

COMMUNICATIONS AND ENGAGEMENT ACTIVITY REPORT

2023-24



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1. INTRODUCTION

Welcome to the 2023/24 Communications and Engagement Activity Report for the One Bromley Local Care Partnership¹.

This report outlines how Bromley health and care services are working with local people and communities to inform, shape and co-design their care and services. This engagement is vital in ensuring that services are not only responsive and aligned with the needs of the community, but also contribute to enhancing experiences, reducing health inequalities, and improving health outcomes.

The report covers two main areas:

- Engagement to support delivery of One Bromley integrated programmes and partnership initiatives.
- Individual organisational engagement supporting delivery of services.

By working with Bromley people and communities in a timely and meaningful way, we aim to increase the likelihood of services aligning with their needs, improving their overall experiences, and ultimately leading to better health outcomes. As a local care partnership comprised of health, care, and voluntary services, we are dedicated to empowering the community to actively participate in their own health and the development and delivery of services. Communications and engagement are integral enabling functions that contribute to the successful provision of proactive, personalised, and integrated care.

2. PARTNERSHIP WORKING

The One Bromley Local Care Partnership brings together local NHS health providers, Bromley council, commissioners, and voluntary sector organisations to formally work together to deliver better care for all. Working in this way means services can be better co-ordinated and ensure residents get the help they need when they need it. One Bromley is made up of health, care, and voluntary services, working together to deliver integrated care.

Bromley has a long and successful history of working collaboratively together to communicate and engage with people and communities. The One Bromley communications and engagement workstream represents all One Bromley organisations together with members of Healthwatch Bromley and Community Links Bromley. Working together we are better able to reach and interact with many more people, voluntary and community groups.

The workstream is responsible for supporting the delivery of One Bromley programmes, advising the One Bromley Executive on the messaging and approach to communicating with internal and external stakeholders and the engagement of key partners, particularly the public, enabling them to meaningfully influence integrated care.

¹ One Bromley Local Care Partnership is part of the South East London Integrated Care System which covers Bexley, Bromley, Greenwich, Lambeth, Lewisham and Southwark.

The emphasis on the importance of communication and engagement reflects our dedication to ensuring that the voices of Bromley people and communities are heard and incorporated into the ongoing development and delivery of health and care services in Bromley.

3. OUR APPROACH

Our approach to engaging with Bromley people and communities is informed by the South East London Integrated Care System's People and Communities Strategic Framework.

This framework outlines the ambition and approach for working with people and communities across south east London and is based on the following foundations:

- being accountable to local people and ensuring we are transparent
- making decisions, setting direction and priorities in partnership with people and communities
- working with people and communities in new ways to transform health and care and support health and wellbeing.

We use the South East London ICS' 'Let's Talk Health and Care' platform for people and communities to share their ideas, discuss important topics, provide feedback, and get involved in conversations about health in south east London.

Information about One Bromley and the work we do together is promoted online through web pages and social media.

- **The web pages** are part of the SEL ICS (Integrated Care Systems) website and provide information on integrated care, keeping well, working with us and how to get involved. www.selondonics.org/OneBromley
- **The X** (previously Twitter) account @OneBromley promotes our work. Partners share information to amplify important health and care messages through their own social media platforms to help us reach more people.

Effective communications and engagement, clear and sound messaging, good co-working, engagement with staff, partners and the public are essential to delivering the aims and priorities of One Bromley Local Care Partnership. Working collaboratively on shared priorities enables us to have greater reach across all stakeholder groups and communities by using all the various networks available to all partners.

In addition to routine feedback on services, we also engage and involve the public and other stakeholders in a variety of ways, based on how much influence they can have and what would be proportionate to the change or improvement we are considering. We always look at the insight we have collected already through engagement or patient experience data. This provides us with a good starting point to plan what else we need to find out and who we need to reach and hear from.

We have a One Bromley Patient Network with over 200 members and a Community Champion programme. Both enable us to gather views from Bromley people and communities and contribute to the delivery of high-quality care. Other ways in which we engage include:

- Targeted work with those people and communities most likely to be impacted by any service changes and improvements.
- Invites to the public and those with lived experience to take part in surveys.
- Focus groups and events to share experiences and inform our plans.
- Patient/service user led groups working with our Bromley organisations.

Our engagement must be meaningful and evidence how people and communities have shaped, informed, or challenged our thinking. We are committed to feedback to those we have engaged with,

4. ACTIVITY

4.1 One Bromley Integrated Programmes and other partnership initiatives

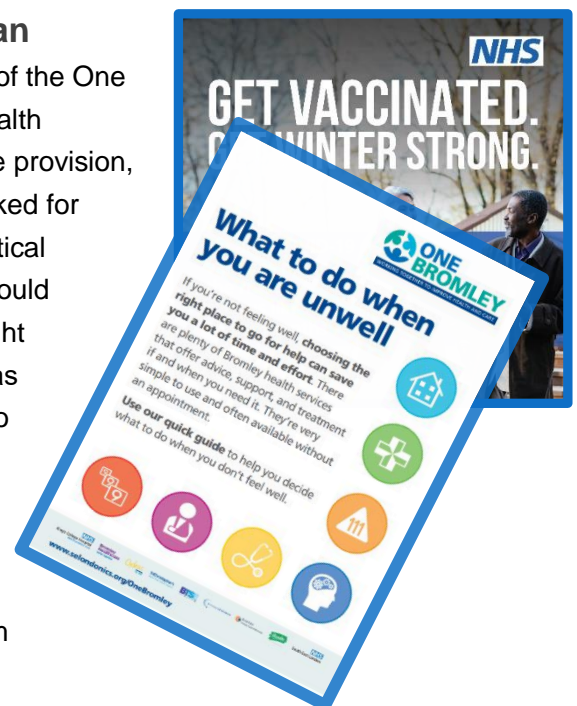
This section describes how we have communicated and engaged with Bromley people and communities to inform the development and delivery of One Bromley integrated care during 2023/24. Some of these programmes have involved working with other multi-disciplinary teams and programme leads across the Bromley system.

Support delivery of the One Bromley Winter Plan

Communications and engagement are important components of the One Bromley Winter Plan, through supporting both public winter health

information and system messages on service provision, pressures, resilience, and escalation. We asked for advice from our clinical leads on the most critical groups to reach and what information they would need to keep well over winter and use the right service at the right time. This year's focus was on getting targeted information to groups who are more vulnerable and at higher risk of becoming unwell over winter such as children and families. For some areas we created new content and for others shared information and advice already available from

national and local sources.



