Creating a community-based primary care model

• Sam Everington – GP Partner Bromley by Bow Health Partnership
• Ian Jackson – Director, Bromley by Bow Health Partnership
where is Bromley by Bow?
70% of our community are amongst the 20% most deprived in England.
The wider determinants of health, including behaviour, have a greater influence on health outcomes than genetics and healthcare combined.
Social prescribing at Bromley by Bow

Process evolved over years

Development and formalisation

We now have three social prescribing services

• A generalist social prescriber that now serves Bromley by Bow and five neighbouring GP practices, since 2013 is part funded by the primary care network and part by the CCG

• Macmillan social prescriber. A social prescriber for those living with an beyond cancer. Serves the City and four east London boroughs and is funded by Macmillan

• Healthy Cities. Works with families with children under five and serves one GP practice with 13,000 patients
Social prescribing and service provision

- **Social Prescribing from 6 GP Practices (40,000 patients)**
  Supports patients and access to services

- **Specialist social prescribing for those living with and beyond cancer (Tower Hamlets, Hackney, Newham and Waltham Forest)**
  Supports patients and access to services

- **Specialist social prescribing for families with children under 5 (St Paul’s Way Practice)**
  Supports patients and access to services

- **Community Connections**
  Outreach and engagement, builds social networks, increases functional skills, supports parenting and the home to school transition

- **Welfare, Debt, Legal Advice, Financial Capability**
  Increases capability to control one's life, increases income through access to benefits and debt and fuel poverty reduction

- **Health and Social Care**
  Promotes healthy lifestyles, use of green space, disability participation, improves mental health, provides social care and carers support

- **Vocational Learning**
  Increases skills and employability through adult and young people’s learning

- **Employment**
  Supports access to fair employment

- **Social Enterprise incubation**
  Supports development of local economy, services that meet local needs and job creation
The Future - social prescribing vision

Social determinants of health

- Community Services
  - Welfare support
  - Work / skills volunteering
  - Education learning
  - Healthy eating Physical activity
  - Arts, gardening, creative
  - Befriending, groups, counselling

Social prescribing professionals

- Professional practitioners
  - Accredited training
  - Defined coaching - based model
  - Needs analysis
  - Impact evaluation
  - Education and awareness
  - Funding key community assets
  - Aligning with wider health agendas

Biomedical / Health

- Health care professionals
  - Primary care
  - Secondary care
  - Pharmacies
  - Housing Associations
  - Fire Service
  - Others
  - Self referral (from scheme area)

Patient journey (social prescribing)

- Self-care focus
  - Activated / empowered
  - On-going support
- Wellbeing focused
  - Professional setting
  - More support time
- Health focused
  - Held in medical setting
  - Minimal consultation

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Well: social health
Journeys and learning
Journeys and learning
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Dr Peter Cawston – Garscadden Medical Centre, Glasgow

• “It seems to me the question we were discussing was how a GP Practice can move from being an industrial provider of medical services and prescriptions to becoming an asset within the community that contributes health expertise to the other resources available for people to try and build resilience and hope in the face of socially created adversity.”
Well fundamentals

• Marmot: the 70/30 split
• “patient citizens”
• Co-production
• Behavioural insights
• Relationships and conversations
• “The Well Community”
Fresh thinking about “care”

The following illustrates how this might look.

- **NHS**
- **Tertiary Care**
- **Secondary Care**
- **Primary Care**

- Care accessed through the NHS
- Care accessed in communities
- Care provided by family and friends
- Self care, your choices
We’ll Share... sessions give people in our community a chance to meet each other and share ideas, stories, skills or materials.

What would you like to see happen in your community?

What would you like to contribute?

Come and say hello to the We’ll Community team to tell us your thoughts and ideas. We’re here to support a happy exchange!
Well: social health