

One Bromley Community Health Champions Programme

Activity Report March 2022 – December 2023



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1. Introduction

Welcome to the first activity report for the One Bromley Community Health Champions.

The [One Bromley Community Health Champions Programme](#) was launched in 2022 to support delivery of [One Bromley local care partnership](#) priorities.

This report provides information on the programme development, what has been achieved and future priorities. The programme has so far recruited over 60 Community Health Champions, who live or work in Bromley, and who volunteer to support engagement and interactions with Bromley people and communities. They come from across Bromley with a range of age, genre, ethnicity, religion and a variety of languages and connections.

2. Summary

The Covid-19 pandemic brought communities together to support residents. The response from Bromley residents was remarkable and volunteers played a critical role in helping the housebound and more vulnerable communities.

To keep up this momentum and learn from the volunteer response during the pandemic we considered how residents could work alongside statutory services to help us improve health and wellbeing. This led to the creation of the [One Bromley Community Health Champions programme](#).

Community Health Champions programmes and [guidance and resources](#) to support their improvement have been developed nationally in recent years. In London a variety of programmes are being developed and supported by the [ADPH London Community Champions Development programme](#).

One Bromley Community Health Champions are residents who are willing to promote health and wellbeing among their families, community networks and fellow residents in Bromley. In this report we will refer to the Community Health Champions as **One Bromley Champions** or **champions**.

Bromley has 22 wards and is the largest London borough. Although Bromley is a relatively prosperous area, the communities within Bromley differ substantially. The North-East and North-West of the borough contend with higher levels of deprivation and disease prevalence to those found in the bordering inner London Boroughs while in the South, Bromley compares more with rural Kent and its issues.

One Bromley Champions support our ability to communicate health messages, empower residents to take better care of their own health and bring local people and services together to:

- improve health and wellbeing
- transfer knowledge
- help reduce health inequalities across different groups in the area

Since the launch of the programme, the One Bromley Champions:

- [received health updates and contributed to a variety of health projects in Bromley](#). They supported the vaccination programme for COVID-19, flu, polio, MMR and promotion of the One Bromley Health Hub located at The Glades Shopping Centre by sharing messages through their contacts (word of mouth, newsletters and social media).
- [advised One Bromley partners during the preparation of engagement materials](#) for Bromley Hospital at Home, Winter Health Guide, Primary Care Campaign and GP website redesign amongst others.
- [supported Public Health campaigns](#) - Know Your Numbers, National No Smoking Day - and promoted specific initiatives such the [Be Well challenge](#) to encourage physical and emotional wellbeing, or the Bromley Cervical Screening survey by sharing information with their contacts.
- [proactively discussed and shared ideas to improve the reach of One Bromley Community Health Champions programme](#). These include contributing to messages in local magazines or joining face to face events.

A number of champions participated in the South East London Spread and Scale Academy, where together with One Bromley partners, reflected on the status of the programme and how it could be further developed.

3. One Bromley Local Care Partnership and One Bromley Champions

The One Bromley [Local Care Partnership](#) brings together health, care and voluntary services to provide more joined up, proactive and personalised care for Bromley residents. Working together in a joined-up way means we can coordinate services better. This will help Bromley residents to get the help they need when they need it.

The organisations involved are:

- London Borough of Bromley
- King's College Hospital NHS Foundation Trust
- Bromley Healthcare
- Bromley GP Alliance
- Bromley Primary Care Networks
- Oxleas NHS Foundation Trust
- St Christopher's Hospice
- Bromley Third Sector Enterprise
- NHS South East London Integrated Care Board

We also work closely with [Healthwatch Bromley](#) and [Community Links Bromley](#).

One Bromley Champions support the delivery of [One Bromley local care partnership](#) priorities. Our ambition is to improve the wellness of the people of Bromley with a focus on prevention for people living with long term conditions, frailty, health inequalities and those at risk of emergency admission for physical or mental health. We also have an emphasis on the [Vital 5](#) – blood pressure, obesity, mental health, smoking and alcohol.

One Bromley Champions support our ability to communicate health messages, empower residents to take better care of their own health and bring local people and services together.

Although we recognise the power of social connection and communication by One Bromley Champions, we acknowledge the challenge of evaluating the real impact of their messages. In many cases the effect won't be immediate, and this could be illustrated by residents not attending specific events or not taking immediate action. We must deliver the information in the best way possible so people can make an informed decision on what action take, but it is ultimately the responsibility of each individual to act on this.

One Bromley Champions and alignment with existing volunteering programmes

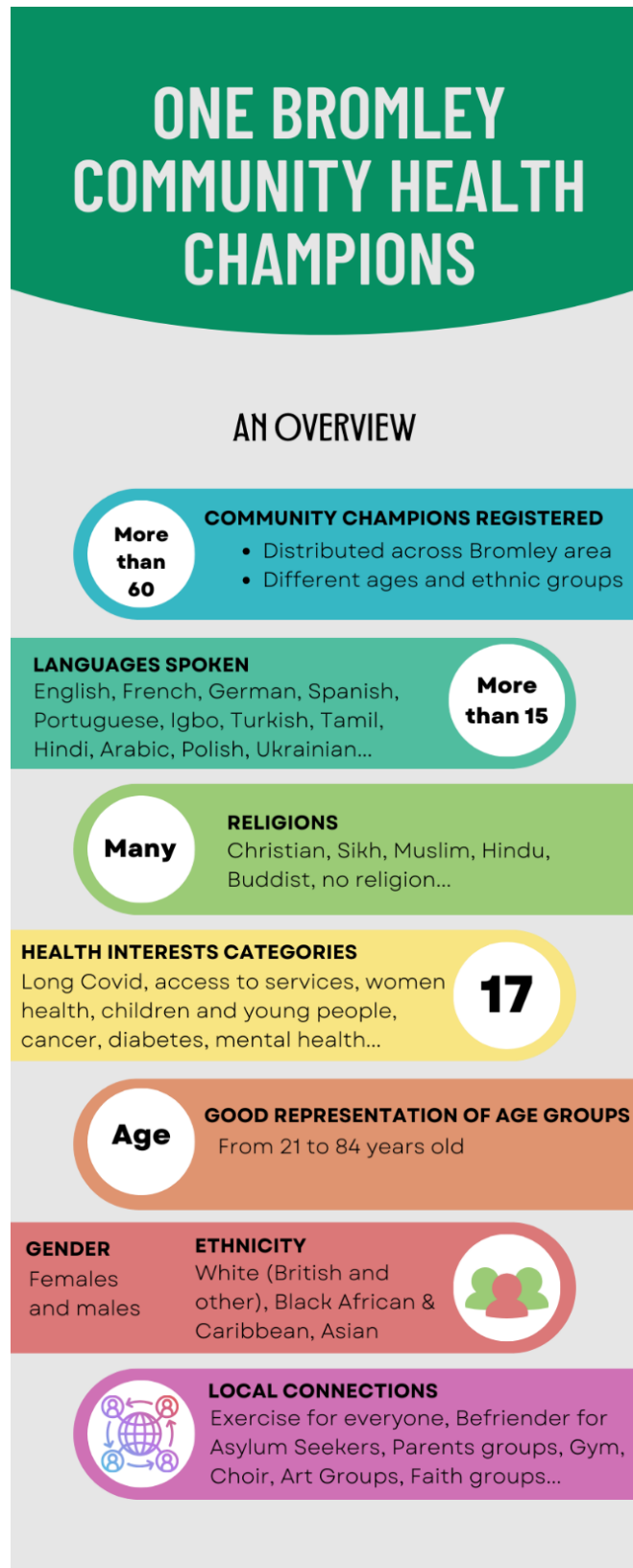
There are a range of volunteers and champions schemes in Bromley*. One Bromley Champions are not intended to replace them but to focus and support common areas of work. They are an essential tool to support One Bromley engagement programmes and increase efficiency, reinforce relationships with the community and support the reduction of health inequalities in Bromley.