What we did	
Public	<p>Produced a range of materials to help manage common ailments in children. The 'keep your child well in winter' booklet has been widely promoted with adverts in the Bromley Council resident magazine and other online platforms. Posters and booklets distributed to several services including A&E (Accident & Emergency), UCC, providers, children and young people services, family centres, GPs, and Bromley primary schools. Copies shared with harder to reach communities through winter outreach activity.</p> <p>Use the right service at the right time – our 'what to do when you are unwell' leaflet is available online and has been advertised in the council's resident newsletter. Printed copies made available to front line services and an easy read version has been made available to those organisations working with people with learning disabilities.</p> <p>Vaccinations – leading a comprehensive approach to promoting vaccinations. Print, online and outreach events using the Bromley Community Health Champions to encourage uptake. Pop up clinics promoted in areas of low uptake and paid for social media advertising to target at risk groups with lower uptake.</p>
System	<p>Winter updates for staff working in Bromley services, including updated service directories, an event for GPs and winter bulletins with information on referral, additional appointments available and other service capacity etc.</p>
Outcomes	<ul style="list-style-type: none"> • COVID BOOSTER <ul style="list-style-type: none"> ○ 46% of eligible people ○ 69% of housebound patients ○ 84% of Care home residents • FLU <ul style="list-style-type: none"> ○ 75% of over 65s ○ 63% of those aged 65-74 not at risk ○ 48% of 2- to 3-year-olds <p>Bromley early years and primary schools promoted the <i>Keep Your Child Well this winter</i> booklet to families. Positive feedback has been widely received from families and schools.</p>
Next steps	<p>Learnings will be used to inform winter 2024. Children's winter health information will continue to be promoted all year round with condition specific leaflets made available.</p>

Work with us in Bromley

One Bromley is committed to ensuring we have a workforce able to meet the current and future needs of Bromley people and communities. The One Bromley Work with Us campaign aimed to encourage more people to come and work in Bromley.



What we did

A 'Work with us in Bromley' recruitment campaign was developed delivering positive messages about working and living in Bromley through the voices of staff. New webpages were developed as well as a campaign plan and a range of materials featured staff from across One Bromley organisations. Messaging was informed by a staff survey and was applied to a range of professional videos, social media posts and animations, posters and give aways such as bookmarks and business cards. Meetings were held with the Department for Work and Pensions and the campaign was promoted at career fairs, online, through social media and at other events.

The campaign ran in two bursts. The first burst ran for six weeks in May 2023. It drove people to the [website pages](#) where links to jobs, videos and other careers related content was available. The campaign was evaluated based on website hits and social media interactions. All One Bromley partners were encouraged to share and amplify the social media messaging which appeared across Twitter, LinkedIn, Facebook, and Instagram.

The second burst ran for four weeks from October 2023. Additional fresh content was developed and a paid for social media campaign was undertaken to target working age adults living in a nine-mile radius around Tunbridge Wells using social media algorithms. The aim was to reach those who may be commuting to London for work and to promote the opportunities available in Bromley.

The campaign has been shared across south east London to support the SEL Work with Us recruitment hub.

Outcomes	Burst 1 – Up to 6 Sept 2023, there were 1,593 user visits to the website pages ² over 40,000 social media impressions from the core accounts (the number of times the campaign appeared in a social media feed ³).
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² From those who accepted cookies, the real number will be higher.

³ The actual number will be much higher as this figure does not include interactions from partners retweeting these posts on their own platforms.

⁴ A view is counted when the following occurs and varies by format: a person watches 30 seconds of the video (or the duration if it's shorter than 30 seconds) or interacts with the video.

	Burst 2 – During the four-week campaign, there were over 105,000 impressions from paid adverts on Facebook and nearly 30,000 views on the YouTube adverts ⁴ .
Next steps	The campaign’s promotional assets continue to be promoted as part of our routine communications. A further campaign burst is being planned for Autumn 2024.

Move of hospital based paediatric neurology clinics

Moving care closer to people and communities is a key strand of the One Bromley strategy, and a commitment within the NHS Long Term Plan to ensure we meet changing health needs.

In April 2023, plans were made to move the hospital based paediatric neurology service to two special schools. The service would run alongside current community services and enable children to be seen at school rather than travelling to hospital for their neurology care.

What we did	
	<p>Parents, whose children were affected by the proposed move of the hospital based paediatric neurology service to two special schools, were informed and invited to share their views on the proposal.</p> <p>The service would run alongside the current community services. The move affected 45 children across Riverside and Marjorie McClure special schools. Every family affected by the change was written to with an explanation of the proposed changes and an opportunity to join an online meeting to hear about the proposals and ask questions. Each family could send questions in directly if they were unable to attend the online session. The clinical/commissioning team met the two schools involved to ensure they were in support and able to respond to any enquiries from the families involved.</p>
Outcomes	The online event was held on 24 April 2023 led by Dr Dennis Grigoratos, King’s and Drs David Osoba and Raghu Prasad from Bromley Healthcare. Five families attended the online event and had their questions answered. Other questions were submitted by email. The move was welcomed, and new clinics commenced in May 2023.

Adult hospital at home

Hospital at home services (or virtual wards), provide a safe and efficient alternative to hospital care. Individuals, who would otherwise be in hospital, receive acute care, monitoring, and treatment in their own home.

Following on from the very successful children’s hospital at home service, the adult service was established in 2023. Those with lived experience of the service were involved in the ongoing development of the service model.



What we did

A series of collaborative design workshops were held with healthcare professionals and those who have used the service. The purpose was to gather feedback on the care provided and consider what improvements could be made. This co-design approach resulted in four distinct themes which underpin the service model. These are: **people focused outcomes** – using personalised care plans to meet the needs of individuals; **accessibility** – providing information on the service in multiple formats including video and multiple languages; **use of technology** – introducing accessible remote monitoring technology and **clear information** about the service developed in partnership with patients. Patient case studies and experiences are used in staff training and individuals who have used the adult hospital at home service have been invited to attend board meeting to share their experiences and help shape specific areas of the service. This reflects our commitment to inclusivity, continual reflection, and learning, addressing health inequalities and enhancing the patient and carer experience.

A new suite of information materials for the adult hospital at home service have been developed including accessible leaflets in the most used languages and videos to explain and promote the service.

Outcomes

Working in such a collaborative way has honed the service's focus on patient experience. The outcomes demonstrate that person-centered care is not just a philosophy but a practicable approach that can be systematically designed and delivered. Through person-centred design and care delivered at home, patients in this service have a greater understanding of their condition and treatment, more autonomy in their care, and report significantly better experiences.

Patient feedback has been excellent.

