

Bromley by Bow Knowledge Share & Exchange Webinar **Unleashing Healthy Communities**



**Bromley
by Bow
Centre**



**Bromley
by Bow
Health**



**Bromley
by Bow
Insights**



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What would you say the Top Tips for health are?

The Chief Medical Officer's Top Tips are...

- **Don't smoke**
- **Follow a balanced diet**
- **Keep physically active**
- **Manage stress**
- **Drink in moderation**
- **Wear sunscreen**
- **Practice safe sex**
- **Take cancer screening opportunities**
- **Be safe on the roads**
- **Learn first Aid**

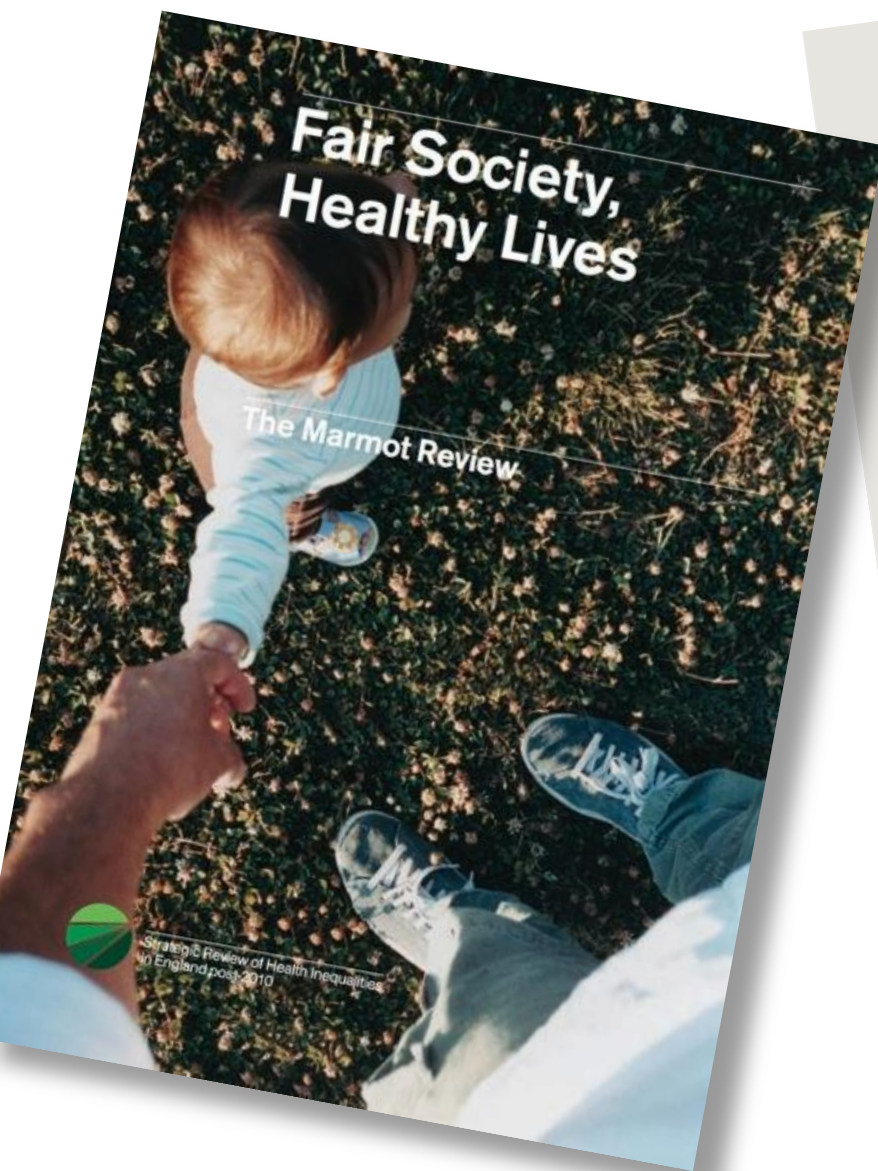


Realistic Top Ten tips for a healthy life



- **Don't be poor**
- **Don't live in a deprived area**
- **Don't be disabled**
- **Don't work in a low paid stressful job**
- **Don't be homeless**
- **Be able to afford social activities**
- **Don't be a lone parent**
- **Claim all benefits that you are entitled to**
- **Afford transport**
- **Use education to improve you socio-economic position.**

The Health Gap (2015), Michael Marmot



What makes us healthy?

AS LITTLE AS
10% of a population's health and wellbeing
is linked to access to health care.

We need to look at the bigger picture:



But the picture isn't the same for everyone.

The healthy life expectancy gap between the
most and least deprived areas in the UK is: **19** YEARS

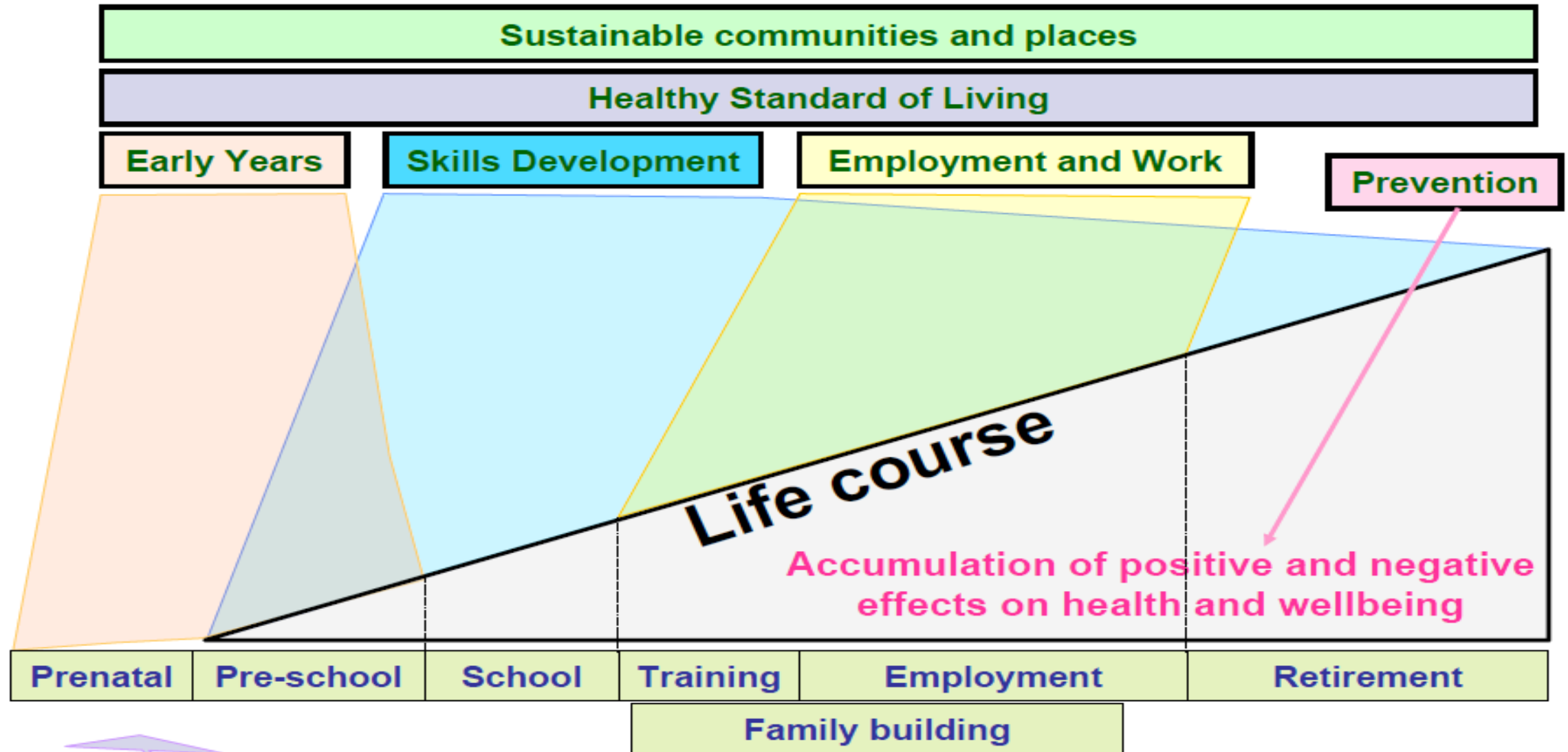
References available at www.health.org.uk/healthy-lives-infographics
© 2017 The Health Foundation.