Community Links Bromley volunteers, Bromley Well volunteers, Bromley Healthcare Patient Reference Group, One Bromley Patient Network, Snow Champions, etc.

4. One Bromley Champions overview

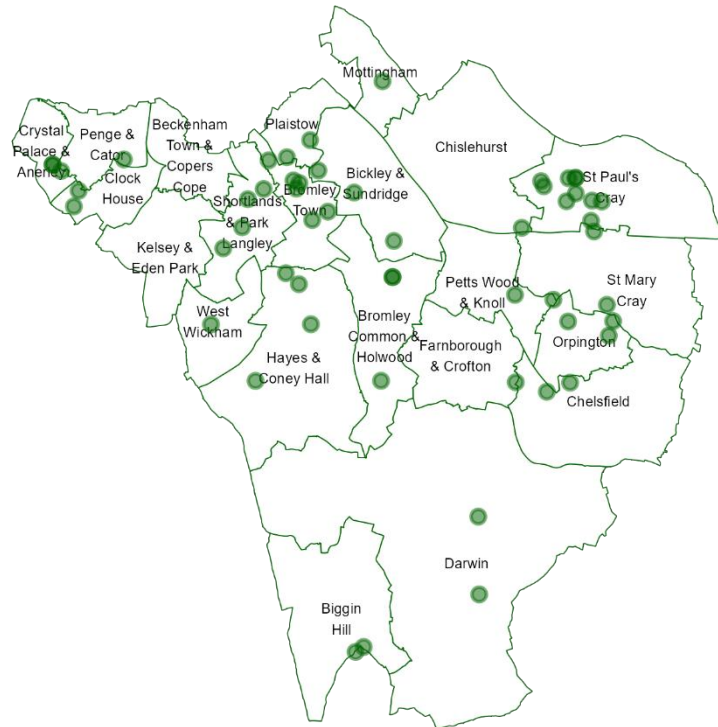
4.1. Number and demographics

At the end of December 2023, the programme has recruited a diverse group of Bromley residents (or people with connections with Bromley residents) of different ages, ethnicity, and locations in the borough.



4.2. One Bromley Champions distribution in Bromley

The map shows the location of the champions or areas they support. One Bromley Champions are spread across the wards. We will continue to promote the programme widely with a special focus on areas with low uptake or with higher level of deprivation and health inequalities. *Data December 2023*



5. One Bromley Champions Recruitment

The programme is widely promoted in a variety of ways to reach different people and communities in Bromley so that we can continue to recruit champions, especially those who represent communities who are seldom heard. We use print and online materials to promote the programme. A sample is available in Appendix A.

Promotion phase 1

From March to May 2022 the materials were shared electronically via email and social media channels like Twitter and Facebook. One Bromley partners shared using their newsletters and list of contacts.



Promotion phase 2 – May-August 2022

Drop-In clinics and local events across Bromley.

- **The Crays** - 24 May 2022. Cotmandene Community and Resource Centre, BR5 2RG.
- **Bromley - The Glades** – 8-9 June 2022. With Bromley Well and partners at the Glades during Carers Week and Volunteers Week.
- **Mottingham** - 16 June 2022 - Mottingham Community and Learning Shop, SE9 4DZ.
- **Penge Festival** – Saturday 11 June 2022
- **Hayes Fair** – The Warren - Sunday 12 June. Stall hosted by Forge Close Surgery and Patient Participation Group
- **60 Up Wellbeing Event** – 15 June 2022. Anerley Town Hall, SE20. For residents over 60.
- **Prom in the Park** - West Wickham – 20 August

Bromley Well stall promoting services in Bromley and Community Health Champion Programme



Promotion phase 3 – Bromley Recruitment Fairs 2023

- **Bromley Civic Centre** - 16 January 2023
An event organised by Bromley partners to promote opportunities for experienced and skilled professionals
- **Bromley College** – 10 February 2023

An event offering volunteering, apprenticeships and entry-level opportunities





Learning

The sessions were useful to test the promotional material and meet people at a variety of locations to talk to them about the programme and encourage them to consider joining. Some residents needed more information on what was expected when becoming a champion and/or time to commit. A simple description including examples is useful to improve understanding of the programme. We have created a new poster and are working on a leaflet with examples of participation.

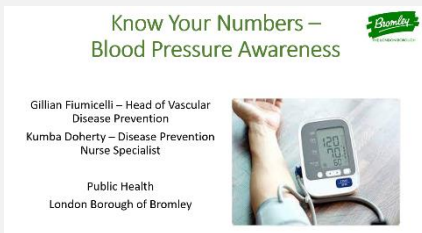
6. Meetings and training sessions

One Bromley Champions received regular updates by email and were invited to sessions online or face to face to offer a variety of engagement and learning opportunities. Slides, additional documents and/or recordings of the session were shared with all the champions via email. As part of their role, champions can share this information and signpost to services where residents receive support and clinical advice by healthcare professionals.

Date	Meeting / Updates
21.04.2022	Welcome and Introduction to the One Bromley Community Health Champions Programme
29.06.2022	Update covering One Bromley Champions drop-in clinics and events update, Covid vaccination, future projects and introduction on SEL Integrated Care System
03.11.2022	Update covering past and future activities, pop-up vaccination clinics, One Bromley Health Hub, Autumn Covid booster, Keeping Well this Winter guide, Befriending Week
26.01.2023	Update with a summary of end of Autumn Covid booster, Be Well Challenge, Health Information Packs initiative and Bromley Recruitment Fair
08.03.2023	Update on Covid Spring Booster, Wellbeing Cafes, Social Prescribing Day and Create Academy: Spread and Scale
17.05.2023	General health update and Better Health campaign
22.06.2023	Update One Bromley Champions programme Bowel Cancer Screening talk
12.07.2023	Update and interactive session – PCN Community Assets and Evaluation Form
20.07.2023	Measles Vaccination Campaign and Update Champions Programme
30.08.2023	Know Your Numbers BP Awareness Week
13.09.2023	Winter Vaccinations
11.10.2023	Long Covid awareness session
23.11.2023	Programme review and next steps
20.12.2023	End of Year overview, Innovation Fund project and Christmas social event face to face

One Bromley Champions were invited to awareness and training sessions to increase their knowledge, and ensure they had the latest information to share with their networks.

