

ONE BROMLEY

WORKING TOGETHER TO IMPROVE HEALTH AND CARE



One Bromley Community Health Champions Innovation Funds Evaluation Report - May 2025



1. Overview

The [One Bromley Community Health Champions Programme](#) was launched in 2022 to support delivery of [One Bromley local care partnership](#) priorities. It has so far recruited over 90 Community Health Champions who live or work in Bromley, and volunteer to support the communication of, and engagement in, health messaging.

One Bromley Community Health Champions are residents who are willing to promote health and wellbeing amongst their friends, families, community networks and fellow residents. The programme has recruited a diverse group of people who represent a range of ages, genders, ethnicities and religions.

The Community Champions were awarded an Innovation Funds grant in 2023 to promote Health and Wellbeing across the borough by:

- Coproducing health and wellbeing activities to support their local Primary Care Networks (PCNs) and One Bromley partners
- Promoting the programme with communities, to generate interest and encourage the recruitment of additional champions
- Supporting initiatives that benefit residents, by promoting healthy lifestyle, access to health services and increased social connection

From October 2024 to February 2025 the Community Champions, together with One Bromley partners, organised and participated in 11 events across the borough. Many events supported Primary Care Networks Wellbeing Hubs and were held in churches and community centres. Other venues included the Bromley Adult Education College, Kentwood Centre (Penge) and the One Bromley Wellbeing Hub at The Glades.

During the events the team interacted with over 500 residents and shared information on:

- Access to services
- Mental health services
- Selfcare resources
- Winter resources

The initiative also helped to strengthened relationships with community groups and partners, recruit new One Bromley Champions, and drove the creation of new resources to promote health and wellbeing across Bromley with a Peer Support Groups directory, and directories tailored to each Primary Care Network.

2. About One Bromley and the Community Health 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:

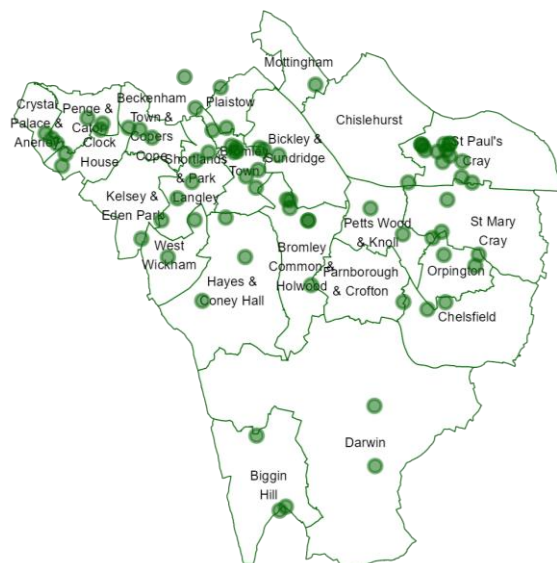
- London Borough of Bromley
- King's College Hospital NHS Foundation Trust
- Bromley Healthcare
- Bromley GP Alliance
- Bromley Primary Care Networks
- Oxleas NHS Foundation Trust
- St Christopher's Hospice
- Bromley Third Sector Enterprise
- NHS South East London Integrated Care Board

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

One Bromley Champions support the delivery of the Local Care Partnership priorities, specifically the communication of health messages, empowering residents to take better care of their health, and bringing together people and services to:

- Improve health and wellbeing
- Transfer knowledge
- Help reduce health inequalities across different groups in the area