“What a difference. Nurses had time to discuss treatment, were kind and gentle, my wife instantly improved. The treatment at home was the same as the hospital but more personal.”

“I was very pleasantly surprised – they did full observations, turned up on time and were concerned about how I was feeling. Every care was taken and there was good hygiene, I couldn’t have asked for more.”

“Beforehand my mum was lying in A&E for three days and the doctors couldn’t find out what was wrong with her. I thought 2 weeks ago I would be planning her funeral but instead because of your amazing team, we celebrated her birthday”.

Improve uptake of cervical cancer screening

Whilst the uptake of cervical cancer screening in Bromley is higher than other south east London boroughs, it is just below the national target. A programme of work was undertaken to analyse and understand the barriers to screening within the borough. Furthermore, enabling a targeted approach to be put into practice to improve uptake and close the inequality gap.



What we did	
Working with the Clinical Lead for Cancer, Bromley primary care team and Public Health, a Health Equity report was developed which included the outcomes of a public survey capturing views on accessibility and barriers to cervical screening. The survey was widely promoted using print, video, and online information.	
Outcomes	<p>Over 300 responses were received to the survey, and the following recommendations were agreed:</p> <ul style="list-style-type: none"> • Address the identified barriers which impact on residents having cervical screening. • Provide clear, accessible information about cervical screening, with targeted interventions aimed at those groups who have lower uptake. • Share the outcomes from our findings with cervical screening providers and clinical practice to jointly consider any adjustments to the service provision and training. • Work with those practices who have lower uptake of screening, sharing good practice and initiatives that are working elsewhere in the borough.
Next Steps	<p>Several actions have been agreed and ratified by the Bromley Cancer Working Group. These are:</p>



	<ul style="list-style-type: none"> • Produce a range of accessible promotional materials, targeted to relevant audiences, which address the barriers to cervical screening as identified by the survey results. • Promote these materials and make them widely available to Bromley residents. • Work with general practice and cervical screening providers to address the issues raised through the survey. • Offer practice education and resources to help increase screening uptake. • Offer targeted interventions to encourage those from underrepresented groups to come forward for screening.
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One Bromley Strategy

In 2023, the One Bromley 5 Year Strategy was developed with an ambition to improve the wellness of Bromley people and communities. This will be achieved by prioritising prevention, focussing on people living with long term conditions, those at risk of emergency admission to hospital, frailty and reducing health inequalities. The plan takes a population health approach with three key priority areas:

- Improving population health and wellbeing through prevention and personalised care.
- High quality care closer to home delivered through neighbourhood services.
- Good access to urgent and unscheduled care and support.



<p>What we did</p>
<p>In May 2023, a One Bromley strategy stakeholder event was arranged at Community House Bromley to share the headlines from the SEL ICS (Integrated Care Systems) and One Bromley five-year strategies and to discuss plans for neighbourhood working to support delivery of the strategy.</p> <p>The event was targeted at stakeholders representing local community services, voluntary organisations, faith groups, community champions, libraries, leisure, and health services.</p> <p>Fifty individuals signed up for the event and 35 attended. Table discussions were facilitated, and outcomes captured. The report of the event was shared with all attendees. The feedback</p>

received was used by the Bromley strategy leads to shape and inform the One Bromley five-year strategy and delivery plan⁴. A summary of the One Bromley strategy was produced for the event to explain our plans. The questions asked during the session were:

- Are you aware of any health needs in the borough which are not currently being met? What are these and where are they?
- How might neighbourhood working make a difference to meet these needs?
- Which community organisations and groups should we be working with to reach our population – particularly those who are more vulnerable and at risk of poor health?
- How can we work with you and these groups to engage with these people and communities?
- Is there existing work being undertaken in local communities that we should be building on?
- Are there local examples of good joint working that should be shared more widely?

Outcomes

Feedback from these sessions has been used to develop our approach to neighbourhood working. A series of King’s Fund workshops focused on the delivery of the One Bromley strategy were held during 2023/24 and a new Executive group is being developed to ensure the right governance is in place to drive forward the development of neighbourhood working.

Bromley Child Health Integrated Partnership (B-CHIP)

New integrated health teams to provide more integrated and responsive services for children launched in Bromley in 2023 in the Crays and Beckenham primary care network (PCN) areas. This has since expanded to cover a further three PCNS (Penge, Bromley Connect and Five Elms). These teams, delivering local clinics, are being managed through the Bromley Child Health Integrated Partnership (B-CHIP)⁵.



The B-CHIP clinics operate as a network of services drawing in the many health, care and support services families and children need, facilitated by a multi-disciplinary team (MDT) from a range of Bromley services. The primary aim is to reduce waiting times for children to see a paediatric consultant in an acute setting. During 2024, the clinics will be rolled out across the rest of the borough and once established, aim to develop further to incorporate more services.

Integrated care delivered at a neighbourhood level is a key priority in the One Bromley Strategy.

⁴ A copy of the outcome report is available on request

⁵ Made up of One Bromley partners including ICB, PCN, BHC and King’s

What we did	
<p>Developed supporting branding to improve visibility and understanding of the service. The South East London Children and Young People's Transformation team, in partnership with NHS England developed a promotional video about integrated children's teams to encourage other areas across London to develop similar models of care. The video⁶ features three Bromley clinicians explaining the model and the benefits to families.</p> <p>To review the success of the model, clinicians, families, and children will be surveyed to understand and capture their experiences. Feedback will provide a robust steer as to how the service is delivered is delivered long term in the borough, as well as how refinements can be made whilst the pilot stage is still ongoing.</p>	
Outcomes	<p>75% of children avoided referral to the community-delivered clinic or direct hospital referral and were seen closer to home, approximately 20 weeks faster than under the traditional model of outpatient referral.</p> <p>Further cohesion, trust and delivery between primary care, community health services and paediatric consultants.</p> <p>Feedback from families has been very positive. <i>"A long enough appointment to explain a complicated history. Seeing a specialist at our GP surgery rather than the hospital was a much nicer environment". "The paediatrician was caring, thorough and really listened"</i>.</p>
Next steps	<p>Data on triage and clinic activity is being collected to provide robust performance reporting. Once the survey work is completed, outcomes will inform the final delivery model as it is rolled out across the rest of Bromley.</p>

Community Health Champions

The One Bromley Community Health Champion programme continues to develop as more champions are recruited to help One Bromley organisations reach local people and communities with important health information. Champions come from all walks of life and give up their time voluntarily. They live, work, or have connections in Bromley and want to help us:

- Promote health and wellbeing
- Help us reach different communities
- Contribute to our work to reduce health inequalities



⁶ Dr Bhumika Mittal, Cait Lewis and Dr Shahid Karim
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What we did

The One Bromley community health champion programme was established in 2022 and over the last year has seen an increase in activity and outcomes from local people working with us to promote health and wellbeing. Our first [Community Health Champion annual report](#) is available online and sets out what has been achieved.