Date	Training session
29.06.2022	Bromley Well Online session with overview of Bromley Well Services - Carers support, Long Term Conditions.
01.09.2022	Know your numbers. Face to face session covering blood pressure information and materials to support the National Campaign 'Know Your Numbers'
07.10.2022	Immunisation Hybrid session - face to face and online. Importance of vaccination campaigns and overview of COVID-19, flu, polio, MMR and Meningitis, and how to have a conversation about vaccinations.
24.11.2022	Kooth Online session with an introduction to Kooth Emotional Support services and overview of support features, how to signpost to Kooth and Q&A
07.12.2022	Talk Together Bromley (Talking Therapies) Online session. Presentation by Talk Together Bromley with service description (mental health support), referral information and Q&A.
14.02.2023	The Advocacy People Online training session. Description of advocacy, guidelines and case studies.
16.06.2023	Tackling Loneliness Summit. Marketplace with local services and talks with examples of ongoing initiatives.
22.06.2023	Bowel Cancer Awareness Bowel Cancer Awareness and Screening talk by Chanise Campbell-Ramsay, Health Promotion Specialist, Bowel cancer Screening, Lewisham and Greenwich NHS Trust
05.07.2023	Managing Common Ailments at Home – Become Self-Care Aware. Organised by SelfCare Forum



Date	Training session
30.08.2023	Know Your Numbers Online session covering blood pressure information and materials to support the National Campaign 'Know Your Numbers' 2023 in Bromley
05.10.2023	Loneliness awareness Session delivered by Helayna Jenkins, Bromley Principal Loneliness Champion
04.10.2023	Homeless Health Care Organised by Bromley Well and Bromley Homeless Shelter Team, showcasing services available for homeless in Bromley, including health and care.

SEL Spread and Scale Academy

A group of One Bromley champions and members of the One Bromley partnership joined the [South East London Spread and Scale Academy](#) in March 2023. During 3 days of training (13 to 15 March) the group analysed and reflected on the aim of the programme, how to reduce health inequalities, reach vulnerable groups and communities less engaged and how the One Bromley Champions can support that work. Together, a workplan was developed for the programme which included:

- New promotional material
- Efficient reporting mechanisms to ensure impact and evaluation is measurable
- Platform for Community Health Champions to share ideas to improve the programme, from communication to health topics or service awareness sessions.



Outcomes

- We designed new promotional material, including a poster and ID badge (Appendix A)
- We created:
 - an online evaluation form for champions to record their interactions
 - a Resource Hub where the champions can access information by health topic
 - new ways of communication
 - a platform to share ideas, for One Bromley Champions and partners



*I learnt about the One Bromley Champions through my Bromley Diabetes Peer Support Group and decided to join. Diabetes is my main health interest. However, I'm learning about other conditions and health services in Bromley. In March 2023 I joined the Create Academy training. It was a good opportunity to meet other champions face to face and discuss where the programme is going, objectives and next steps. **Seb, Community Health Champion***



Learning – meeting and training

- One Bromley Champions have different preferences for meetings (face to face vs online). It is ideal to offer both opportunities and hybrid meetings when possible.
- Depending on individual commitments not everyone can attend the sessions. Recording online meetings allows absent members to catch up with discussions in their own time.
- Important to offer a variety of health topics to cover different interest in champions.
- The Spread and Scale Academy training had excellent participation and commitments from the champions. A work plan was co-produced by the team.

7. Impact by One Bromley Champions

7.1. Flu and COVID Vaccination Programme and childhood immunisations

To encourage individuals to have their vaccinations to protect them from flu and COVID-19, One Bromley Champions promoted a series of clinics for adults and children. The champions also promoted the importance of having childhood immunisations (MMR and polio).

What One Bromley Champions did

One Bromley Champions received training on vaccinations and eligibility updates and promoted the following campaigns and events:

- Spring and Autumn COVID Boosters 2022 and 2023
- COVID Clinics for children 5-11y in Children and Family Centres – Biggin Hill, Mottingham, Penge, Orpington
- One Bromley Health Hub vaccination site launch and vaccination clinics. Located on the first floor at The Glades shopping centre in Bromley.
- Flu and COVID-19 Vaccination Roadshow January 2023
- Flu videos as part of the Keeping well this winter campaign
[Why it is important to get your flu vaccine.](#)
[Are you pregnant? Get you Flu and COVID vaccination.](#)
[Get your free Flu vaccine if you have a long term condition.](#)
[Boost your child's immunity with the Flu vaccine](#)
- MMR pop-up clinics



The champions used a variety of engagement channels:

- Sharing information via WhatsApp, social media, face to face conversations with individuals and groups. Examples go from tweets in Penge Tourist Board and other SE20 social media channels, Penge Street admins, Biggin Hill Gossip Facebook to school parents' WhatsApp groups or children half-term activities.
- Providing a quote for printed adverts – used in a Newshopper advertorial May 2022
- Distributing leaflets and posters in local areas or groups, like the Pineapple Club in Anerley, coffee shops, or during outreach events.



GET VACCINATED. GET WINTER STRONG.

Flu and COVID-19 vaccines reduce the risk of serious illness in colder months. If you are over 65, pregnant or at risk, book your free appointment in Bromley by 14 December 2023. Call 119 or book online <https://qrco.de/Book-Covid-Vaccine>




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GET WINTER STRONG

Flu and COVID-19 spread more easily in winter and can cause serious harm to you and your baby. If you're pregnant, book now at [nhs.uk/wintervaccinations](https://qrco.de/Book-Covid-Vaccine)

Book your free appointment in Bromley before 14 December 2023. Call 119 or book online <https://qrco.de/Book-Covid-Vaccine>




GET VACCINATED. GET WINTER STRONG.

If your child is 2 or 3 years old you can book a flu vaccination appointment at their GP surgery

Book your appointment in Bromley before the festive season and protect your child and your family. The flu vaccine is free, painless, quick and easy.




