

December - 2024

Sunderland Joint Strategic Needs Assessment Summary (JSNA)

2024/2025

NHS
North East and
North Cumbria

**Sunderland
City Council**

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Our 2024/2025 JSNA, what has changed?

Some key changes to outcomes since Sunderland's previous overarching JSNA are:

- Prevalence of smoking amongst adults has continued to fall and was 12.3% in 2023; this represents a 0.9 percentage point reduction from the previous year's figure
- Smoking during pregnancy has reduced to 11.2% in 2023/24, the lowest in Sunderland for the past 12 years
- Breastfeeding prevalence has improved to 33.6% in 2023/24, an improvement from 31.8% the previous year
- Admission episodes for alcohol-specific conditions (under 18s) have continued to reduce year on year, and halved from 116.6 per 100,000 in 2016, to 58.2 in 2023
- The prevalence of overweight (including obesity) in adults 18 years and over has reduced from 73.9% in 2022 to 65.1% in 2023. There is now no significant difference compared to England at 64%
- Uptake of childhood immunisation remains high; 94.7% of Sunderland's 2-year-old children had an MMR vaccination during 2023/24, this is significantly higher than the England average of 88.9%
- The Census 2021 estimates 1,800 people migrated to Sunderland from outside of the UK in the one-year period prior to the Census

Partnership collaboration

Sunderland local authority gains many insights through partnership and collaborative working; some of these initiatives include:

Family hubs and Start for life programmes
[Sunderland Family Hub - What's on link](#)

The Residents' survey
[Sunderland City residents' survey - 2023](#)

Young people's Health Related Behaviour Survey (HRBS) [Pupil surveys | SHEU: The Schools and Students Health Education Unit](#)

Links for Life
www.linksforlifesunderland.co.uk

Working with the voluntary and community sectors, and creating a network of Warm spaces across the city [Warm Spaces, Sunderland City Council | Healthwatch Sunderland](#)

Together for children (TfC)
[Together For Children - Together for Children](#)

Community assets (Marmot 5)

‘Links for Life Sunderland’ aims to connect partners across the city to enable people in Sunderland to tap into a range of information, services, and activities in the community to help improve their health and wellbeing

www.linksforlifesunderland.co.uk

Sunderland is building on its assets within our communities, and working with our communities to support improvements in health outcomes and reduce health inequalities, and to strengthen community resilience. This is detailed in our Sunderland Healthy City Plan 2020-2030

<https://www.sunderland.gov.uk/healthycityplan>



The 8 Marmot principles

Local councils have a vital role in building the wider determinants of good health and working to support individuals, families and communities

These are the recommended actions, covering the main social determinants of health in places:

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
3. Create fair employment and good work for all
4. Ensure a healthy standard of living for all
5. Create and develop sustainable places and communities
6. Strengthen the role and impact of ill health prevention
7. Tackle racism, discrimination and their outcomes
8. Pursue environmental sustainability and health equity together

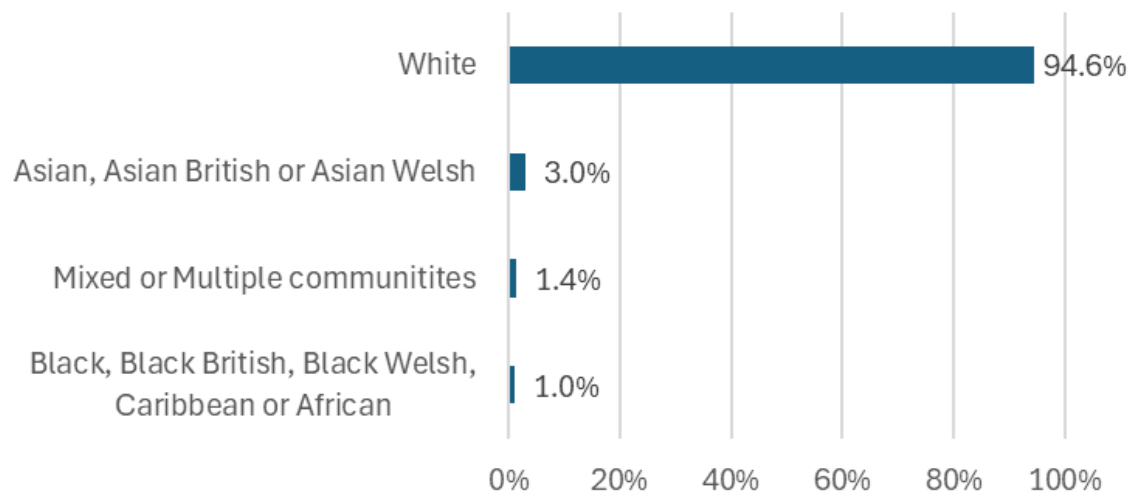
Population and change

- Sunderland has a population of 281,058 (mid-year estimate in 2023)
- Recent GP registered population data shows an increase from 290,549 to 294,330 between 2021 and 2024
- The 2021 Census, reports that the population has decreased by 0.5% since 2011
- Compared to England, the population of Sunderland has a higher proportion of older people
- 20.8% of the Sunderland population are aged 65 and over, this is higher than the England figure at 18.6%
- It is projected that the Sunderland population aged 65 and over will grow to 24.7% of the population by 2043

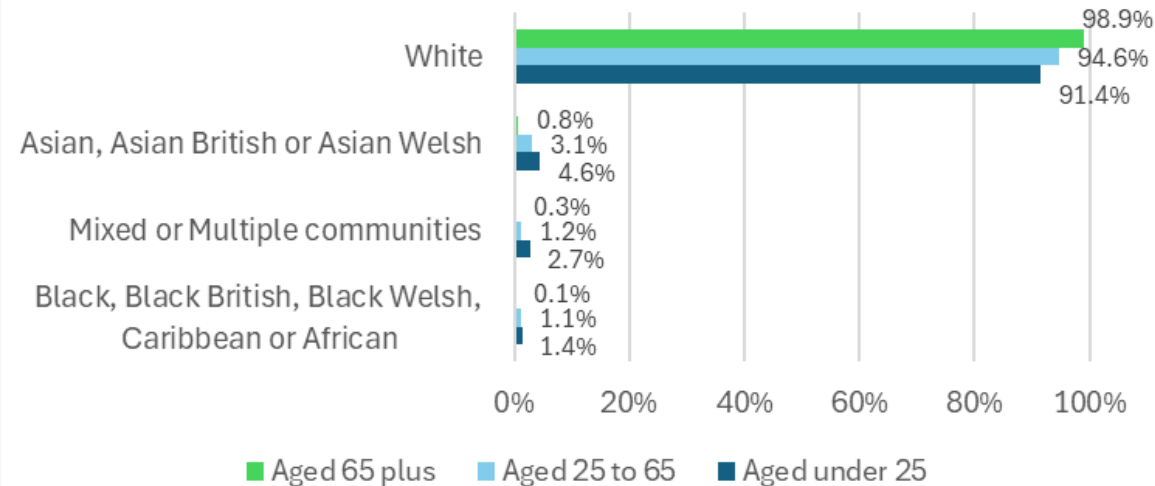


Ethnicity

Proportion of ethnic communities
(census: 2021)



Proportion of ethnic communities
by Age-band



- White ethnic communities represent 94.6% of the population followed by Asian communities (3%), Mixed and multiple ethnicities (1.4%) , and Black ethnic communities (1%)
- Between 2011 and 2021 the proportion of people from non-White ethnic backgrounds increased by 1.3% rising from 4.1% to 5.3% of the total population
- Ethnic minority communities tend to have a younger age profile, with a higher proportion of individuals under 25, and a lower proportion of people aged 65 and over compared to the overall Sunderland population

Social determinants of health



A healthy, low carbon and resilient environment

- Sustainable built environment designs help create neighbourhoods that are both economically secure and environmentally friendly, this improves community liveability, enhancing social well-being and ensuring a healthy environment for future generations. Quality of the built and natural environment has an impact on health
- Sunderland City Council has set out ambitious targets to be a carbon neutral local authority by 2030, and is working with partners across Sunderland for the city to be carbon neutral by 2040
- **The Sunderland approach** focuses on tackling the building blocks of poor health throughout the life course: Starting well, Living well and Ageing well - bridging inequalities for key vulnerable populations
- 2023/24 saw 2,345 people make a Homeless Reduction Act (HRA) application to the Sunderland Housing Options team, this is a 12.36% increase from the 2,087 applications from the previous year. More information is available at: [Homelessness HNA](#)

