

**BMA**



# **BMA corporate social environmental responsibility strategy 2018–2021**



British Medical Association  
bma.org.uk

## Introduction

**The BMA is involved in a wide range of CSER (corporate social environmental responsibility) activities.** This strategy allows us, for the first time, to consolidate our existing work, maximise benefits and identify further activities.

Our aim is to be an influential voice on CSER and lead by best practice. This strategy document sets out what CSER means for our association, our vision and the steps we will take to achieve our vision. Progress towards the strategy will be reviewed on an annual basis.

## What does CSER mean for us?

As an influential leader in supporting the medical profession and the health of our nation we have a responsibility to be an accountable organisation by giving back to society and having a positive impact on the lives of our staff, members, the community and the environment.

At the BMA, we believe in the ethos of CSER, we actively encourage our staff and members to be socially responsible and strive to improve the lives of those around us.

## Why do we need a strategy?

The BMA has long acted as a responsible organisation; we are the oldest medical association in the world to award grants to encourage and further medical research<sup>1</sup> and have always advocated the highest standards of human rights in healthcare.<sup>2</sup> Our work on CSER has largely been reactive. We now have the opportunity to develop a strategic and cross-organisational approach to CSER. Being an influential voice in health, we have a responsibility to give back to society, consider our environmental impact and ensure we provide an inclusive and healthy working environment for our staff.

There are a number of BMA **ARM (annual representative meeting)** policies that have called for the association to recognise a wide range of CSER issues, from the important links between climate change and health, to our duty to widen participation into medicine.

A CSER strategy will ensure we align ourselves internally to what we have lobbied for externally, in order to be in a strong position to influence change. A strategic, coordinated approach will bring the different strands of work already happening together, identify gaps where further action is needed, and position us as a leading organisation that is a centre of CSER excellence.

In addition, the BMA Corporate Strategy 2017–2022 identifies four themed strategic priorities that will help focus our approach and resources to achieve our vision and put members at the heart of all we do.

Of these four, the external influence strategic priority identifies CSER initiatives as a key deliverable: We will identify and build on activity that enhances our reputation by identifying further CSER initiatives to build on our reputation.

Ensuring we fulfil our strategic priority commitment to CSER is essential for enhancing the association's reputation and delivering our corporate five-year plan.

1 [www.bmafoundationmr.org.uk/about-us](http://www.bmafoundationmr.org.uk/about-us)

2 [www.bma.org.uk/collective-voice/influence/international/global-justice/human-rights](http://www.bma.org.uk/collective-voice/influence/international/global-justice/human-rights)

## Overview of current activities

We undertake a wide range of CSER activities, which can be grouped under three main themes:

- Workplace
- Communities
- Sustainability and health

Staff and member engagement is a key component of our activities and weaves into these three themes. These themes represent our CSER overarching objectives.

### Workplace

We recognise that we have a responsibility to promote and adopt organisational policies that support sustainable practices and improve the health and wellbeing of our employees. We are committed to promoting equal rights and opportunities, pro-actively tackling discrimination or disadvantage in all forms and creating an open and inclusive culture for our employees<sup>3</sup>.

### Communities

We recognise that we have a duty towards wider society and the communities we work with and within. The BMA seeks to give back to the community through activities such as widening participation into medicine, upholding fundamental human rights in health practice, creating key partnerships with stakeholders, supporting research careers through funding, mental wellbeing through our [wellbeing support services](#) and doctors' financial needs through the BMA charitable network.

### Sustainability and health

We recognise the detrimental effects climate change has on health<sup>4</sup> and aim to minimise our impact on the environment. Doctors and other health professionals have a vital role in supporting and advocating for better approaches to tackling climate change that protect and promote public health, while also reducing the burden on health services.<sup>5</sup>

## What is our vision?

**Our vision is to be an influential voice and centre of CSER excellence, leading by best practice.**

It is association-wide and will shape the development of CSER work programmes across the organisation over the next three years.