Dr. Bhumika Mittal
Bromley GP and Clinical Lead for Children and Young People

BOOST
your immunity this winter

Find out if your child is eligible for the Flu Vaccine nhs.uk/wintervaccinations

Covid booster and flu vaccination clinic
Anerley Town Hall 23 November 10am-2.45pm
Book on <https://my.drdoctor.co.uk/clinic/Bromley-231122>



Anerley Town Hall
Anerley Road SE20 8BD
Wednesday 23 November
10am-2.45pm

For all residents

- Over 50
- Over 18 at risk

Penge COVID-19 Mutual Aid

Like Comment Share

Belinda O'Grady
26 April 2022

Grab a jab for your 5-11 year old in Bromley

Wednesday 27 April 2pm-5pm
Castlecombe Youth Centre
Castlecombe Road, Mottingham, SE9 4AT

Wednesday 4 May 2pm-5pm
Community Vision Children & Family Centre
Woodbine Grove, Penge, SE20 8UX

Friday 6 May 2pm-5pm
Biggin Hill Children & Family Centre
Sunningvale Avenue, Biggin Hill, TN16 3TN

Walk-ins available or email to book
Covid19schools Vaccination programme@gstt.nhs.uk

All ages welcome, including children from five years upwards, and their families


Find out more about the vaccine at www.nhs.gov

SE20 Community Magazine
26 April 2022


5-11 years olds can grab a jab here -
Community Vision Children & Family Centre, Woodbine Grove, Penge, SE20 8U

sarah spencer-adams
@sspenceradams

One Bromley Health Hub
Get your Covid-19 vaccination



To book call 119 or visit www.nhs.uk/covid-vaccination



The Glades, Unit 260, upper mall, opposite M&S

Tuesday to Saturday
08.30 - 17.30

11:12 AM · Oct 15, 2022 from Crawley, South East

Anonymous participant
21 November

Get your COVID booster in Biggin Hill

When: 22 November 10am-4pm
Where: Biggin Hill Children Centre, Sunningvale Avenue, TN16 3TN
Book on <https://my.drdoctor.co.uk/clinic/bigginhillnov2023>

Get your COVID booster in Biggin Hill

When: 22 November 10am-4pm
Where: Biggin Hill Children Centre, Sunningvale Avenue, TN16 3TN
Who: Eligible children and adults (over 65, pregnant women)



Book your appointment
<https://my.drdoctor.co.uk/clinic/bigginhillnov2023>

Outcomes

One Bromley Champions made the vaccination sites and specific pop-up clinics more visible by using their contacts and social networks. Information was uploaded on Facebook groups, Twitter and Nextdoor.

Through continuous updates and training sessions organised by Bromley Public Health team in October 2022, July 2023 and September 2023 One Bromley

Champions gained knowledge and increased their confidence on the importance of having vaccinations, how to engage in conversations, safety and awareness of antivaxxers and understanding on the logistic details for the delivery of pop-up clinics.

Training has been supplied both virtually and face-to-face and has been very useful. One instance where I feel I made a difference was the NHS Autumn vaccination programme. The training covered MMR, polio, flu and COVID-19 vaccinations delivered by Public Health staff meaning I could be confident that the information I received was accurate. Some weeks after the training I discovered that a relative had a WhatsApp group with other members of her son's class, and that all the mums had decided it wasn't worth getting the polio top-up as polio wasn't around anymore. I explained the ramifications to children who caught polio and the next time she saw me she had told all the other mums and they had all taken their children to be vaccinated. I also attended an event in London to support the planning of the COVID-19 and flu vaccination programmes for Autumn/Winter 2023/24.

Jane, Community Health Champion

I'm a retired Social Worker. During the pandemic and vaccination programme I helped to promote local clinics through my networks, with a [video](#) for residents. Now I am part of the One Bromley Community Health Champions programme and I have been joining training and health awareness sessions. I can share the information with my family – children and grandchildren – friends in the Pineapple Club and my local church. We can all contribute depending on our personal circumstances.

Elsie, Community Health Champion

Learning, impact and next steps

- One Bromley Champions used several routes to promote the information, including WhatsApp and Facebook
- Some posts created negative reactions. It is important to offer guidance to champions on how to engage on conversations and deal with antivaxxers
- One Bromley Champions confirmed feeling more confident after training provided by Public Health, feeling able to contribute positively to online and face to face conversations
- Important to share assets in different formats to adapt to newsletters or social media
- To continue to get the latest information and updates as soon as possible for maximum outreach efficiency
- To keep One Bromley champions informed on Bromley performance and local needs to encourage vaccination

7.2. Hospital at Home

What One Bromley Champions did

The champions contributed to the development of a survey to capture views on the development of a Bromley hospital at home service and provided views on patient literature about the service.

The Hospital at Home service provides care, monitoring and treatment at home to patients who otherwise would be in hospital. Examples of care that can be delivered by the service includes care of the elderly, post operative surgical care, and treatment of some respiratory and heart conditions. Although the service is a national model of care, the One Bromley team wanted residents views to inform how to develop this for Bromley.



Outcomes

To help capture views on the development of Hospital at home services, a survey and explanatory presentation were prepared. Champions reviewed the materials to ensure they were clear and accessible for the public. They supported the promotion of the survey through their local networks and connections.

Learning, impact and next steps

222 residents participated in the survey and feedback was supportive of the model of care. Co-designs groups involving people with lived experience and clinicians were established to develop the detailed service models.

7.3. Increasing awareness of health campaigns

What One Bromley Champions did

The champions promoted several health initiatives by sharing information via social media, distributing leaflets with their networks and by face to face conversations. Some of the campaigns were:

- Know Your Numbers – Blood Pressure Awareness Week 2022 and 2023
- Be well challenge
- Cervical Screening survey
- One Bromley Careers

Know Your Numbers – Blood Pressure Awareness Week 2022 and 2023

This national campaign, led by Blood Pressure UK, aims to promote awareness on hypertension (high blood pressure). Hypertension is a major risk factor for heart attacks, stroke, heart failure, kidney disease and dementia. Around one in three adults in the UK have high blood pressure. In Bromley, there are estimated 27,700 residents with undiagnosed hypertension. High blood pressure usually has no symptoms which is why many people do not know they have it.

One Bromley Champions had training sessions in 2022 and 2023 with the Public Health team on blood pressure, how to measure it, normal and high blood pressure and how to promote the campaign and local clinics. The presentation and materials for the campaign were shared with all champions for their information and to promote the campaign in their respective areas.



Be Well Challenge

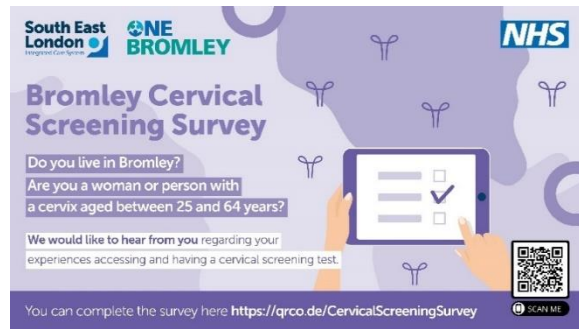
The #BeWellChallenge in February/March 2023 was part of the south east London-wide [Free Your Mind campaign](#), and developed with support from [South London Listens](#). The aim was to get residents take simple steps to improve and promote good mental health and wellbeing. Information and social media assets were shared with the champions for participation and promotion.



