

CCHC Call for Evidence

Response ID	Start date	Completion date
[REDACTED]	[REDACTED]	[REDACTED]

1	Title	[REDACTED]
1.a	If you selected Other, please specify:	

2	First Name(s)	[REDACTED]
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3	Surname(s)	[REDACTED]
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4	Contact email address	[REDACTED]
4.a	Additional email address (please complete this if you are submitting evidence on behalf of someone else)	[REDACTED]

5	Location	United Kingdom (GB)
5.a	If you selected Other, please specify:	
5.b	City	Sunderland

6	Institution/Company/Organisation	Sunderland City Council
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7	Summary of evidence	Sunderland Healthy City Plan Sunderland Workplace Health Project Sunderland Healthy Places Project Sunderland Healthy Cities Project
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8	<p>Please select which exposure(s) your evidence relates to. Further explanation on these exposures can be found on a PDF file here. Please select all that apply.</p>	<ul style="list-style-type: none"> • Workplaces and employment • Accessibility (e.g. access to healthcare, facilities, parks etc.) • Deprivation (e.g. income, poverty, diversity etc.)
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9	Please select which outcome(s) the submitted research relates to. Please select all that apply. <ul style="list-style-type: none">• Wellbeing• Health (physical): (e.g. non-communicable diseases, communicable diseases, behaviours etc.)• Quality of Life
10	Method of evidence submission: If you need to provide further evidence, please submit this either digitally via email or hard copy via post. <p>Digital (via email to gchu@kellogg.ox.ac.uk)</p>
11	How did you hear about the Commission on Creating Healthy Cities and the associated call for evidence? <p>Director of Public Health</p>

Case Study: Development of the Healthy City Plan

August 2021

[Sunderland Healthy City Plan 2020-2030](#) is the city's refreshed statutory Health and Wellbeing Strategy. Work started to refresh the strategy in early 2019 following the development of the [Sunderland City Plan](#) which provides a blueprint for all partners and communities to work together, to address the economic and social challenges that Sunderland faces so that the city and its people can achieve their full potential. The City Plan has three themes: a dynamic smart city, a healthy smart city and a vibrant smart city.

The Healthy City Plan supports the delivery of the City Plan, with a vision of 'Everyone in Sunderland will have healthy, happy lives, with no one left behind.' The focus is very much on improving health outcomes and reducing health inequalities. The Covid-19 pandemic crystallised the importance of these issues and shone a spotlight on the impact of poverty and inequality on health outcomes in the city. Our plan is aligned with our [Covid-19 Health Inequalities Strategy](#) and our approach focuses on tackling the social determinants, 'the causes of the causes' of poor health throughout the life course – starting well, living well, ageing well and addressing inequalities for key vulnerable populations.

To achieve our aspirations requires a whole system approach, so we are all making it part of our business. Large public sector organisations, our 'anchor organisations', are well positioned to positively influence the social determinants of health, for example, widening access to good jobs; using their purchasing and commissioning power to improve social value; leading carbon reductions; and as local partners working with others across the city. We are adopting a 'health in all policies' approach which will promote collaboration across the public sector and help us all to consider the health implications of the work we do and the decisions we make and ultimately, influence the social determinants of health to reduce health inequalities.

We have established delivery boards to support the Health and Wellbeing Board have a focus on the life course approach and support the delivery of the [Healthy City Plan: Implementation Plan](#). We are determined that a relentless focus on the 'causes of the causes' of poor health will increase fairness and reduce health inequalities across the life course. Our Health and Wellbeing Board is fully committed to leading this change.