Commercial determinants of health

- The commercial determinants of health are the conditions, actions and omissions by corporate bodies that affect our health – both positively and negatively
- Unhealthy commodity industries (UCIs) are for-profit and commercial enterprises that deliver commercial products that lead to significant associated negative health consequences
- Commercial determinants of health drive inequalities; not all harmful products are consumed equally, and some populations are more vulnerable to the negative impacts. People in the most deprived areas are more likely to die from non-communicable diseases than those in the least deprived areas – they are also more likely to be targeted as consumers through advertising and retail units
- Further information on commercial determinants can be found at:
[DirectorOfPublicHealthAnnualReport2022-2023.pdf \(sunderland.gov.uk\)](#)

The building blocks of health



Life expectancy



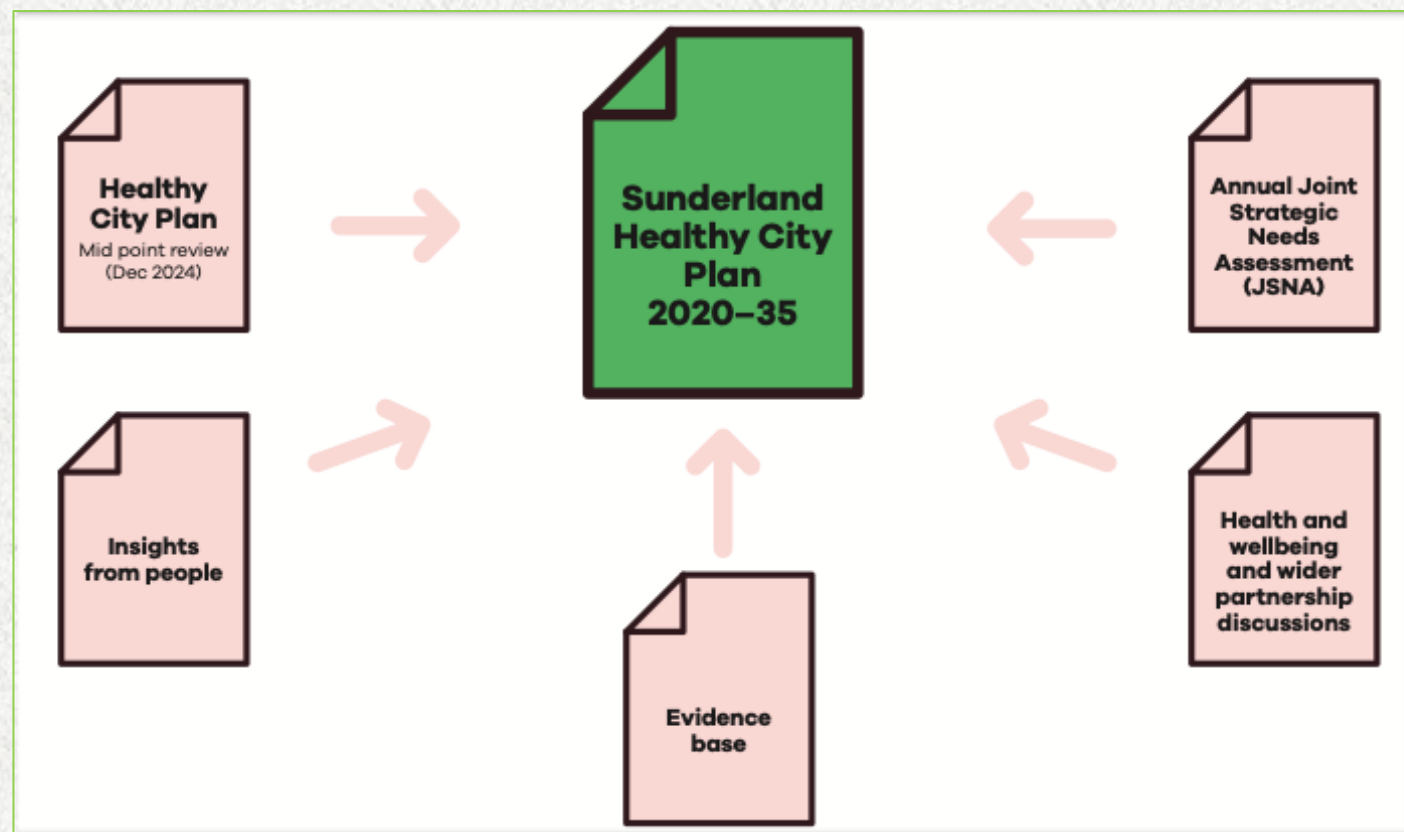
- Sunderland life expectancy at birth for males during 2020 – 2022 is 76.1
- This compares to 77.2 in the North East, and 78.9 in England
- Healthy life expectancy is 56.1 years, this is lower than the England figure of 63.1 years



- Sunderland life expectancy at birth for females during 2020 – 2022 is 80.6
- This compares to 81.1 in the North East, and 82.8 in England
- Healthy life expectancy is 56.9 years, this is lower than the England figure of 63.9 years

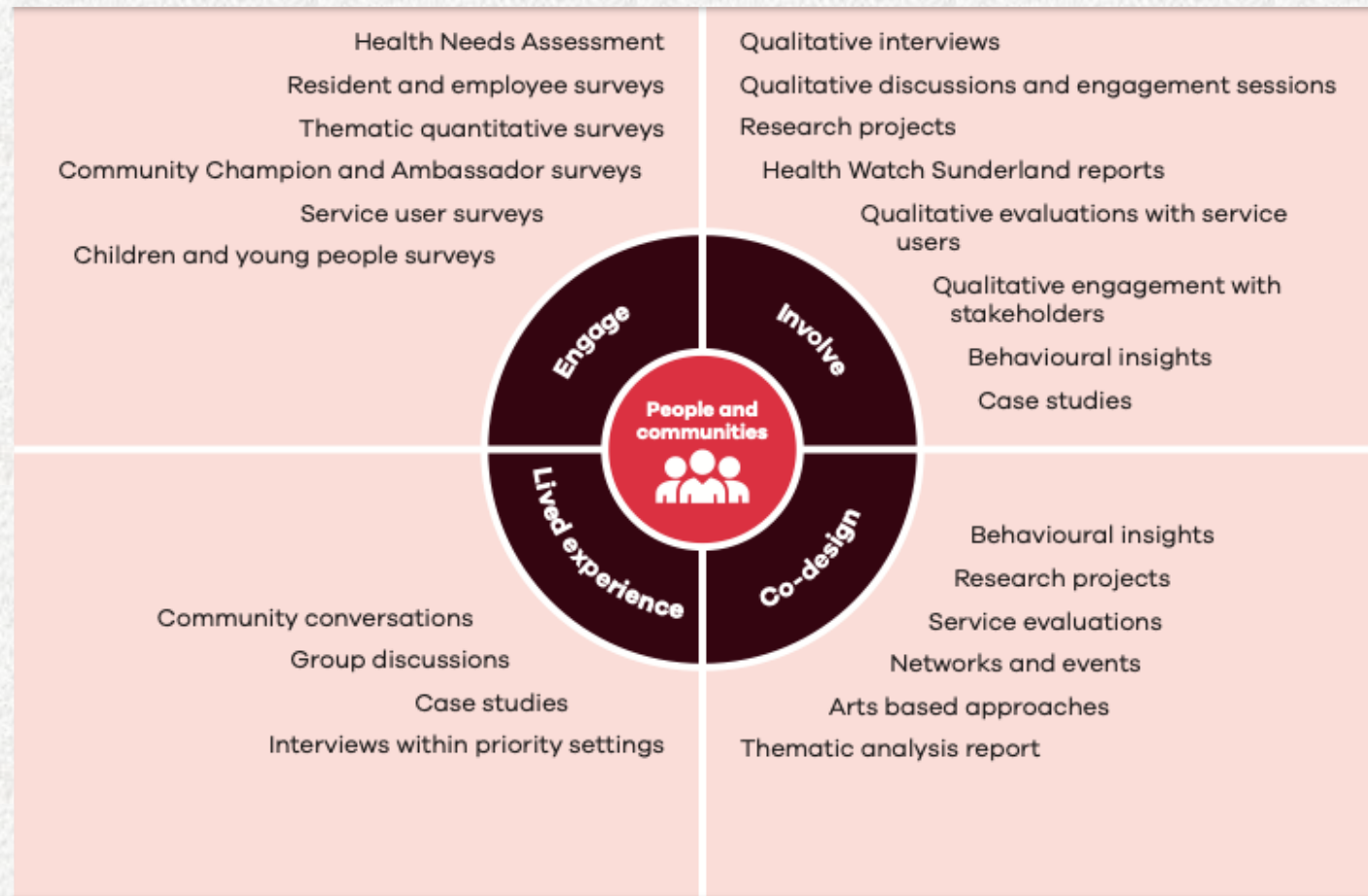
Refreshing our Healthy City Plan

The Sunderland Healthy City Plan (2020 – 2035) is our Joint Local Health and Wellbeing Strategy - our shared roadmap to improve health across the city. The refreshed Plan builds on the latest insight and analysis of health needs for Sunderland:

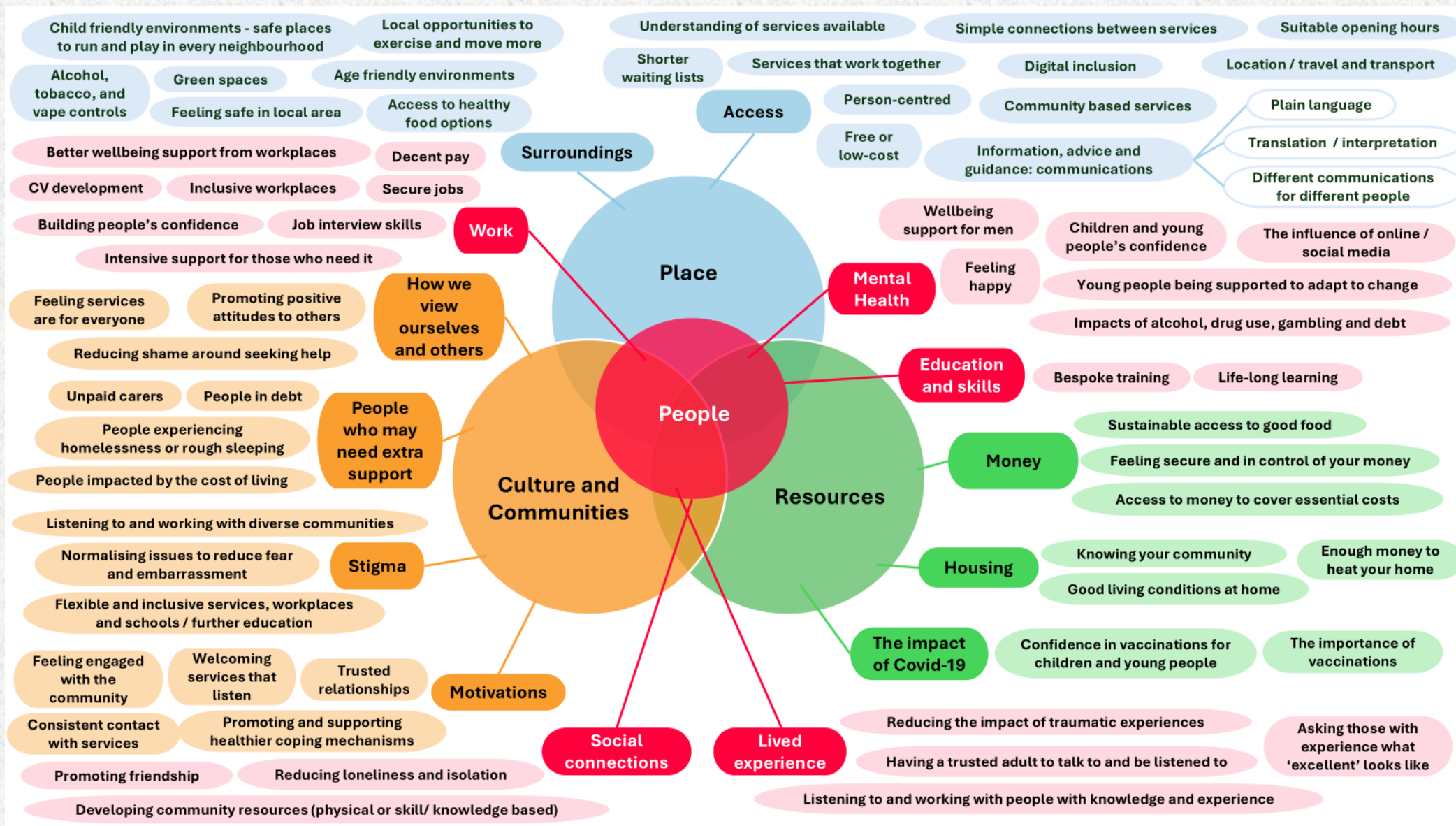


Insights informing the Healthy City Plan

The people of Sunderland and our communities are at the heart of the Sunderland Healthy City Plan (2020–2035). To refresh our Healthy City Plan we collated health and wellbeing insights to understand what local people think is important. The infographic below shows where these valuable insights came from:



A summary of key themes from the insights



What have people in Sunderland told us? - Healthy Places

- **Our surroundings** - like buildings, transportation, homes, and parks - should be safe, welcoming, and easy for everyone to use, no matter their age or ability
- **Housing has a big impact on our health.** Things like living in a warm, energy-efficient home that's free from damp and mould, being able to afford heating, and feeling part of your local community all help us stay well
- **Having access to healthy, affordable food options** is essential for helping people eat well and stay healthy
- **Having flexible and inclusive workplaces,** schools / further education, and public community spaces make it easier for people to get the support they need
- **Being able to use green spaces** and having local places to be active helps support both mental and physical health
- **Activities that bring different generations together, volunteering, and growing community resources,** helps people feel connected, less isolated, and like they belong in their community

What have people in Sunderland told us? - Healthy Communities (1 of 2)

- **Having enough money** for basic needs and feeling in control of money affects what people eat, the homes they live in, and their mental wellbeing
- **Having a secure job** with fair pay, in a workplace that supports your wellbeing, can really help people stay healthy
- **Training and life-long learning opportunities** can help build confidence and skills. But some people face barriers, like low confidence or negative past experiences at school
- **Helping people with personalized support to access work or education** - like building a CV or practising job interviews - boosts their confidence and improves their health
- **Engaging people with 'lived experience'** of domestic abuse, drug and alcohol harms, and financial hardship helps us understand what 'excellent' really means and encourages bold, creative solutions that meet real needs
- **Listening to and working with diverse communities** helps make sure services are responsive, inclusive, and meet the unique needs of everyone

Healthy Communities (2 of 2)

- **Having positive attitudes towards others** and encouraging relationships with other people, boosts our wellbeing and encourages us to interact with our community and use services
- **Friendly and caring local services that listen** and recognise how past experiences, like trauma, can affect people's health, behaviour, and how they interact with services, build trust and encourage more people to use them
- **Motivation, available time, and health all affect how much physical activity people do**, whereas free, low-cost activities, designed for people to enjoy, help people stay active and healthy
- **Clear communication and services that respect different cultures** are important for meeting the needs of different communities
- **Using plain language** and offering information in different formats helps people understand and use services
- **People's confidence in vaccines** depends on their trust, clear communication, and how they understand the risks

What have people in Sunderland told us? - Healthy People (1 of 2)

- **Building confidence and learning to adapt to change** are important for children and young people. They also benefit from having a trusted adult who listens and supports them
- **Some people may need extra support** to take part in health and wellbeing activities because of their circumstances. This includes people experiencing domestic abuse or violence, homelessness, unpaid carers, those in debt, and those affected by the cost of living
- **Translation and interpretation services** are essential to make sure everyone can access services fairly
- **The rules around selling alcohol and tobacco** influence people's consumption patterns and therefore impacts their health
- **Barriers to using services include** long waiting times, not knowing about the services, where they are located, and not having access to the internet or digital tools

Healthy People (2 of 2)

- **When services avoid stigma and treat common challenges as normal**, with flexibility and understanding, it helps reduce shame and embarrassment. People are then more able to get help and access services such as foodbanks, stop smoking support, drug and alcohol treatment and recovery services, and safe refuge accommodation
- **Cultural and societal influences and expectations** affect mental health, so mental health support that is tailored works best
- **How we see ourselves and how we think others see us**, affects our confidence and wellbeing, as well as affecting our engagement with services
- **Mental health needs are increasing**, especially because of issues like alcohol and drug use, gambling, debt, and the effects of online and social media

Best Start in Life (Marmot 1)

- Smoking during pregnancy remains high during 2023/24, but is on a downward trend (the lowest percentage in Sunderland for the last 12 years) at 11.2% of pregnant women smoking, compared to the England average of 7.4%

11.2%

- Breastfeeding rates are also showing improvements; data during 2023/24 shows the prevalence of Sunderland mothers breastfeeding at 6-8 weeks was 33.6%, this is however, still significantly lower than the North East average (38.5%) and England average (52.7%)

33.6%

- Uptake of childhood immunisation remains high, 94.7% of Sunderland's 2-year-old children had an MMR vaccination during 2023/24, this is significantly higher than the England average (89.1%) and higher than the North East average (93.9)

94.7%

Starting well (Marmot 2 & 4)

