

Healthy Cities Investment Fund Project 1 – Men’s Healthy Futures North

Total cost of Project	Total Match Funding	Total SIB requested
£32,950	£1,950	£31,000

The Project

This 12 month partnership project will offer a holistic, co-ordinated approach to reducing cancer mortality for local men. The project aims to improve the physical and mental health of men in the North area by identifying local need and working together effectively to focus on gaps in current service provision. New, innovative ways of working will be developed reaching traditionally ‘hard to reach’ groups of men and engagement in services and activities will be increased. There is no one specific service actively targeting and engaging with men regarding their health, and it is recognised that men are far less likely to access health and support services than women. The project will link to existing provision such as health champions, GPs, health trainers, exercise on prescription, NHS health checks and smoking cessation.

Washington Mind will take the lead role on the project by setting up a partnership steering group made up of all of the delivery partners and ensuring development and co-ordination of the project. The steering group will use public health data to consider local profiles to highlight gaps in provision. Each of the local grass roots organisations will also bring their own intelligence and knowledge to the group. Partners engaged to date are:

SNCBC

SNYP

Sunderland Dance

SNFZ

Groundwork

CEED

Community Associations across the whole area

Heritage Forum

Local schools

All of the above organisations will bring a unique element to the project, engaging boys and men through activities and events which interest them. In addition, the project will focus on a community outreach model which will target men in venues which they already use such as work places, gyms, dads’ clubs, pubs and barbers. The two main elements of the project are a) Awareness raising about the signs and symptoms of cancer and promotion of services and support available b) Engagement in healthy lifestyle activities and events. The combined efforts of the partnership will enable the project to deliver 15 group events and 50 individual awareness raising sessions per quarter. The steering group partners will produce a 2013 calendar which will give a different message each month, relating to activities/events within that month. A community budget will also be available to ensure other groups can take part during the 12 month project period. The partnership steering group will ensure that all organisations deliver in a co-ordinated and complementary way. The Area Community Co-ordinator and Area Officer will provide support and advice on behalf of the Area Committee. The Chair of the North Area People Board and the Area Committee Health rep from the TPCT will be kept informed and invited to attend steering group meetings where relevant.

Recommendation: **Approve**