Organisation name	Sunderland City Council
Key Contact (name, email, phone)	[REDACTED]
Sector (i.e. public/commercial/charity)	Public
Organisation Description <i>Please provide a brief description of your organisation in 300 words or less</i>	Local Authority
<i>What was the issue/opportunity area you sought to address?</i>	<p>Good employment that promotes the health of employees can reduce sickness absence; improve morale, increase productivity and performance. From an employer's perspective, the benefits of a healthy workforce are clear, healthy staff are more productive, take less time off sick and do not necessarily need to retire early. However, an unhealthy workforce negatively impacts our economy and society due to lost productivity, presenteeism, reduction in income tax receipts, increases in long-term sickness, informal care giving and increased healthcare costs. Looking at the wider economy, combined costs from worklessness and sickness absence amount to over £100bn annually, so there's a strong economic case for action which ultimately benefits employee health and in turn, has a positive impact on businesses and local economies.</p> <p>Historically, in Sunderland, there have been limited opportunities for business networking. To address this, the Public Health team had the idea to plan and deliver a quarterly networking meeting which brings together forward thinking workplaces who take employee health and wellbeing seriously. The aim is to provide businesses with the opportunity to share ideas, approach new topics, take part in training and, ultimately, have a more significant workplace health offer to take back to their organisation to address the key issues raised above and reduce health inequalities in Sunderland.</p>
<i>How has your initiative addressed this?</i> <i>Please detail the case study you wish to be considered for inclusion in State of the Nation: Addressing the National Syndemic – Closing the Gap in UK Health Inequality</i>	<p>The Sunderland Workplace Health Alliance is now into its 6th year of existence and continues to provide businesses with a forum to discuss workplace health issues and share best practice ideas. The meeting also facilitates contacts between workplaces and local support services who can work with businesses to address the key health issues which have been identified in their workplace.</p> <p>Underpinned by local intelligence, the Alliance is supported by short, medium and long term strategic objectives which are linked to key Public Health priorities.</p> <p>For those organisations that have not previously considered promoting health or struggle to promote health at work, the Alliance provides collective support to improve health within the workplace including increased access to health information and health interventions - which can provide early identification of health problems and access to health services where required. The Alliance has a steering group and a two-year action plan which encompasses leadership, communication, marketing, building capacity, addressing behaviour change and promoting prevention.</p> <p>Over the past couple of years the following topics have been covered by the Alliance:</p> <ul style="list-style-type: none"> • COVID-19 • Mental Health • Men's Health • Smoking Cessation

- Physical Activity
- Creating a Wellbeing Culture at Work
- Alcohol Awareness

As well as the quarterly meetings, the Alliance has also progressed and now delivers an annual practice sharing event with guest speakers and case studies from within Sunderland workplaces who are delivering high quality wellbeing support to their staff.

As well as the topics mentioned above, the practice sharing events have also offered support for other health topics such as:

- Gambling addiction
- The Menopause
- Sexual Health
- Active Travel
- Caring Support
- Living with Arthritis
- Cancer Awareness
- Aging Well

The Alliance is always looking to improve and have continued to meet virtually throughout the pandemic to ensure businesses are still being given the opportunity to meet and find out about key health issues within the city.

Is your case study scalable?

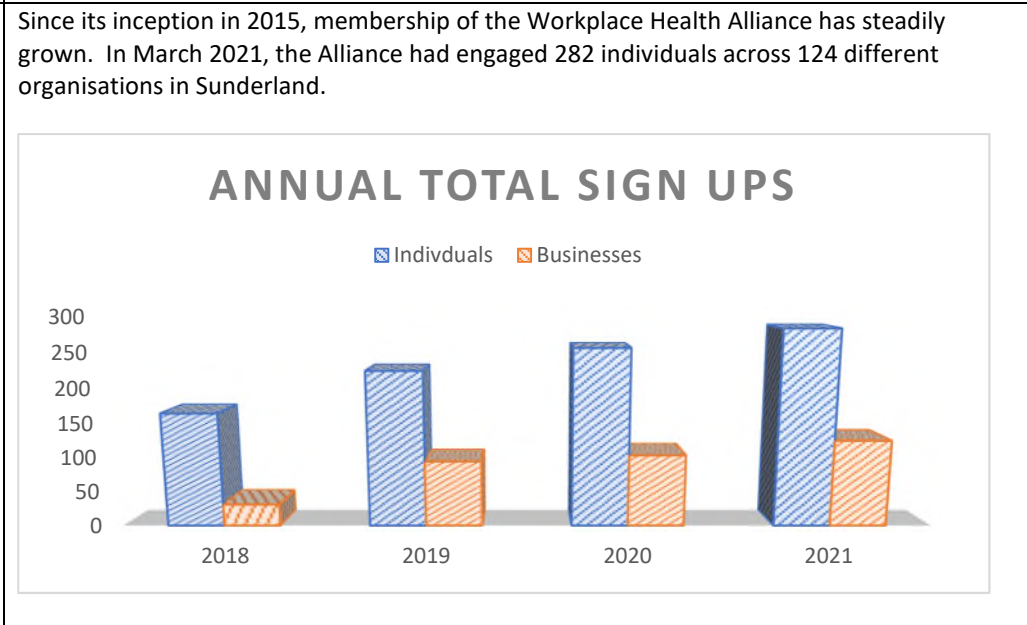
Please detail how your service/initiative might be scalable across different regions/demographics within the UK.

