

lic Health

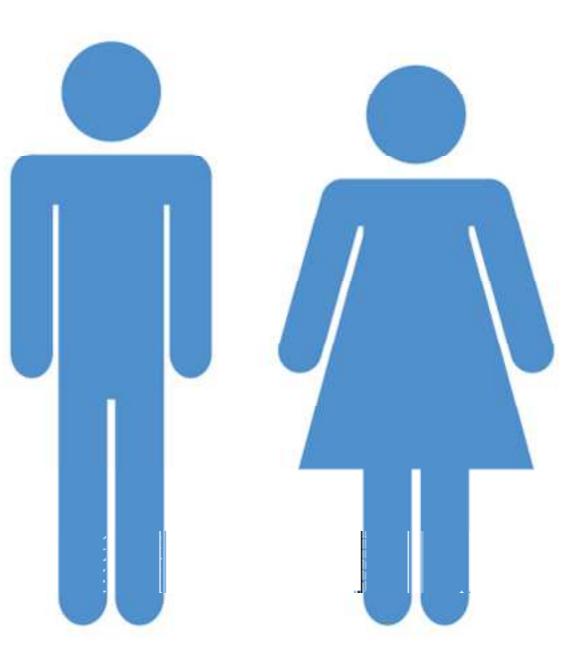
nd rationale for the strategy

oach – what we will do and how we

science of preventing disease, prolonging life and pr ugh the organized efforts of society.

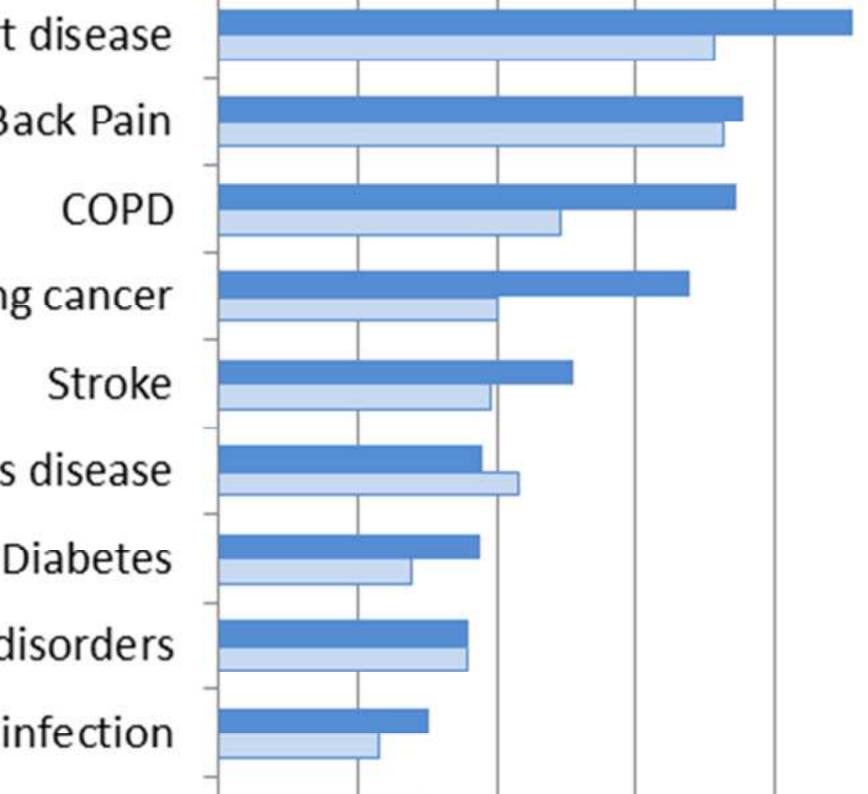
(Acheson, 1988; World Health Org

Healthcare public health	Health improvement
and preventing	
premature mortality	
Reduced numbers of	People are helped to live
people living with	healthy lifestyles, make
preventable ill health and	healthy choices and
pooplo dving	roduco boalth