We invest in our champions by providing them with regular updates both online and face to face, training on different subject matters, briefing on campaigns and health initiatives and offer development opportunities. In return, they share information with communities we may not reach routinely, provide insight and intelligence on how some communities respond to information, share their lived experiences to inform our work and provide more capacity to do community outreach. Our champions also benefit by being involved and making a difference, it provides a sense of purpose and opportunity to gain new skills and confidence.

Outcomes

Champions have been involved in a range of activities and more detailed information is available in the annual report referenced above. These include:

- Vaccination promotion.
- Support to campaigns such as *Know your numbers and keep well over winter*.
- Long COVID awareness including films and practical advice. One of our champions appeared on the BBC News promoting the work.
- Outreach work in the community to promote health information and signpost to services.

Next steps

- Strengthen and build relationships in the community in order to reach more people.
- Recruit champions that represent those groups who experience greater health inequalities.
- Build their skills and experience to work independently and to confidently engage in areas of higher deprivation and where there is a poorer uptake of preventative healthcare and higher use of emergency and urgent care.
- Develop a robust reporting mechanism to capture interactions with Bromley people and communities and how these inform and feed into the various One Bromley programmes and priority areas.

The One Bromley Champions programme successfully applied for [an Innovation Fund Award](#) to create health and wellbeing events in the borough, aligned with local health needs. The champions will work closely with local Primary Care networks and partners in the health and voluntary sector to deliver the events in 2024, ensuring they align with other ongoing health related projects.

Unpaid Carers Charter

In 2023, Bromley Council published its statutory Carers Plan. A key recommendation was to develop an all-Age Carers Charter to set out the collective commitment to carers and expectations of what services carers can expect. Also, to have a common approach to how they are engaged, supported, and consulted.

The development of the Unpaid Carers Charter in 2023, was led by Bromley Well and was informed by a wide range of carers and wider voluntary services that support unpaid carers. The Charter was approved at the end of 2023 and sets out several commitments to support carers. It focuses on four themes: identification, information, support, and voice. The aim is to raise awareness of carers and be committed to identifying and supporting them, with improved training and awareness of carers issues, leading to better outcomes.

What we did	
	Unpaid carers, registered with Bromley Well, were involved in the development of the Unpaid Carers Charter. They were engaged through several opportunities, including face to face consultation events and meetings. Around 70 Bromley Third Sector Enterprise Associate Member charities were engaged. As a first step in raising awareness 4,500 promotional fliers explaining how to access carers support, including vaccinations were delivered to services across the borough including GP practices, health and wellbeing cafes, community centres, foodbanks, libraries, and charities.
Outcomes	The new Unpaid Carers Charter was approved at the end of 2023 and all One Bromley organisations have signed up. This illustrates the collective commitment to carers and ensures we will all work together to ensure carers are consistently engaged, supported, and consulted.
Next steps	The Charter will be launched during Carers Week 10-16 June. All One Bromley partners have committed to prominently display the Charter. It will also be promoted with carers and services that support them. An action plan sets out how we will increase identification of carers and provide clear, consistent

	information with training and information sharing for staff to help raise the awareness of the role of unpaid carers and how they can be supported.
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Childhood vaccinations

Ensuring children are protected by having their routine vaccinations is a priority for Bromley. As well as using national and local campaign activity to do additional promotion of the importance of vaccinations, this messaging is used all year round and outcomes/uptake reported at the Bromley Immunisations Board.

What we did	
<p>Different groups were targeted with information to help encourage uptake. This included:</p> <ul style="list-style-type: none"> • Education settings – including regular webinars, letters, resources etc for teachers, early years providers and homeschooled children. • Drop ins at Children and Family Centres. • Focused activities with young people such as a Youth Health and Wellbeing evening, attending Bromley College’s Freshers week and the development of a youth champions programme pilot. • Advertising on a wide range of platforms including radio, social media, print and online materials. • Focused work with different demographic groups including the Gypsy Roma Traveller population and Somalian community. • Community networks including through faith groups, food banks, holiday activity programmes, children’s services, and schools. • Information provided in winter health materials including the ‘keep your child well this winter’ guide which was promoted in the Bromley Council magazine distributed to every household. • Training updates and webinars provided for clinical staff (nurses, health visitors, community nursery nurses) and non-clinical staff to make every contact count. • Family health and wellbeing events were organised in areas where vaccination rates are lower, which supplemented the established events such as Penge Festival, Sports and Wellbeing festival and Churches Together Orpington. 	
Outcomes	<p>Information and messages about childhood vaccinations have been promoted widely through a variety of approaches. Collaboration and relationships with partners have been strengthened through use of consistent messaging and making every contact count. Feedback obtained from community engagement work has been used to tailor and improve communication approaches with different communities and improving attendance to pop-up vaccination clinics.</p>

Bromley Homeless Health Project

The One Bromley Homeless Health Project, provided in partnership with Bromley Homeless provides healthcare, vaccinations, advice, and treatment to those who are homeless or at risk of homelessness. The service engages widely with various networks to provide high quality care to those in need. In terms of communication and engagement, the recent focus has been on promoting what is provided to ensure the service can expand and be recognised within the wider community.

What we did	
Over the last year, the service as engaged with a wide variety of groups and networks to help it develop and grow. This includes the range of One Bromley partners, as well as other groups such as social prescribers, Department for Work and Pensions, charities, and other networks. In order to share the Bromley approach and learnings, engagement beyond the borough has taken place including with Greenwich Council (who are looking to replicate the Bromley model) and Homeless Health services in Deptford, Lewisham.	
Outcomes	Attendance and presentations at meetings with various stakeholders helps the Homeless Project to expand and to be recognised amongst the wider community. The team has strengthened relationships with local health care providers in order to deliver a bespoke and niche service to those in need. The service has won two national awards. The Homeless project of the year at the Affordable Housing Awards and a Silver award for Working Together at the iESE Transformation Awards.
Next steps	After a successful first year, the service will expand to include more services such as podiatry and dentistry. Further networking meetings are planned, including the London Network of Nurses and Midwives meeting with a focus on homelessness.

Bromley Mental Health Hub

It was a long-standing aim in Bromley to establish a single point of access for adult mental health services as set out in the Bromley Mental Health and Wellbeing Strategy 2020-25. The new Bromley Mental Health Hub is an integrated community mental health service delivered in partnership between the NHS (Oxleas) and voluntary services (SEL Mind). The new model of care means service users receive the support they need from one joined up team rather than navigating a complex system.

