

ensured regular social media posting with posters/video advertisements for all the MLM events BMLS were hosting virtually throughout the year. Platforms used were Instagram, Facebook, Twitter and LinkedIn. In addition, 'hashtags' were used across all platforms (e.g. #MedTwitter, #medicalstudents, #medicalladership, etc) to try to capture a large audience via algorithms. Social media analytics were then compared to the 2019/20 academic year.

In total across all four social media accounts, BMLS had a total of 22,159 viewers in the academic year 2020/21 (489.3% increase). The Facebook BMLS MLM content had a total of 10,215 viewers in the academic year 2020/21, compared to 2344 in 2019/20 (336.9% increase) and 656 followers. In addition, the BMLS MLM content on Instagram had 2474 views in 2020/21, compared to 813 in 2019/20 (203.3% increase) and with a total page following of 817.

The study highlight that BMLS developed a successful social media strategy during the academic year 2020/21 in the face of the COVID-19 pandemic to draw attention to MLM topics. Although not a direct measure of engagement, the results do suggest the popularity of MLM topics amongst medical students and clinicians alike globally.

62 THE GREEN HOSPITAL INITIATIVE: LESSONS FROM A PRIMARY HEALTH CENTRE IN MUMBAI SLUMS

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The project, 'The Green Hospital Initiative,' is being conducted in a primary health care centre serving the Bandra slums of Mumbai in India since April 2021. The hospital environment suffers from air and noise pollution during the busy morning hours. Besides, there is poor disposal of specific waste products, such as masks, gloves, and cotton bandages.

The hospital administration formed a committee consisting of the paediatrics house officer, medical officer, patient representative, and social worker. They audited the hospital waste disposal and also assessed the factors contributing to the hospital pollution. The conclusions were drafted into an official document and sent to the municipal corporation office, asking for assistance and sanctioning required funds.

The municipal corporation created a no-parking zone in front of the hospital. The committee planted trees near the hospital gate, creating two strips of green plants on either side of the gate. We incorporated special dustbins to dispose of personal protective equipment in hospital wards and patient waiting areas. The nursing staff organized weekly awareness sessions for the hospital workers and patients.

We plan to assess the impact of our intervention in September 2021 by taking structured feedback from the patients, carers, hospital staff, nurses, medical officers, and the hospital superintendent. The feedback will cover the improvements in waste disposal, reduction in vehicular congestion, and overall improvement in the hospital's aesthetics.

The hospital's responsibility is to decrease patient exposure to harmful pollution and educate the patients and their families about environmental health. The hospitals can lead by example and provide a strong basis for the implementation of

eco-friendly measures. Health professionals are influential local leaders, and therefore, they could guide the patients on how to decrease environmental pollution and guard themselves against it.

63 THE HEADSTART PROJECT – A PEER-LED INTRODUCTION TO THE NHS FOR INTERNATIONAL MEDICAL GRADUATES

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Introduction Internationally-Trained Medical Graduates (IMGs) make up approximately a third of the registered doctors in the UK1. Despite this there are still unmet needs with close to 40% IMGs in one program not having an induction before starting and 12% of them finding that the induction was relevant to their needs. 3 #

'The HeadStart Project' (THSP) was and after attending the webinars, self-reported confidence increased by 64.44%, we discuss this below.

Intervention A team of IMGs were consulted, areas of NHS practice that IMGs struggle with were identified.

A series of 12 webinars to introduce new IMGs to the NHS was planned with the following features:

1. Peer led and delivered to ensure relevant topics :
2. Topics were broadly divisible into two groups, General introduction to the NHS and Speciality Specific introductions to the NHS.
3. Online format allowing international participation
4. In time for the August start

Methodology Surveys were conducted before and after each webinar and participants were asked to rate their confidence on a scale of 1-5 (1 being not at all confident and 5 being very confident). Average confidence scores and a percentage increase in confidence was calculated.

Results Pre and post surveys were available for 11 sessions.

'In Introduction to working in A&E' had the lowest pre-webinar confidence scores (1.875) and also the highest increase in confidence scores of 120.07%.

'Common procedures for the NHS SHO' was the session that had the highest pre-session confidence score (3.322) and the lowest increase in confidence 23.57%. It also had the highest number of participants at 81.

There was an overall increase in confidence by 64.44% over the course of the 12 webinars.

Inference Peer led and delivered webinars to orient new IMGs to the NHS helps improve confidence for new starters.

64 THE IMPACT OF TARGETED ENHANCED RECRUITMENT (TERS): BENEFITING TRAINEES, TRUSTS AND PATIENTS

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Cumbria suffers recruitment and retention challenges, detrimentally effecting patient care and educational outcomes. It is