- During 2020-2022, the infant mortality rate in Sunderland was 2.8 per 1,000. This is lower than both the North East average (3.8) and England average (3.9). Overall, Sunderland has the 2nd lowest infant mortality rate in the North East
- During 2022/23, the attendance of Sunderland's 0–4 year-olds at A&E was the 11th highest in England, and the 5th highest in the North East. Injuries to the head are a leading cause of injury related hospital admissions in under-fives, accounting for around 43% of admissions
- 25.6% of 5-year-olds had visually obvious dental decay during 2021/22, this is higher than both the Region (22.2%) and England (23.7%) averages

Starting well (Marmot 2 & 4)

- During 2022/23, 66% of children achieved a good level of development at the end of Reception. This is however, currently a little below both the North East (66.3%) and England (67.2%) averages

66%

- During 2023/24, (23.9%) almost 1 in 4 Sunderland children in Reception (aged 4-5 years) were living with overweight or obesity

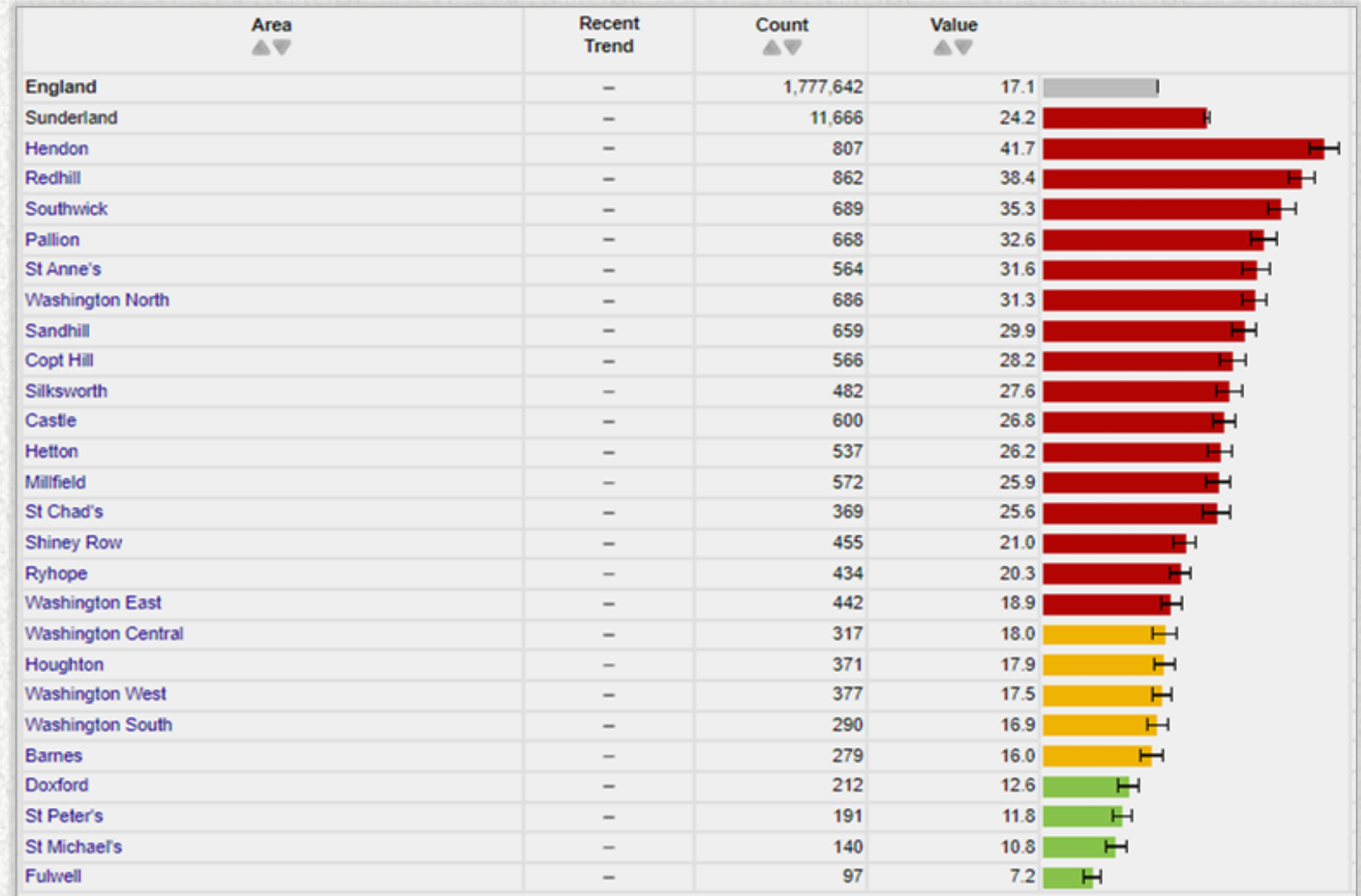
- During 2021, teenage conception rates at 26.4 per 1,000 were significantly higher than both the North East (19.8) and England (13.1) averages

26.4%

- During 2023/24, (42.3%) almost 1 in 2 Sunderland children in Year 6 (aged 10-11 years) were living with overweight or obesity

Child poverty (IDACI 2019)

- The Income deprivation affecting children index shows the proportion of children aged 0-15 living in income deprived families, (excluding housing costs)
- 16 of Sunderland's 25 wards are significantly worse than the England average
- Only 4 wards are significantly better than the England average
- Children born to a teenage mother have a 63% higher risk of living in poverty



Family hubs

- Sunderland, along with 74 other local authorities have received a share of £300 million investment from the Government to establish a Family Hubs and Start for Life programme. [Sunderland Family Hub - What's on link](#)
- Family Hubs will:
 - Bring services together to improve access to services
 - Improve the connections between families, professionals, services and providers
 - Put relationships at the heart of family support
 - At the core of every Family Hub network is a great Start for Life for babies, from conception through to 2 years old. Support is also available to families of children aged up to 19, or to children with special educational needs and disabilities (SEND) aged up to 25. You can even register the birth of your baby too!
 - Our ambition is to ensure that local families can access the right support, at the right time, in the right place, with the right people



Rainbow Family Hub
Washington, NE37 3AE
0191 561 3995



Thorney Close Family Hub
Sunderland, SR3 4JQ
0191 561 4127



Bunnyhill Family Hub
Sunderland, SR5 4BW
0191 561 8126



Coalfield Family Hub
Hetton, DH5 9NE
0191 561 6625



Hendon Family Hub
Hendon, SR1 2HS
0191 5612850

Starting well summary

Children and young people face significant health challenges and inequalities across the social gradient of health in Sunderland, this includes the following:

- More than half of Sunderland's 25 wards have significantly higher levels of child poverty than the England average
- Higher levels of smoking during pregnancy, although, this is on a downward trend
- Breastfeeding rates are starting to improve, although, the rate is still significantly lower than the North East and national averages
- Higher rates of teenage pregnancy
- 42.3% of Year 6 children (23.9% Reception) are living with overweight or obesity
- Infant mortality rate is lower than both the North East and England averages
- Uptake of childhood immunisation remains strong

Living well (Marmot 4)

Standard of living

- During 2022, 45% of Sunderland residents were living in an area at highest risk of food insecurity, the 4th highest local authority in the North East area
- Within Sunderland, around 40% of residents live in the most disadvantaged quintile¹ of all the areas in England
- The Sunderland Financial Wellbeing Strategy summarises the ways the cost-of-living crisis impacts on the health and wellbeing of Sunderland's communities, including the long-term income gap exacerbated by the cost-of-living crisis. It sets out our response to mitigate these effects in the short-term [Financial Wellbeing Strategy 2023-26](#)

¹ One of five values that divide a range of data into five equal parts, each being one fifth (20 percent) of the range

Sunderland residents' survey

We are committed to listening to residents and acting on what they tell us

Regular residents' surveys allow us to understand what is important to you, what you think of the council and the services we provide, and how you feel about the city as a whole

We use the analyses of the responses to understand what action we need to take to better support our residents, and to ensure we are successfully delivering on our City Plan

We use this information to inform how we deliver efficient services [Sunderland City residents' survey - 2023](#)

Satisfaction with local area

2023 **agree** **61%**

2022 **agree** **57%**

Base: All valid responses (1,142)



64% feel they belong to their local area

43% are proud to live in Sunderland

Feelings of safety in your local area



In your local area

77%

feel safe during the day



Base: All valid responses (1,129)



In your local area

41%

feel safe after dark



Base: All valid responses (1,103)

Employment (Marmot 3) & Education (Marmot 1 & 2)