What we did
A communications plan developed between Oxleas and SEL Mind set out a range of activities to raise awareness of the Bromley Mental Health Hub including:

	<ul style="list-style-type: none"> - An event for stakeholders to explain the service and describe the inequalities project work taking place. The event was well attended by a range of partners and closed with a performance by the Wellbeing Choir and a networking event in the garden of the Beckenham south east London Mind Centre. - Publicity information to promote the service and what is available to both services and service users. - Develop a new website to provide information about the new Hub service (in collaboration with Greenwich and Bexley Hubs), including what was on offer and how to access support. - Use of social media to promote the service.
Outcomes	<p>The stakeholder event was evaluated and found that 100% of attendees had found it useful and improved their understanding of the new Bromley Mental Health Hub.</p> <p>The website officially launched on 8 April 2024.</p>
Next steps	<p>Develop more information about the service including:</p> <ul style="list-style-type: none"> • Information pack including videos and leaflets. • Service brochure for GPs • Ongoing development to the website based on service user feedback. • Further work on social media to share information about the service and increase number of followers and interactions.

Special Educational Needs and Disabilities

In 2023, a month long celebration of children with special educational needs and disabilities (SEND) ran. The aim was to strengthen relationships with parents and carers and ensure they are fully included in decisions about their children and are confident their needs are being identified and met.

What we did
<p>A month long celebration of young Bromley people with SEND was arranged to promote their many accomplishments and recognise the many people who make a difference to their lives.</p> <p>Activities included:</p> <ul style="list-style-type: none"> • Art Exhibition in the Pavilion to enable young people to celebrate friendships, diversity, differences and hopes for the future by using their many artistic talents. • Virtual Question Time with the student council at the Glebe Special School, the Director of Children’s Services and SEND programme manager. The students spoke about their hopes for the future and want support they need to achieve them. • Local offer marketplace for parents and carers, providing the opportunity to find out more about the services and support available.

	<ul style="list-style-type: none"> Participated in the planning of workshops for parents and carers from Black, Asian and Minority Ethnic communities to help empower those who may experience isolation and stigma Information stations were set up in children and family centres. Joined meeting to hear lived experiences of those with Autism, which was shared with the Bromley All Age Autism Board to inform priorities and next steps.
Outcomes	<p>There was good feedback from the range of activities with parents and service providers enjoying the market place event. <i>“It is incredible to know there is such a range of services available to help us”</i>.</p> <p>The month long celebration ended with a Bromley SEND Stars event. This provided a fantastic opportunity to share and celebrate the achievements of children and shine a well-deserved spotlight on families, service providers, carers, schools, and anyone who makes a difference to the lives of young people with SEND and their families.</p> <p><i>“It was a truly wonderful afternoon and to see so many inspirational children and families who advocate SEND throughout our Borough was an extremely humbling experience”</i>.</p> <p><i>“We cannot wait for next year and look forward to using this year to continue to provide all that we can for our children and families”</i>.</p> <p><i>“If I may use three words to sum it up, I'd say uplifting, authentic and important”</i>.</p>
Next steps	Plans for the next annual event are underway.

4.2 Bromley Organisational Activity

This section provides examples of how One Bromley organisations have engaged with Bromley people and communities to inform development of their services.

Purpose	Activity	Outcomes and impact
NHS South East London (which includes Bromley)		
South East London People's Panel survey on NHS 111 To understand the views of south	Membership of the People's Panel includes local people representative of the local population according to Census 2021 data according to age, gender, ethnicity, and borough. Surveys have been carried out on the following: <ul style="list-style-type: none"> NHS 111 	NHS 111 – the analysis of the findings will inform the development of the service specification of the new NHS 111 service across south east London

Purpose	Activity	Outcomes and impact
<p>east Londoners on a range of topics</p>	<ul style="list-style-type: none"> • Where people go to access services and get information and advice about health and care. • General health and wellbeing (which included focus groups as part of the Anchor listening exercise – see further below) • Further detail on the People’s Panel and the detailed findings can be found at South East London People's Panel Let's Talk Health and Care South East London (letstalkhealthandcareselondon.org) 	<p>The findings of the survey about access, information and advice are informing our year-round communication campaigns to help people navigate the NHS and the development of first port of call messaging</p>
<p>Improving antenatal and maternal health across south east London</p>	<p>The Local Maternity and Neonatal System (LMNS) commissioned organisations to engage with those from underserved communities to better understand challenges faced to improve access and experience. Further information is available online.</p>	<p>Initial findings include:</p> <ul style="list-style-type: none"> • Variations in care experienced by migrant women • Challenges with language and communication • Inconsistent access and lack of culturally sensitive services • Impact of absence of family support and financial constraints <p>Findings were presented at an event in March 2024</p>
<p>Overprescribing project To understand people’s views and experiences of taking many medicines; what is important to them to help identify the support needed improve care and be empowered to</p>	<p>Two webinars were held in July 2023, and a survey and chat forum were published as part of the project page on the SEL on-line engagement platform Face to face engagement sessions were held at community groups across south east London including at the Bromley Asian Cultural Association.</p>	<p>Themes include:</p> <ul style="list-style-type: none"> • the importance of active dialogue and communication including professionals being able to listen and patients and carers being empowered to raise issues • the importance of shared decision making

Purpose	Activity	Outcomes and impact
<p>be equal partners in conversations and decisions about medicines.</p>		<ul style="list-style-type: none"> • the need to review prescribed medicines regularly and for people to know about medicines reviews <p>An action plan has been developed to address the above issues.</p>
<p>Anchor Alliance listening exercise on what is stopping you and your community from thriving</p>	<p>A range of engagement activity took place across south east London including workshops, one to one sessions, survey, virtual listening events, online chat forum and focus groups to ensure we heard from a diverse group of people. Further information is available online.</p>	<p>Insight captured across five key areas:</p> <ul style="list-style-type: none"> • Children, young people, and parents • Mental health and social isolation • Migration and race • Work, wages and cost of living • Housing <p>This insight informed the development of pledges which were presented at a Community Health Assembly in November 2023 where community and NHS leaders came together to commit to them. Actions include funding and working with VCSE organisations including Bromley Third Sector Enterprise and Bromley Mencap to work with underrepresented communities to identify solutions on reducing barriers to careers in anchor institutions.</p>
<p>Ears, Nose and Throat (ENT)</p>	<p>Webinars, on-line survey, and chat forum. More information is available online.</p>	<p>A new service has been commissioned.</p>