The Workplace Health Alliance is a model which could be replicated in any area.

Evidence of Success

How has your service/initiative delivered important change in terms of inequalities that may have significant impact on health?

Please provide qualitative or quantitative proof.



	<p>Each member of the Alliance will have different reasons for their attendance, but the Alliance expects to measure its impact. General attendance of Alliance meetings is a step forward to address workplace health challenges and the achieved learning will reach many thousand employees across the city. However, to support members on a granular level and provide bespoke intervention, which includes training and onsite support, the Alliance asks members to demonstrate their commitment to workplace health by formally signing up to the Sunderland Workplace Health Alliance Charter. As part of this the member receives:</p> <ul style="list-style-type: none"> • One to one support to identify the key health and wellbeing challenges faced by the organisation and staff • Bespoke support, tools and techniques to help address challenges successfully • Capacity building training and workshops to better equip the business and its staff to meet health and wellbeing challenges arising in the future <p>There are currently 34 businesses who have signed this charter and are working towards agreed action plans.</p> <p>Most recently, we have also started working in partnership with Mind to promote and advocate the Mental Health at Work Commitment to Alliance members in the hope that this will provide a structured framework for businesses to use to help support their staff to maintain positive mental health.</p> <p>There are currently 21 businesses, in Sunderland, who have officially signed the Mental Health at Work Commitment and are now working to meet the criteria of 6 core standards which underpin the commitment.</p>
<p>Additional Information</p> <p><i>Any other information that you would like this report to consider?</i></p>	<p>The Workplace Health Alliance would not work without a collaborative approach. As mentioned previously, the Alliance has a smaller steering group made up of some of the longer term members from workplaces in the City. The group is constantly changing and adapting to ensure it remains relevant and is inclusive of key partner organisations from our area.</p>

HEALTHY CITIES / SAFE STREETS EXAMPLES

THOMPSON PARK

A press release was made regarding the £3,000 worth of damage to the play area in Thompson Park. This was reported via Police, Sunderland UK, PCC and LetsTalkSARA social media platforms as well as local press (Sunderland Echo and The Chronicle)

There were lots of positive comments about the ongoing work and lots of negative comments regarding the behaviour of the youths.

The SARA Project Team and the Neighbourhood Police Team continue to patrol and work in the park. The local youth providers are also providing detached youth work twice a week.

PRAISE FROM AN ELDERLY RESIDENT

As part of our SARA Daily Meetings, it was noted that there had been several police reports of low-level anti-social behaviour, as in young people shouting and throwing stones at windows. Normal action would be for the victims to receive a telephone call appointment to discuss the incidents; however, when discussing the reports we discovered the age of the residents affected was 80 years plus. The SARA Team decided a better course of action would be to actually visit the victims as soon as possible to provide reassurance that we were here and listening. It was clear from these visits that the elderly residents were afraid and living in fear.

The SARA team then visited the alleged perpetrators over the course of a couple of weeks and spoke with the young people and their parents about the behaviour. Relevant actions were taken with the young people ranging from discussions regarding the impact their behaviour was having and future enforcement; referrals to positive activities and Acceptable Behaviour Agreements. The SARA team included the area in their police and ASB patrols, as well as working with local youth provider and the SARA youth workers to include the area in their detached work. This resulted in the incidents ceasing. Southwick Police Station then received an anonymous letter from an elderly resident who praised the work of the SARA team, stated that she had seen an increase in our presence and said how much safer she felt as a result of our work. This area continues to remain a priority for SARA Team to continue to provide reassurance to the elderly and vulnerable residents of Southwick.

BONFIRE NIGHT

The SARA Team has been working closely with partners since September 2020 to prepare for Bonfire Night which has historically been associated with anti-social behaviour in the Southwick area.