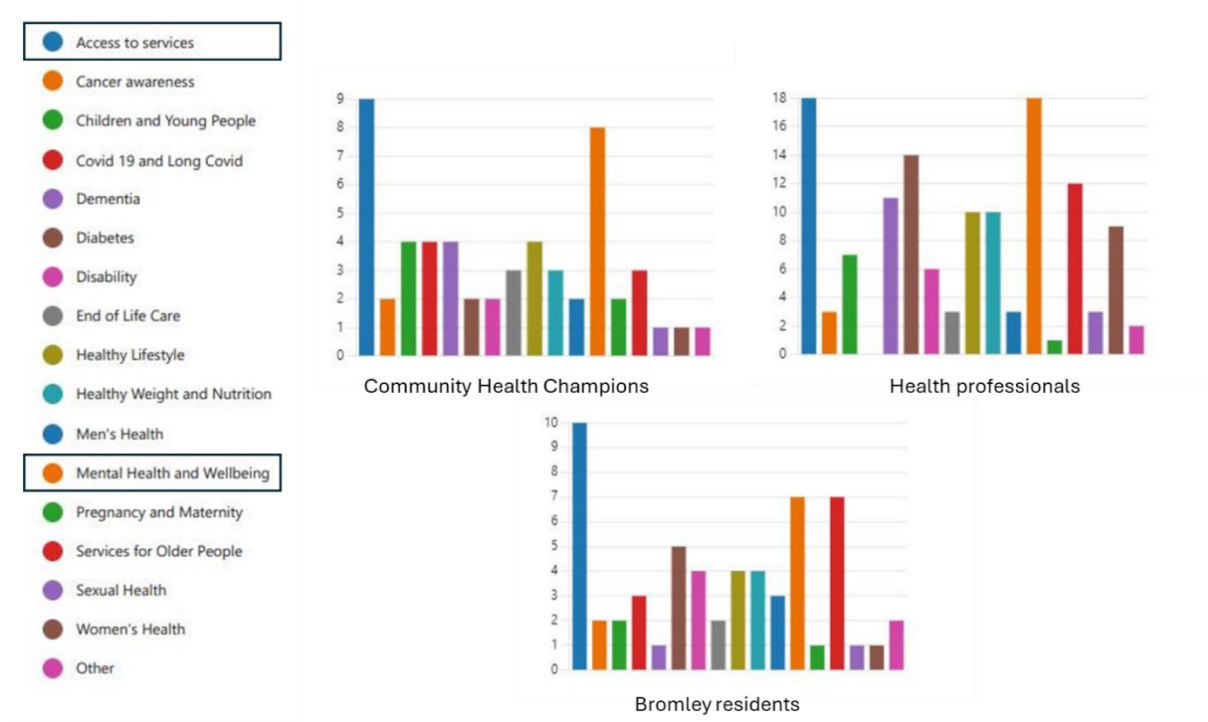
Champions are informed of relevant initiatives, invited to training sessions and awareness, they each contribute depending on their individual circumstances, abilities and interests. Champions are located across the borough, see below:



3. Coproducing Health and Wellbeing events in Bromley

3.1. Discovering health and wellbeing needs

To help us ascertain which messaging was most needed, we created three surveys for One Bromley Champions, Bromley residents and Healthcare professionals. The surveys were shared in March/April 2024 and responses highlighted the following areas of focus: access to services, mental health and wellbeing.



3.2. Aligning with Selfcare Week 2024

Selfcare Week is an annual national awareness week that focuses on embedding support for selfcare across communities, families and generations. Every year, Bromley Well and One Bromley partners support this initiative with information and events. The theme was 'Mind & Body'. We aligned our programme of events with this campaign to:

- Use the momentum to reinforce our reach
- Find a common line to unify our activities across the borough
- Support partners with their events and enhance their information during and beyond the campaign

We created bespoke promotional materials to encourage participation and unity across the area. An equal number of items were allocated to each Primary Care Network to ensure a fair distribution throughout the project. The Selfcare promotional material was coproduced with partners and well received by the public.



3.3. Supporting ongoing events

Learning shared by One Bromley Champions and partners suggested using ongoing events to maximise the effectiveness of our interactions. Instead of creating a full programme of new events, where possible, we decided to join initiatives that were already present in specific areas, such the Primary Care Networks Wellbeing Cafés or Wellbeing Hubs, and Digital Inclusion Cafés.

We tried every opportunity to support and invite partners to the events, including promotion of the Vital 5 checks.

3.4. Coproduction form

To share ideas and information for the different areas One Bromley Champions used a document that could be accessible online for all partners. One of our champions, Aimee, proactively developed the form:

- Introduction
- one page per each Primary Care Network, including sections on:
 - Key local partners
 - Ongoing events in the area
 - Specific groups to collaborate
 - Venues
 - Your ideas
 - Promotion

The online link for the form was shared with champions and partners.

