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, #medicalleadership, 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

Vinayak Mishra, Department of Paediatrics, Urban Primary Health and Training Centre, Mumbai, India

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.