Cervical screening survey

To increase the number of individuals attending their cervical screening in Bromley a survey was launched in March 2023 to capture views on positive and negative experiences and what may prevent individuals from being screened.

One Bromley Champions helped to promote the survey with their connections in Bromley using social media and WhatsApp by sharing visual assets and a [video](#) from Bromley Cancer GP Lead.



One Bromley Careers Campaign

The champions supported the two phases of the [One Bromley Careers campaign](#) in May-June and October 2023, to promote jobs and encourage applications to join health and social care in Bromley by sharing promotional material locally. This included sharing posters and business cards and handing these out at Bromley train, as well as promoting campaign messages at local events such as the Penge Festival in June.



Outcomes

One Bromley Champions shared the resources using their social media channels and face to face conversations.

- **Know Your Numbers campaign.** In 2022, more than 500 residents attended a range of blood pressure monitoring clinics, with 158 (31%) attendees showing raised blood pressure. 35% of the Black African and Caribbean participants had raised blood pressure. In 2023, 748 blood pressures were checked across 19 locations, with 139 high blood pressure readings identified.
- **Cervical screening survey.** A total of 382 responses were received. Key themes and insights from the survey informed the Health Equity Audit for Bromley Cervical Screening Programme and a new campaign to address concerns about screening and encourage uptake will launch in 2024.

Learning, impact and next steps

- Holding pre and post campaign briefing sessions for Know Your Number was important to properly inform champions on the campaign, how they could support promotion, share outcomes of the campaign and how their involvement had made a difference.
- The impact from champions activities is embedded in total outcomes of the campaigns.

7.4. Production and distribution of health material

What One Bromley Champions did

Champions provided views on the production of various public facing materials promoting important health messages and information. This included checking accessibility and clarity of the information for a public audience.

Bromley Primary Care campaign. The campaign aimed to explain the changes in primary care to Bromley residents and how to get the best out of the available services.

- [Meet your Bromley GP Team](#)
- [Get an appointment at your Bromley GP practice](#)
- [Use your community pharmacy](#)
- [Refer yourself to Bromley services](#)
- [Social Prescribing in Bromley](#)
- [Self-care for minor ailments](#)



Winter information.

2022 - A [Winter health booklet](#), including information on vaccinations, using the right service at the right time, keep warm, keep well and self-care to support Bromley residents in Winter 2022.

2023 - Guides to support access to services - [What to do when you are unwell](#) – and families with young children during the winter season - [Keep your child well this winter](#)

Outcomes

Feedback from champions was incorporated into the design and production of health materials. Some of this was invaluable as they raised issues that had not been considered enough (especially around accessibility).

Champions helped to promote both the primary care and winter health information on social media or by giving printed copies to specific groups such as Biggin Hill community, Pineapple Club in Anerley Town Hall – Penge and families using children half-term activities.

Learning, impact and next steps

Champions are an excellent resource to help review and test public facing material. They are local residents and can provide feedback on clarity and whether the content makes sense. It is important to ensure champions are confident with the content, so they can disseminate and promote among residents. When distributed, we shared information with champions who advised us of delays/arrivals of materials (those being delivered door to door) so we could feedback and monitor progress with the distribution company.

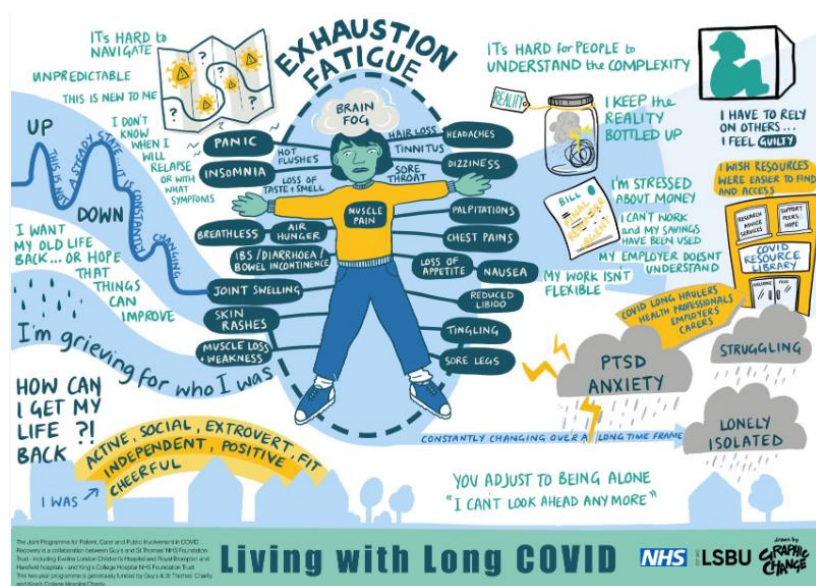
7.5. Long COVID

What One Bromley Champions did

In 2022, people living with Long COVID, their carers, and people supporting them from the NHS, charity sectors and communities, came together to coproduce a model of care. Our champion Stephanie Schreiber, who has lived experience, joined the engagement and co-production activities commissioned by the Joint Programme for Patient, Care and Public Involvement in COVID Recovery and led by South London Bank University.

Outcomes

The engagement exercise and results are summarised on the [project](#) and [full report](#). Stephanie is now an ambassador for Long covid awareness in Bromley and is a Patient Advisor for the project Long COVID Recovery: Collaborating and Connecting with Patients, Communities and Healthcare Workers in south east London. She led an awareness session for One Bromley Champions in October 2023, in collaboration with south east London Long Covid team and Bromley services provided by Bromley HealthCare.



Learning, impact and next steps

Stephanie continues to support the Long COVID team in south east London.

Stephanie's involvement has increased her confidence and provided a platform to share her own story and recovery.

Stephanie said: *'I'm very pleased to be part of the engagement sessions organised by south east London and support them to better understand patient symptoms, challenges and how to improve services. I felt a real sense of purpose in educating my fellow Champions about Long COVID. There was a lot of interest, and the session also helped join up various professionals providing Long COVID services, so it was doubly useful, and we will all keep in contact to share resources as they are developed'*.