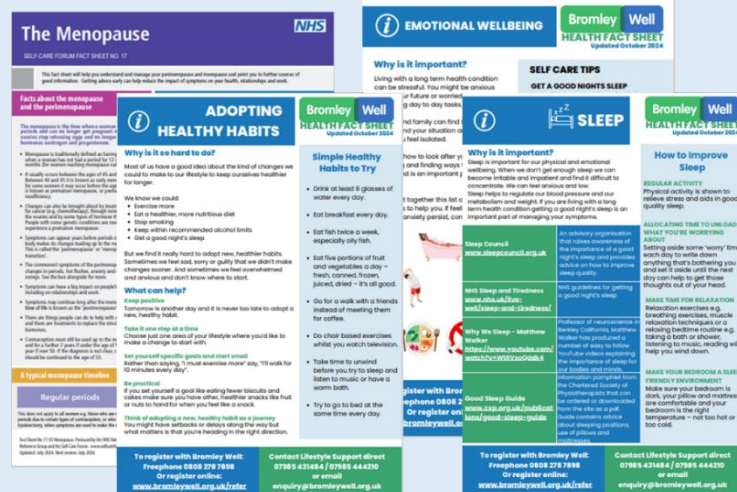
One Bromley		Introduction
Introduction	Introduction	Saturday 3 August 2024 15:19
Bromley Connect PCN	About this document ...	<p>The One Bromley Community Health Champions have received funding to coproduce and organise one or two events in the 8 PCNs area during September/October 2024. This is part of the Innovation Funds project working together with PCN Networks and partners, to promote the champions programme, promote health and wellbeing and reduce health inequalities.</p> <p>The events can align with ongoing local initiatives or focus on a specific group. Size, location and time are to be discussed among partners. Share your ideas in this form.</p> <p>Main health topics to cover are ACCESS TO SERVICES and MENTAL HEALTH SUPPORT.</p>
Five Elms PCN	PCNs (Primary Care N...	
MDC Network PCN	Available materials	
The Crays Collaborati...	Free training/learning	
Orpington PCN	Learning weblink	
Beckenham PCN		
Penge PCN		
Hayes Wick PCN		
Idea Farm		

4. Selfcare resources and Health and Wellbeing directories

Selfcare resources

In partnership with Bromley Well we prepared information sheets to promote health and wellbeing throughout the project. The **Selfcare information** included:

- [Adopting Healthy Habits](#)
- [Emotional wellbeing](#)
- [Healthy Eating](#)
- [Menopause](#)
- [Stress](#)
- [Hypertension](#)
- [Physical Activity](#)
- [Stopping Smoking](#)
- [Sleep](#)
- [Alcohol](#)



Winter resources

What to when you are unwell – with information on health conditions and appropriate services to contact (GP, online 111, Urgent Treatment Centre, etc)

Pharmacy First – highlighting the role of community pharmacists, and the seven conditions they can check and provide a prescription for if appropriate:

- sinusitis
- sore throat
- shingles

- urinary tract infection
- earache
- impetigo

Children's Winter Guide

A comprehensive 24 page guide, [Keep Your Child Well This Winter](#), to support families with young children during winter, with information to access services, advice on winter conditions and how to manage them, and tips to keep winter, with information to access services, advice on winter conditions and how to manage them, and tips to keep your family healthy.



Health Directories

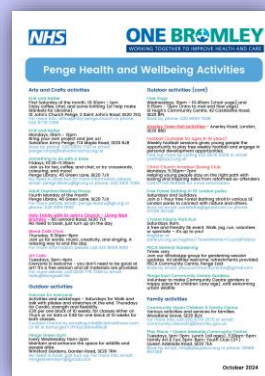
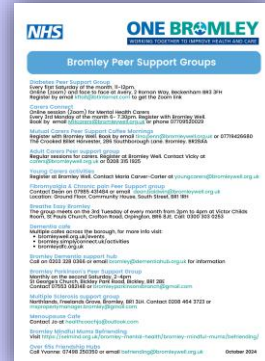
Bromley Peer Support groups

We created a double-page A4 directory including a list of Bromley Peer Support groups, from diabetes, fibromyalgia, carers to mental health groups. The directory is dated to October 2024 and will be a template for future updates. It contains information on time and location and contact details for every group.

