

SUNDERLAND HEALTHY CITY PLAN 2020-2030

Our vision: Everyone in Sunderland will have healthy, happy lives, with no one left behind

Starting Well

Laying the foundations for a healthy life from pre-conception to young adulthood

Our priorities

- Give every child the best start in life
- Enable all children, young people and families to maximise their capabilities and have control over their lives

We will have

- High quality services for all children and families, with targeted additional support to proportionately meet different families' needs
- Reduced inequalities from birth, through to reduced inequalities in school readiness and educational attainment
- All young people with the knowledge and tools to make healthy choices

Key outcome measures will include

- ↓ smoking at the time of delivery
- ↑ breastfeeding continuation
- ↓ school readiness gap, between children eligible for free school meals (FSM) and non-FSM
- ↓ childhood obesity rates
- ↑ young people's emotional health and wellbeing
- ↓ teenage pregnancy
- ↓ young smokers
- ↓ hospital admissions for alcohol specific conditions
- ↑ young people progressing into sustainable education, employment or training

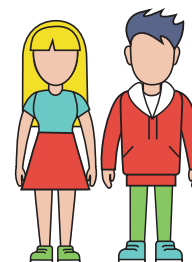
Our shared values and behaviours

- **Focusing on prevention** – helping people to stay healthy, happy and independent
- **Tackling health inequalities** – challenging and taking action to address inequalities and the social determinants of health
- **Equity** – ensuring fair access to services dependent on need
- **Building on community assets** – recognising individual and community strengths that can be built upon to support good health and independence
- **Working collaboratively** – everyone playing their part, sharing responsibility and working alongside communities and individuals
- **Being led by intelligence** – using data and intelligence to shape responses



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PERFORMANCE INDICATOR DASHBOARD

INDICATOR	PERIOD	SUNDERLAND	REGION	ENGLAND
STARTING WELL				
Smoking status of mothers at time of delivery	2019/20	18.3%	15.2%	10.4%
Breastfeeding continuation - prevalence at 6-8 weeks after giving birth (current method)	2019/20	25.7%	34.4%	44.0%
Children eligible for free school meals achieving a good level of development at the end of Reception	2018/19	62.6%	57.7%	56.5%
Proportion of children aged 4-5 years (end of Reception) classified as overweight or obese	2019/20	22.1%	24.8%	23.0%
Year 6 prevalence of overweight (including obesity)	2019/20	36.9%	37.5%	35.2%
Hospital admissions for alcohol specific conditions in under 18s (per 100k population)	17/18-19/20	82.4	55.4	30.7
Proportion of children in low income families aged under 16	2018/19	24.0%	23.8%	18.4%
Teenage pregnancy (under 18 conception rate) per 1,000 of the under 18 population	2018	29.0	24.9	16.7
Hospital admissions for mental health conditions in under 18 year olds (per 100k population)	2018/19	183.3	105.7	88.3
% of school pupils with social, emotional and mental health needs (School age)	2018	3.08%	2.77%	2.39%
Proportion of 16/17 year olds not in education, employment or training (NEET)	2019	10.6%	5.9%	5.5%