Over the course of the last few years, the anti-social and criminal behaviour has escalated and a timetable of action was pulled together and agreed with SARA partners with weekly meetings in place to ensure any intelligence etc. was fed into the agreed action plan.

There were bonfires to report !!!!

A lot of hard work went into taking forward and in the days following Bonfire Night; the SARA team received several comments praising the work that had been undertaken including:

- “soooooo grateful for all you have done!”,
- “thank you for everything”,
- “a man had knocked on the doors at the school end of Cato Street asking for things to burn then the council had come”,
- “the night was peaceful. On behalf of our street, I want to say thank you”.
- “This is amazing. Best since I arrived. Can’t thank you enough”,
- “we’re all really encouraged”

SARA JOINT WORKING

A local resident contacted SARA after receiving an advice letter distributed as part of the Bonfire period campaign which advised residents to report any issues directly to the project. The resident was concerned that fireworks had previously been put through their letterbox which was close to a gas and electricity meter and asked if SARA could help. SARA contacted a partner in the Tyne and Wear Fire and Rescue Service on behalf of the resident to request a letterbox lock to prevent fireworks from entering the property. The letterbox lock was fitted within a day of the resident requesting help from SARA. The resident was contacted after Bonfire Night to ensure that no incidents occurred.

POSITIVE PUBLICITY

The work of the wider SARA team resulted in a great outcome on Bonfire Night in Southwick with no reported fires and some great feedback from the residents and community. This momentum is being built upon and current community engagement is ongoing with regard to the use of the vacant land at Cato Street. Previous years seen negative media publicity around the Bonfire Night incidents, however, the SARA team are pleased to share that the planned work has resulted in positive headlines and promotion of the project in our local press. "Firefighters survived Bonfire Night without attacks in Southwick after scheme set up to tackle problems. Fire crews got through Bonfire Night without facing any attacks in Southwick in 2020, prompting praise for a scheme set up to tackle antisocial behaviour in the area

A NEW HOME

The Fire Service visited a property where there were concerns regarding the occupant and the living arrangements. A risk referral was received into the SARA Project including Environmental Health and Adult Social Care contacts. The initial concerns raised were around the hoarding of rubbish which posed a fire risk and also the infestation of flies. The SARA Adult Care Social Worker tried to make contact with the resident but was unable to gain entry. He subsequently requested the Police to undertake a welfare check visit. Once entry was gained, it was clear that the resident needed a great deal of support and assistance. Adult Services liaised with Age Concern in terms of additional and on-going support to the resident. Working together; Age Concern and Adult Services facilitated the removal of 4 skip loads of rubbish from the property, and a deep-clean of the property was undertaken to remove fly and beetle infestations.

The resident also suffers from COPD (which the current living situation did not help) and had become somewhat apathetic to the surroundings. The resident knew she needed longer-term and more sustainable support, but thought that as she owned her home, she wouldn't be able to sell the property (given its condition) and had resigned herself to the living arrangements. Age UK and the SARA Adult Social Worker have worked together and are hoping to facilitate a move into supported accommodation which will provide a much better quality of life and support for the resident. They have also liaised with an interested purchaser of the property and are working with the resident to support and help her maintain her current address whilst she waits for a more suitable home. Hopefully, the lady will shortly be placed in a more appropriate home environment which will improve her physical and mental health well-being. This is as a direct result of the relationships and networking arrangements established between SARA Project colleagues.

VOLUNTEERS IN ACTION

There has been a lot of rubbish dumping in the back-lane behind The Green. SARA is working closely with business owners; who are abiding to waste storage regulations, and all intelligence and photos are passed over to our SARA Enforcement Officers for their information.. SARA is also looking to

obtain some covert intelligence to help identify times, days and possible vehicle information of the offenders.

In the meantime, the amazing volunteers from Springboard Futures cleared a whopping **THIRTY** bags of rubbish from the back-lane behind The Green.

Pictures on our social media show the volunteers with their haul, before and after their hard work!! These reached over 3,600 people and had 15 shares.

