



All together  
Sunderland!

# The Health of Sunderland

Key themes from the DPH  
Annual Report 2015





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# Background

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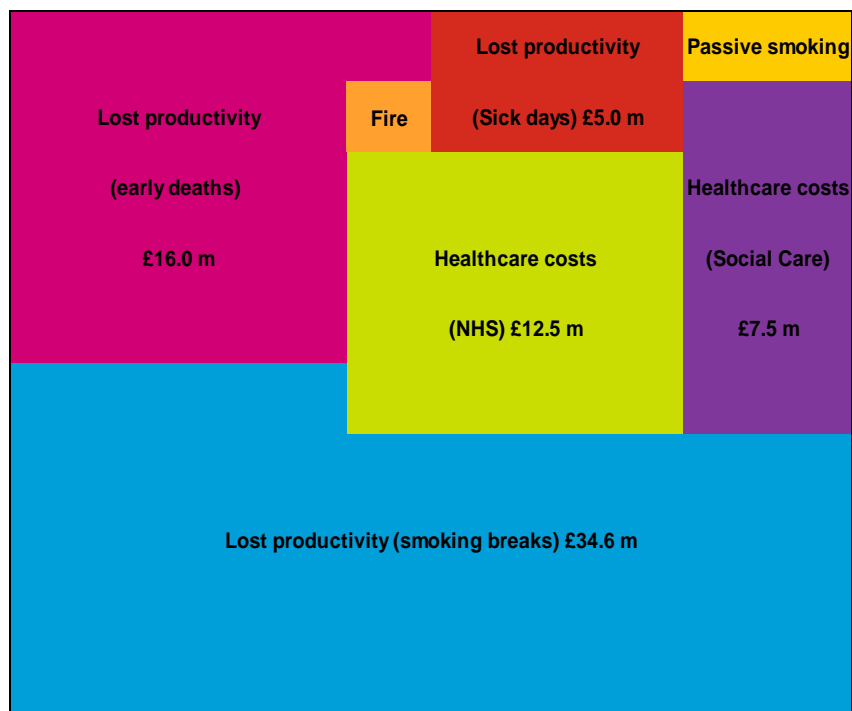
- The production and publication of an annual report on the health of the local population is a statutory requirement for the DPH and the council since 2013
- The 2015 report covers 2013/14 and 2014/15
- There are three parts to the report: -
  - A description of the health of the population (presented in January 2016)
  - A focus on two of the H&WB priorities: tobacco and economy/standard of living
  - Plans and progress against plans

# Tobacco



# Why is this an issue in Sunderland?

Costs to Sunderland - approximately £78m



Adult smoking rates fell from **25%** in 2010 to **23%** in 2014 compared to **18%** for England

**16%** of smokers set a **quit date** with the local **stop smoking service**  
**46%** of those who set a quit date **successfully quit**

**19%** of women **smoked throughout pregnancy** compared to **11%** across England

**12%** of **15 year olds** say they **smoke** compared to **9%** across England

**19%** of **16-17 year olds** say they **smoke** compared to **15%** across England

Smoking rates in routine and manual workers rose from **31%** in 2011 to **35%** in 2014 compared to **28%** for England

**23%** of households are **in poverty** This rises to **34%** when the **costs of smoking** are taken into account

# What have we done?

- Commissioned a holistic approach to tobacco control through the integrated wellness model and the Sunderland Live Life Well Service;
- Actively engaged with partners through the Sunderland Tobacco Alliance and refreshed action plan;
- Developed a joint programme of tobacco control work with our mental health provider - Northumberland, Tyne and Wear NHS Foundation Trust - and ensuring all hospital sites are smokefree;
- Worked with secondary schools across the City ensure that health harm messages are appropriate to the needs of young people and increase provision of Stop Smoking Services within youth organisations and schools;
- Marketed the “Stoptober” campaign via local services and media, and supporting the national road show in the City;
- Ensured that tobacco brief intervention (level 1) training is incorporated as a core element of the Sunderland Health Champion Programme. More than 1,100 people across Sunderland have been trained to deliver tobacco brief interventions;
- Implemented “BabyClear” - a structured pathway of stop smoking support from first booking appointment and throughout antenatal care - to reduce maternal smoking levels, through training and resources to front-line staff in Midwifery and Stop Smoking Services.



# What do people tell us?

- Being offered a single service as a reactive response to a particular problem, rather than as a holistic approach to their total wellbeing, was seen as a barrier.
- Recognising that many wellness issues are interrelated, people wanted more joined up information and advice – for example advice about healthy eating and weight management when accessing a stop smoking service.
- Lack of communication between different service providers was also seen as a barrier. This was compounded by a lack of awareness from some health professionals and providers about other services that could benefit service users.
- Information needs to be given with a supportive and advisory tone, rather than being judgemental or dictatorial. It is particularly important for stop smoking services to be delivered by ‘normal’ laid-back people who may have had their own personal experience of overcoming an addiction.
- Information needs to be suitable for all educational abilities and address any questions and issues that people might have.

