



OUR IMPACT 2023/24



WE'VE HELPED 1.32 MILLION PEOPLE THROUGH OUR STRATEGIC PRIORITIES

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Thank you for your support in the first year delivering our ambitious new strategy. In 23/24 we worked collaboratively with our service users, sector partners, commissioners, funders and corporates to help 1.32 million people. We have significantly developed our mental health and wellbeing offer and taken huge steps to ensuring our services are accessible and inclusive. As we celebrate our 60th year, we won't stop fighting until everyone feels safe and empowered to make decisions about their health, their bodies and their identities. We look forward to working with you.

Helen Marshall
Chief Executive

Dame Sally Dicketts
Chair

1.32 MILLION

people helped through our
frontline services



57%

of our clinical clients
accessed digital services

39,372

people supported by our
all-age clinical services

121,326

young people supported
through our education and
wellbeing work

3,500

mental health and wellbeing
interventions delivered

26,374

people helped through
outreach in local
communities

51%

of our clinical clients are
under 25

102,000

people used our Find A
Service digital tool

40,500

visits to the Digital Front
Door, providing clinical
support online

18,777

STI online home test kits
administered

130,703

people benefitted from our
education, training and
consultancy

123,452

people attended our Big RSE
Lessons Live

526

service users engaged in our
participation opportunities

37,200

registered users to our
Brook Learn online learning
platform

65%

of clinical clients from the
top 40% of the most deprived
communities

10,000

festival goers engaged
through our partnership with
Festival Republic

How our users rate our services



2023/24

we collected 19,061 feedback reviews from our service users

93%

of clients rated our clinical services very good or good

4.91/5

The ability of our clinical staff to provide timely information about care and treatment

4.94/5

Involving clients appropriately in decisions made about their health

96%

of professionals rated our training services very good or good

82%

of young people reported improved knowledge in sexual health and relationships

100%

of forum members surveyed felt valued by Brook

95%

of young people found Brook staff delivering 'My Life' were helpful and supportive

4.97/5

Treating clients with dignity and respect

TESTIMONIALS



My experience at Brook has been phenomenal. I've never felt in such safe hands. My experience from start to finish has been exactly what I needed physically and mentally. The nurse made me feel safe, judgment free, and comfortable through the whole experience. My experience at Brook has made me realise if it happens again, I'm in the best hands. I couldn't have asked for a better experience thank you for all the amazing work you do.

📍 **Blackburn**



Whenever I come and visit the Brook clinic, I feel instantly safe and know that this is a safe space with no judgement, and all-round care. Incredibly grateful for the job everyone here does - it's safe, friendly and protected environments like these that we need more of.

📍 **Euston**



I came in anxious, stressed out confused and overwhelmed having received different information about my coil and what I would need to do after it was removed. As a woman going through menopause who is diabetic as well, I've been bombarded with information. The staff helped me so much today and probably don't realise how much peace of mind they gave me. Thank you so much.

📍 **Southend**



Very kind staff that took time to explain options and respected my gender identity.

📍 **Bristol**



Trans man here, this place is amazing! Extremely friendly staff, made me feel very comfortable and safe and were very respectful of my gender identity unlike other hospitals/clinics I've been to, would DEFINITELY recommend.

📍 **Burnley**



This was the first time I have used the clinic and the quality of service, professionalism and care received was outstanding. I don't usually bother leaving comments or complaints, but this experience and the staff/team deserve credit for their work and the exceptionally high quality of service they delivered. Way better than most if not all public services. Many thanks.

📍 **Dudley**



The Brook team were absolutely amazing and made me feel completely comfortable discussing the subject, especially as a trans woman.

📍 **Burnley**

KEEPING PEOPLE SAFE

It's our number one priority

For 60 years, Brook has been responding and adapting to meet the evolving needs of our services users. As pressures on public health services escalate, our role in safeguarding children, young people and adults at risk of harm has never been more crucial. In 23/24, we saw more people than ever before presenting with complex mental health safeguarding concerns.



Thought leaders in safeguarding

Aligned with the fundamental values of the Government's Working Together to Safeguard Children 2023, we have shared our learnings, insights and findings with diverse audiences at leading safeguarding conferences and events. In 23/24, we presented at the Safeguarding in the Voluntary Sector conference, the Farrer & Co. Children's Relationships in the Digital Age conference and the BASHH annual conference.

Spotting the signs tool

During Sexual Health Week 2023, we proudly relaunched our Spotting the Signs (STS) Tool, following extensive collaboration with young people, frontline professionals and safeguarding experts. The nationally recognised tool is a valuable resource in supporting professionals working with under 18s to identify abuse and/or exploitation.



Upskilling safeguarding professionals

In September 2023, we convened our first safeguarding conference. Sponsored by Eggu, Mindwave and EBO, we brought together experts from across the youth and charity sectors to facilitate four panel events, drawing in more than 900 delegates. We discussed the intersections between safeguarding and mental health, artificial intelligence and relationships, sex and health education, as well as delivering bespoke training to launch our Spotting the Signs Tool.



