

# BROMLEY HEALTH AND WELLBEING STRATEGY

2024 – 2029  
DRAFT

## FOREWORD

I am delighted to present the 2024-29 Joint Health and Wellbeing Strategy for the Borough of Bromley on behalf of the Bromley Health & Wellbeing Board. This new strategy sets out our priorities for improving health and wellbeing over the next five years in Bromley.

Located in Southeast London, Bromley is the largest London borough geographically in the city. Although Bromley is a relatively prosperous area, the communities within Bromley differ substantially as revealed by the recent Bromley JSNA report. Although health and wellbeing in Bromley is generally considered to be good there are issues and areas that could be improved.

Our vision in this strategy is for the people of Bromley to live an independent, healthy and happy life for longer. In order to achieve this we must come together through the Health and Wellbeing Board to ensure that we make the best use of our collective resources. We will encourage and expect that all organisations use the Joint Health and Wellbeing Strategy when considering actions to improve health and wellbeing and when making decisions about spending money, committing resources and planning services over the next five years.

This strategy is important. It is a shared agreement between each partner organisation in the Health and Wellbeing Board with, and for, people of all ages living and working in Bromley. It is about what we can and want to change. This strategic report should help those who commission or provide health and social care, communities and individuals to focus their efforts over the next five years.

Councillor David Jefferys  
Chair  
Bromley Health and Wellbeing Board

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## INTRODUCTION

This strategy aims to **sustain, improve and promote** the health and wellbeing of all who live and work in the borough, and sustain Bromley as a healthy place to live, work or visit. We aim to tackle **identified** health inequalities and achieve real and measurable improvements in the health and wellbeing of residents. Our vision is for a healthier Bromley, where everyone is able to benefit from improvements in health and wellbeing.

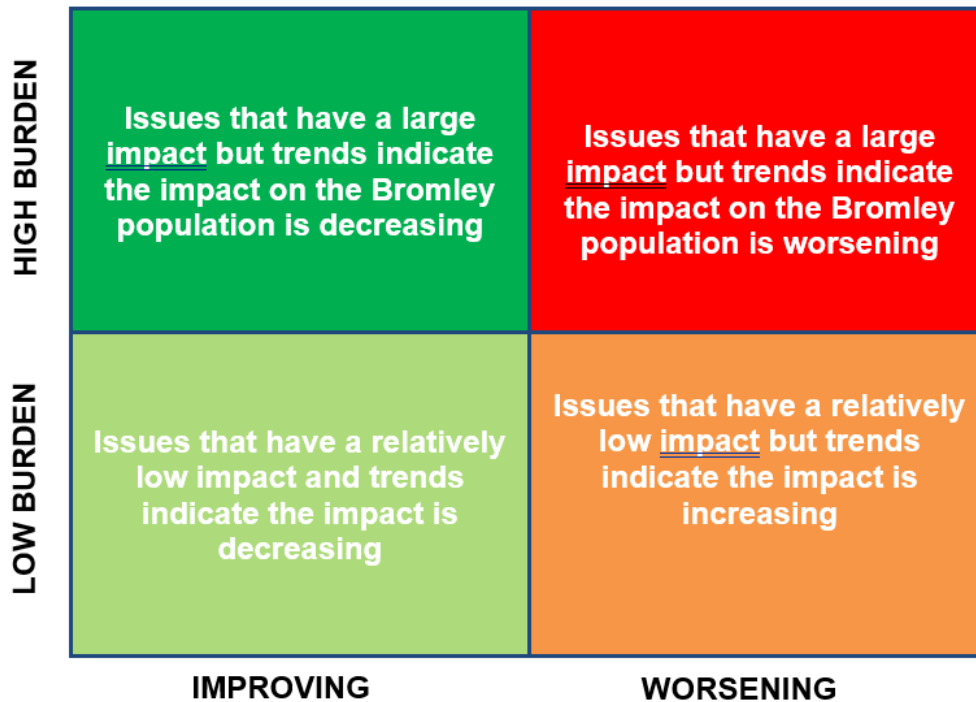
This strategy has been jointly developed by Public Health Consultants, local authority officers, Clinical Commissioners and GP advisors, NHS representatives, local health and voluntary organisations. The strategy details how the Bromley Health and Wellbeing Board intend to work with cross-sector partners, including local residents, voluntary organisations and community groups, to reduce health inequalities and improve the health and wellbeing outcomes of our local communities and workforces.

The Health and Wellbeing Strategy is a statutory document aiming to respond to the health, social care and wellbeing issues in a strategic manner **in Bromley** in accordance with the Health and Social Care Act 2012. It brings together those areas which impact on health and wellbeing into a single co-ordinated framework. The strategy will guide the various agencies in Bromley as they tackle the major public health and wellbeing challenges to improve the health of the population and reduce health inequalities. It sets out the commitment to help individuals, families and communities make a positive choice to lead a healthier lifestyle, whilst also doing all we can to address the crucial wider determinants of health. It will identify and bring together a number of overarching priorities for action, **recognising that increasingly our ageing population in Bromley, as elsewhere, suffer from co-morbidities and that most priority health concerns are inter-related and require multiple interventions to be impactful**. From these, more detailed plans will be developed and delivered.

## OUR PROCESS TO DEVELOP THIS STRATEGY

An evidence-based methodology has been devised to identify potential priority issues for the new Bromley Joint Health and Wellbeing Strategy (JHWS). This has been devised by adapting the previous methodology used to identify priorities for the 2012-15 strategy which in itself was based on an original methodology devised by Hiten Dohia, Consultant in Public Health for Lambeth.