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# Recommendations

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- Reduce the rates of smoking in the areas of high prevalence by increasing the service provision in these areas which traditionally have low rates of access, thus reducing the levels of smoking in routine and manual workers by engaging them in accessible services which they want to use;
- Improve the current stop smoking pathway for pregnant women, and ensure they are offered support and advice, and that health harm messages are appropriate to their needs;
- Increase the provision of Stop Smoking Services within Children's Centres; and
- Ensure that smoking is no longer accepted as the norm, and make parks in Sunderland free from tobacco smoke.

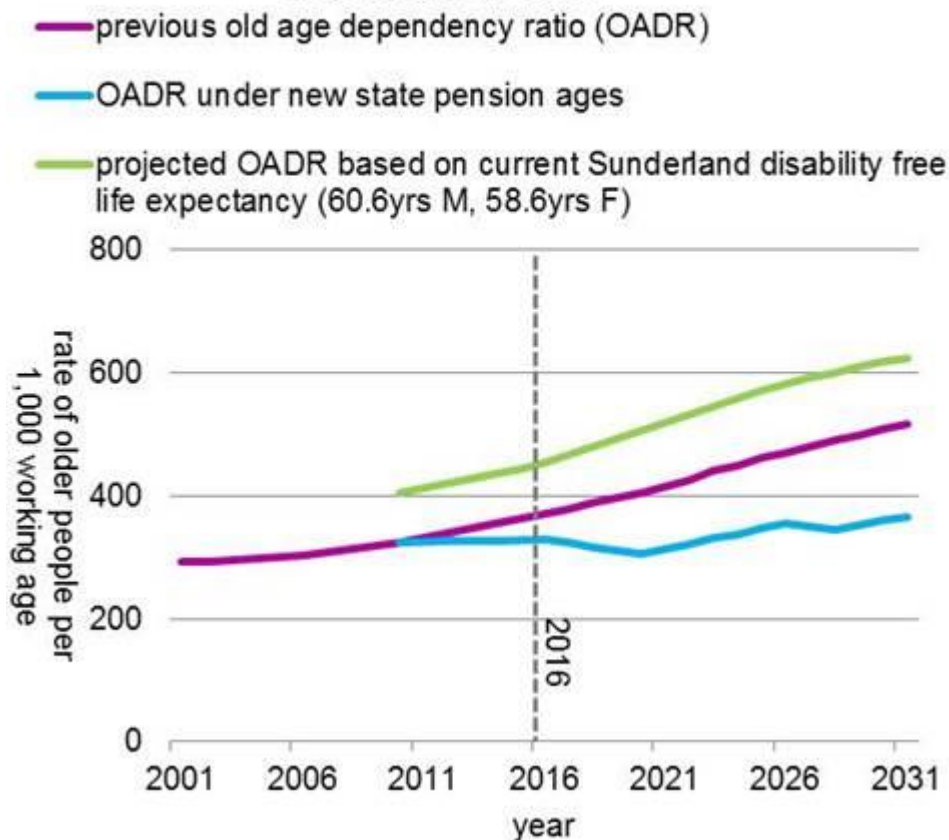
# Economy and Standard of Living





# Why is this an issue in Sunderland?

## Projected Sunderland old age dependency ratio



- Generally, work is good – & unemployment bad – for physical and mental health, but the quality of work also matters
- Around 13,000 children in Sunderland live in low income households. For children, living in poverty leads to reduced life chances and poor outcomes such as:
  - Increased risk of sudden infant death;
  - Increased risk of acute illnesses and hospital admission;
  - Being more likely to live in poor housing;
  - Increased risk of exclusion from leisure activities;
  - Inability to afford basic household items.
- Some population groups are known to have lower rates of employment than the general population.

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# What have we done?

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From an economic perspective since 2010

- Business numbers have increased by almost 9%;
- Gross Value Added (GVA), has increased by 8% to £5,115 million;
- Diversification into new sectors such as software has created over 1,000 jobs.

In recognition of the importance of workplace health, SCC commissions support for local businesses to promote health in the workplace through:

- North East Better Health at Work Award which reaches 22 companies with a total of 18,000 employees
- Sunderland Workplace Health Alliance which provides collective support to improve health within the workplace

# What do people tell us?

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In 2009/10

- 30% of survey respondents stating that job prospects are an important aspect in making somewhere a good place to live
- Job prospects were seen as the aspect most in need of improvement, this being stated by 40% of respondents.

Source: The 2009/10 Place Survey



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# Recommendations

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- Maintain support for employers to undertake workplace health initiatives by continuing the Health at Work Award and increasing the reach of the Sunderland Workplace Health Alliance.
- The Economic Leadership Board be recognised as having the lead responsibility for tackling child and family poverty across the City.
- They should be supported in this by the work of the Health and Wellbeing Board, which will focus on person- centred and community-centred approaches to tackling poverty – such as:
  - Responding to cuts in welfare benefits to provide a safety net to the most vulnerable;
  - Supporting people to access and stay in work;
  - Supporting employers to promote the health of their workforce; and
  - Building community mental health and emotional resilience.