Health and Wellbeing directories by PCN

We have coproduced a list of activities relevant to each PCN to ensure residents can easily access local events to promote connection, reduce loneliness and encourage wellbeing. The information is grouped in four categories:

- Art and craft activities
- Outdoor activities
- Family activities
- Connect with your community



5. Delivery of Selfcare events across Bromley

We attended 11 events from October 2024 to February 2025. Each event was tailored to the local audience. We incorporated relevant health information and used every opportunity to reach attendees directly, while exploring further indirect interaction through their connections. Every person is part of a network and can be a messenger of health to their relatives or friends.

For all events, we shared information on:

- Selfcare resources
- Access to services
 - GP access
 - What to do when you are unwell
 - Pharmacy First
 - One Bromley Wellbeing Hub
 - NHS App
- Directories for health and wellbeing
- Cancer screening information
- Immunisation



We reached residents at a variety of venues and events:

Date	Primary Care Network
30 October – Penge Adult Education Centre 10-4pm	Penge PCN
7 November – Men's Wellbeing Day 4-7.30pm	The Crays PCN
12 November – Wellbeing Café 11am-1pm	The Crays PCN
18 November – Self Care event and vaccination clinic	MDC PCN
19 November – One Bromley Wellbeing Hub	Bromley Connect PCN
26 November – Beckenham Wellbeing Cafe	Beckenham PCN
29 November – Wellbeing Café St Augustine's 11-1pm	Five Elms PCN
13 December – Wellbeing Café Biggin Hill 10-12pm	Five Elms PCN
22 January – Bromley URC 3.30-6.30pm	Bromley Connect PCN
04 February – Hayes Wicks Connected Living Café 11-1pm	Hayes Wicks PCN
24 February – Orpington Methodist Church 1-5pm	Orpington PCN

Events at Wellbeing Hubs

The Primary Care Networks Wellbeing Hubs were a great opportunity to meet local healthcare staff and residents who normally attend these initiatives. The Hubs offer refreshments and a place to talk, many also offer exercise sessions, health talks and health checks like blood pressure measurements. They are normally held on a local church.

We joined:

- The Crays PCN Wellbeing Hub – 12 November 2024
- Beckenham PCN Wellbeing Hub – 26 November 2024
- Five Elms PCN Wellbeing Hub (St Augustine's Church) – 29 November 2024
- Five Elms PCN Wellbeing Hub (Biggin Hill – St Mark) – 13 December 2024
- Hayes Wicks Connected Living Café – 4 February 2025 (Launch)

Other settings

- Bromley Adult Education College, Kentwood Centre in Penge – 30 October 2024. This event combined a health information market stall with activities, and a pop-up vaccination clinic to support students and their families with immunisations, including flu and MMR. See case study in section 6 for more information.
- Men's Wellbeing Day at Broomwood Medical Centre – 7 November 2024. The event, organised by the Patient Participation Group with support from the surgery, brought together several organisations that promote men's health and checks were performed on the day.
- Selfcare Day at the One Bromley Wellbeing Hub. A full day event with health information market stalls and access to Vital 5 health checks, aligned with Selfcare Week.

All events were promoted by One Bromley partners, the Champions and Primary Care Networks. We worked collaboratively with Clear Community Web, recipient of another Innovation Fund, and used synergistic opportunities to make our reach more efficient and successful.





6. Case Study

30 October 2024

Bromley Adult Education College, Kentwood Centre (Penge) SE20 7PR
10am-4pm. Selfcare Event and Vaccination pop-up clinic

Activities on the day and partners attending

- Vaccination clinic – Guys and St Thomas
- Penge Primary Care Network team
- Vital 5 checks
- Digital support with Clear Community Web
- Bowel Cancer screening
- Public Health team – Immunisations
- Face painting
- Refreshments