- The percentage of people economically active who were in employment in Sunderland has increased from 63.6% in 2013 to 72.4% in 2023, but this still remains below the national average in 2022 (75.8%)
- Not in Education, Employment or Training (NEET) – During 2022/23, 4.8% of those aged 16-17 years were not in education, employment or training, compared to 5.2% for the North East and England
- RQF4 and above – During 2023, 28.3% of those aged 16-64 were qualified to RQF4 (HND, Degree or Higher Degree or equivalent) or above. The North East figure was 39.6% and the England figure 46.7%
- During 2023/24, the economic inactivity percentage rate in Sunderland was 24.2%¹
The North East percentage was 25.4% and the England percentage 21.2% [Economic inactivity rates and definition](#)
- The percent of sickness absence² in Sunderland during 2020 – 22 was 2.4%, this is higher than both the England (2%) and North East (2.3%) averages

¹ defined as those not classed as employed or unemployed

² source: Office for National Statistics (ONS): 2023

Poverty and financial wellbeing (Marmot 4)

- 21.5% of children (under 16s) are living in low-income families (relative measure¹) compared to 19.8% in England
- During 2021, 13.8% of Sunderland households were living in fuel poverty (low income, low energy efficiency), this is approximately 17,269 households, and is higher than the England average of 13.1% of households
- 21.7% of older people were living in poverty during 2019, this is approximately 14,833 people. This is significantly higher than the England average of 14.2%. Sunderland is ranked 4th highest in the North East for older people living in poverty
- Average weekly earnings in Sunderland during 2023 were £502.10, lower than the North East average of £516.80 and significantly lower than the England average of £565.70

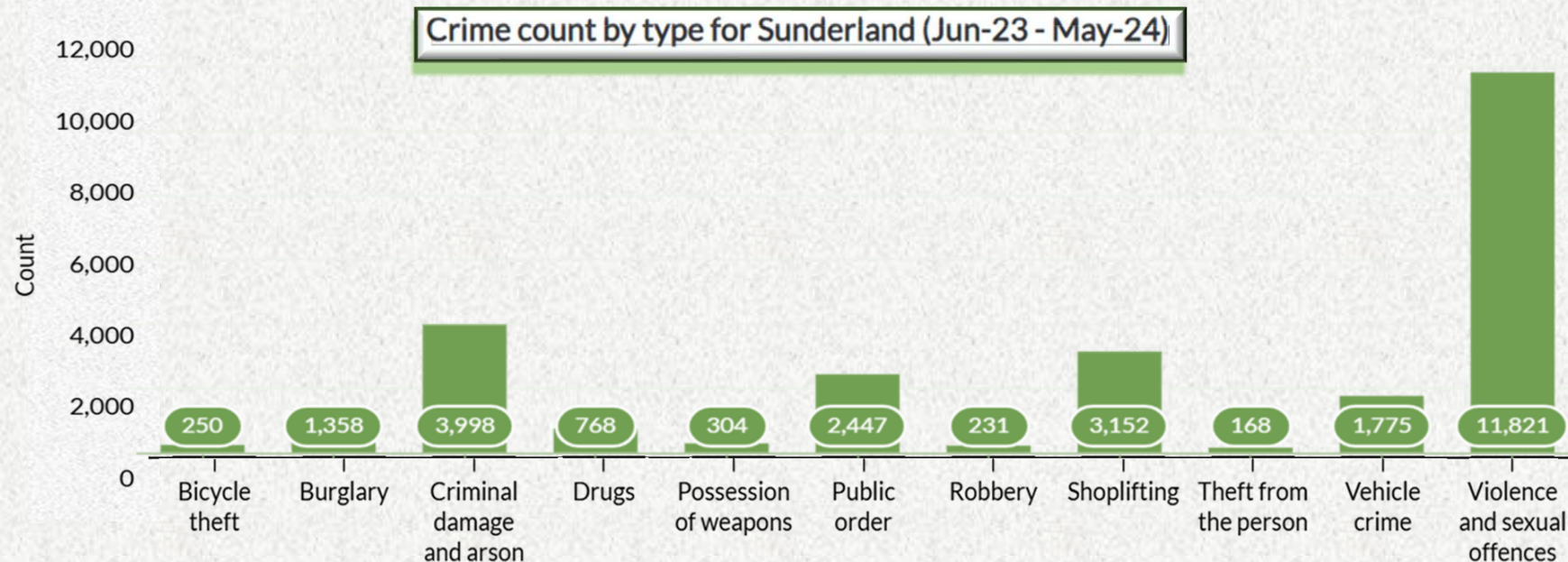
¹ [Public health profiles - OHID \(phe.org.uk\)](https://publichealthprofiles.org.uk/)

Digital inclusion

- In Sunderland, 13,900 (5%) people have never been online, 77,784 (28%) people have very low digital capacity
- People who go online can usually save up to £250 per month, finding better deals
- 90% of jobs are advertised online, potentially digitally excluding those without internet access from the labour market
- School children who have access to a keyboard device/internet at home score 1 or 2 grades higher than those that don't
- Veterans, carers, children and young people, older people, people with disabilities, single parents', asylum seekers, and ethnic minorities are more likely to be at risk of digital exclusion
- The risk increases if they are experiencing addiction, abuse, few or no qualifications, have long term health conditions, live in poverty, are socially isolated, or live in social housing

Recorded crime

- Total recorded crime in Sunderland during 2023 was 107 per 1,000 residents, this is below the North East rate (109.2), however, above the England rate (90.2)
- Hendon & Millfield have the highest crime rate out of Sunderland's local and nearby wards
- Violent crime was 38.5 per 1,000, this is below the North East (41.5) but above England (34.4)
- 94% of Sunderland residents¹ said they felt 'very' or 'fairly' safe in their own neighbourhoods



¹ Northumbria Police Safer Communities Public Insight Report (March 2024)

Domestic abuse (1 of 2)

- During 2023/24 there were 8,940 reported Domestic Abuse (DA) incidents in Sunderland, this is a 9.3% increase compared to 2022/23 (8,178 incidents). (Includes repeat victims)
- Force Wide ¹, there has been a 6.3% increase (+2,506 incidents) in all Domestic Abuse incidents when comparing 2022/23 to 2023/24
- In 2023/24 (in Q4), there was an 8.2% increase, all local authority areas reported increases with Sunderland experiencing the largest (+14.7%, +287 incidents)
- In 2023/24 there were 3,834 DA incidents reported where a child had been involved in Sunderland
- Force wide, there has been an increase in the volume of both female (+2.8%, +465 victims) and male victims (+6.6%, +403 victims)
- Force wide, the volume of repeat victims ² increased by 5.9% (+532 victims) when comparing 2022/23 to 2023/24. All local authorities have seen an increase with the highest being in Sunderland (+9.6%, +184 victims)
- In 2023/24 in Sunderland, there were 3,658 reported incidents of female victims, and 1,445 male Victims (Excludes repeat victims)
- Force wide, there has been a 22.4% increase (+144 incidents) in DA related Mental Health incidents when comparing 2022/23 to 2023/24 figures

[Getting help for domestic violence and abuse - NHS](#)

¹ Northumbria Police Force

² Repeat Victims - Number of repeat victims of the incidents in the period that have had at least one further incident in the 12 months prior

Domestic abuse (2 of 2)

- Sunderland's Domestic Abuse team has recently been working to reinforce its partnerships across Sunderland and has up to date training offers for:
- Trauma informed practice, Lesbian, Gay, Bisexual, Transgender, and Queer, + (LGBTQ+) and Male violence
- Working with minority communities such as Black, Asian and Minority Ethnicities (BAME), LGBTQ+ exploring better ways to promote services across Sunderland, encouraging an equitable offer, and a whole systems approach to ensure individual support needs are being best met across the city and any gaps in provisions can be identified
- The team is also working closely with Together for Children (TfC) to explore what provision is currently in place across schools, the aim, to highlight early prevention and the importance of healthy relationships

Substance misuse and alcohol

- Alcohol-related mortality in Sunderland in 2023 was 63.4 per 100,000, this is the 3rd highest in England and significantly above the England average (40.7)
- The estimated rate of opiate and/or crack use (aged 15-64) during 2019/20 in Sunderland, was 12.9 per 1,000 population, this is higher than the estimated England rate of 9.5, although lower than the North East rate of 13.4
- During 2022/23, around 1,975 Sunderland adults were engaged in drug and alcohol treatment (654 for alcohol only)
- Prevalence estimates of alcohol dependency in 2019/20 suggest there were 22.8 per 1,000 population in Sunderland requiring specialist alcohol treatment. This is a 2.1 point rate reduction on the previous year, although, it is still higher than both the North East (18.2) and England averages (13.5)
- During 2023/24, Opiate and/or Crack Users (OCU) in Sunderland had an estimated unmet need of 58.4% (a reduction of 1.3 percentage points from the previous year) compared to the 57.2% England, and the 52.8% North East averages
- During 2023/24, alcohol users in Sunderland had an estimated unmet need of 80.0% (a reduction of 1.8 percentage points from the previous year), compared to the 77.6% England, and the 77.7% North East averages [Unmet need](#)