Our impact

CHALLENGING INEQUALITY IN 23/24

For 60 years, Brook has championed accessible sexual health services and inclusive relationships and sex education (RSE). Despite persistent opposition, particularly towards LGBT+ inclusive RSE, we are more committed than ever to our mission to fight for everyone's right to safe, healthy and pleasurable relationships.

Inadequate sexual health funding exacerbates disparities, hitting marginalised groups hardest. We remain steadfast in challenging inequality, amplifying marginalised voices and ensuring that our digital and physical spaces are designed to meet everyone's needs.

FIGHTING FOR HIGH QUALITY RSE

Brook is committed to fighting for high quality, comprehensive and inclusive RSE as a universal right for all young people including those not in mainstream education.

In 23/24, we expanded our provision in alternative education and non-mainstream settings, delivering tailored RSE to 3,500 young people in pupil referral units and specialist schools across England and Wales.

Leading the fight for inclusive RSE

This year, the government committed to reviewing the 2020 statutory guidance for schools, and we are fighting harder than ever to challenge the anti-RSE campaigners by shouting louder about the positive impact RSE has on the lives of young people as they develop into adulthood.

In July 2023, Brook was invited to present to the independent expert advisory panel which is advising the Secretary of State for Education on the review of the Relationships, Sex and Health Education (RSHE) curriculum.



Brook has once again been a fantastic resource for our complex pupils. Brook delivered some fantastic sessions that engaged our pupils, and I am sure the sessions will make a concrete difference in keeping them safe and healthy in the future. Their manner allowed pupils to feel like they were in a safe environment where they could ask questions without judgment. The team created a bespoke programme that catered specifically the needs of our cohort. We are so grateful to have Brook supporting us.

👍 **Woodbridge Park CATE (Pupil Referral Unit)**

Presenting alongside the Sex Education Forum and the PSHE Association, Brook's evidence heavily focussed on the importance of RSE for safeguarding as well as our concerns on the suggested introduction of age restrictions for certain topics.

As part of our ongoing relationship with the Department for Education, Brook coordinated a diverse collection of young people's voices detailing what they want from good RSE. Working with sector partners including Girlguiding, SafeLives and Sexpression UK, we shared our report with the DfE to inform the RSHE guidance review.

In November 2023, young people supported by Brook wrote a letter to The Secretary of State for Education and The Minister of State for Schools. The letter expressed young people's key concerns and hopes for the revised RSHE guidance.



The only reason I fear for my safety is because the people around me grew up with no normalised conversations of the existence of queer people. The irony is the only thing we are taught is homophobia.

👍 **Max Hovey, content creator and writer**

OUR PARLIAMENTARY RSE ALLIES



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Not only must the curriculum cover key topics to promote respectful relationships and tackle abusive attitudes, but teachers must also be trained and supported to deliver this challenging topic in an engaging and effective manner. I am proud to sign a pledge to support these values and ideas, as well as promoting and celebrating the importance of RSHE in all schools.

👍 **Sarah Champion, MP**

The Rt Hon Dame Maria Miller and Sarah Champion MP

In 23/24, we worked closely with The Rt Hon Dame Maria Miller and Sarah Champion MP, who both share our vision for RSE and fought hard in 2017 to steer mandatory RSE through parliament.

Sex Education Forum

In May 2023, together with the Sex Education Forum, we convened a roundtable in Westminster, inviting 25 partners representing the broad range of experts within the RSHE sector. Our findings informed joint briefings reminding MPs of the significant consensus behind statutory RSE and the 2019 guidance, and providing evidence to counter the misinformation that is currently dominating the discourse.

In September, we joined forces again to invite MPs and Members of the House of Lords to hear directly from young people, teachers and experts about why high-quality RSE matters and address many of the common misconceptions. After hearing from our panel of experts in safeguarding, LGBT+ inclusion, violence against women and girls, and sexual health, our audience took positive action by signing our pledge for high-quality, inclusive RSHE.

Our Pledge

The pledge has been signed by more than 125 organisations including NSPCC, Barnardo's, Girl guiding, Plan International and Superdrug, as well as 350 individuals including parents and teachers.

PROTECTING LGBT+ YOUNG PEOPLE

Throughout 23/24, we continued to champion policies that protect and empower LGBT+ young people, at a time when their rights are increasingly under attack.

In September, Brook was invited by Welsh Government officials to provide feedback on the National Transgender Guidance for Schools and Local Authorities. We look forward to seeing the new draft informed by our expertise.

In December 2023, the DfE published its draft non-statutory guidance for schools on gender questioning young people.

Following two public petitions, one to remove LGBT+ content from relationships education and one to keep LGBT+ content in relationships education, a Westminster Hall debate took place in March 2024. Brook provided a briefing to members of the APPG on Global LGBT+ Rights as well as a bespoke briefing to Sarah Champion MP. Our primary focus remained on safeguarding and mental health, sexual health and inclusion.