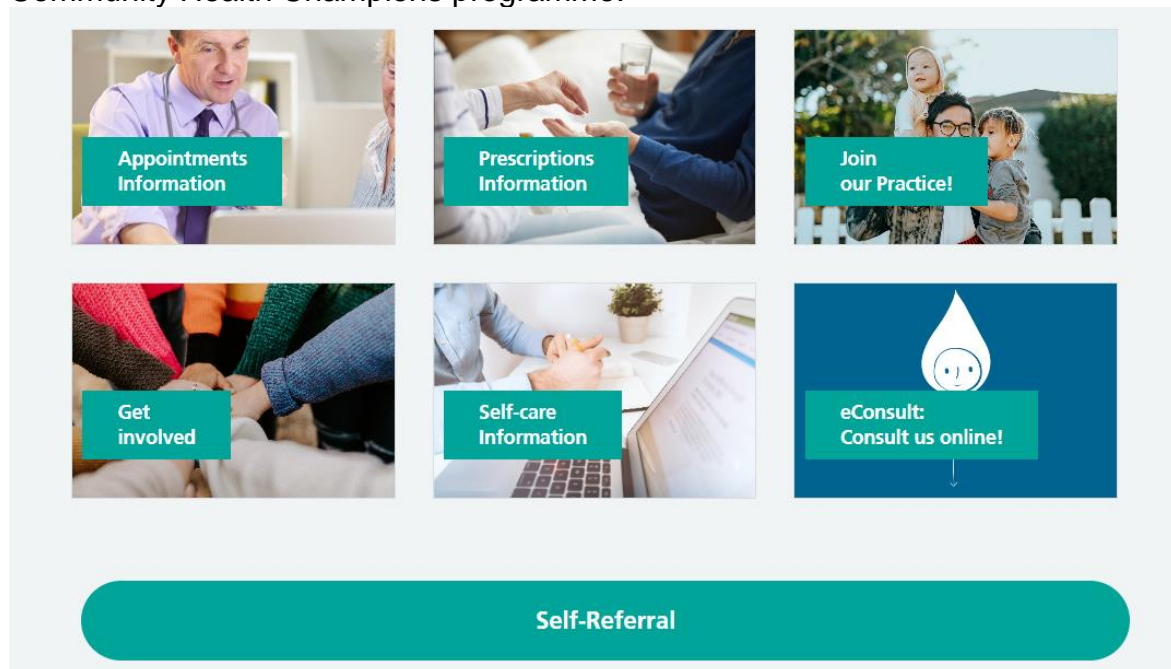
7.6. Improving digital access

What One Bromley Champions did

Several champions joined a working group to support the pilot redesign of Bromley GP websites to improve patient experience, easier access and more intuitive navigation of the website. They worked alongside members of the primary care team to review the content management system, page content and layout. After an introduction of the current provision for GP websites and the aim to standardise the websites across Bromley, the group discussed ideas to improve patient experience using a website as an example.

Outcomes

A number of suggestions were made to make the websites accessible, useful and easy to navigate. This included using key headings (tiles) to display the different services, sections on self-care and different opportunities to get involved. Accessibility tool and colour design were also discussed. Champions continued to feedback once the sites went live to refine and add more feedback to commissioner and web designers to improve patient experience, enhance the use of self-care information and use the sites to promote the Community Health Champions programme.



Learning, impact and next steps

Clear and accessible information on GP websites is essential to improve service user experience and efficient use of resources. By clarifying and providing easy appointment booking and prescription information more patients will use these channels and free up time on the practice phone lines. One Bromley Champions will be contacted for future stages of the project for additional feedback. Aimee, one of the champions, is part of the coproduction group with SEL ICS to improve the accessibility of Personal Health Budget pages.

7.7. Increasing uptake of vaccinations in the Gypsy, Traveller, and Roma community

What One Bromley Champions did

Bromley has a large, settled Gypsy Traveller Community living in houses, concentrated chiefly in the east of the borough in the Crays. Reducing health inequalities in this specific group is a priority for One Bromley partners and the Community Health Champions. One of our champions, who is an ambassador for the Gypsy, Roma and Traveller (GRT) community, has been instrumental in supporting Bromley health and care teams by advising on ways to work with this community, in particular on increasing uptake of childhood vaccinations. The champion met with the Bromley GRT Working Group to share lived experience and insights on issues and challenges felt by the GRT community.

Outcomes

The champion advised on:

- Importance to have education sessions on childhood vaccinations prior to offering clinics.
- Make connections in advance and reach key member of the community to help with reassuring and engaging the wider group.

An education session was set up at Blenheim Children and Family Centre in the Crays area of Bromley in August 2022. This is the main location for the largest settled GRT community in the borough and was supported by another local One Bromley champion.

I had great fun volunteering for a few hours at an event at a local children's centre promoting vaccinations and GP registration. It was lovely to meet and chat with local families and join in some additional fun activities which included face painting.

Sarah, Community Health Champion



Learning, impact and next steps

Continue to inform One Bromley Champions of the work of the GRT Working group in Bromley and future engagement events and initiatives for this group. Future events and clinics for the GRT community should be organised close to the heart of the community to facilitate attendance.

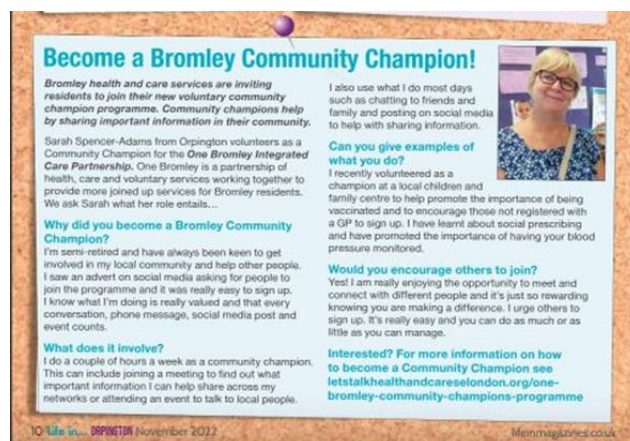
7.8. Helping to recruit more champions

What One Bromley Champions did

Recruiting new champions is an ongoing priority for the programme. In particular recruiting those that represent communities we really need to hear from and reach, including those who experience greater health inequalities.

Champions joined a number of recruitment opportunities including a health information clinic at a Children and Family Centre, and two recruitment fairs at the Bromley Civic Centre and Bromley College. Champions contributed to the programme promotional materials such as print and online advertisements at the SE20 Magazine or Life in Magazine (Bromley and Orpington)

They also promoted the programme using [social media](#)



Outcomes

Several new members were recruited and new connections with local groups were made, including Bromley College and Faith groups.

Learning, impact and next steps

These events were a good opportunity for face to face events for One Bromley Champions, to increase their confidence and promote the programme. We will continue to find opportunities for further face to face recruitment which existing champions can attend.

7.9. Promotion of health and wellbeing groups and events

What One Bromley Champions did

One Bromley Champions promoted several health initiatives by sharing information with their networks. Some of these were:

- Health and Wellbeing Cafés
- Bromley Diabetes Peer Support Group
- Women Well Festival

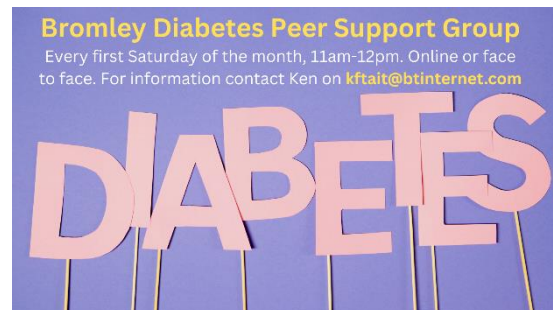
Health and Wellbeing Cafes

Health and Wellbeing Cafes are an initiative developed by Primary Care Networks to support their local area. Residents are invited to join for free health checks, social support, and refreshments. Speakers and healthcare professionals join the events to cover topics promoting health and wellbeing. Current Health and Wellbeing Cafes in Bromley are located in Penge, Orpington, Biggin Hill, Beckenham, The Crays and Mottingham. Champions received information about the cafes and discussion topics [for sharing](#) with their contacts.