**So what really
creates health
and wellbeing
outcomes in our
communities?**

**And how might
we apply that
understanding?**

Areas of action



Life course stages

The life course starts early!

Should the level of obesity of pupils/patients be a shared performance indicator for schools & Primary Care?

Our two largest school population groups, (70% of children), both have obesity rates of over 30%

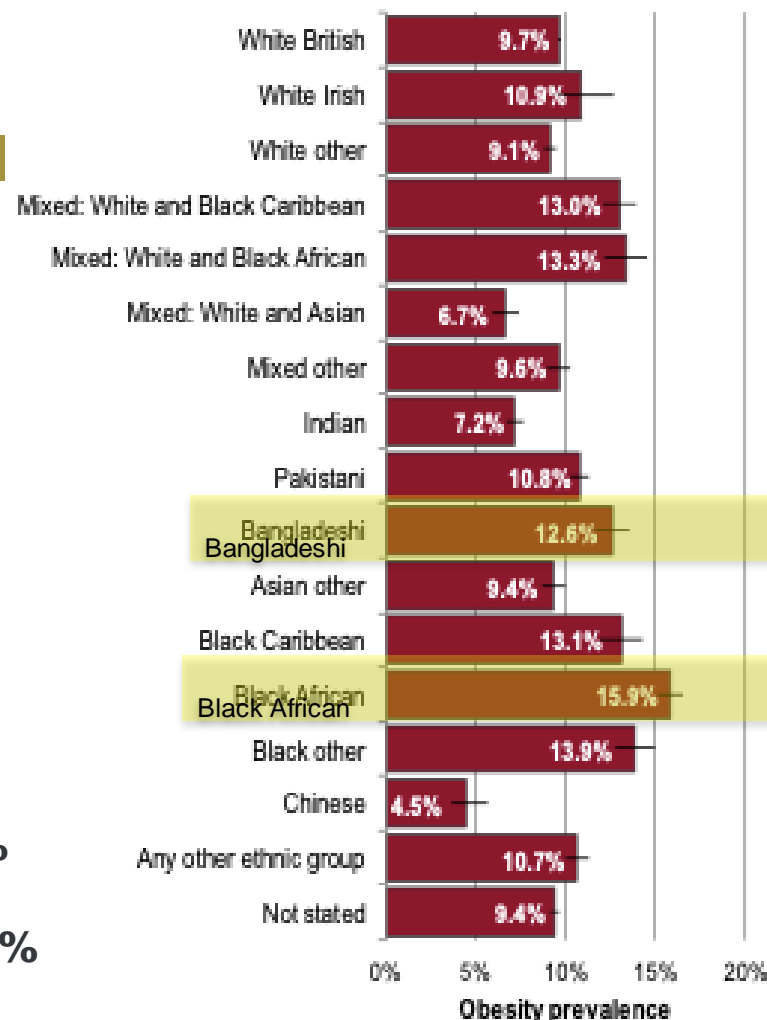


Public Health
England

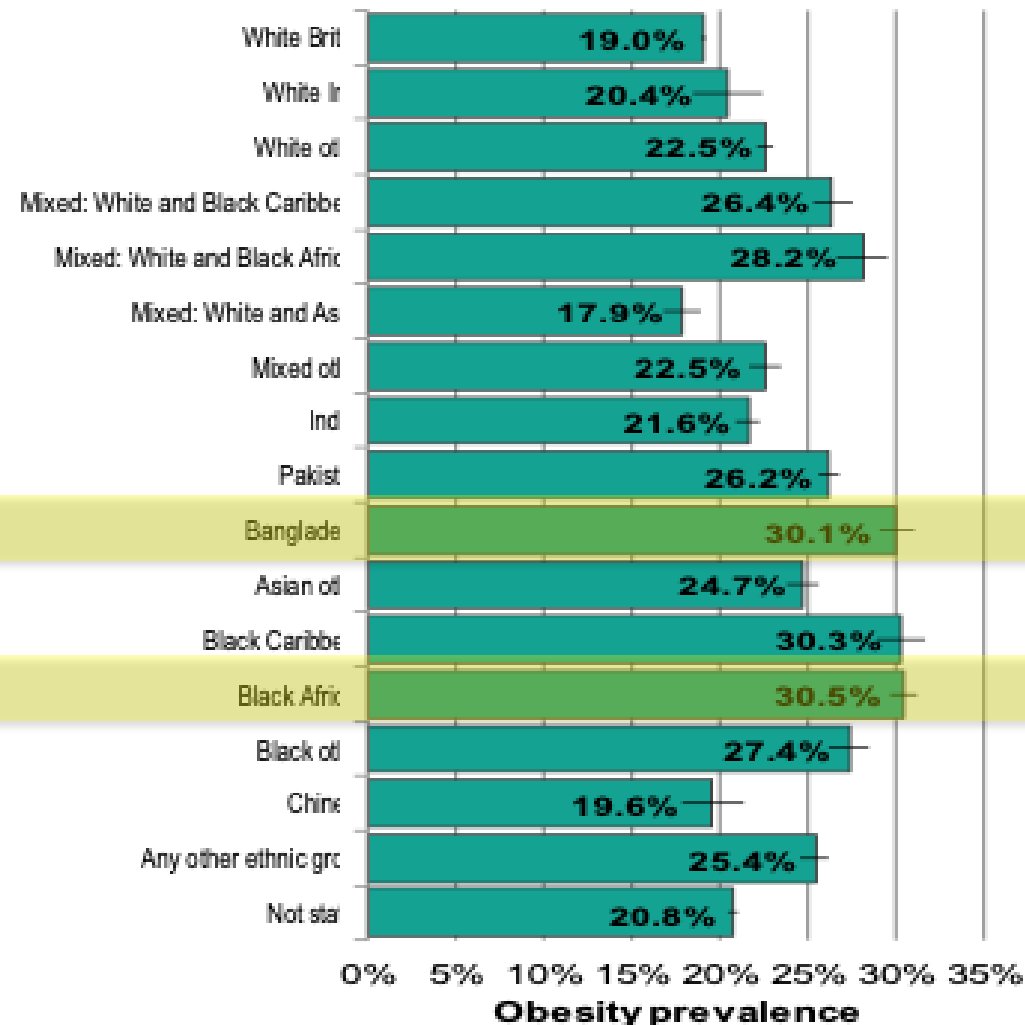
Obesity prevalence by ethnic group

National Child Measurement Programme 2019/20

Children in Reception (aged 4-5 years)



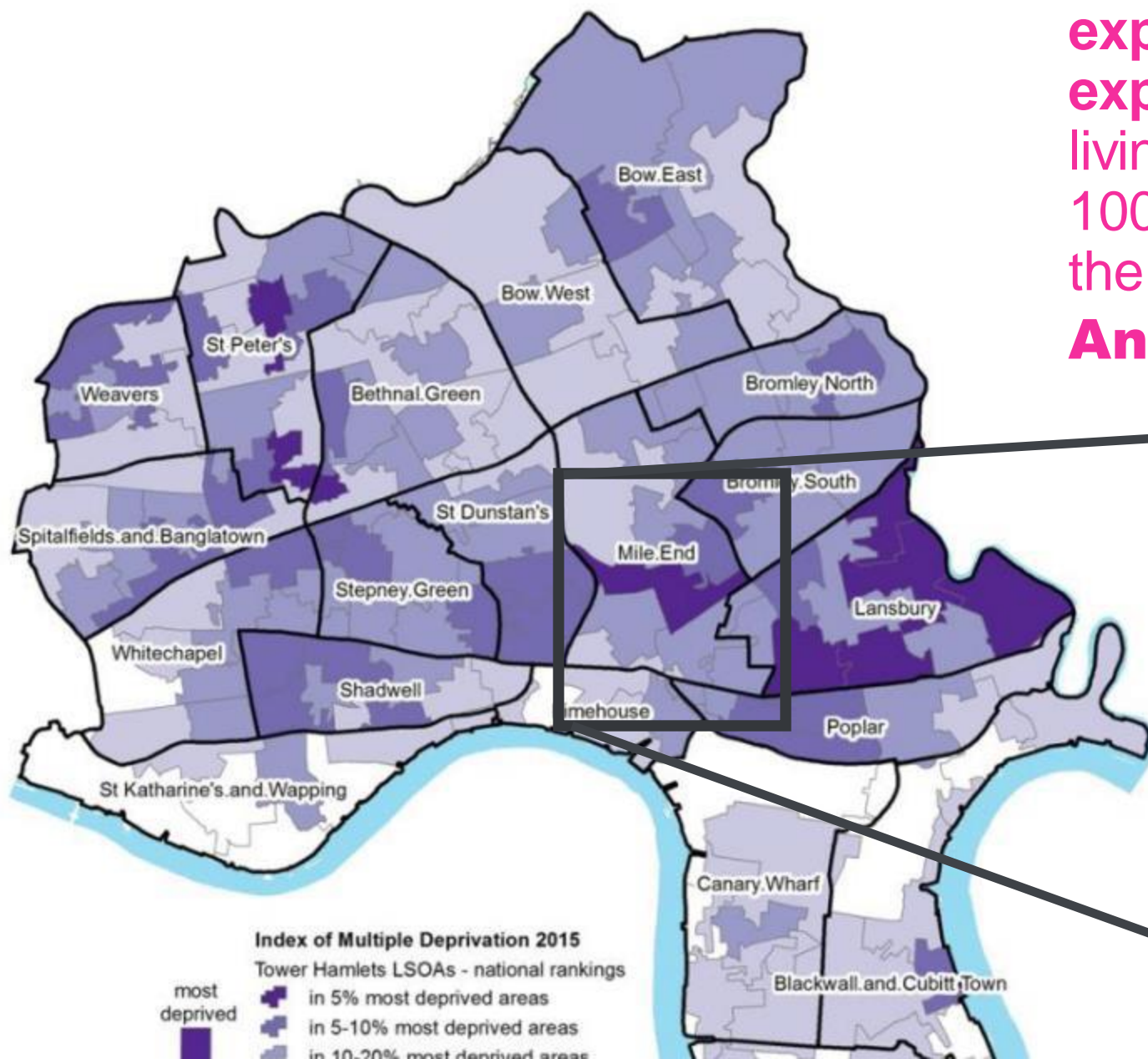
Children in Year 6 (aged 10-11 years)