Purpose	Activity	Outcomes and impact
To understand peoples' experiences of the service to inform the service specification for a new community ENT service.	Two people with lived experience were recruited to be part of the procurement process.	
NHS SOUTH EAST LONDON INTEGRATED CARE BOARD (BROMLEY)		
New Bromley Health and Wellbeing Centre To involve residents, patients, and other stakeholders in the plans for a new Health and Wellbeing Centre in Bromley town centre.	Programme board includes two patient representatives. Site visits for local councillors and updates to Dysart Surgery patient participation group. Online event held in December 2023 to provide an update on the plans and answer questions. Updates and recording of engagement events available at www.selondonics.org/OneBromleyHWBC	Ongoing involvement is feeding into the process and informing layout, facilities, and access. Regular project board meetings and further face to face engagement is planned for 2024.
Implementation of the new patient triage system in GP primary care services.	A new patient triage system was commissioned by NHS SEL for implementation in all GP practices. This would replace previous online consultation systems and enable patients to make contact online or via the phone to request appointments and ask questions. A communications toolkit was produced to help promote the new system across primary care services.	The new system was introduced in a phased approach and completed by the end of March. There will need to be ongoing monitoring to ensure it is meeting the needs of practices and improving the ways in which patients can access primary care services.
Hold a patient network event on Access to share information on changes in general practice and how they can access the help	Online event held with practice participation group chairs and patient network members which addressed a range of issues including: <ul style="list-style-type: none"> • How could your PPG help your practice's patients adapt to the changes in general practice? 	Patient leaders welcomed the opportunity to raise their concerns about when changes to general practice would be developed, what is being done to support digital inclusion for older people,

Purpose	Activity	Outcomes and impact
<p>their views, experiences and needs to help local primary care become better for everyone.</p>	<ul style="list-style-type: none"> • What could improve the experience of waiting on the phone at your GP practice? • How can we reassure patients about care navigation (triage/assessment and direction to the right service)? • Could you encourage fellow patients to try the NHS App? • Do you have feedback or ideas to improve your practice's new website and online services? • How could your community pharmacy be of help to your practice's patients? 	<p>questions around the estates strategy, which vaccinations are available at pharmacies and how they can be involved with decisions around telephony system improvements. It was a valuable session that highlighted the work underway across PCNs and practices on access and how patient representatives can be fully involved with improvements to general practice.</p>
OXLEAS NHS FOUNDATION TRUST		
<p>Oxleas' first people's Choice award as part of the established Recognition Awards</p>	<p>Opportunity to vote from 30 teams/individuals who had been shortlisted for an award in our various award categories. Members including staff and public were invited to vote.</p>	<p>4,719 votes received, with the winner announced at the Oxleas Recognition Awards event on 4 December 2023.</p>
<p>To fulfil statutory obligations. To seek people's views on our strategic priorities to shape a new strategy for Oxleas. To provide links for people with local partners.</p>	<p>Annual Members' Meeting and community event in Bromley included the opportunity to visit community stalls from Oxleas and partner organisations. Table discussions on strategy. Public Health provided health checks.</p>	<p>Feedback from table discussions will feed into strategy development.</p>
<p>To inform a new Estates Strategy for the trust</p>	<p>Estates Survey including environmental/sustainability questions shared with all members including staff and associate members, and the public.</p>	<p>Feedback reported into the Council of Governors. Feedback in general supported the trust's direction of travel for its estate.</p>


Purpose	Activity	Outcomes and impact
To generate discussions on our current strategy and future priorities	Member focus groups (in-person and online). Opportunity for members to participate in discussions with executives and governors around the trust's strategic direction. Also, opportunity to hear about South London Listens and how to get involved.	Feedback fed into strategy development plans.

PRINCESS ROYAL UNIVERSITY HOSPITAL – KING’S COLLEGE HOSPITAL NHS TRUST

To support the user-led Princess Royal University Hospital Maternity Voices Partnership (MVP) to improve the experiences of those using maternity services and contribute to the development of maternity care in Bromley.	<p>The MVP committee is made up of current and previous service users, maternity staff, and commissioners. This small group of enthusiastic and active volunteer service user members of the committee have been involved in various projects working in partnership with the Princess Royal University Hospital and King’s College Hospital.</p> <p>The MVP activity report for the last year is available online and sets out the wide range of projects and initiatives the committee are involved in and the difference they are making.</p>	<p>More detail is available in the MVP activity report</p> <p>Outcomes include:</p> <ul style="list-style-type: none"> • Completion of a special care baby unit survey which informs improvements to the unit and communication. • Early loss pregnancy survey with outcomes discussed with professionals to inform a larger project looking at information provided and how to access, procedures in place and post loss support. • Production of new personalised care pocket guides. • Several Instagram live sessions were well attended and well received, with an opportunity to ask midwives questions.
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BROMLEY THIRD SECTOR ENTERPRISE

Raise the profile and awareness of women’s health,	Ran an open event called “Bromley Women’s Wellfest” in October 2023.	Around 120 people attended plus stall holders and speakers. Fantastic
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Purpose	Activity	Outcomes and impact
<p>with a focus on Menopause. Bring different practitioners together from all sectors.</p>		<p>opportunity to consider and share insights on women's health. Built connections across organisations working in the borough, statutory, private and charity sectors. Positive feedback from those who attended:</p> <p><i>"The event was great. I like that there were nurses taking blood pressure, that speakers gave us concrete examples and advice, and that the financial aspect was also addressed."</i></p> <p>And service providers:</p> <p><i>"It was a great experience, and we had lots of people approach us with concerns about their loved ones [...] We'd love to be a part of next year's event and do a talk/run a session."</i></p> <p>Bromley Croydon and Women's Aid</p>
<p>Increase awareness of Warm Centres during the winter months. Building on the work done in this area the previous winter.</p>	<p>The Bromley Warm Centres map was updated and continues to be promoted extensively through social media and partners.</p>	<p>Warm centres map is widely available.</p>
<p>Quarterly forums take place for all Bromley Well services to capture feedback</p>	<p>Bromley Well's Learning Difficulties team held a summer picnic - a relaxed event where clients were asked what topics they would like workshops to cover.</p>	<p>As a result of this feedback, several activities were put in place including:</p>