Bromley Diabetes Peer Support Group

The Diabetes Peer Support group meets every first Saturday of the month, online and face to face, and offers an opportunity for residents with Type 1 and Type 2 diabetes to share advice, experiences and share learning. Champions shared information via Whatsapp and [social media](#).



Bromley Women Well Fest

Organised by Bromley Well and supported by One Bromley partners this event focused on Women Health and Wellbeing with a holistic approach, with talks and a marketplace with information on health services and support. The Champions promoted the festival and some attended the talks and information on the day.



Outcomes

Champions promoted these health initiatives and campaigns through their networks, communities and families/friends. Their involvement helps to increase the visibility of the work and reach areas of the community not always reached through traditional methods such as print or online information. This includes local WhatsApp, Facebook and community groups they are part of. Champions attended some of the initiatives.

Learning, impact and next steps

It is clear the messages sent via social media or word of mouth by One Bromley Champions are important to create a connection, open a conversation, slowly

increasing trust. Their messages are the platform for future communications, can gather feedback and generate new ideas.

It is important champions understand the value of their support to One Bromley partners and the long-term benefits that might be only measurable later.

The prompt response by champions amplifying One Bromley messages highlights the accessible and powerful role of social media for a fast distribution of messages while face to face interactions continue to promote meaningful conversations.

7.10. Community Outreach to promote health and wellbeing

What One Bromley Champions did

Champions joined One Bromley partners on several events to promote and share important health information and encourage residents to join the champion programme. The events include:

- Penge Festival – June
- Biggin Hill Festival - July
- Bromley Health and Wellbeing Festival - July
- Churches Together Orpington – September
- Bromley Women Well Festival – October
- Oxleas NHS Trust AGM – October



Outcomes

Good opportunity to speak to people and share information/signpost to local health services. Topics covered included childhood immunisation, Health and Wellbeing Cafes, the SEL listening campaign to support the [Anchor initiative](#), [Community Health Champions programme](#), blood pressure, and signposting to other services present at the events.

Learning, impact and next steps

Outreach events are part of the engagement opportunities offered to One Bromley Champions. It is the best time to meet face to face with the community they support and strengthen relationships with other champions and members of the One Bromley partnership.

Some champions agreed outreach events are their favourite form of engagement, but we acknowledge this is different for other members, depending on availability, mobility, or personality.

8. Feedback on the programme

8.1. One Bromley partners and trainers

I am very excited about the potential for the One Bromley Champions to share our Public Health messages with a wider audience. It is also very valuable to get the feedback on residents' opinions via the Champions. I would like to thank those Champions who have been involved in our Public Health Campaigns to date and look forward to working with them in the future. **Gillian Fiumicelli - Head of Vascular Disease Prevention programme - Public Health Bromley**

In November 2022, I delivered a Kooth presentation to the One Bromley Champions, giving an overview of the mental health and wellbeing support Kooth provides to young people aged 10-25 in Bromley. Following the presentation, we had a Q&A session and digital Kooth resources were shared to support the Champions with spreading awareness of Kooth in the community. **Eleanor Cammegh - Senior Kooth Engagement Lead, South East London**

I'm so grateful for the time and support offered by One Bromley Champions. They engaged at different levels depending on their availability, sending powerful WhatsApp and Facebook messages to promote events and vaccination clinics. They really make a difference by quickly expanding our messages and using their local knowledge. We shared ideas on how we can improve the programme, to be more efficient and increase our reach in the community. **Teresa Rodriguez – Communication and Engagement Manager – SEL ICB Bromley**

One Bromley Champions are a valuable resource in Bromley in bridging the gap between providers and the local communities, especially in hard to reach areas. It has been lovely to work with the Champions and I hope that the working together continues to grow, improving the health and wellbeing of the Bromley community. **Susanna Keiderling - Senior Health Protection Practitioner – Public Health Bromley**

I offered an awareness session on bowel cancer and the national screening programme to the Champions in June 2023. I gained such valuable insight from the champions about behaviours and reasons for potentially not taking part in the service. **Chanise Campbell-Ramsay, Health Promotion Specialist, Bowel cancer Screening, Lewisham and Greenwich NHS Trust**

I'm delighted to be able to work with the Community Champions to secure ongoing funding for this super project from the Innovation Fund. We know it will produce positive results for residents, One Bromley organisations and the Community Champions themselves. **Christopher Evans, Chief Executive, Community Links Bromley**

The Champions are a real asset to the community. It has been so helpful for them to share important health information with people across the borough. Their support at local events has proved invaluable when helping to engage with the public. The Champions' role is very much appreciated and it has been a pleasure working alongside them. They are a respected and much-needed part of the community team supporting the health and wellbeing of Bromley residents. **Nicola Fishman, Community Engagement Officer, Bromley Well**

8.2. One Bromley Champions case studies

8.2.1. Case study 1

In February 2022 I saw a request for volunteers for One Bromley Community Health Champions on Twitter. I completed and returned an application form. I am now semi-retired and I am enjoying opportunities like this to get to know and help in my local community.

As a Community Health Champion for One Bromley, I volunteer to help ensure health messages are conveyed across the borough. This could be for example checking that residents know how to register with a GP or where to get a COVID booster vaccine. I'm hoping to make a difference in my community, by helping to improve health and wellbeing, by sharing information and helping to reduce health inequalities.

We can share health information messages by simple day to day conversations that we all have, believing that 'every conversation counts'. This could be via a face to face one to one conversation, a text or WhatsApp message, conversations with my family, work colleagues or friends, at the organisations where I volunteer including the local church food bank, Rotary Club, across my social media platforms including Facebook, Twitter and Next Door. It could also be by attending events & meetings organised by One Bromley.

The most time I have put in, since being a volunteer is a couple of hours in a week when I attended a face-to-face champions meeting or when I volunteered at a local promotional community event. Most of the time, the time I put in, is a part of normal day to day activity, chatting to friends and family and in the sharing of posts on social media.

I have also attended some very informative meetings learning about social prescribing and about the importance of blood pressure monitoring. I was then able to share what I'd learnt with my friends and colleagues and via my social media and in the course of conversations.

As a Community Health Champion I love having the opportunity to meet and connect with lots of different people in Bromley, in a wide variety of places. It feels very rewarding to be helping to share and promote positive health messages, whilst also having some fun at the same time. The team who run the champions network are very enthusiastic, meetings are interesting and informative and the other champions have much experience to share with each other.