I want to thank the House of Commons Library, Brook, the Sex Education Forum and others for their helpful briefings in advance of today's debate.

👍 **Elliot Colburn, MP**

FIGHTING FOR ABORTION RIGHTS

One in three British women will have an abortion in their lifetime but, despite this, abortion law in England and Wales is the oldest healthcare law in existence. 2023 saw several troubling cases of women being investigated for illegal abortions, some leading to prosecutions. Brook would like to see an end to all criminalisation related to abortion and we are fighting to make this happen.

Along with signatories from over 30 organisations, we signed a position statement calling on the government to reform the Abortion Act 1967 and decriminalise people seeking to end their own pregnancies.

We are committed to supporting young people with decision-making around their reproductive health and reminding everyone of their right to access safe healthcare.



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When I found out I was pregnant it was a quick discussion about what's best for me and what I wanted. No one else's opinion mattered but mine. It was amazing.

👍 **Brook service user, Manchester**

CHALLENGING INEQUALITY THROUGH DIGITAL TRANSFORMATION

In 23/24, we focused our efforts on providing a truly blended and equitable digital and face-to-face service offer.

Increasing choice, widening access

After 30 years providing high quality clinical services to young people in Dudley, we launched our all age sexual health service in November 2023. As part of this new offer, we were able to provide our own full suite of digital pathways to clinical services. This blended digital and face-to-face approach provides free, confidential, non-judgmental support to Dudley residents of all ages, with a choice of access points to suit their needs.

Fighting digital exclusion

We provide digital pathways to give users a choice of access points. For those best able to self-care, our new My Brook portal allows them to request and receive support remotely and at their convenience, allowing face-to-face clinical time to be protected for the most vulnerable and for those who cannot or choose not to engage with us online.

Our face-to-face services have been a fundamental part of Brook's identity since Helen Brook opened the first Brook clinic in 1964. Our doors will always remain open and we will always work hard to avoid digital exclusion. But our goal is to offer digital alternatives that effectively support and complement the work of our frontline clinical teams, while offering services users greater choice and flexibility.

Embracing AI

We are excited about the transformative potential of AI in the delivery of clinical services and in 2023/24, we began exploring how it could be used to improve knowledge of and access to contraception. During Sexual Health Week, we hosted a webinar exploring safeguarding in the age of AI, with a panel of sector peers and will continue exploring how AI can enhance the support we offer.



It's really exciting to hear so much use positive feedback from service users about the tools, and as staff, it's great to see how the feedback we have provided since the pilot has really shaped what we are now able to offer our service users in Dudley.

Kate Adams, Health Care Assistant



Our impact

INCREASING ACCESSIBILITY IN 23/24

In our 60th year, Brook has never been more determined to improve access to sexual health and wellbeing services especially for young people and those who face additional barriers.

The Local Government Association warns that sexual health services are stretched and on the verge of collapse. This is due to nearly a decade of declining national funding and a lack of national policies and commitment to young people's healthcare. Consequently, STI rates are soaring, teenage pregnancies are on the rise for the first time in 14 years and abortion rates are increasing due to contraceptive shortages. Simultaneously, young people's mental health is in crisis, with rising safeguarding concerns and unmet mental health needs observed by our clinical and education experts.

Despite these challenges, Brook's determination, innovation and adaptability have driven our efforts to expand and reach more people than ever.

EXPANDING OUR REACH IN NEW GEOGRAPHICAL AREAS

We expanded into new geographical areas in 23/24, working with partners to provide services at the heart of communities.

In April 2023, we joined Buckinghamshire Healthcare NHS Trust to deliver a new integrated sexual health and wellbeing service. Supported by community and health champions, Brook is leading a range of initiatives to help improve health outcomes across the county including targeted community and one-to-one support for young people and adults, health promotion campaigns, HIV prevention and the C-card condom distribution service.

January 2024 saw us mobilise our largest dedicated mental health and wellbeing contract in Central Bedfordshire to build resilience in young people at a time when mental health outcomes for young people remain poor. Through this pioneering project, we are working with schools to provide My Life and mental health literacy support to young people, and supporting parents and carers to recognise the early signs of deteriorating mental health.

We are also supporting schools with their whole school approach and training staff to adopt a trauma informed ethos.

We are delighted to have won a new all age contract to deliver a pioneering digital first sexual health service in Thurrock, Essex for people of all ages from 1 April 2024. As well as deploying our My Brook portal to provide the residents of Thurrock with access to our new range of To complement access to new digital clinical tools, our education experts will work with schools and in the local community to increase access to RSE and improve sexual health outcomes through targeted outreach.



INCREASING ACCESS FOR THOSE WHO FACE BARRIERS

We continue to work closely with those who face access barriers, helping educate and empower people to take charge of their sexual health and providing dedicated services and resources that respond to particular access needs.

Championing HIV prevention in local communities

Brook is committed to the eradication of new HIV transmissions by 2030 and we deliver several HIV prevention initiatives both nationally and locally. Our well-established and recognised digital Take Charge campaign promotes PrEP, condom use and HIV testing, and in 23/24 reached over 240,800 people.