Smoking

- The Tobacco and Vapes Bill will see the gradual increase in the age of sale so anyone born on or after 1 January 2009 will never be able to legally buy tobacco; there will also be new regulation to limit youth vaping
- The proportion of adults who smoke in Sunderland during 2023 was estimated at 12.3%, down from 13.2% the previous year. This is a downward trend and is now only slightly higher than both the North East (11%) and England averages (11.6%). Additional investment in stop smoking services from 2024/25 will increase capacity to support more smokers to quit
- The proportion of adult smokers who had a long-term mental health condition during 2022/23 was estimated at 20.2%. This is now lower than both the North East (24.4%) and England (25.1%) averages
- Insights from the 2023 Health Related Behaviour Survey¹ (HRBS), show 81% of secondary school pupils reported they had never smoked before, compared to 80% in 2021
- The proportion of secondary school pupils who reported they had at least 'tried' vaping, increased significantly to 35% compared to 21% in 2021 (HRBS 2023)

The full Tobacco JSNA can be read at: [Tobacco JSNA](#)

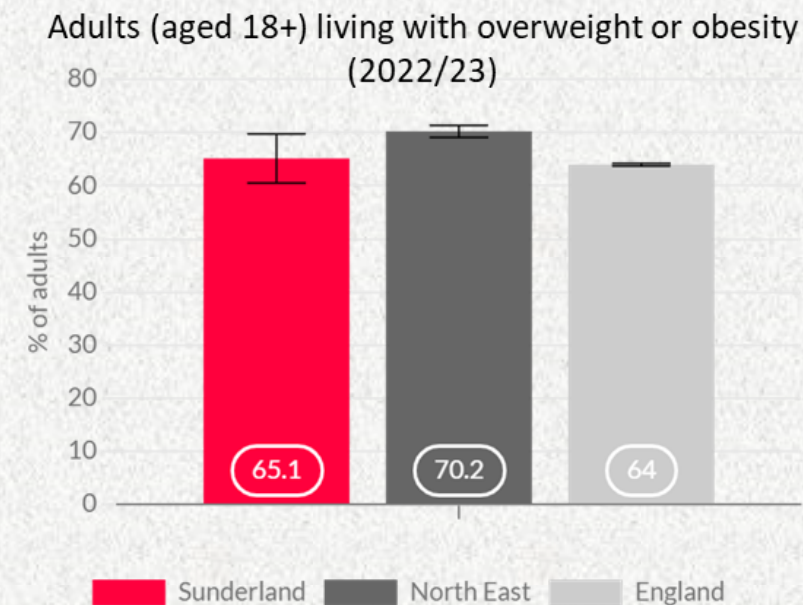
¹ The HRB survey is produced biennially by the Schools and Students Health Education Unit (SHEU), a specialist provider of reliable local survey data about young people's health and wellbeing – since 1977

Sexual health

- During 2023, the number of new sexually transmitted infection diagnoses for Sunderland was 336 per 100,000, lower than the national rate (520). The rate of gonorrhoea diagnoses was 66 per 100,000, lower than the England average of 149
- Among specialist sexual health service patients within Sunderland eligible for HIV testing, 52.4% were tested in 2022, this was better than the England rate (48.2%). Late-stage diagnoses were comparable to national figures
- Long-Acting Reversible Contraception (LARC) prescription rates were higher in 2022 for Sunderland at 51.8 per 1,000 compared to 44.1 per 1,000 England
- Abortion rates were slightly lower in 2021 in Sunderland at 18.0 per 1,000, compared to the England figure of 19.2 per 1,000

Living with obesity

- In the UK, living with obesity is a leading cause of preventable death
- During 2022/23, 30.4% of Sunderland's adult residents were living with obesity, this is higher than the England average of 26.2%
- 65.1% of Sunderland's adult residents were living with either overweight *or* obesity during 2022/23. This is a reduction from 73.9% in 2021/22 and is lower than the North East average at 70.2%, however, Sunderland is still above the England average at 64%



The full JSNA can be read at: [Healthy Weight JSNA](#)

Physical activity

Children & Young People

- 48.8% of children and young people in Sunderland were active during the academic year 2022/23, this was higher than the England average of 47.0%



Adults 16+

- 62.3% of adults in Sunderland were physically active in 2022/23, similar to both the North East (61.73%) and England averages at 63.4% (includes gardening)
- In 2022/23, Sunderland had 27.8% physically inactive adults, this was similar to the North East average (27.3%), but slightly worse than the England average (25.7%)

Gambling (1 of 2)

Gambling is staking money, or something else of value on the outcome of something involving chance. Any type of repetitive gambling that disrupts or damages personal, family, or work life is considered as gambling at a harmful level

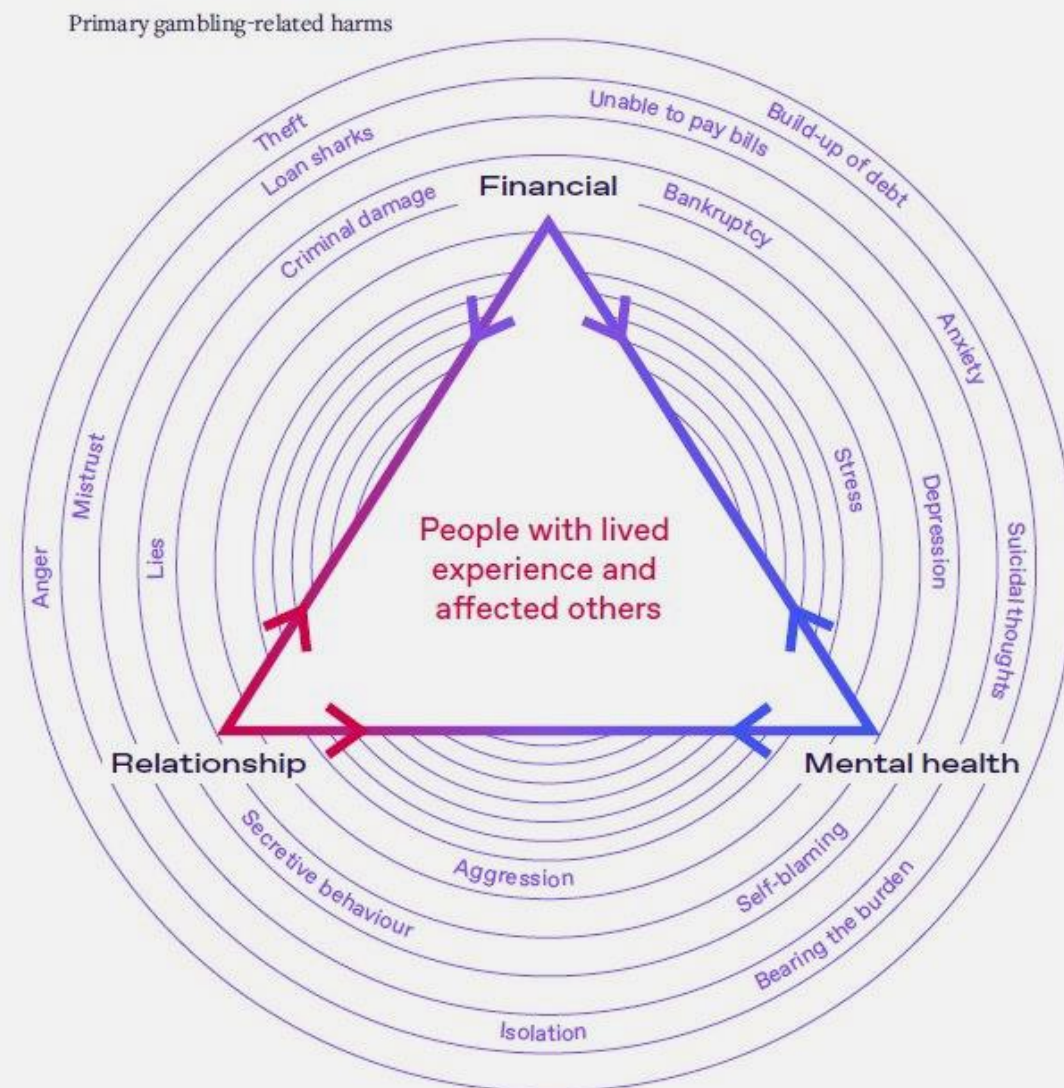
Gambling can take many place and forms including:

- Arcades, betting (online, at an event or in a bookmakers), lotteries (raffles, tombolas, sweepstakes), bingo, casinos and gambling machines
- The **Sunderland Gambling Prevention Network** was formed in June 2024 to lead on the work to prevent gambling related harm in collaboration with key partners and stakeholders across the city

BASED ON THE RESEARCH, 12 RECOMMENDATIONS WERE DEVELOPED ACROSS THREE THEMES ▾

- **RAISE AWARENESS** of gambling-related harms
- **IMPROVE SUPPORT** for those impacted
- **IMPROVE POLICY APPROACH** to gambling and its harms

For further information please view the full Gambling Insights Report at: [Insights Report](#)



Gambling (2 of 2)

For further information please view the full Gambling HNA at: [Gambling HNA](#)

- Key harms relate to: mental health, finances, relationships, reduced performance at work, and in some cases criminal behaviour. Around 5% of suicides in this *country* are thought to be linked to gambling – that is over 400 people per year
- Sunderland-level data is not available for gambling prevalence; however, data provided nationally has been utilised to calculate estimates. In the North East it is estimated that 4.9% of the population (aged 16+) are at risk from gambling. Nationally this is estimated to be 0.5%
- Nationally, 7% of the population of Great Britain (adults and children) were found to be negatively affected by someone else’s gambling

Type	Estimated number of individuals - Sunderland
‘Problem’ gambling	1,130 (aged 16+) around 0.5%
‘At risk’ from gambling	11,083 (aged 16+) around 5%
Affected others	19,194 (all ages) around 8%

Cancer

- Death rates from all cancers have decreased significantly over the last two decades due to a combination of early detection and improved treatments. However, within Sunderland, cancer remains a significant cause of premature death and of health inequality
- The under 75 mortality rate from 'cancer considered preventable' during 2021-2023 in Sunderland was 63.7 per 100,000, this is higher than the North East (60.3) and significantly higher than the England (49.5) averages
- The under 75 mortality rate from lung cancer during 2021-2023 in Sunderland was 35.2 per 100,000, this is higher than the North East (33.6) and significantly higher than the England averages (25.3) averages
- Collectively, cancer accounts for 21.8% of the gap between Sunderland and England for male life expectancy, and 21.5% of the gap between Sunderland and England for female life expectancy

Long term conditions

- Data during 2022/23, shows a higher recorded prevalence of long-term conditions in Sunderland (compared to England) of: coronary heart disease, stroke, hypertension, atrial fibrillation, diabetes, chronic kidney disease, and chronic obstructive pulmonary disease

Disability

- 23.5% of Sunderland residents have a long-term health condition or disability (Census 2021)
- Learning disabilities recorded prevalence is 0.9% in Sunderland compared to a prevalence of 0.6% in England
- The Sunderland health promotion team, is a small team of support workers supporting people with any learning disabilities. The team offers a wide variety of health access related services to combat any issues, and to ensure equity to health services. This helps to ensure those with a disability have a reasonably adjusted service tailored especially to meet their individual and unique needs

Mental health and wellbeing (1 of 2)

- Depression prevalence in those aged 18 years and over during 2022/23 in Sunderland was recorded at 15.1%, this is similar to the North East average (15.0%), however, it is significantly higher than the England average at 13.2%
- The suicide rate in Sunderland during 2021–23 was 13.0 per 100,000 population, slightly lower than the North East rate (13.8), however, significantly higher than the England rate (10.7). The suicide rate in Sunderland has reduced slightly from the two previous periods: 14.0 in 2020-2022 and 14.3 in 2019-21
- The suicide rate in males in Sunderland during 2021-23 was 23.1 per 100,000 which was higher than the North East rate (22.2) and significantly higher than the England rate (16.4)
- The suicide rate in females in Sunderland during 2021-23 was 3.4 per 100,000 which was lower than both the North East (6.0) and England (5.4) rates

Mental health and wellbeing (2 of 2)

- Insights from the 2023 Health Related Behaviour Survey (HRBS), show 57% of secondary school pupils reported that in general they were 'quite a lot' or 'very much' happy with their life, compared to 50% in 2021
- A local suicide prevention action plan sets out the direction and priorities for Sunderland's suicide prevention agenda for the period 2023 – 26. This is led by the Sunderland Suicide Prevention Action Group, a multi-agency partnership which aims to reduce the prevalence of suicides in Sunderland
- Mental health and suicide prevention training programmes ('A Life Worth Living') are being delivered to local communities and settings across Sunderland
- Sunderland City Council is a signatory of the Prevention Concordat for Better Mental Health, sharing a commitment to work as a whole system to embed and promote good mental health into local work

Living well summary

Good quality housing and employment, strong communities, and access to support when we need it are all key components to living well. When people experience inequalities in any of these areas, it can affect their health and wellbeing – both in the short and the long term

- **Sunderland** has high levels of deprivation; we can see the impact of this when we examine healthy life expectancy for our city
- When residents in the city have poor mental wellbeing, this also impacts on their physical health too
- The wider impacts of climate change and levels of carbon in our atmosphere can impact significantly on the local environment and on mental and physical health
- Poverty levels within the city continue to have a negative impact
- The cost-of-living crisis is hitting the poorest residents most significantly

Ageing well

- Emergency hospital admissions due to falls, reduced slightly to 2,586 per 100,000 amongst the over 65s during 2022/23
This is, however, still higher than the average North East figure (2,454) and significantly higher than the England figure (1,933)
- Sunderland has the third highest rate in the North East for emergency hospital admissions due to falls
- The percentage of adult social care users (aged 18+) in Sunderland who have as much social contact as they would like, increased from 44.2% in 2021/22 to 51.0% in 2022/23
This is higher than the North East average figure (49.1%) and higher than the England figure (44.4%)
- The estimated dementia diagnosis rate for Sunderland residents (aged 65 and over) was 63.1% in 2023

Hearing and sight impairment

- During 2023, Sunderland had 8.6% of residents (aged 16+) reporting deafness or hearing loss. This is the highest in the North East (7.4%) and significantly higher than the England (6.0%) average

[GP Patient Survey, 2023.](#)

[NCHA | Hearing map \(the-ncha.com\)](#)

- On average, a person with untreated hearing loss is £2,000 a year worse off than a person with no long-term health issues or disabilities. 40% of people who leave the workforce prematurely cite hearing loss as one of the reasons

<https://www.england.nhs.uk/wp-content/uploads/2017/09/hearing-loss-what-works-guide-employment.pdf>

- During 2022/23, Sunderland had a rate of 764 per 100,000 residents (aged 65-74) registered blind or partially sighted, this is the highest in the North East and significantly higher than both the England (533) and North East (527) averages
- People with a visual impairment have a higher incidence of depression. People with a visual impairment are three times more likely to have significant depressive symptoms. 43% seeking help for sight loss demonstrate some level of clinically significant depressive symptoms

[https://www.aaojournal.org/article/S0161-6420\(15\)00680-6/fulltext](https://www.aaojournal.org/article/S0161-6420(15)00680-6/fulltext)

Older people and poverty

- The 2019 Income deprivation affecting older people index (IDAOPI) shows the proportion of people aged 60+ who experience income deprivation
- 20 of Sunderland's 25 wards are significantly worse than the England average (coloured red in the chart)
- Only 3 wards are significantly better than the England average (green in the chart)
- 41.9% of Sunderland's population is aged 50 and over and more than one in four are aged 60 and over. The cost-of-living crisis and rising energy price challenges mean that many older people are now cutting back on heating their home. The combination of poverty and living in poor-quality homes can mean worsening health and wellbeing

Area ▲▼	Recent Trend	Count ▲▼	Value ▲▼		95% Lower CI	95% Upper CI
England	–	1,790,712	14.2		14.2	14.2
Sunderland	–	14,833	21.7		21.4	22.0
Hendon	–	1,040	42.3		40.4	44.3
Redhill	–	831	33.5		31.6	35.4
Southwick	–	824	32.1		30.3	34.0
Castle	–	799	31.0		29.3	32.8
St Anne's	–	663	30.2		28.3	32.2
Sandhill	–	835	30.2		28.5	31.9
Pallion	–	761	28.9		27.2	30.7
Millfield	–	580	27.7		25.8	29.6
St Chad's	–	720	24.1		22.6	25.7
Washington North	–	560	22.7		21.1	24.4
Ryhope	–	608	22.6		21.0	24.2
Hetton	–	656	21.2		19.8	22.7
Silksworth	–	577	20.8		19.3	22.4
Doxford	–	534	20.3		18.8	21.9
Houghton	–	557	18.2		16.9	19.6
Shiney Row	–	494	18.0		16.6	19.5
Copt Hill	–	517	17.9		16.5	19.3
St Peter's	–	587	17.6		16.4	18.9
Barnes	–	405	15.7		14.3	17.1
Washington Central	–	497	15.5		14.3	16.8
Washington West	–	462	15.1		13.8	16.4
Washington East	–	409	13.8		12.6	15.1
Washington South	–	322	12.8		11.6	14.2
St Michael's	–	319	12.5		11.3	13.8
Fulwell	–	275	9.1		8.1	10.2