Summary and Impact

- Bromley Adult Education College offers support to all Bromley residents and also migrants, refugees, and ESOL residents. This cohort tends to experience health inequalities due to language barriers, lack of knowledge of the health system or lack of confidence.
- In collaboration with Paola Moioli, the ESOL and Outreach Curriculum Development Manager and Safeguarding Officer, we created a health information marketplace and set up a pop-up vaccination clinic, offering flu and MMR for adults and children.
- The centre promoted the event widely amongst their students.
- A local Community Health Champion, Belinda, promoted the event on social media and via street WhatsApp groups in Penge.
- The facepainting and refreshments helped to create a homely atmosphere, attractive for families with children.
- We saw over 70 residents who accessed our health information and resources. We covered health conversations depending on age and needs.
- It was lovely to meet families and be able to support them. Some attendees shared details and memories of their homeland.
- On the day there were several blood pressure checks and Vital 5 information, NHS App support, and interaction in a relaxed atmosphere.

Susanna Keiderling, Senior Health Protection Practitioner, shared

“It was a very successful event, the attendees ranged in ages, ethnicities and many brought family members and children. Many were ESOL students at the college who had also attended the session I did two weeks earlier on Winter health and vaccinations, which highlights the importance of preparations and build up to an event. There is great value to having an event like this with a range of health topics covered as it enhances access to information and provides opportunities for targeted signposting”.

The event went smoothly with many attendees stayed some time with the team, talking, sitting, relaxing, while receiving the information. Paola Moioli, ESOL and Outreach Curriculum Development Manager and Safeguarding Officer at Bromley Adults Education College said, *“if we continue to work in partnership and hold the event around the same time each year, it has the potential to become a well-known community event recognised by many in the area”*.

Clarice, another local Community Health Champion, joined the event and met the local Primary Care Network team.

Positive outcomes:

- Over 70 residents engaged
- One possible new Community Health Champion recruited
- Several new contacts for information and future interactions
- Resources were left for the college team to share with other students
- Strengthened connections with the Adult Education College, Kentwood Centre in Penge.

Learnings:

- If combined with a vaccination clinic, keep information stalls and activities with the same duration
- Continue to engage with the college and students to keep increasing trust and work together on future health topics
- Think of opportunities to create annual events that facilitate continuity



Following this event, we organised a new session to celebrate [International Women's Day](#) on 8 March 2025. Paola Moioli said: *‘We had a wonderful morning and well-organised session on breast cancer, self-assessment, and menopause. The students were highly engaged and asked many insightful questions, which demonstrated their genuine interest in the topics and how comfortable and at ease they felt. Thank you again for your dedication and support. I truly believe that our partnership will make a significant positive impact on the health of the community.’*

7. Impact summary



8. Finances

We received a total of £18,200, to cover activities for all eight Primary Care Networks, £2,000 per group, and additional funding for management costs.

We have efficiently used the funding and reduced costs by:

- Buying promotional material for all areas in bulk, allowing for bigger orders and a more convenient price per unit.
- Saving costs on venue hire by aligning our events with ongoing initiatives.

Total spent to date:

Community Links Bromley management costs	£2,400
Hospitality	£502
Promotional and engagement material (selfcare items, printing)	£6,853
Transport and parking	£146
Venue hire	£185
TOTAL	£10,086

To be spent

Additional printing Health and Wellbeing directories and Peer Support Groups	£2,000 <i>(to be used by June-July 2025)</i>
Allocation for additional engagement activities to promote health and wellbeing in Bromley (miscellaneous venue, transport, hospitality, promotion for champions recruitment, training, engagement material)	£6,000
TOTAL	£8,000

8. Summary

The Innovation Funds grant made a real difference to the One Bromley Community Health Champions in 2024/25. The project that the funds facilitated has been a true catalyst for the programme, allowing for proactive outreach which resulted in the growth of connections and ideas. The selfcare events really helped to increase the awareness of the champions activity, and the value of their work in promoting health and wellbeing and reducing health inequalities.

The coproduction of selfcare events has perfectly aligned with the celebration of the programme's third anniversary, adding value, continuity and purpose. The team is looking forward to continuing to promote health and wellbeing and creating new opportunities. In the coming year the champions expect to further their work by linking with the Bromley Creative Health Forum, Bromley Loneliness Strategy and One Bromley local health priorities.