In Buckinghamshire, Southend-on-Sea and the London Boroughs of Barnet, Lambeth, Southwark and Lewisham, we deliver HIV prevention programmes aimed at fighting stigma, normalising testing and reducing late HIV diagnosis. Through a combination of community-based outreach and digital health promotion campaigns we reached more than 123,000 people in 23/24.

Tackling sexual violence and abuse

Through our Sexual Violence Education and Training Programme, funded by NHS England, we worked with our partner Let Me Know to deliver education sessions to 8,658 young people across seven London boroughs in 23/24. We upskilled more than 429 professionals with our training on managing a disclosure of sexual assault, pornography and responding to incidents of sexual harassment. Our sessions support educational settings and community groups to embed a whole school approach to addressing sexual violence and abuse. With our partner, the Women and Girls Network, we engaged with the Expert Working Group to develop new relationship education resources.

Improving health outcomes for Black African and Caribbean communities in London

As part of our Love Sex Life project in Lambeth, Southwark and Lewisham we held a panel discussion event at Lambeth Town Hall to mark World AIDS Day 2023. The sell-out event raised awareness of the experiences of Black people living with HIV, with a panel featuring broadcaster Richie Brave, Dr Nneka Nwokolo and Florence Eshalome MP.

Brook also delivered a social media campaign to promote condom-use among young Black men in Lambeth Southwark and Lewisham, as part of our condom distribution scheme across the three boroughs. Reaching more than 18,300 young people, we combined video content from Brook experts and micro-influencers to tackle myths and misconceptions about condom-use while raising awareness of local C-card provision.

Improving access for neurodivergent young people

We are committed to providing dedicated services and resources that respond to particular access needs, while retaining a universal offer that is open to all.

In 23/24, we began implementing the recommendations from our consultation with neurodivergent young people across England to find out about their experiences of sexual health services.

Our 16-19s participation forum supported with an accessibility audit of our core clinical sites to assess their accessibility for people with additional access needs. We gained invaluable insights and have started to implement the recommendations in our clinics with a full report being published in 2024/25.

Working with young illustrator, Rachel Jardine, we commissioned a suite of accessible images to improve access to sexual health and wellbeing information for neurodivergent young people. Our new images now feature in our education resources and on our digital channels and, in 2024/25, we will continue to produce illustrations.



Each illustration that I have created on this project has undertaken the same accessibility treatment that exists across Brook's services, ensuring that these illustrations adhere to the highest possible accessibility guidance.

Rachel Jardine, illustrator

In February 2024, Brook was a guest on the podcast Diversity and Inclusion: Satisfying the tickbox? We spoke about neurodivergence, sexual health and the work we are doing to make our clinical and education services even more accessible.

We worked with the Centre for Expertise on CSA and the NSPCC to drive forward our 1:1 work for neurodivergent young people who are the victims of CSA and to explore how we could support work to stop neurodivergent young people developing perpetrator behaviours.



Staff couldn't have done more to help me. Catered extremely well for my additional needs with patience and care, friendly, polite from booking appointment to the treatment at my appointment they made what would usually be a difficult experience for me effortless.

 **Brook service user, Blackburn**

INCREASING ACCESSIBILITY THROUGH PARTICIPATION AND VOLUNTEERING

Our participation forum members and volunteers contribute to the development and evolution of our services, resources and campaigns, ensuring that everything we do is accessible, inclusive and responsive to diverse needs.

National participation forums

- The National Participation Forums completed their project/campaigns which focused on an issue chosen collectively by members. In 23/24, the 50 members from across the UK have:
- Represented Brook at Party Conferences
- Contributed to Brook tenders
- Undertaken a clinical accessibility audit
- Shared their experiences and opinions in surveys and focus groups to support Brook's research and development of digital services
- Supported the development of Brook's participatory research framework
- Supported and promoted Brook's RSE pledge including participating in a roundtable event at the Houses of Parliament
- Supported the development of Brook's work with parents and carers
- Contributed to Brook's communications channels by creating blogs, sharing real stories and videos
- Volunteered at music festivals across the UK as part of our partnership with Festival Republic

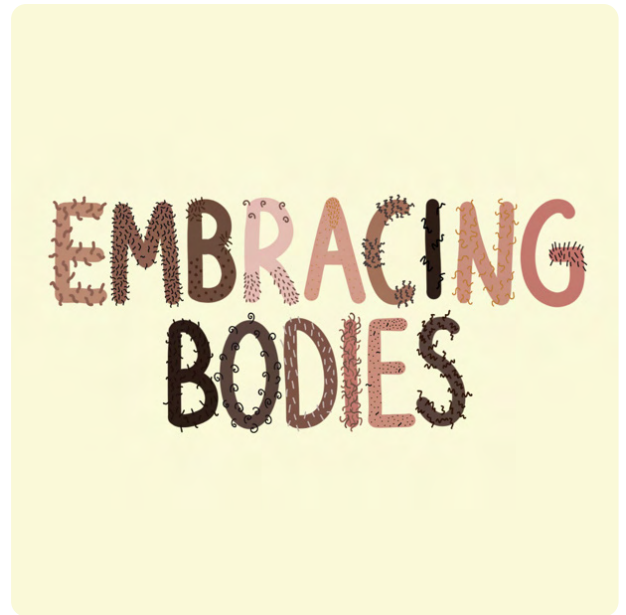


It was so refreshing to be a part of something where I knew that when I spoke, I would be listened to. How wonderful it is to see a charity be so eager and proactive about hearing what service users have to say and then actually taking that on board and making those changes. I think that's quite rare.