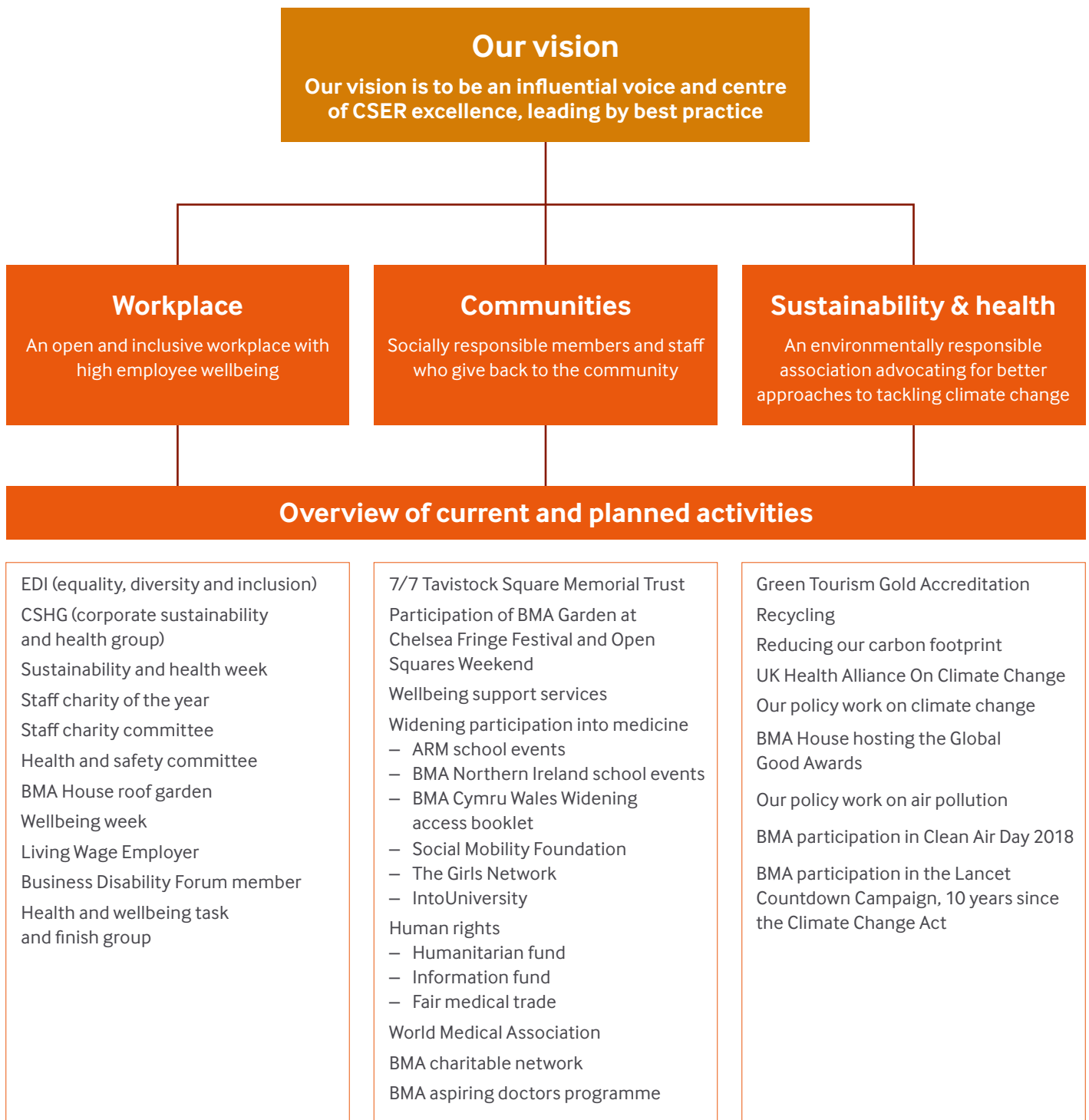
Activities to ensure staff and member engagement will be vital to achieving our vision, including:

- Creating a network of CSER champions composed of staff and members.
- Ensuring staff input through working groups eg BMA health and safety committee and health and wellbeing task and finish group. These will explore issues that impact BMA staff in the workplace, taking into account the different working environments our staff operate in.
- Encouraging member engagement through activities such as the BMA aspiring doctors programme, which uses our network of doctors and medical students to help young pupils from disadvantaged backgrounds into medicine.
- Promoting member involvement through increased CSER presence in BMA communications, at BMA conferences and events.

<sup>3</sup> [BMA corporate equality, diversity and inclusion strategy 2016-2021](#)

<sup>4</sup> [Doctors taking action on climate change](#), BMA Board of Science

<sup>5</sup> [www.bma.org.uk/collective-voice/policy-and-research/public-and-population-health/climate-change](http://www.bma.org.uk/collective-voice/policy-and-research/public-and-population-health/climate-change)



**This diagram represents an overview of our current and planned activities, a more detailed action plan has been developed for internal use.**



## Next steps

- We will create a CSER action plan, roadmap and communication plan, and undertake a full review of our current activities.
- We will identify our key internal and external stakeholders through a stakeholder mapping exercise.
- We will liaise with the national offices to ensure the reach of our activities are UK-wide.
- We will review our web presence, identify novel ways to keep our staff, members and the general public updated of our CSER activities.
- We will monitor and review our activities annually producing process reports as appropriate in order to measure success and impact.

The BMA corporate development directorate has accountability for our CSER work, with a strategic role overseeing the progress towards our strategy by working closely with the nations and all BMA directorates.

For further information about our CSER work please visit our [website](#) or contact Nina Barry, CSER and charities manager at [nbarry@bma.org.uk](mailto:nbarry@bma.org.uk)

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