If you like talking to people, whether that be face to face or on line and you are interested in the health and wellbeing of your family & community, I urge you to become a One Bromley Community Champion.

8.2.2. Case study 2

I joined One Bromley Community Health Champions when it first started in 2022 after receiving an invitation from Oxleas. I wasn't quite sure what I was signing up for as the invitation was general on health and wellbeing, but thought that if I applied, I would find out more.

I care for a relative who has complex needs and sometimes I feel quite isolated as I don't go out much. I had lost much of my self-confidence and my depression was worsening due to the Covid restrictions and a disability in my left hand which meant I was unable to complete many tasks, both chores and hobbies. I felt that by volunteering I would potentially learn new skills and give myself a sense of self-worth as I have not worked for many years and meet new people.

I have attended training, supported the vaccination programme and also contributed comments of future posters for the NHS and on future websites for GP surgeries.

I attended the Create Academy in March 2023, where I learned to think about things in a different way and met lots of new people. The training was in London and I found the journey an immense challenge, but it has continued virtually since, so I still get to see some of the people I met there.

One of the biggest benefits to my volunteering is the fact that people understand that sometimes I am unable to attend something I had previously agreed to due to other things cropping up in my life. This reinforces the feeling of not being put under pressure which has been a massive problem in previous work, both paid and unpaid, which I have undertaken. This has allowed me to gain confidence and feel more motivated. I also really like the fact that I am not only helping members of the public, but also the NHS. I like to believe that, in a small way, I am helping to alleviate some of the pressure on the NHS by giving the community accurate information about things.

9. Next steps

We will continue to work with partners and champions to strengthen relationships with groups and residents during the next year. Our next steps will focus on:

- Recruiting champions that represent our harder to reach communities who suffer the most health inequalities. We aim to get a wide distribution of champions across the borough with a special focus on areas with higher levels of deprivation.
- Enabling champions with the skills and knowledge to confidently undertake outreach engagement in those areas where there is poorer uptake of preventative healthcare and higher use of services to help empower people and communities and provide the right information to enable them to manage their health better, with a focus on the Vital 5 (blood pressure, obesity, mental health, smoking and alcohol) and other One Bromley priorities.

- Creating a robust reporting mechanism to capture all interactions with residents and communities and how these feed into the various Bromley programmes.
- Enabling champions to work independently and liaise with each other to share ideas and outcomes from their interactions and engagement.
- Engaging with Bromley residents to support them and improve their wellbeing, with a special focus on disadvantaged groups or less engaged communities. The One Bromley Champions programme has received [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 Spring-Summer 2024 aligning with other ongoing health related projects such digital inclusion with ClearCommunityWeb or an intergenerational project by Crystal Palace Community Trust.
- Share updates and opportunities from/for One Bromley Partners, south east London and London Community Champions.

We listen to our champions to continually improve how we engage and communicate so they can effectively support us.

Community Health Champions said	We did/Will continue to do
A variety of communication channels works well	We will continue with our varied ways in which we communicate with champions (email, newsletter, WhatsApp) including our WhatsApp broadcast channel
Different champions have different needs and availability	We will continue to offer online meetings, face to face and hybrid meetings when possible. We will record the sessions and share material and ensure we support members with specific needs
Is good to have meetings dates in advance to enable attendance	We will share the calendar with booked dates for the year, plus <i>ad hoc</i> opportunities will be shared when available.
Different champions have different health interests	We will continue to offer awareness and training sessions that cover a variety of topics to ensure we maintain interest and engagement with all the Community Health Champions
Important to be able to communicate with other champions	We created local peer support groups (based on Primary Care Networks) via open Whatsapp chats and an Open Forum group.
Have some material to be identified as Community Health Champions	We designed new promotional material including posters and ID badges

Appendix A – Promotional material

March 2022 – May 2023

June 2023 – ongoing



ONE BROMLEY
COMMUNITY CHAMPIONS

Are you interested in health and wellbeing?
Happy to help others to get the support they need?

Diabetes **Mental Health**
Cancer **Men's health**
Children and Young People
Healthy lifestyle **Wellbeing**

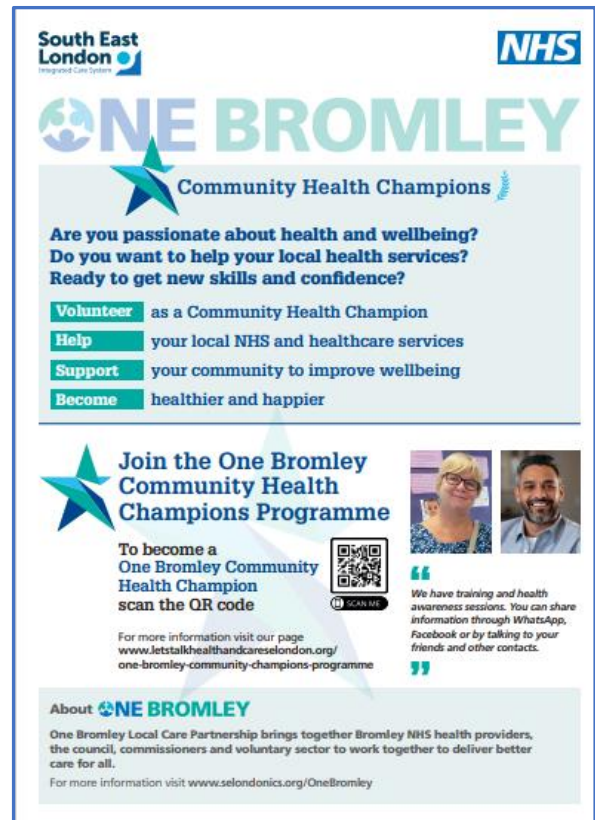
Join the One Bromley Community Champions Programme.
Help promoting health information to Bromley residents by sharing messages on social media, email or attending health events

To learn more contact us by email on onebromley.champions@selondonics.nhs.uk or by phone on 07824 503760

This new service is great, I'll tell my friends
New peer support group. Awesome! Sharing with you guys :)

WhatsApp Instagram Nextdoor Twitter Facebook

Training **Updates on services and support**
Flexibility - Participate depending on your availability



South East London **NHS**

ONE BROMLEY
Community Health Champions

Are you passionate about health and wellbeing?
Do you want to help your local health services?
Ready to get new skills and confidence?

Volunteer as a Community Health Champion
Help your local NHS and healthcare services
Support your community to improve wellbeing
Become healthier and happier

Join the One Bromley Community Health Champions Programme

To become a One Bromley Community Health Champion scan the QR code

For more information visit our page www.tetstalkhealthandcareselondon.org/one-bromley-community-champions-programme

We have training and health awareness sessions. You can share information through WhatsApp, Facebook or by talking to your friends and other contacts.

About ONE BROMLEY
One Bromley Local Care Partnership brings together Bromley NHS health providers, the council, commissioners and voluntary sector to work together to deliver better care for all.
For more information visit www.selondonics.org/OneBromley