Cassie, Forum Member

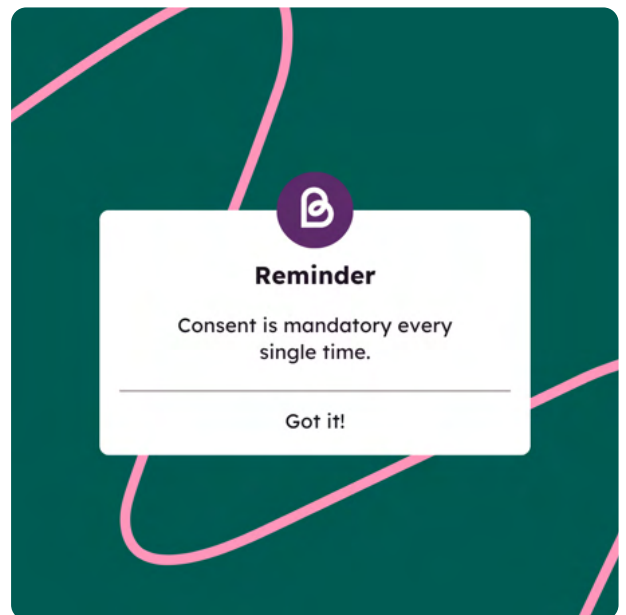
Embracing Bodies campaign

The Embracing Bodies project, an Instagram campaign developed by our 20-24 participation forum, aimed to normalise body differences and celebrate the journeys people have with their bodies. Using mediums such as illustrations, blogs, reels and letters to self, members created a safe space for sharing experiences. Using the hashtag #EmbracingBodies, the campaign amplified stories and encouraged community contributions. With support from influencers Ruby Rare and Bodiposipoet, it was seen more than 67,400 times.



Consent campaign

Focussing on consent and sex in long-term relationships, the 25+ participation forum created social media content and a newly developed section on the Brook website which provides information and top tips. The forum considered this was an important issue as many adults are expected to navigate consent within their relationships without having meaningful education or support.



Celebrating the Queen Elizabeth II Platinum Jubilee Volunteering Award

Brook was one of 20 UK charities across the UK to receive the Queen Elizabeth II Platinum Jubilee Volunteering Award. To celebrate this achievement, Brook staff and participation forum members attended the Coronation Garden Party at Buckingham Palace in May, and a Royal Reception at Fishmongers Hall in London in November. The award was presented by HRH Princess Anne for our exceptional work empowering young people.

DIGITAL FRONT DOOR

Digital Front Door

Since 2021, the Digital Front Door programme has seen us design, build and pilot innovative clinical tools and services that empower our service users to take control of their sexual health and wellbeing, supported by access to educational information. This has been with extensive support and input from our clinical team and service users.

But over the last year, we have rapidly evolved and expanded our offer, dramatically increasing functionality to offer a full patient portal through which users can access eight new tools and pathways.

MyBrook

The launch of My Brook in November 2023 marks the third phase of our Digital Front Door programme. With My Brook, service users can create an online account, through which they can order home STI tests, view their test results and test history, order online treatment, request contraception, and book appointments. For Brook staff, our Staff Hub platform provides a quick dashboard for viewing and prioritising test results, along with comprehensive results management. Additionally, it automatically flags potential safeguarding concerns such as repeated STI testing.

Contraception Tool

Our 2023 research showed that young people often feel their contraception consultations with health care professionals are inadequate due to feeling a lack of autonomy or insufficient time.

We also know that young people are turning to social media and other sources of information that may be inaccurate. That's why we launched a new contraception tool designed to empower young people to find the best method of contraception for them.

The tool, endorsed by the Faculty of Sexual and Reproductive Health, offers a simple way to navigate the many methods of contraception available with bite-sized information to dispel common misconceptions on condoms and fertility awareness methods.

In 23/24 10,829 young people used Brook's contraception tool.

INCREASING ACCESS TO EDUCATION AND TRAINING

At Brook, we pride ourselves on responding to the changing landscape in which young people operate both online and offline. We have developed new resources to counter harmful messaging to which young people may be exposed and supported teachers to navigate complex and challenging topics.

FIGHTING PERIOD STIGMA

We have significantly expanded our presence in Wales through our period dignity project. A range of new resources for young people combined with training and support for professionals has addressed period stigma in more than 100 schools across Anglesey, Cardiff, Caerphilly and Ceredigion.

