Where are we?

- Olympic Stadium
- Bromley by Bow
- Canary Wharf
our mission is to enable people to be well and live life to the full in a vibrant community
Assume its possible
Why we assume its possible...

Defining communities as deprived

Income, employment, health and disability, education and skills, housing, living environment and crime

28% of Londoners live in poverty, with 40% of children living in poverty

Almost 50% of Tower Hamlets children live in poverty

Tower Hamlets is the 7th most deprived local authority area out of 326 in England
Our Problem

- Health and Social Services cannot meet increase in demand/ changes to the population
- Inappropriate use of A&E and GP services - High risk patients average 40 GP appointments
- Risk stratification. Top 20% of the health population drive 80% of secondary care costs, 70% of whom are social care users
- Majority of people have 1+ conditions - yet we treat each bit individually
- Health inequalities increase costs to the state
- Money is thrown at the problem or crisis yet outcomes and lives are not improved
- People are passive recipients rather than specialists of their condition
around 90% of consultations in the health system happen in primary care

the NHS cannot survive in its current form

we seem to continue to believe that our health system should be about responding to medical conditions not building healthy communities

despite the fact we know that our health is 70% driven by social determinants

we believe that we need to stop building health centres because they are principally focused on illness not health
A whole person, whole community approach

independent charity c£4.5m turnover c150 staff
2,000 clients per week

employment - skills - social care - health - welfare benefits – arts - children and families - social enterprise support - cafe - park

young@art, DIYHealth, cancer social prescribing, arts and health, horticulture, ArtBurst

Collaborate with housing, citizens advice, energy suppliers, specialist organisations, corporates, statutory services, national bodies

GP Partnership – Primary Care - Referring patients to services

First Healthy Living Centres 4 sites with c40,000 patients, turnover c£6m c120 staff
Social determinants of health - redefining health

After all these years... we found Marmot

• Every child needs the best start in life

• People to need to be able to maximise their capabilities

• People need to feel in control over their lives

• Having a good and fair job is vital

• Everyone needs a healthy standard of living

• People need to live in homes and communities that promote health and are sustainable and stable

• There needs to be effective, accessible and sufficient clinical provision in communities
“... with depression, one of the key problems is isolation... to have a referral where you’re actually going to meet people who start to take an interest in you is just fantastic really... I could feel a change in my system and I liked it”
We know it works but...

How do we measure prevention?

How do we measure what's important for people, families and communities?

Proving the social model in a clinical world...

and increasing scale

is the next part of the journey
Remember when it all feels messy and difficult... It's about people inspiring people.
bromley by bow
active values

• be compassionate
• be a friend
• have fun
• assume it’s possible

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