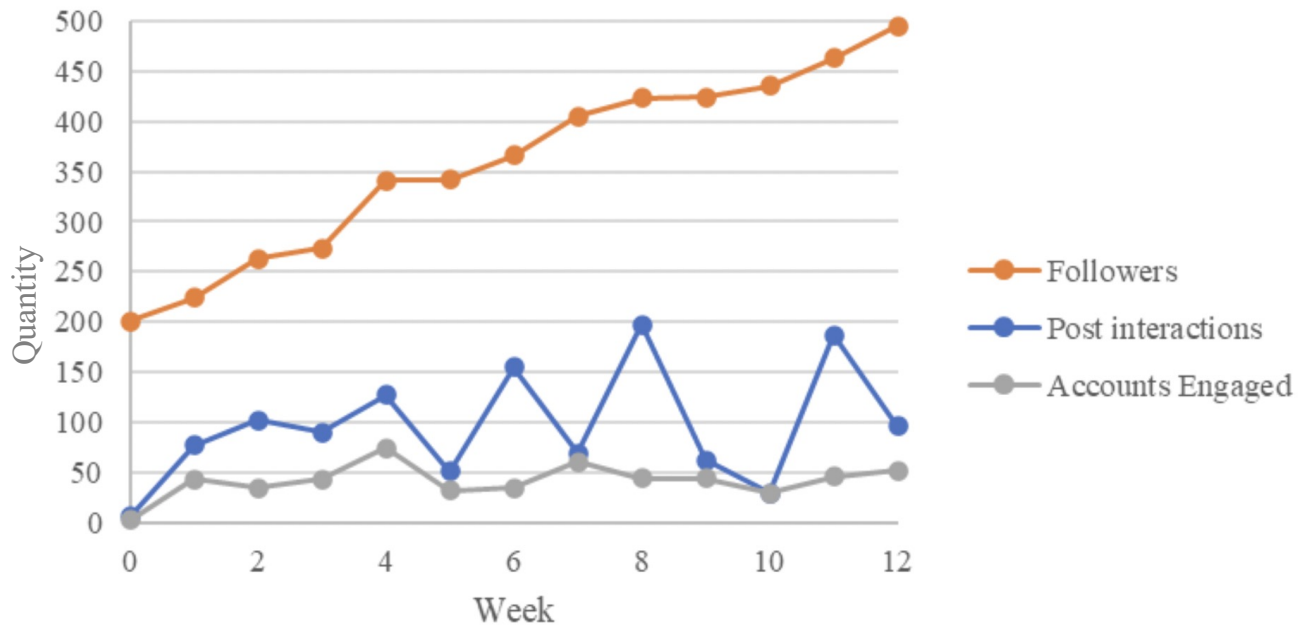
#green  
anesthesia

#climate  
change

**Engagement Rate**

**=**

**((  $\Sigma$  (Likes + Comments) / # of posts) / # of followers ) x 100**



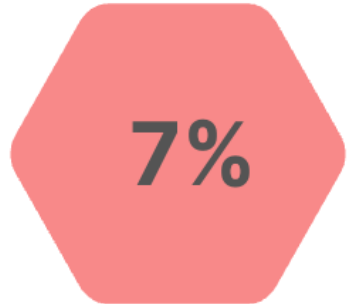
Accounts Engaged



Followers



Engagement Rate







## **Instagram as a platform for education**



## **Increase user engagement**



- 2-3 posts/week during “high traffic” hours
- Reels > Posts > Videos > Stories
- Consistent & interactive content
- Limited hashtags



## **Conscious & sustainable anesthesia**