Our second Big Period Lesson delivered in partnership with Lil-Lets provided information and support to more than 61,300 young people and teachers on periods, puberty and bodies in March 2023.

Tackling misogyny

Brook welcomes the recommendations of The Women and Equalities Committee report that schools should “train all teachers how to engage boys and young men in conversations that challenge prevailing gender norms, ideas of masculinity, and attitudes towards women and girls.” Aligned with the recommendations, Brook has developed and delivered new education sessions teaching young people about gender stereotypes as well as new training courses for professionals on tackling misogyny and understanding masculinity.

Through our Big RSE Lesson Live in September, we educated more than 67,500 young people and their teachers on challenging gender stereotypes and the real-world impact of misogyny.

Our PSHE curriculum, which is now available in more than 319 primaries and 97 secondary schools, has been updated and expanded to include gender and stereotypes for KS3, as well as online misogyny for KS4.

Suicide prevention

We forged a new partnership with The Martin Gallier Project, the UK's first and only suicide prevention, intervention and postvention charity. Together we will develop and pilot new curriculum resources and training with a focus on suicide prevention.



The sessions given to our Year 10 pupils on Understanding Sexual Violence & Harassment, Youth Produced Sexual Imagery, and Sexual Orientation and Stereotypes were excellent. The sessions were pitched at just the right level to the students and made a real impression on them, changing a lot of people's attitudes. We look forward to working with Brook next year.

Tim Chapelle, PHSE Lead, King David School



I feel passionately that online safety should be taught throughout a young person's education, in line with the Government's statutory guidance. It goes without saying that RSHE lessons should not be taught in isolation, but always form part of a well-prepared curriculum at each Key Stage.

Natasha Kaplinsky OBE, BBFC President

Pornography education

2023 research by The Children's Commissioner showed that the average age at which children first experience pornography is 13. At Brook, we know that RSHE has a vital role to play in ensuring that young people have the right tools to think critically about online content. That's why we partnered with the British Board of Film Classification to launch teaching and learning materials for KS4 educators using clips from relevant and popular films and TV shows.

ACCESSIBLE ONLINE LEARNING

Brook Learn is our online learning platform is designed for educators to deliver high-quality, inclusive RSE and keep young people safe. More than 37,200 registered users accessed our 16 comprehensive courses covering topics from consent and contraception to abortion and gender diversity.

New courses launched in 23/24

How to Deliver RSE: This course provides clear, applicable guidance for teachers to deliver essential RSE to young people and help navigate challenging questions.

Managing a Disclosure of Sexual Harassment or Assault: This course equips educators with the skills and knowledge needed to confidently manage a student's disclosure of sexual harassment, sexual assault or abuse.

Gender Diversity: In partnership with Gendered Intelligence, this course gives teachers the expertise, tips, and guidance to feel confident understanding the role they can play in helping trans and non-binary young people to thrive.



Absolutely a brilliant Course, loads of information and suggestions to enable me to deal with disclosures in a professional and sympathetic way.

👍 **Brook Learn user**



An extremely useful course for planning lessons, delivering them, adapting them and for communicating with staff and parents.

👍 **Brook Learn user**



The course has given me a lot to think about and made me aware of additional support that I can offer. There are things that I can initiate immediately that, I hope, will have an impact on our trans and non-binary communities.

👍 **Brook Learn user**

37,200

registered users from over 300 local authorities

17,082

feedback surveys completed, with an average 95% rating of 'good' or 'very good' across all courses

BROOK'S LEARNING NETWORK

We launched Brook's Learning Network, a free and valuable RSE resource, delivering weekly content direct to teachers offering tips, resources and updates to support their busy schedules. In the first seven months, 13,699 people registered with the Learning Network.

Expanding our offer for parents, carers and families

Parents and carers often feel anxious as their children grow up and learn about relationships and sex. At Brook, we recognise young people's natural curiosity and the importance of providing a safe space for questions.

While parents and carers can greatly support young people's access to sexual health and mental wellbeing support, we understand these conversations may not come easily. That's why Brook is committed to equipping parents, carers and families with tools and tips to support in-school learning, navigate conversations at home and ensure high-quality RSE.

The dedicated section on our website for parents and carers showcases the positive impact of RSE, explaining school curriculum content and offering practical tools.



I grew up under Section 28 and had no education of or even reference to LGBT relationships or sex at school. I spent 20 years of my adult life trying to be straight because that's how I thought I should be, I was ashamed of who I was. I came out at 40, but this could have happened much sooner if things had been different. I now have a female partner who lives with me and my daughter. I want my daughter to see her family represented at school and I want all young people to have high-quality RSE so they can be free to be who they are and make well informed choices.

Catherine, parent and teacher, RSE Pledge Signatory

FIGHTING STIGMA IN 23/24

Brook recognises stigma as a key driver of health inequality, particularly in sexual and mental health. Stigma can lead to silence and shame, hinder open discussions and prevent people from seeking support.