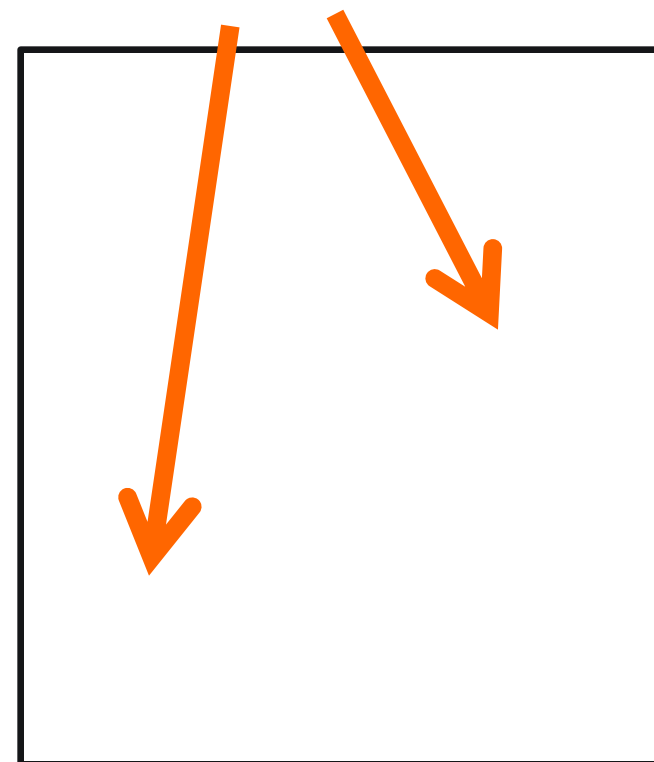


Tower Hamlets and the effects of the social determinants of health

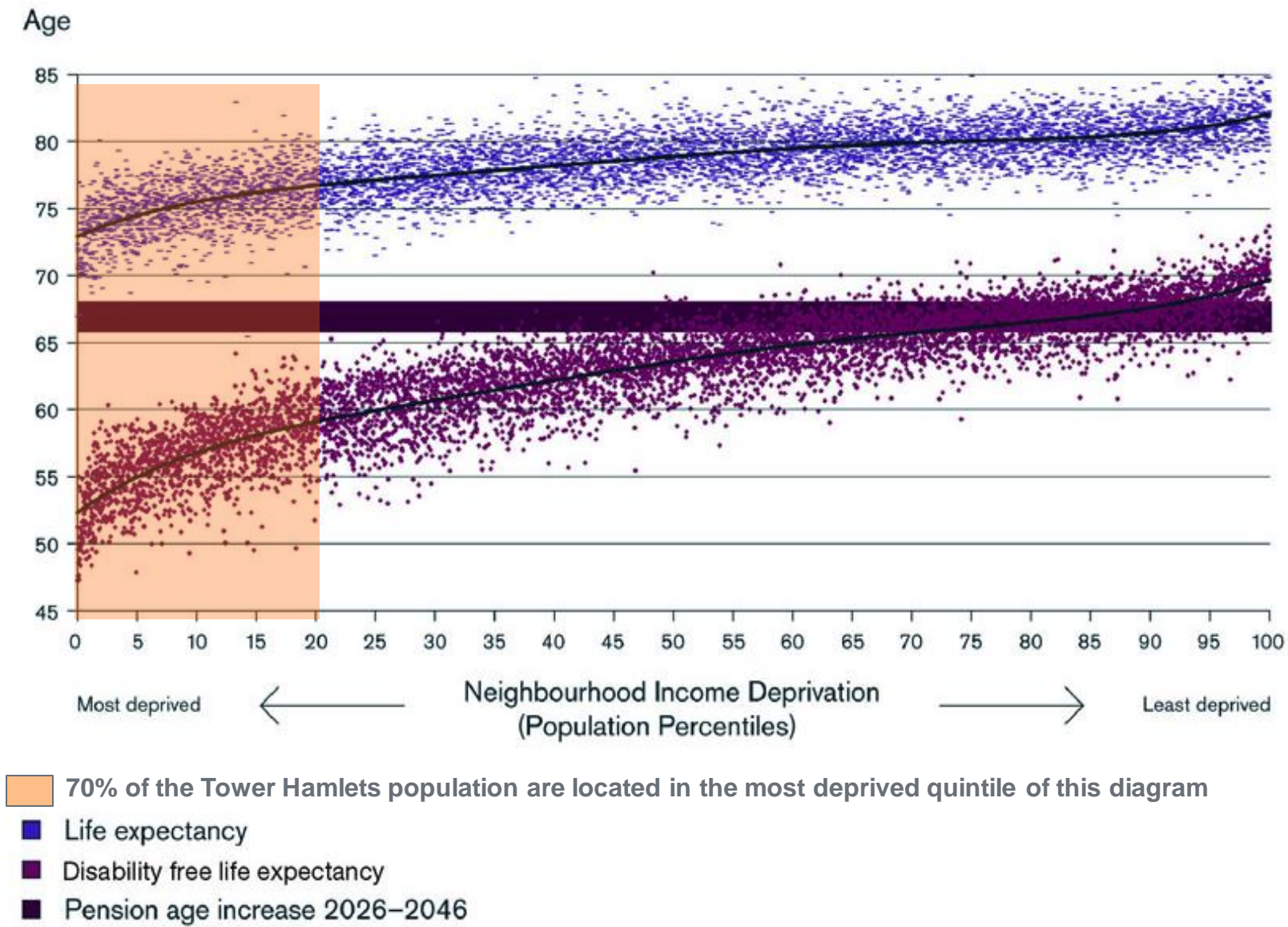
IMD 2015 – Tower Hamlets



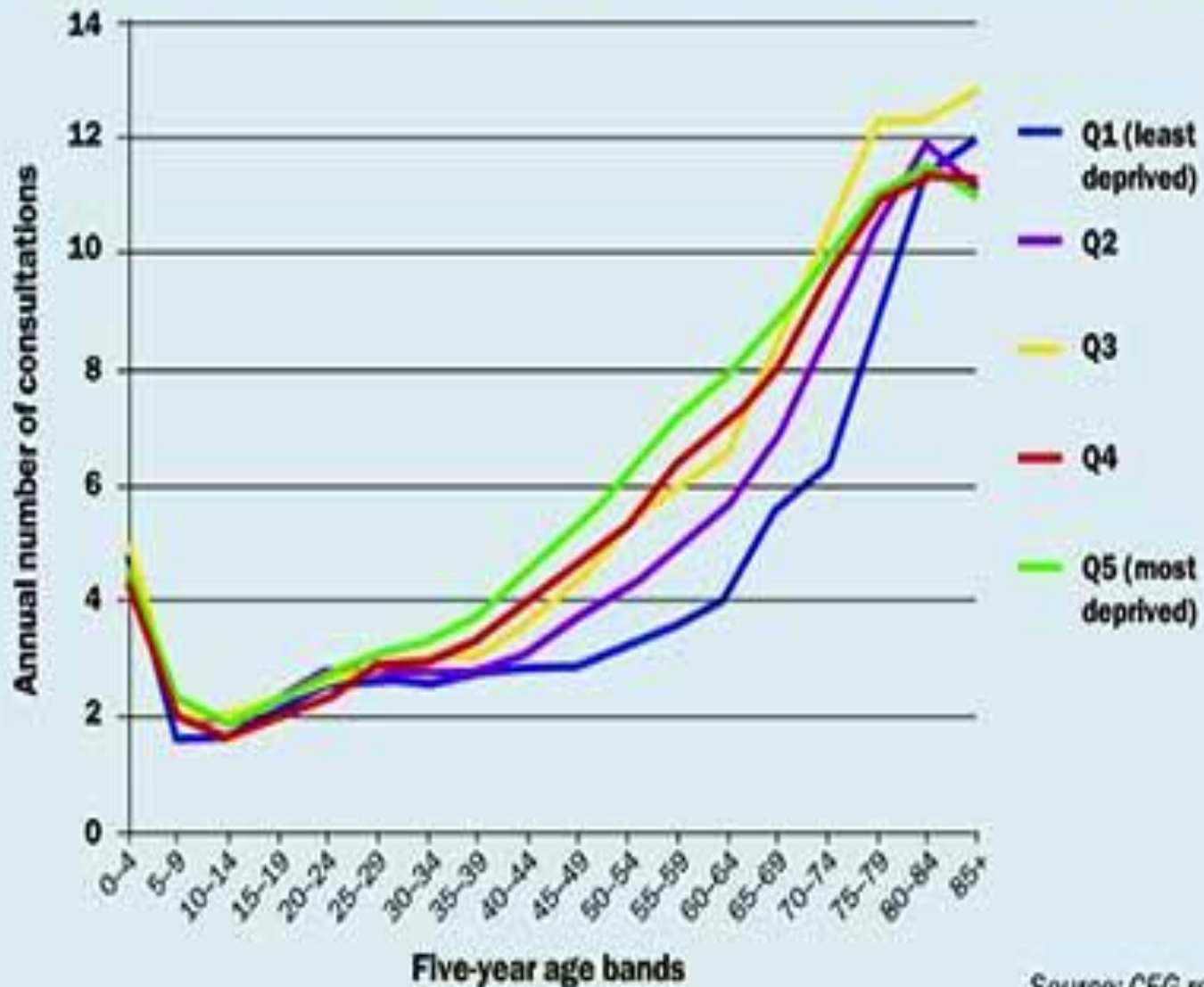
Why is there a 20 year healthy life expectancy gap and a 10 year life expectancy gap between the people living on two streets, that are only 100 mts apart, when they both access the same GP practices and hospitals?
And what can we do about it?



Socio-economic status is the major determinant of life expectancy and healthy life expectancy



East London annual consultation rates by age and deprivation (IMD quintiles England)



Source: CEG research

Socio-economic status is the major determinant of consultation rates.

It is estimated that at least 1 in 5 general practice consultations are directly or indirectly caused by social issues that are troubling the patient

**Are we really clear?
Perhaps not quite! yet***

OB_S__Y
is a cause of cancer

Guess what is the biggest preventable
cause of cancer after smoking.

 CANCER
RESEARCH
UK

Together we will beat cancer