This methodology is based around the production of a matrix that classifies health and wellbeing issues according to their potential impact on the Bromley population (defined by the prevalence or incidence of disease or mortality) and the recent direction of trends (improving or worsening).



Two sources of evidence have been used to identify potential health and wellbeing issues affecting the Bromley population and assess their relative position within this matrix:

- I. [Bromley Joint Strategic Needs Assessment \(JSNA\)](#)
- II. [The Public Health England Public Health Outcomes Framework \(PHOF\)](#)

The information on disease morbidity and mortality within the PHOF framework and JSNA chapters was used to identify diseases for which the prevalence or incidence was increasing in the Bromley population or mortality rates were rising.

The PHOF for Bromley was reviewed to identify issues that impact on health and wellbeing where the incidence or prevalence in Bromley was higher than the national average and/or the trend indicated the impact on the Bromley population was worsening.

We engaged with key stakeholders, organisations and partners from across the borough in developing this strategy through a workshop event where partners agreed on the overall priorities and focus for this strategy.

This Health and Wellbeing Strategy is a statutory requirement but sits within the context of several other related strategies and plans:

- [Making Bromley Even Better \(corporate strategy for London Borough of Bromley\)](#) – The corporate strategy for the London Borough of Bromley sets out 5 ambitions; for children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home, for adults and older people to enjoy fulfilled and

successful lives in Bromley, ageing well, retaining independence and making choices, for people to make their homes in Bromley and for business, enterprise and the third sector to prosper, for residents to live responsibly and prosper in a safe, clean and green environment great for today and a sustainable future, and to manage our resources well, providing value for money, and efficient and effective services for Bromley's residents

- [South-East London Integrated Care System \(ICS\) Strategy](#) – this document sets out the mission and vision for improving health and care in SEL ICS and the strategic priorities to focus on to improve health and care for residents. The five cross-system strategic priorities are; prevention and wellbeing, early years, Children's and young people's mental health, Adults' mental health, and Primary Care and people with long-term conditions
- [South-East London ICS Joint Forward Plan](#) – this provides a strategic overview of the SEL ICS key priorities and objectives for the medium term. It provides a high level summary of the short term actions that SEL ICS will take, working with partners, to ensure the key milestones that support meeting the medium term objectives are secured, with further underpinning detail included in the 2023/24 and subsequent operational plans
- One Bromley 5 year Strategy – this is a strategy for Bromley over the next five years. The local strategy is structured around improving population health and wellbeing through prevention and personalised care. It also aims to ensure that high quality services are closer to home, delivered through communities and there is good access to urgent and unscheduled care services

A large number of other strategies and plans connect to this Health and Wellbeing Strategy, and while many of them have a different focus or starting point, their content supports the delivery of our health and wellbeing outcomes. These include the Children and Young People's plan, Children's Early Help Strategy, Children's roadmap to excellence, Homelessness Strategy, Ageing Well Strategy, learning disabilities strategy, mental health and wellbeing strategy, adult social care roadmap to excellence, Housing strategy, economic development plan, regeneration strategy, digital strategy, open spaces strategy and Bromley council department / portfolio plans.

## **OUR VISION/AMBITION**

The Bromley Health and Wellbeing Strategy outlines the key priorities for improving health and wellbeing of people living in the Borough.

Our strategic vision is to help the people living in Bromley to:  
"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.

Our strategy vision will be achieved by improving the quality of life and wellbeing for the whole population, and for those with specific health needs, leading to an improvement in health and wellbeing for our residents. We will work closely with our partners to achieve this over the next five years.

## **OUR PRIORITIES**

This strategy sets out key priorities which will enable us to target and focus on providing impact on health inequalities related to each of these priority areas, with an emphasis on groups and communities that currently have some of the lowest health and wellbeing outcomes.

For each priority we have set out a list of outcomes, things we want to change as a result of this strategy.

To deliver these outcomes we will need to operate differently. Working with key partners and organisations and working across the key strategies for each of these partners and organisations.

### **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

## **OUR IMPLEMENTATION PLAN**

This Health and Wellbeing Strategy has set out our vision and the priorities that we believe will enable us to achieve it. We have set out our priorities of work and an outline of how we will work and commission services for Bromley, however the key to achieving our vision and priorities lies in how we implement this strategy.

This strategy has been jointly produced by London Borough of Bromley and its partners and agreed by the Health and Wellbeing Board.

Alongside this strategy there will be an action plan for each individual priority area with lead organisations which will clearly set outcomes and targets and how partners will work together to achieve each priority. We will be asking partners / groups to develop more detailed action plans.

Overall the action plans and progress will be reported to the Health and Wellbeing Board twice a year.

## **HOW WE WILL MEASURE PROGRESS**

The Health & Wellbeing Board will oversee the implementation and delivery of this strategy. We will attempt to measure the impact and effectiveness of the strategy by developing an implementation plan with metrics which will set out the key areas of work against our priorities as well as the metrics we will use to understand the progress made. The strategy will be reviewed by the Health & Wellbeing Board on a yearly basis from year 2 onwards.

The strategy is a developing document. The next stage in delivery of the strategy is to work with groups and partners to develop individual action plans with metrics for each of the priority areas, which will feed into the overarching implementation plan.

Once these action plans have been developed the London Borough of Bromley Public Health Team will work with the groups to manage the implementation plans and metrics and ensure regular reporting to the Health and Wellbeing Board.

## GLOSSARY

<b>Acronym</b>	<b>Definition</b>
HWB	Health & Wellbeing Board
ICB	Integrated Care Board
ICS	Integrated Care System
JHWS	Joint Health & Wellbeing Strategy
JSNA	Joint Strategic Needs Assessment
PHOF	Public Health Outcomes Framework