Purpose	Activity	Outcomes and impact
<p>on what is provided and future direction of services.</p>	<p>Feedback included:</p> <ul style="list-style-type: none"> • Planning for the future including pensions and funeral plans. • Reducing loneliness • How to vote • Cost of living • Understanding different services. 	<ul style="list-style-type: none"> • A new Wills and Probate Workshop attended by a local solicitor. • Workshop on reducing loneliness with the Bromley Loneliness Champion. Areas covered included volunteering and attending social groups to help become part of the community. • Workshop to help people to vote by sorting out their photo ID. • Workshop with social prescribers who described their roles in GP surgeries and the Annual Health Checks that are available. • More partnership workshops set up to advise on the cost of living.
BROMLEY HEALTHCARE (BHC)		
<p>To inform our Clinical and Quality Strategy</p>	<p>A survey was shared with a random sample of 10,000 patients who use BHC services in December 2023.</p> <p>Online community engagement sessions were run to discuss priorities and key actions to achieve these.</p>	<p>570 responses to the survey. Feedback has fed into the development of the Clinical and Quality strategy. Further engagement will be held to review the action plans for each division.</p>
<p>To work with local people to shape the development of our new public-</p>	<p>Face-to-face engagement has taken place with parents and carers to identify areas for improvement for the 0 to 19 website.</p>	<p>Feedback will be used to refresh the websites.</p>

Purpose	Activity	Outcomes and impact
<p>facing websites, including the Bromley Healthcare website, Bromley Talking Therapies website and Bromley 0 to 19 service.</p>	<p>User testing is being undertaken to ensure the Bromley Talking therapies website is user-friendly, accessible, and relevant.</p>	<p>We will be working with young people directly to produce health content specifically for young people aged 11-19.</p> <p>A focus group will be run with service users and staff to build the new main website.</p> <p>We will be working with a service user who has complex physical and learning difficulties to assess the accessibility of our services across all sites, review information on the website and build this up by adding photographs and instructions about accessing our services to each webpage.</p>
<p>Developing a new Lived Experience Advisory Group (LEAG) to empower local people in shaping decisions we make as a healthcare organisation</p>	<p>A group of service users, including roles like LEAG Chair and Co-Chair, Equality, Diversity, and Inclusion (EDI) partner, and Patient Safety Partner will work together with BHC's Chief Executive, divisional, and service leads to review and develop actions the influence our healthcare decisions.</p> <p>Eight 2-hour meetings will be held annually, focusing on varied topics like delivering our organisational priorities, as well as service performance, transformation, and change.</p> <p>The Chair and Co-Chair will report back to the BHC Board twice a year.</p>	<p>We have recruited 20 people with lived experience to the Group and provided induction training to all members.</p>

Purpose	Activity	Outcomes and impact
	<p>The patient safety partner and EDI partner will also sit across other groups and committees and have a responsibility for reporting this back to the LEAG.</p> <p>Members must undertake training focussing on building knowledge and understanding about the organisation, local healthcare system and operations. They will also have access to further training and development to support them in this group.</p> <p>Find out more about the LEAG online.</p>	
ST CHRISTOPHER'S		
<p>Increase awareness of St Christopher's services and accessibility across the communities the hospice serves</p>	<ul style="list-style-type: none"> • Public perceptions research completed with over 2,000 people living across the five boroughs the hospice serves (including Bromley) to better understand the barriers that stop people from accessing hospice care and to test new messaging and visual identities for the hospice aimed at improving access and overcoming these barriers • 15 in-depth interviews with people from ethnic minorities who said they wouldn't choose to access hospice services to better understand why this is and how we might address this. 	<ul style="list-style-type: none"> • Launch of revised verbal and visual branding of the hospice with the aim of improving accessibility of our services for the community and increasing awareness of who we are and what we offer • Out of home advertising campaign (totalling 200 sites) focussing on people supported by the hospice locally ran throughout November and February. These adverts focussed on tackling the barriers identified by the public which stop them from accessing our care with each key quote translated into the next

Purpose	Activity	Outcomes and impact
		<p>most highly spoken language in their area to improve accessibility.</p>
BROMLEY PRIMARY CARE NETWORKS		
<p>To keep PCN and practice staff up to date with developments.</p>	<p>A new Bromley PCN newsletter for practice and PCN staff was launched and is provided quarterly.</p>	<p>Provides regular information about how PCNs are working with practices to bring more integrated healthcare to Bromley residents.</p>
<p>To keep patients up to date with developments in PCNs.</p>	<p>Several PCNs have established regular patient newsletters to provide information about new primary care services available in their local area.</p>	<p>Information shared on a range of services such as Blood Pressure testing at home, health and wellbeing cafes, Young Mums Hub, Enhanced Access, Same Day Access Hubs as well as self-referral services.</p>
<p>Improve access to online information about PCNs.</p>	<p>Each of the eight Bromley PCNs have established patient-facing websites. Information is available on PCN services, the new roles in primary care, job vacancies, patient events and talks and how to get involved through patient participation groups.</p> <p>NHS SEL ICB has also invested in the provision of improved practice websites. Community Health Champions were involved in the development of these.</p>	<p>Improved online experiences, with a better layout, updated information, and more online tools. The new websites are fully compliant with accessibility standards. Patients can use the website to find and choose self-referral services, and access online consultations and other useful information, reducing the need to contact the practice.</p>
<p>Improve access to primary care services.</p>	<p>In line with the new NHS Delivery of Recovering Access to Primary Care, Bromley PCNs have undertaken a range of activities to communicate and engage with their patients to support changes to general practice services. This has included promoting the</p>	<p>New cloud telephony systems enable patient callback. Online services have been expanded and front desk care navigation to support patients.</p>

Purpose	Activity	Outcomes and impact
	<p>Friends and Family Test, alongside other surveys, workshops and focus groups.</p> <p>PCNs have delivered presentations at a number of patient participation groups to provide the opportunity for patients to ask questions. Discussions have included those about new developments and improvements, such as the introduction of Accurx Patient Triage, the new patient online consultation system - and the online patient services available on the NHS App.</p>	<p>Successful roll out of a new patient online triage system which manages demand for care and ensures people get an appointment at the right time based on the urgency of their needs.</p> <p>Bromley registered patients are amongst the highest users of the NHS app in London.</p>
Engage with patients to inform practice and PCN improvements.	A range of activity is undertaken with practice participation groups at both individual practice level and in some cases across a wider PCN footprint. This includes regular updates, surveys, meetings, volunteering at PCN mobile wellbeing cafes, promoting digital services and workshops for the NHS App, attending community events etc.	Outcomes of engagement through practice participation groups is fed into practice based and PCN work. New ways of communicating with the wider practice community have been developed including promotion of various campaigns, specific health events in some practices (focused on women and men's health) and in one PCN, the establishment of a Facebook page
BROMLEY COUNCIL		
Inform children, young people, parents, and schools about vaping.	Created a 'vaping in young people' information video with partner organisation Change Grow Live.	Feedback fed into future strategic plans. Information produced for use in other communications and health messaging about vaping. Provided appropriate content for youth health