Po_ert In_qu_l_t_y Au_te_it_y

Cancer Research UK is a registered charity in England and Wales (089464), Scotland (SC010616) and the Isle of Man (1103). © Cancer Research UK 2018.

***Look more closely, what are the causes behind the causes?**

**From crumbling
buildings, £400 in the
bank and 12 people
in a derelict church...**

1984



2021

**...to an internationally
renowned model of health
and community
regeneration delivering
provision to our
community, including
11,000 service users and
40,000 registered patients**



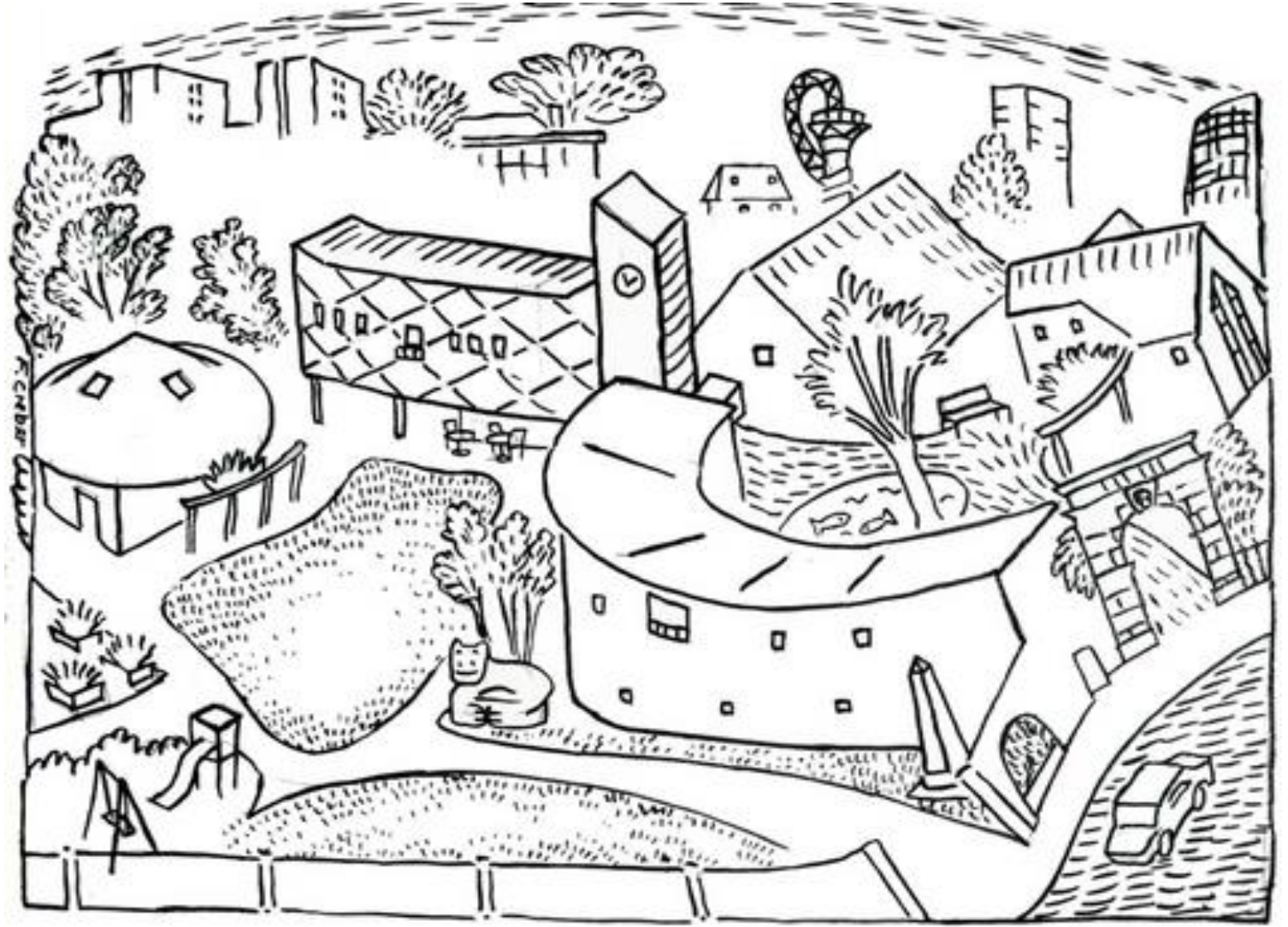
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Research &
evaluation,
Innovation
and
Knowledge
share**

Applying Department Store Principles

- **ownership**
- **accessibility**
- **customer service**
- **range of products and services**



driven by our

Active Values

- **be compassionate**
- **be a friend**
- **have fun**
- **assume it's possible**



Creative Arts

Community creative activities including choir, photography and film-making courses, and theatre group. Artists' studios.