Comments on the Facebook post included:

- *"Shame on the people who left the rubbish"*
- *"Fantastic effort yet again everyone 🙌"*
- *"Well done to you all. You deserve a medal 🏅"*
- *"Well done you absolute stars !!"*
- *"Well done all concerned be very proud of yourselves, I am so proud of you and so disappointed in the selfishness of people who continually dump their rubbish and think its their god given right to do so So well done to all who gathered it up, you are fantastic human beings 📄"*
- *"Fantastic everyone so proud of you all"*

HOUSING PROBLEM RESOLVED

The SARA Team received a service request from a local Councillor asking if we could provide any assistance to a lady, living in extra-care accommodation, who had been unable to use her bath for the last four years due to waste water backing up the drains and flooding her property.

The lady had been in contact with her landlord however the issue still hadn't been resolved and the lady was living a poor quality of life in a constant state of anxiety.

SARA's Environmental Health Housing Team made contact with the lady and also worked closely with the landlord.

Northumbria Water were also involved and used cameras in the pipework to trace the leak. It transpired that the pipes had been incorrectly laid when the property was built 5 years ago.

SARA is happy to report that the pipes have now been re-laid and the landlord revisited the property a few days later to ensure the new pipework had indeed solved the problem and also to tidy the rear yard.

The landlord also agreed to replace all of the carpets.

SARA Team also learned that the lady was unsure how to work her heating system and liaised with the landlord, who confirmed that they would visit the resident and go through the heating control system with the tenant.

Thanks to SARA intervention; all the lady's issues have been resolved and she is hopefully stress and anxiety free and enjoying her home (and her first bath in 4 years!)

SUITABILITY

SARA and Suitability have partnered together to ensure any man who is worried they don't have the appropriate clothing for a job interview can obtain free attire to assist them and relieve at least one interview stress!!

Suitability have a large stock of full suits, jackets, trousers, shirts and shoes available at Austin House and the SARA Team have given details of the stock to the local DWP Job Coaches, local voluntary and community organisations that provide employment support and also the social prescribing team, who may come into contact with gentlemen who require some support and assistance.

Moving forward, we hope to help as many Southwick gentlemen as we can to look and feel confident when attending their job interviews

DESPERATELY SEEKING SARA

A young girl who was street homeless and very hungry came into Austin House looking for help. The SARA Team arranged a chat with the Council's Housing Options Team and subsequently the young lady was provided with emergency accommodation and reassured that the Council would help her to access a bond in order to secure more permanent, suitable accommodation.

The SARA Team also provided her with a 'grab bag', which is a SARA hand-sewn drawstring bag (courtesy of our talented Police Officers) containing various toiletries including shampoo, conditioner, toothpaste, toothbrush, sanitary products and advice leaflets among other things. The team also liaised with the Salvation Army to register the young girl and enable her to receive food parcels.

The best part is that this young lady had heard about SARA and actively sought us out to help. We hope that we did and wish her best of luck for her future

STRIDING INTO SARA

SARA is working in partnership with the Salvation Army to host fitness classes for residents who feel they have lost their fitness confidence during the Covid-19 lockdown.

SARA's VCS Sport and Physical Activity Group have recently undertaken an audit of classes and activities happening in the Southwick Area. This has assisted two-fold in that we are able to promote current activity and also understand where there may be gaps in provision.

Gentoo also asked their residents questions about their physical activity habits pre and post Covid and how we could help, which has greatly contributed to the audit and enabled SARA to obtain some good insights into what activity areas we may need to concentrate on.

The current activities that are taking place at Austin House include seated exercises classes twice a week and a beginners classes twice a week.

The class instructor also provides healthy eating advice and home exercises for members to do between sessions to build up fitness.

The classes have been hugely successful, with many residents attending both classes and also joining in other classes e.g. cookery sessions.

SARA's Community Engagement Worker (CEW) has been engaging with local residents to promote the classes and learned of an elderly resident who was keen to find out more but didn't have the confidence to come alone to Austin House.

SARA's CEW didn't want the lady to miss out and arranged to call at her home and walk with her to Austin House. Our dedicated CEW also took part in the class to provide emotional support to the resident.

The lady now makes her own way to not one but TWO fitness classes AND a cookery course each week which she really looks forward to; thoroughly enjoys and has also made lots of new friends. What a fantastic outcome

GREAT BRITISH SPRING CLEAN

As part of the Great British Spring Clean 2021; SARA organised and led four litter picking events at Fulwell Quarry, Southwick Allotments, Halfway House and Burntland Avenue area.