In 23/24 we have been working harder than ever to break this cycle by normalising access to sexual and mental health services, facilitating conversations to remove shame and embarrassment, and equipping professionals, parents, carers and families with the tools to challenge stigma.

In our 60th year, amidst increasing attacks on sexual and reproductive rights, we continue to stand up and speak out about issues that many still consider too risky or taboo.

Changing perceptions of sexual and reproductive health

In 2023, we were proud to launch our new national clinical campaign Safer Sex Rules, to promote condoms, increase testing and normalise sexual health as a core part of ongoing healthcare.

In its first year, we reached more than 100,000 people through our digital campaign as well as creating bespoke branded materials for our clinical spaces. Safer Sex Rules will now feature annually, raising Brook's profile as clinical experts and promoting vital safer sex messaging throughout the busy festive season.

Playing it Safe for Sexual Health Week 2023

For Sexual Health Week, we delivered our biggest ever campaign Playing it Safe. Through events, new resources and collaborative partnerships, we evidenced the positive impact of RSE, promoted consent and pleasure as key components of safer sex and celebrated experts across the sector working tirelessly to keep people safe from harm.

Key successes include:

- Taking over Superdrug's Instagram account and sharing our bold messaging with more than 1million followers
- Launching our Brook Charity TikTok, with more than 262,032 views in the first seven months
- Publishing our revised Spotting the Signs Tool and guidance
- Delivering our first online safeguarding conference to 920 attendees, featuring leading sector experts and securing new corporate sponsors
- Educating more than 67,500 people on gender stereotypes through our Big RSE Lesson Live

Fighting stigma together

We recognise the power of collaboration, and we are proud to work with high profile influencers, brands and platforms to further our mission to fight stigma, drive conversation and challenge misconceptions.

Brook X Ruby Rare

We've been working closely with our Ambassador Ruby Rare since 2020. In 23/24 we produced Ruby Rare talks asexuality with Yasmin Benoit and partnered on the coordination of a London panel event: An Inalienable Right to Be Gay: Section 28, 20 Years On.



Brook X Hannah Witton

Brook teamed up with sex educator and YouTuber Hannah Witton to present a YouTube video about the backlash we are witnessing against RSE in schools. The video delves into sex education history and the current RSE curriculum as well as common RSE myths.

Brook X Netflix

We were proud to partner with Netflix to promote the launch of the final series of Sex Education during September 2023. The popular series celebrates friendship and affection and emphasises communication, honesty, safety and mutual respect. These are all the ingredients of healthy relationships that Brook promotes in classrooms across England and Wales every day.

We also worked together to destigmatise pleasure and promote self-pleasure through the brand new DIY Diaries with our favourite hosts Aimee and Jean. The collaborative video has been viewed more than 250,000 times on Instagram.

Brook X Superdrug

2023 research by Superdrug revealed that more than one third of young people have 'gone along with sex' even though they didn't want to. We joined Georgia Harrison, Fumble, UK Says No More and Switchboard LGBT as an official partner on Superdrug's You Before Yes campaign, sharing our consent expertise and equipping young people with the knowledge to keep themselves and others safe.

Brook X Max Hovey

This year, we forged a new relationship with writer and mental health advocate Max Hovey and created new content through videos and blogs on topics ranging from mental health and body image to PrEP and LGBT+ sex education.



Brook X ROAM

In April 2023, sexual wellness brand ROAM launched the world's first skin tone condom range to provide choice and representation to customers. Brook was proud to partner with ROAM on the launch. For every skin tone condom sold, Roam donated one condom to Brook to improve the sexual health and wellbeing of those who are at risk of poor health outcomes.

Brook X Festival Republic

As part of our innovative partnership, we supported Festival Republic's multi-agency safeguarding process as well as providing frontline health promotion at Reading, Leeds and Creamfields North festivals. We engaged with 10,000 festival goers across the three festivals, distributing free condoms and lube, fighting stigma and empowering people to enjoy themselves safely with our on-screen consent campaign.

Brook X Lil-Lets

Now in year five of our partnership with Lil-Lets, 23/24 saw us deliver our second Big Period Lesson, reaching more than 61,300 young people and teachers on the topics of periods, puberty and bodies. Our partnership was shortlisted for the Charity Times Corporate National Partnership Champion in recognition of our first Big Period Lesson which educated more than 120,000 young people in 23/24 through live and on-demand viewings.



“

Working with you has been an absolute pleasure. The impact of our collaboration has been significant for me, both personally and professionally. I'm incredibly grateful for the opportunity to have worked with such talented and dedicated people.

Sarah Hoyte, Brand Manager, Lil-Lets

DRIVING INNOVATION IN 23/24

Since 1964, we have embraced Helen Brook's trailblazing dedication to the sexual health needs of unmarried women, despite facing intense public controversy. Sixty years later, we remain committed to this legacy, pioneering innovative services that address evolving community needs and challenge societal norms.

We recognise the interconnectedness of good sexual and mental health. That's why we have leveraged our trusted brand to provide innovative early intervention mental health and suicide prevention services.