Connection Zone

A warm welcome with engagement staff. A place to meet, make friends and build social networks. Group activities, internet café with digital inclusion support.

Café

Training café for people with disabilities.

Social Enterprise

Supports establishment of new social enterprises, creates service provision and employment.

Advice services

- Social welfare, employment legal advice, benefits, housing, and debt.
- Money management, energy advice.

Employment & Skills

- Learning options for young people and adults, including English for Speakers of Other Languages, digital inclusion.
- Creative sector career advice and support to find sustainable employment.

Growing spaces

Social and therapeutic horticulture, food growing.

Social Care

Social care day-centre with inclusive arts space and programmes.

Social Prescribing

Receives referrals from General Practice and self referrals. Provides 1-to-1 person-centred support and connects people to relevant community services.

Communities Driving Change

Resident-led community health intervention supporting community owned solutions – Including skills swap through Timebanking etc.

Church

Community Celebration space
Food Bank

Insights

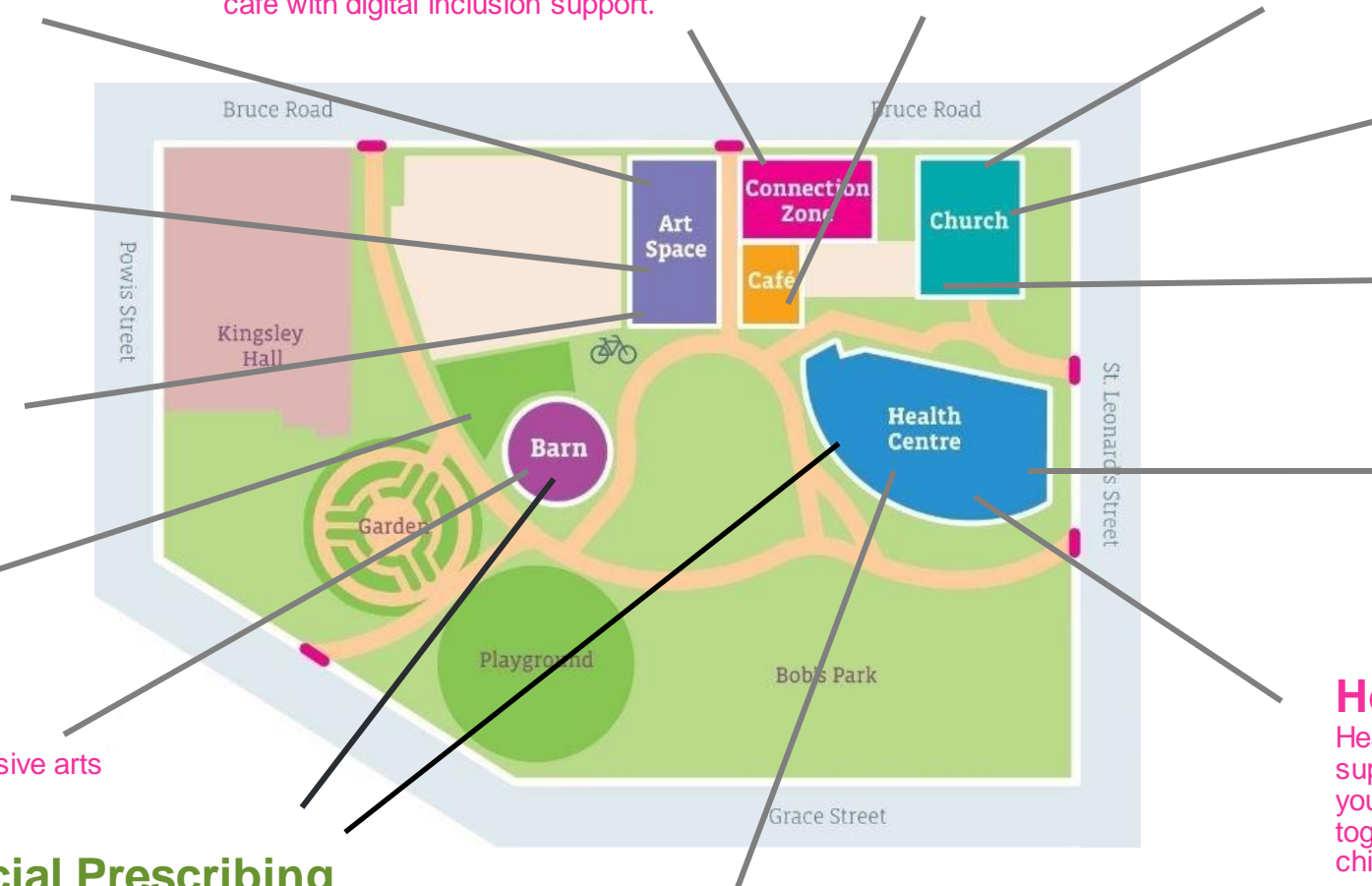
Research and evaluation, knowledge share and exchange, link worker training.

