



THE LONDON BOROUGH

Bromley Health & Wellbeing Strategy
2024 - 2029



Overview

- What is the Health & Wellbeing Strategy?
- Our process to develop the Strategy
- Vision / Ambition
- The 3 priority areas
- Implementation plan / next steps



What is the Health & Wellbeing Strategy?

- A document to bring together the areas which impact on health and wellbeing into a single co-ordinated framework
- A vision of what we want to achieve for health and wellbeing in the borough
- A commitment to help individuals, families and communities to choose healthier lifestyles
- It identifies a number of overarching priorities for action
- It influences and drives the delivery of health in Bromley
- It aims to improve the quality of life, increase life expectancy, reduce health inequalities and promote mental and physical wellbeing for our residents
- It is a statutory requirement for the Health & Wellbeing Board to produce
- It is developed jointly with local partners and communities to ensure needs are being met



Our process to develop the Strategy

- An evidence-based methodology to identify potential priority issues
- 2 sources of evidence used
 - Bromley Joint Strategic Needs Assessment (JSNA)
 - The Public Health England Public Health Outcomes Framework (PHOF)
- Workshops with Health & Wellbeing Board Members to develop the 3 overarching priority areas
- This Health & Wellbeing Strategy is a statutory requirement but sits within the context of several other related strategies and plans:
 - > Making Bromley Even Better
 - > South-East London Integrated Care System (ICS) Strategy
 - > South-East London ICS Joint Forward Plan
 - > One Bromley 5 year strategy



Vision / Ambition

“Live an independent, healthy and happy life for longer”

Underpinning this strategy is a focus on working on early prevention which will be important to aid the delivery of improved outcomes for all and ensure delivery of our vision / ambition



The 3 Priority Areas

PRIORITY 1 – IMPROVING HEALTH AND WELLBEING OF YOUNG PEOPLE

Outcomes:

- Reducing the prevalence of overweight and obesity in children and young people
- Initiatives and interventions to tackle youth violence in Bromley
- The emotional wellbeing of parents and caregivers, babies, children and young people is supported at the earliest possible stage

PRIORITY 2 – IMPROVING HEALTH AND WELLBEING OF ADULTS

Outcomes:

- Reducing the prevalence of overweight and obesity in adults
- Slowdown the rise in the number of new cases of diabetes
- Raise awareness on the links to obesity, diabetes and hypertension
- Develop work around brain health and the importance of promoting good brain health
- Significantly improving awareness and understanding of dementia so people have the information they need to reduce risk of developing dementia as well as to live well with dementia
- Ensure people with dementia have equal access to the health and wellbeing support which is available to everyone
- People at risk of and with depression, anxiety and other mental health issues access the right early help and resources
- Support the suicide prevention steering group to develop and deliver a suicide prevention action plan for Bromley to support delivery of the Bromley Suicide Prevention Strategy
- Support the Combatting Drugs and Alcohol Partnership Board to implement the recommendations of the National Drug Strategy

PRIORITY 3 – DISEASE PREVENTION AND HELPING PEOPLE TO STAY WELL

Outcomes:

- Long term conditions are prevented and further complications prevented – focus on the vital five (smoking, obesity, hypertension, alcohol and mental health), and physical activity
- People are supported to live well independently for as long as possible



Implementation Plan / Next Steps

- > Alongside this strategy there will be an action plan with metrics for each overarching priority area with lead organisations
- > These action plans will clearly set outcomes and targets and how partners will work together to achieve each priority
- > We are asking partners / groups to develop more detailed action plans with metrics
- > The action plans and progress will be reported to the Health & Wellbeing Board twice a year, from year two onwards



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