Purpose	Activity	Outcomes and impact
		champions to use with other young people.
Inform the public about the new Kings' sexual health service	Provided editorial coverage of the new sexual health service and new site in 'Our Bromley' the new borough-wide council magazine launched in 2023.	Every household in the borough received notice of this service change and new site to visit for more information.
Raise awareness for neurodiversity	Supported and hosted the umbrella project in Bromley high street, an artistic exhibition that raised awareness of neurodiversity and reaffirmed support for helping neurodiverse people reach their potential.	The installation was seen by many residents in one of the highest footfall areas in the borough during the summer.
Highlight the work undertaken in adult care services.	Created a day in the life video that showcased staff who worked in adult social care across the borough.	The video was used at the Council's adult care awards. An event well attended by staff across the borough and an opportunity to showcase and celebrate their work.
To develop a partnership approach to regular education, health, and care (EHC) needs assessments.	Health representatives were included in monthly virtual EHC needs assessment information workshops, which are held with the purpose of informing parents and carers of the needs assessment process and provide opportunities to ask questions.	Positive responses from parents and carers. "Really helpful and useful all round information".

BROMLEY GP ALLIANCE

Purpose	Activity	Outcomes and impact
<p>Deliver the Bromley winter illness hubs to provide additional capacity over winter and capture feedback from staff and patients on the service.</p>	<p>The Winter Illness Hubs provided extra face-to-face GP appointments to patients across the borough.</p> <p>From October 2023 – March 2024, the Hubs delivered:</p> <ul style="list-style-type: none"> • Total of 11,300 extra GP appointments across the borough, including: • 268 appointments offered through UTC. • 2,073 appointments offered through 111. <p>Other statistics include:</p> <p>Care Completed by GP: 75% Referred onto specialist: 4% Referred back to registered GP: <1% DNA Rate: 8%</p>	<p>Feedback showed 100% satisfaction with the service.</p> <p>If the service had not been available 25% of patients would have gone to A&E and 32% would have contacted NHS 111.</p> <p>Face to face appointments were appreciated with 90% of patients reporting a telephone consultation would not have resolved their issue.</p> <p>Feedback from general practices was positive.</p> <p>“Significant impact on practice appointment availability”</p> <p>“Eased capacity pressure in the practice”.</p>
<p>Supporting the comprehensive winter vaccination programme.</p>	<p>Care Homes</p> <ul style="list-style-type: none"> • 1,260 patients were vaccinated. • Co-administered with Flu. • 34 care homes were completed before the deadline of 22nd October. <p>One Bromley Health Hub</p> <ul style="list-style-type: none"> - Total vaccinations: 14,510 – includes satellite, care home and housebound. 	<p>Collaborative work with Bromley Healthcare to support delivery of housebound cohort.</p> <p>Continued to support GP practices and PCNs.</p> <p>Feedback from 814 patients using the service at the Health Hub showed:</p> <ul style="list-style-type: none"> - 97% satisfaction rate. - 91.4% of patients booked online.

Purpose	Activity	Outcomes and impact
	<ul style="list-style-type: none"> - Offered walk-in appointments as well as bookings through the National Booking System. - A promotional video was produced and displayed on GP practice screens and on social media. The video encouraged patients to book through the National Booking System and accompanied several social media posts which included a direct link to book a COVID-19 booster. - Social media and website communications were produced/updated daily, working in close partnership with South East London ICB to align correct information. - A roller banner was also produced and displayed at the entrance of the One Bromley Health Hub which showed a QR code linking to the National Booking System and the 119 COVID booking number. 	<ul style="list-style-type: none"> - 3.3% used 119. - 5.3% were walk-ins. <p>Positive feedback was received:</p> <p>“Well organised and very kind staff”</p> <p>“Very efficient”</p> <p>“Nurse was caring and professional”.</p>

5. CAMPAIGNS

One of the many benefits of a collaborative approach to communications and engagement is using all partners to help promote important information to the public through their own networks and platforms. Over the last year, One Bromley partners have supported several campaigns and developments by sharing information and encouraging Bromley people and communities to get involved. This includes:

- Bromley Council developing a new Carers Strategy with a call for views from unpaid carers.
- Bromley Council seeking views from residents on its Adult Social Care Strategy.

- Cervical cancer screening survey to help inform an approach to increase screening uptake.
- Know your numbers campaign to help identify those at risk of hypertension. This was a multi-agency campaign, widely promoted and which through shared efforts led to an increase in the number of blood pressure checks. Nineteen blood pressure check stations were set up for the week long campaign with around 750 completed checks.
- Online and face to face events to capture views of Bromley residents on the SEL [Anchor Listening Programme](#). The aim of this programme was to understand what prevents residents from thriving.
- Promoting health campaigns and providing health and lifestyle advice at various events including the Penge Festival, BR1 Lates Festival of Sport and Wellbeing, Chislehurst Rocks, and others.

6. PROMOTING ACHIEVEMENTS

We work together to promote innovative integrated programmes so that these can be highlighted locally, through South East London Integrated Care System platforms, regionally and nationally.

Over the last year this includes:

- [Children’s Hospital at Home service shortlisted in the Health Service Journal awards](#)
- [Internship scheme helping young people in Bromley into employment.](#)
- [Success for healthy living in Bromley](#)
- [Bromley Well success with the Excellence for Carers’ Quality Standard](#)
- [Healthcare Homeless Clinics win national award](#)
- [Launch of the One Bromley careers campaign](#)
- [Promotion of the cervical cancer screening survey](#)
- [Celebrating a year of collaborative success at the Orpington Health and Wellbeing Café](#)
- [LaingBussion award for Children and Young people’s Hospital at Home community nursing team.](#)



7. LOOKING AHEAD

In the upcoming year, our commitment to effective communication and engagement with Bromley staff, residents and communities remains a priority.

We continue to ensure full compliance with statutory and legal obligations regarding community engagement whilst supporting the implementation of One Bromley priorities and plans - namely:

- Improving population health and wellbeing through proactive prevention and personalised care in order to promote healthier lifestyles and reduce the burden of disease.
- Delivering high quality care closer to home, strengthening neighbourhood working and services so residents receive the care and support they need in familiar and convenient settings.
- Ensuring good access to urgent and unscheduled care, improving the responsiveness and effectiveness of our healthcare system, ensuring residents get the appropriate care where and when it is needed.

For more information on the One Bromley Local Care Partnership, please visit www.selondonics.org/OneBromley