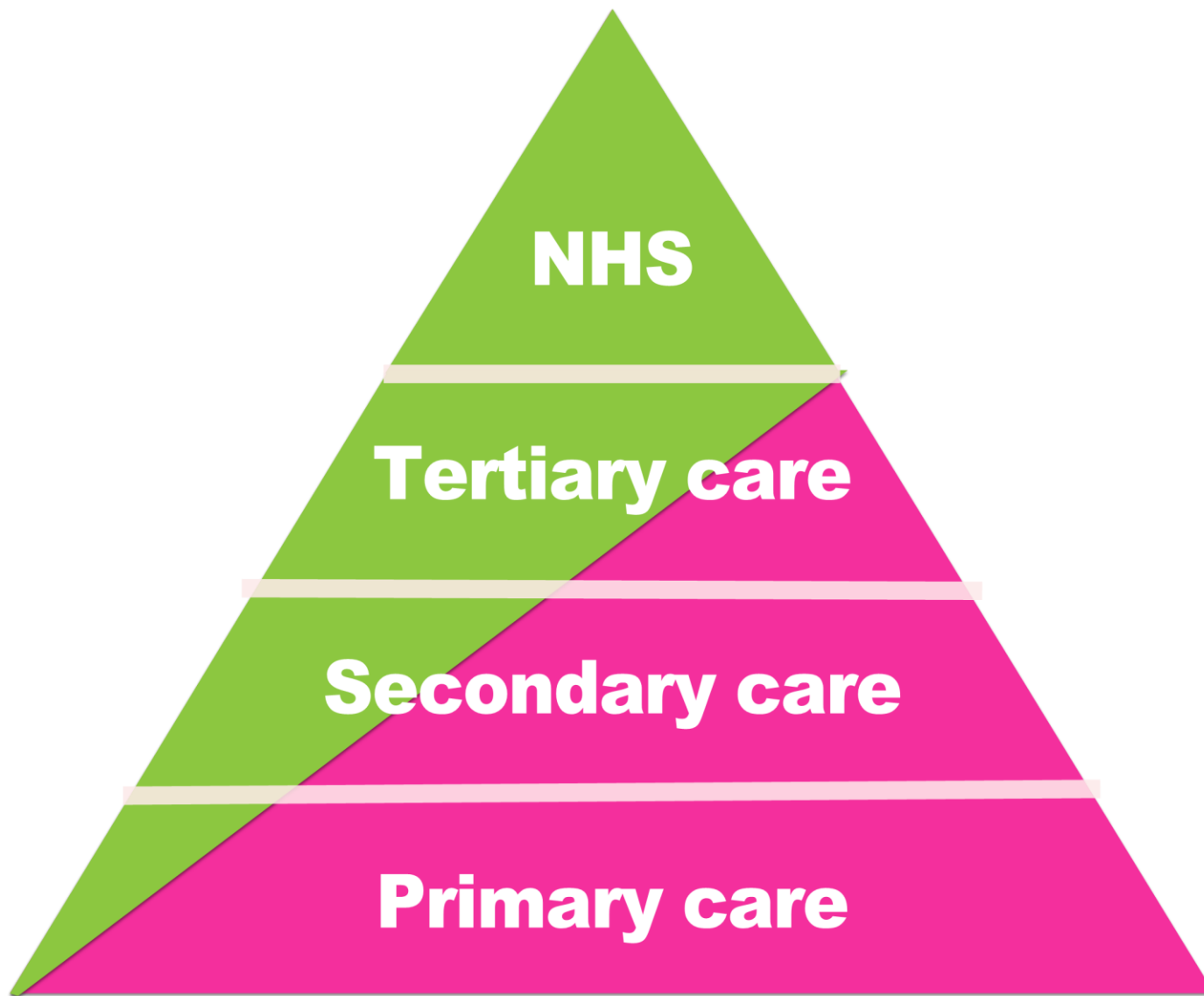
Health Centre

General Practice,
Community Health Services
Social Prescribing referrals

Health & Wellbeing

Healthy lifestyles promotion, carers' support, disability sports, prevention, young adult programme, Active together programme for families and children.





Rethinking care*

**Care accessed
through the NHS**

**Care accessed in
communities**

**Care provided by
family and friends**

Self care, your choices

***does the advent of Integrated Care
Systems and Primary Care Networks
create an opportunity to rethink care?**

Principles of the Bromley by Bow model

1. It was built with and by the community
2. It meets need **AND** creates opportunity
3. It's a place that has remained
4. Creativity and fun are core work
5. Connection is the main mechanism
6. It sits in the messy middle, between:
 - community-based interventions,
 - civic interventions,
 - service-based interventions



Unleashing Healthy Communities

Summary Report

Researching the
Bromley by Bow model

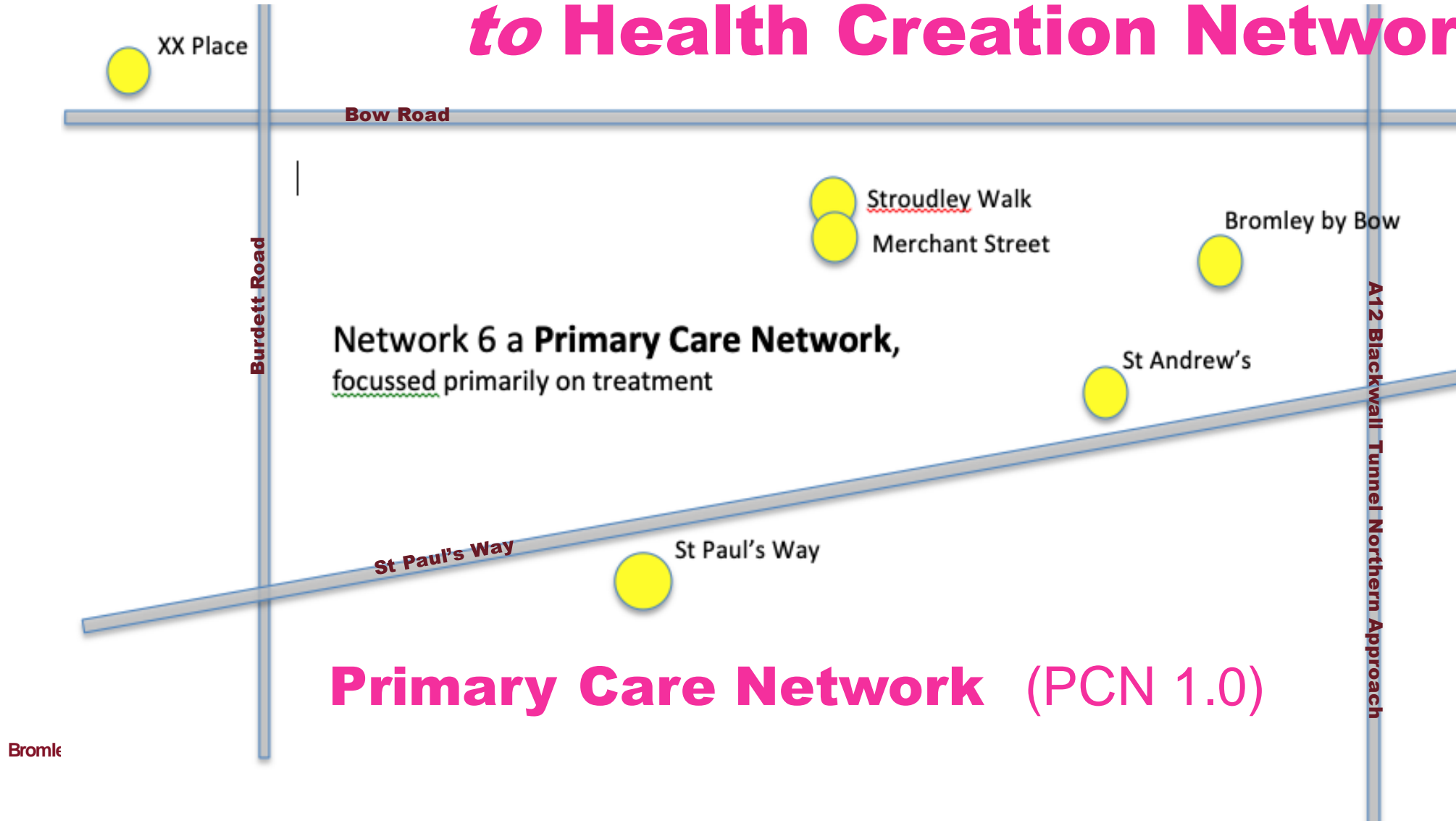
Catherine-Rose Stocks-Rankin, Becky Seale, Naomi Mead
June 18