Community volunteers and young adult learners from Springboard Futures worked hard to pick a **HUGE 64** bags of litter over the four events.

Following on from the positive feedback received by the community and the volunteers; SARA has now organised monthly litter picks at Fulwell Quarry.

Comments from volunteers included:

"It was a lovely sunny morning. I enjoyed the litter pick. The quarries are beautiful places to walk and we should look after them"

"Great group of determined people – very inspiring!"

To ensure our mini SARA volunteers know the important part that they are playing in helping us keep the area clean and tidy for all to enjoy; SARA is in the process of obtaining 'little' litter pickers and hi-vis vests.

Sunderland City Council – Healthy Places

Healthy Places is an initiative set up as part of Sunderland City Council's Public Health implementation plan using a whole system framework. The intention of Healthy Places is to influence the environment in which people live, work and learn.

The opportunity addressed

Organisations such as schools and workplaces where people spend most of their time can have a significant influence over people's health and wellbeing which makes them the ideal place to promote and deliver health improvement initiatives. The Healthy Places initiative is based on the settings approach which means combining healthy policies, healthy environments with complementary education and wellbeing activities and initiatives.

The objectives:

- To enhance student's readiness to learn
- To contribute to improving students' educational attainment
- To increase organisational capacity and resilience
- To provide a strategic framework to plan and deliver the most effective course of action to address local health and wellbeing priorities.
- To demonstrate to Ofsted that schools adopt a systematic approach towards addressing health and wellbeing needs
- To maximise schools contributions to improving the health of students, staff and the local community
- To support schools to achieve their core business objectives

The successful model

The Public Health Department of Sunderland City Council implemented the Healthy Places initiative along with Young Health Champions aiming to improve health, wellbeing and resilience within education settings. It influences a health promoting environment which impacts on the health and wellbeing of pupils, staff, parents and the wider community.

This model is based on an asset-based method that builds on existing skills and resources to maximise opportunities and uses an Making Every Contact Count (MECC) approach. The model promotes access to specialist public health support including:

- Public Health Practitioner support
- Support schools in understanding the health needs of the students and local community through provision of public health data.
- Facilitate partnership working with other Public Health team members and commissioned services.
- Regular health and wellbeing meetings to share up to date information and offer advice and guidance.

- Public Health partnership grants of £1-3K which can be match funded to deliver the objectives in the school wellbeing plan and to build capacity and capability and resilience.
- The commissioning of the SHEU school survey and ward data to inform the needs assessment and action planning process.
- Access to a wide range of public health commissioned services.
- Access to public health funded training and capacity building to provide learning and development opportunities for both staff and students.
- Support to achieve Better Health at Work Award.

An example of capacity building is the Health Champions programme, a peer education programme that supports the school to strengthen capacity and build the resilience of pupils and staff. The programme encourages students to actively take responsibility in improving their own health and that of others by equipping them with the knowledge and information to make informed choices with regard to their health.

The place-based approach has facilitated multi-agency working within secondary schools. Examples include:

- Links with sexual health services to facilitate monthly drop in for students within schools within wards with high teenage pregnancies.
- Youth Offending Service secured funding to embed Restorative Justice Approach within the school.
- Nurture groups for transition students from primary to secondary students delivered by the emotional resilience nurses within the 0-19 service.
- Peer education and support embedded within schools, with examples students have delivered session to staff, more recently they have facilitated workshops to young people from other secondary schools across the city and the college as part of the Sunderland Safeguarding Children's Partnership young people's event.
- Schools supporting work with BALANCE the regional alcohol office on alcohol free childhood by feeding into the development of an alcohol-free school pledge to discourage alcohol as gifts for teachers and at school events for raffle prizes.
- Four of the schools have also engaged as early adopters for the RSE
- Facilitated the school's engagement in the Mental Health Charter Mark.

This programme includes significant cross sector working with 0-19 service, Schools, Colleges, Sunderland's Youth Drug and Alcohol Service, Change for Life Sunderland, Together For Children, Sexual Health Services, Washington MIND and Sunderland MIND were all involved.