Expanding our support across all ages, we've been working hard to improve reproductive health and wellbeing provision for adults, particularly women's health. We have also made strides in filling the knowledge gaps impacted by insufficient RSE.



Addressing menopause stigma in Cornwall

With funding from the Department of Health and Social Care Women's Health and Wellbeing Fund, we are fighting stigma and improving the lives of Cornwall residents experiencing peri-menopause and menopause in the workplace. Commissioned until March 2025, the Menopause in the Workplace pilot aims to revolutionise workplace understanding and support surrounding menopause through a combination of free training sessions for local businesses, our menopause My Life programme for employees and digital outreach.



I found the session really helpful both on a professional and personal level! I feel like I learned a lot regarding recognising the symptoms of menopause and the reasons behind why the symptoms occur. Really recommend the training to anyone!

👍 **Training participant, Cornwall Menopause Project**

To ensure that our training and support is inclusive and accessible, we collaborate with a range of community organisations including Cornwall Pride, Black Voices, transgender community groups and groups for neurodivergent people.

Adult wellbeing support in Buckinghamshire

Brook's new My Life programme launched in April 2023 targeting adults over 18 in Buckinghamshire. The one-to-one sessions are tailored to individual needs and provide confidential and non-judgmental support. Covering topics such as relationships, coping mechanisms and self-esteem, the goals are to improve resilience and self-worth, thereby improving mental health, sexual health and wellbeing outcomes.



Driving change through research and data

Brook conducts and uses data and evidence to improve our services as well as fight for strategic policy commitments to sexual and reproductive health, and meaningful investment in both specialist and universal services. In 23/24 we led two comprehensive research projects.

Education, access, stigma and young people: attitudes to contraception, condoms and sexual health (EASY), is our collection of data on the attitudes, experiences and voices of more than 2,700 young people in England and Wales. Inspired by the CONUNDRUM project in Scotland, the research responds to the alarming rise in STI rates, the reduced uptake of condoms and contraception, increased spread of misinformation via online platforms and the lack of access to services and education.

Our literature review on the intersections of mental health and sexual health looks specifically at the existing evidence, Brook practitioners' experiences of supporting young people's mental health and wellbeing and learning from young people's experiences of accessing mental health and wellbeing support at Brook.

The insights and recommendations from this piece of work provide tangible solutions to improve mental health and wellbeing outcomes for young people and further demonstrate the desperate need for new interventions and Brook's relevance in delivering this work.

Pioneering place-based integrated mental health hubs

In 23/24 we worked hard to innovate and redevelop our wellbeing offer in response to the devastating shortfall in mental health provision for young people.



Thanks to funding from the Department of Health and Social Care, we are proud to launch a pioneering new model in Cornwall offering place-based integrated mental health, sexual health and wellbeing support services for young people. This new accessible community hub will provide early intervention mental health and suicide prevention services to 11–25 year-olds through 1:1 work, small groups and family development programmes. We secured further funding from a charitable trust to develop our second community hub in 2024.



We believe that the crisis in young people's mental health isn't a narrative that is set in stone. Having normalised access to sexual health services for young people, Brook is excited to be rewriting the narrative for young people's mental health.

Dougie Boyd, Director of Education and Innovation, Brook

Brook Aspire

In June 2023 we launched Brook Aspire, a trading subsidiary of Brook, as a vehicle for Brook to grow its commercial trading activity. Governed by an independent Board, Brook Aspire aims to generate ethical and sustainable income for Brook through innovative new projects such as working with local community organisations, paid-for service provision, incubating social enterprise and expanding mental health and wellbeing services. In the first six months, Brook Aspire has been reviewing existing opportunities for commercial growth and scoping new trading activities including the development of a commercial menopause support offer.



Forward-thinking wellbeing initiatives

Brook invests in the wellbeing of staff, and we understand how vital it is to have a healthy work-life balance. This was the driving force behind the introduction of our ambitious Four-Day Week initiative which, following a successful six-month pilot, has now become a permanent benefit to Brook employees.

Key findings from the Four Day Week evaluation:

86%

of participants rated their experience of the pilot as 8 or above out of 10

60%

of participants reported an increase in their life satisfaction

87%

of participants reported increased or maintained motivation and effectiveness

OVER 90%

of participants thought that the four-day week should continue at Brook

OUR AWARDS



Communication Access Accreditation

Communication Access means supporting people with communication difficulties more effectively. We're proud to demonstrate our commitment to accessibility by becoming a Communication Accessible Organisation.



The I Want Great Care Certificate of Excellence 2024

We have been awarded in recognition of the outstanding care we provide in our clinical services and the positive reviews from our services users.



Shortlisted: Charity Times Corporate National Partnership Champion

We were shortlisted for this award in recognition of our partnership with Lil-Lets for Brook's Big Period Lesson which helped to educate more than 120,000 young people about periods and puberty in 23/24.



Stonewall Workplace Equality Index Silver Award

Recognises exceptional employers who are committed to supporting their LGBT+ staff and customers.

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