Source: Ministry of Housing, Communities and Local Government

Ageing well summary (1 of 2)

- An increasing number of people in Sunderland are living with, and prematurely dying from, serious diseases than elsewhere in the country
- The gap in healthy life expectancy between Sunderland and England widened for both males and females between 2017-2019 and 2018-20, from 5.7 years for males, to 7 years; and for females, from 6.2 years to 7 years. Sunderland healthy life expectancy for males is 56.1, for females 56.9
- The ageing population in the city can have a significant effect on local services
- This age group contributes positively in countless ways to the city's rich and vibrant communities
- Reducing falls and reducing levels of social isolation remain priority areas
- The estimated dementia diagnosis rate in Sunderland (aged 65 and over) was 63.1% in 2023, this is slightly higher than the England average (63%), however, lower than the North East average (69.6%)
- More information is available at: [The State of Ageing in Sunderland](#)

Ageing well summary (2 of 2)

- Research demonstrates that hearing loss contributes to cognitive decline and is the single largest modifiable risk factor for dementia, contributing in 31% of cases and being the primary risk factor for 8% of patients. The 'window of opportunity' to reduce the risk of dementia by treating hearing loss with hearing aids is 45-65 years of age
- Older people with hearing loss are two and half times more likely to suffer from mental ill health. Enabling them to get care quickly and easily in their local community is vital in reducing the social isolation, loneliness and mental ill health that can result from hearing loss
- Falls are the most common cause of hospitalisation for people aged 65+ and the leading cause of death from injury amongst people aged over 75. The risk of injury from falls is nearly twice as high (1.7 times) and the rate of hip fractures is also nearly twice as high (between 1.3 and 1.9 times) for people with sight loss
- Hearing loss also increases the risk of falls, and research suggests the odds of falling are 2.4 times greater amongst older adults with hearing loss than older adults with unimpaired hearing

Inclusion health (1 of 3)

Inclusion health includes population communities that are often socially excluded, who typically experience multiple and complex risk factors for poor health, such as poverty, violence, and trauma

These communities are locally defined and may include:

- People who experience homelessness or are at risk of homelessness
- People within, or experience of, the care system
- People with physical and/or learning disabilities
- Veterans
- Those with substance and alcohol misuse difficulties
- Sex workers
- People involved with the criminal justice system, including prisons
- Lesbian, Gay, Bisexual, Transgender, and Queer + (LGBTQ+)
- Gypsy, Roma and Traveller communities
- Vulnerable migrants and refugees
- Black, Asian, and Minority Ethnicities (BAME)

Inclusion health (2 of 3)

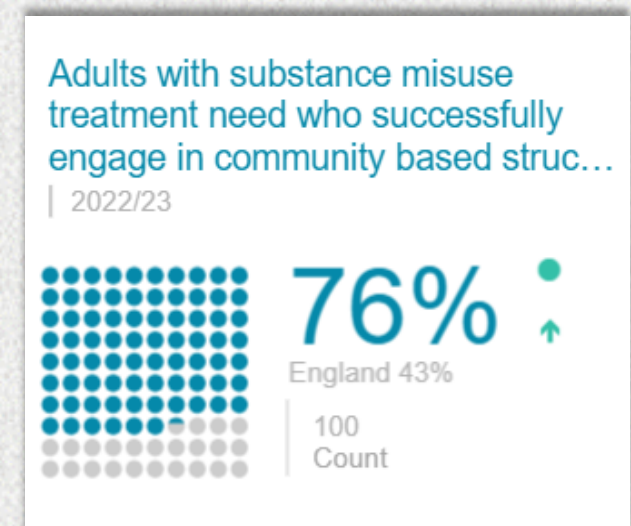
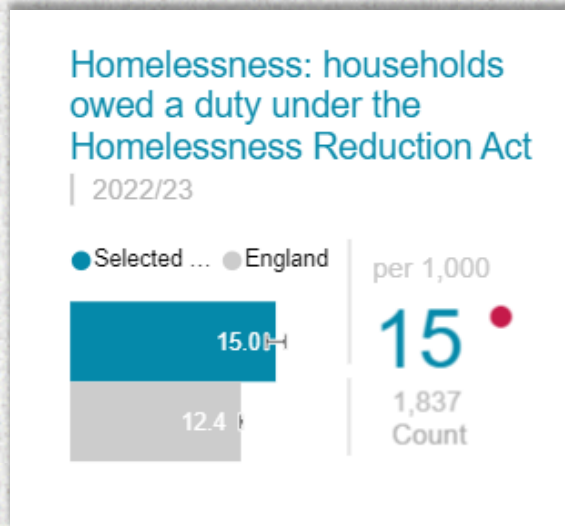
People included in inclusion health communities tend to have poorer health outcomes often much worse than the general population, and a lower-than-average age of death. This is due to a number of factors, including:

- Inclusion health communities are more likely to live in poverty and have poor housing
- are more likely to experience discrimination and violence
- are less likely to have access to healthcare services

The SPOTLIGHT: Improving Inclusion Health Outcomes toolkit can be read at: analytics.phe.gov.uk/apps/spotlight/

Inclusion health (3 of 3)

- Vulnerable groups can face mortality rates around 9 times higher than the rest of the population
- Those experiencing homelessness are five times more likely to attend emergency departments and stay in hospital three times longer
- In Sunderland, an estimated 1,837 households were reported as homeless or needed help for settled accommodation



Migrant health (Marmot 7)

People migrate to Sunderland for safety, work, study and family:

- Asylum seekers and refugees seek protection from conflict, persecution or human rights abuses
- The skilled workers programme offers employment opportunities
- Higher education has attracted international students
- Family reunification and accompanying relatives remain an important pathway

Health and wellbeing of migrants are determined by:

- Access to equitable care and ability to navigate health services
- Migration experience, length of stay in the UK and country of origin
- Resources and language barriers

Migrant Health Needs

A recent Migrant Health Needs Assessment for Sunderland highlighted the need for reducing health inequalities by:

- Accessible information about local health system and services, and Information and support on how to access services
- Overcoming language and cultural barriers
- Equitable services that address specific needs
- Recording of ethnicity and monitoring data in health and social care
- Development of local workforce to be culturally aware, confident in using interpreting services & representative of local migrant communities
- Working more closely with VCSE organisations supporting Black, Asian, and Minority Ethnicity (BAME) communities

Key health challenges identified through this JSNA (1 of 2)

(Marmot 6)

- Poverty levels within the city continue to have an impact
- Children and young people in the city face significant challenges and inequalities across the social gradient of health
- Smoking, diet, alcohol, substance misuse, and physical inactivity lead to poor health outcomes for the residents of the city
- People in the city have more mental health needs than nationally, this also impacts on physical health
- More people in the city are living with, and prematurely dying from, serious disease than elsewhere in the country
- The ageing population (50+) can sometimes have a significant effect on local services, this age group does however contribute very positively in countless ways to the city's rich and vibrant communities

Key health challenges identified through this JSNA (2 of 2)

- Sunderland has higher levels of health risk than England as a whole. This is directly linked to a range of social, economic, commercial and environmental factors
- Inequalities in the city have a significant impact on health
- Covid-19 has directly and indirectly impacted on life expectancy and is expected to have a significant impact on premature mortality
- The cost-of-living crisis is hitting the poorest residents most significantly
- Responding to health protection threats (infectious diseases) requires prevention work, rapid identification, and a swift targeted response to complex cases particularly in high-risk places, locations and communities
- The wider impacts of climate change and levels of carbon in our atmosphere impact significantly on the local environment and on mental and physical health

Where to find out more



Sunderland Healthy City Plan 2020-2035

(Refreshed July 2025)

**Sunderland
City Council**

Our strategy to improve health and reduce
inequalities, ensuring no one is left behind

Sunderland Health and Wellbeing Board

Key sources of data and links to find more information:

- [Sunderland Healthy City Plan 2020 - 2035 \(July 2025 Refresh\)](#)
- [Sunderland Joint Strategic Needs Assessment - Sunderland City Council](#)
- [Sunderland Data Observatory](#)
- [Public health profiles - OHID \(phe.org.uk\)](#)
- [NHS Digital](#)
- [Office for National Statistics \(ons.gov.uk\)](#)
- [Census 2021](#)