The Bromley by Bow Outcomes Framework, measuring what matters to our community.

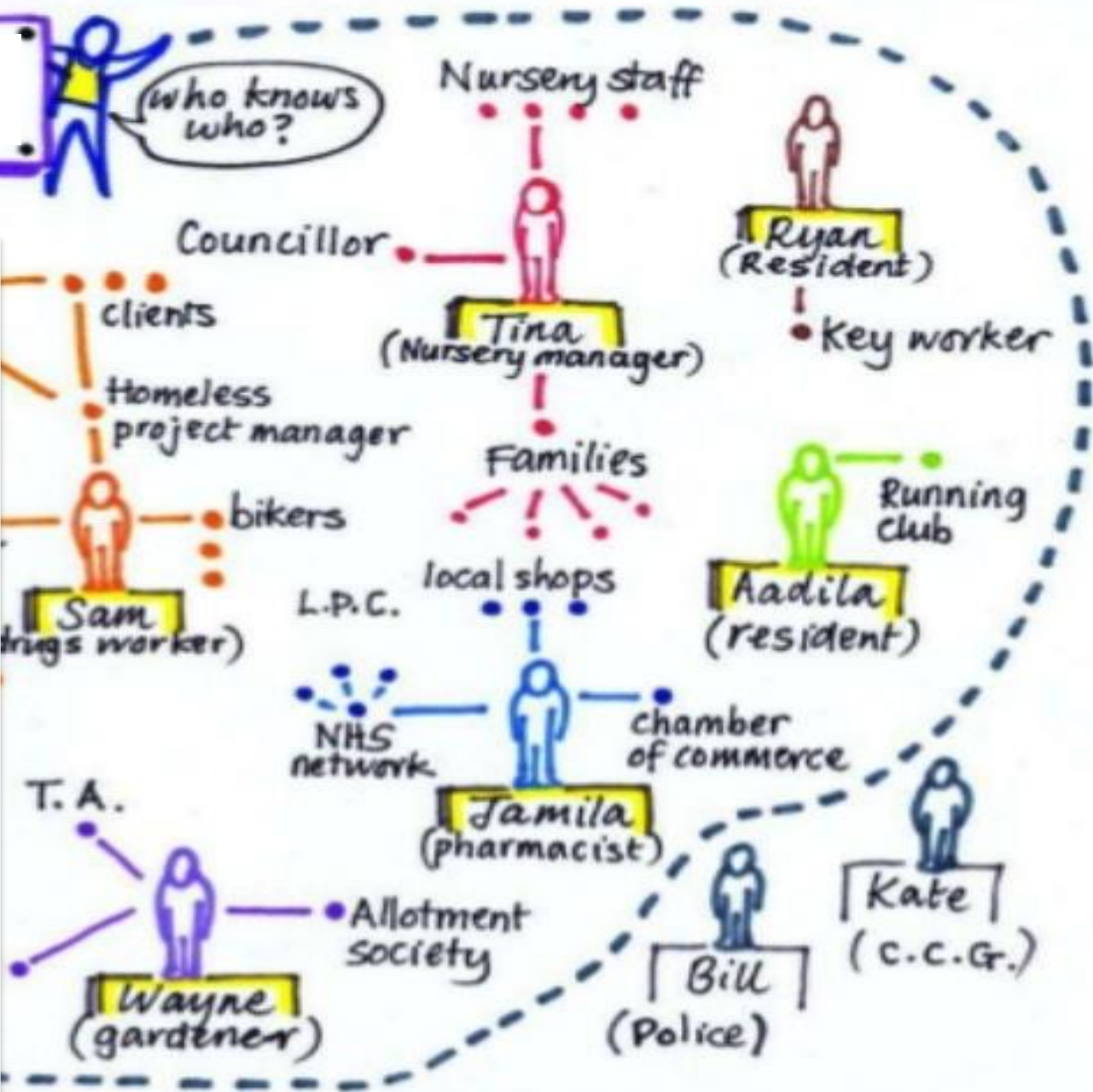
- **Strengthened personal resources**
- **Basic needs met**
- **Built knowledge, skills and opportunity**
- **Contributed**
- **Connected to others**
- **Connected to place and community**

Next steps *from Primary Care Networks* *to Health Creation Networks*



PCNs reimagined

Towards a health creation model of Primary Care Networks informed by an understanding that health and wellbeing is created within communities through unlocking and harnessing the latent resource that are our communities



Health Creation Network (PCN 2.0)

Bow Road

Burdett Road

St Paul's Way

A12 Blackwall Tunnel Northern Approach

A Health Creation Network,
focussed primarily on health creation

Unlocking the passions and assets of the community and the organisations within it to create health and wellbeing through the development of a co-produced network primarily focussed on improving the social and economic determinants of health. Use of a common directory of services and social prescribing by frontline staff in a wide range of organisations.





Learning by doing.

**When
communities
own and
manage
resources, they
can shape how
they meet their
needs, interests
and passions.**

Our online library: <https://www.bbbc.org.uk/insights/news-and-resources/>

Translating, not replicating: <https://www.bbbc.org.uk/wp-content/uploads/2020/04/Translation-not-replication-rebranded.pdf>

Knowledge in translation: https://www.bbbc.org.uk/wp-content/uploads/2018/12/Knowledge-Translation-and-the-KSE-Programme-at-Bromley-by-Bow_FINAL.pdf

Webinar recording – Using existing NHS facilities differently for better community health and well-being: <https://youtu.be/4W-ywUBqq24>

Unleashing Healthy Communities report: <https://www.bbbc.org.uk/wp-content/uploads/2018/07/BBBC-UnleashingHealthyCommunities-FullReport-June2018.pdf>



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