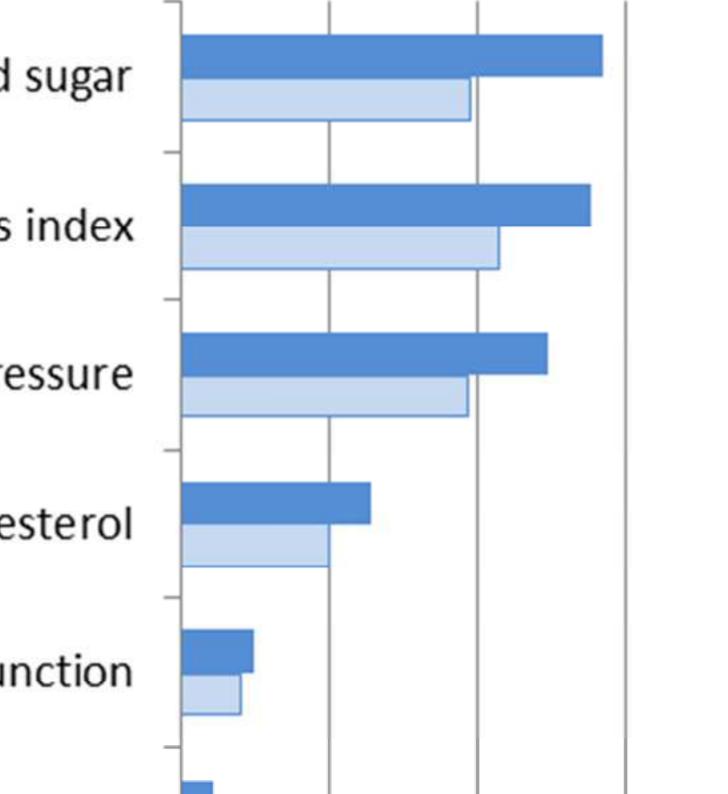


SUNDERLAND FEMALES LIFE EXPECTANCY: 81.3 YEARS HEALTHY LIFE EXPECTANCY:

HEALTHY LIFE EXPECTANCY: 59.3 YEARS

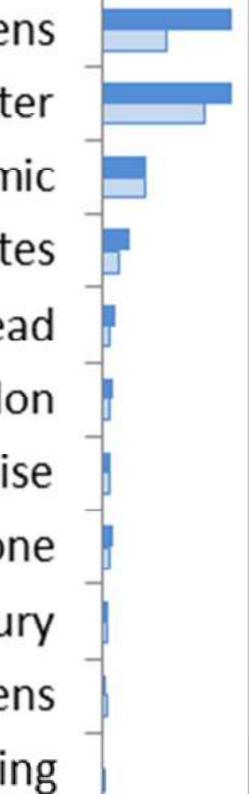






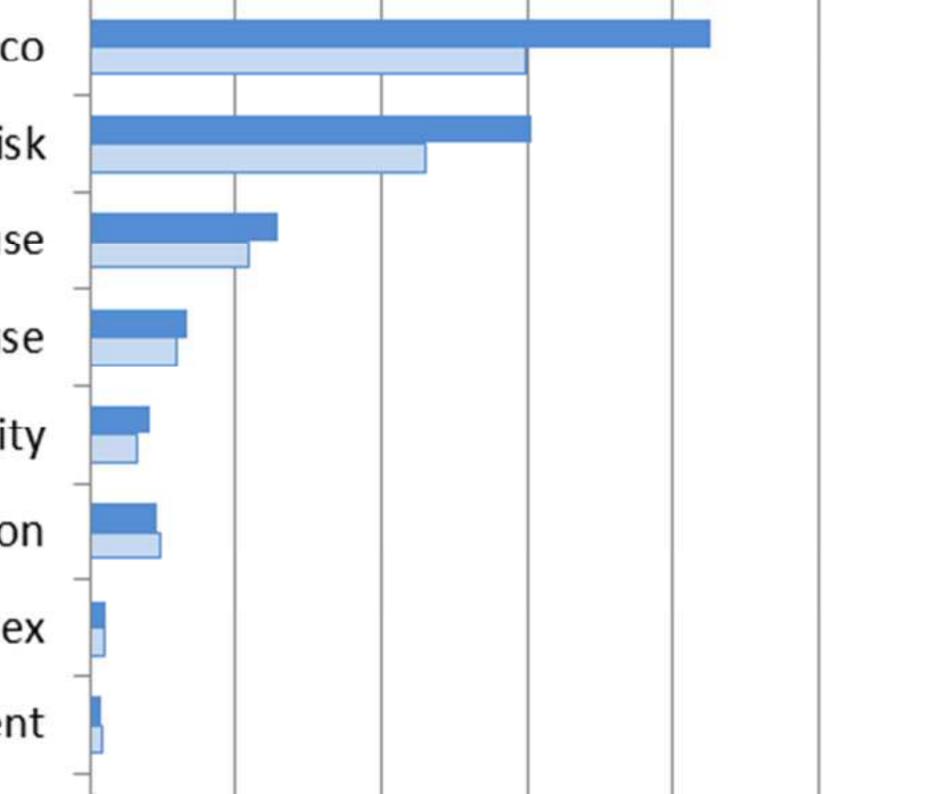




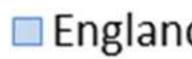


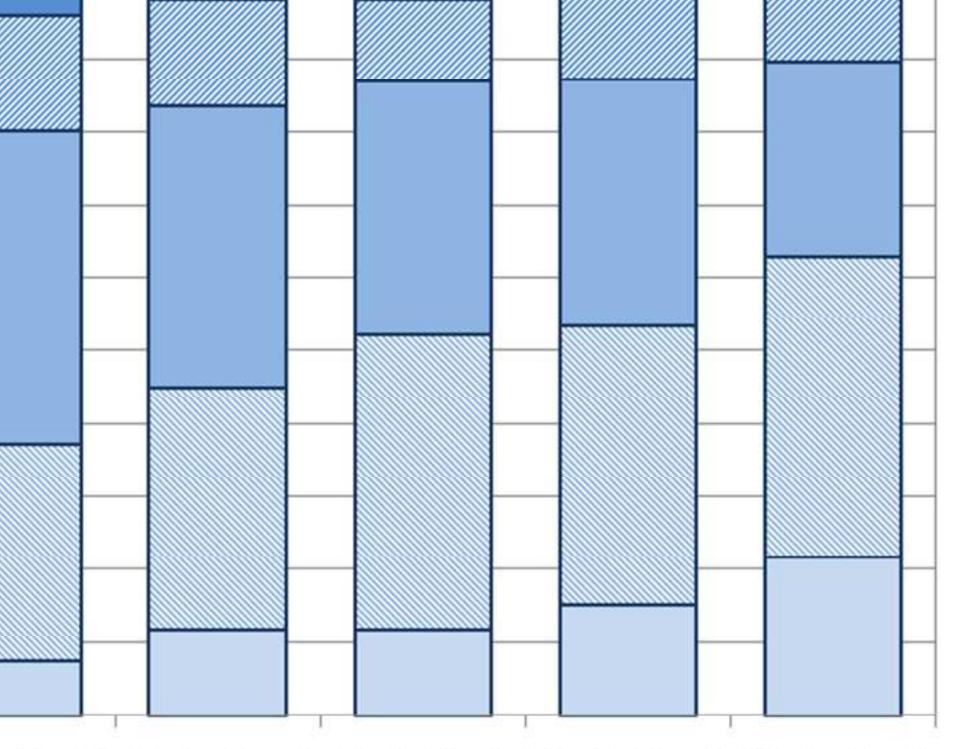












ntile 1 Quintile 2 Quintile 3 Quintile 4 Quintile 5

jectives

- ne best start in life
- n, young people and adults to maximise their capabil lives
- yment and good work for all
- standard of living for all
- p healthy and sustainable places and communities
- le and impact of ill-health prevention

nd reach their full potential throughout

5.

En Social planning Environmental of behaviour Guidelines Education Restrictions ntion functions Fiscal measures Opportunity ategories APAOLITY Physical **Rentivication** Psychologica Physical Modelling Perlective Contra MOTIVATION Repulati Enablement à

The social determinants of health and well, being the social determinants of health and well, being Natural Environment Built Environment Activities Local Economy People age, sex bereditary factors berefits advice bus passes environmental health Here interes committees community reditary factors Here community development as sheltered housing licensing out of source of the sou

V parks and playing fields carpakers

ellottents play streets a

Sundan Sundang control

tection of the public is our prime cases, programmes and services and de blaces.

eds of people in Sunderland.

gths of individuals and communitie

aly to improve health



BAY AREA REGIONAL HEALT

INEQUITIES

orporations & lusinesses lovernment Agencies ichools aws & Regulations

tot-for-Profit Organizations

> Strategic Partnerships Advocacy

LIVING CONDITIONS

Physical Environment Land Use

-

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Transportation Housing Residential Segregation Exposure to Toxins

Economic & Work Environment

Employment

Income

Retail Businesses Occupational Hazards Social Environment Experience of Class, Racism, Gender, Immigration Culture - Ads - Media Violence

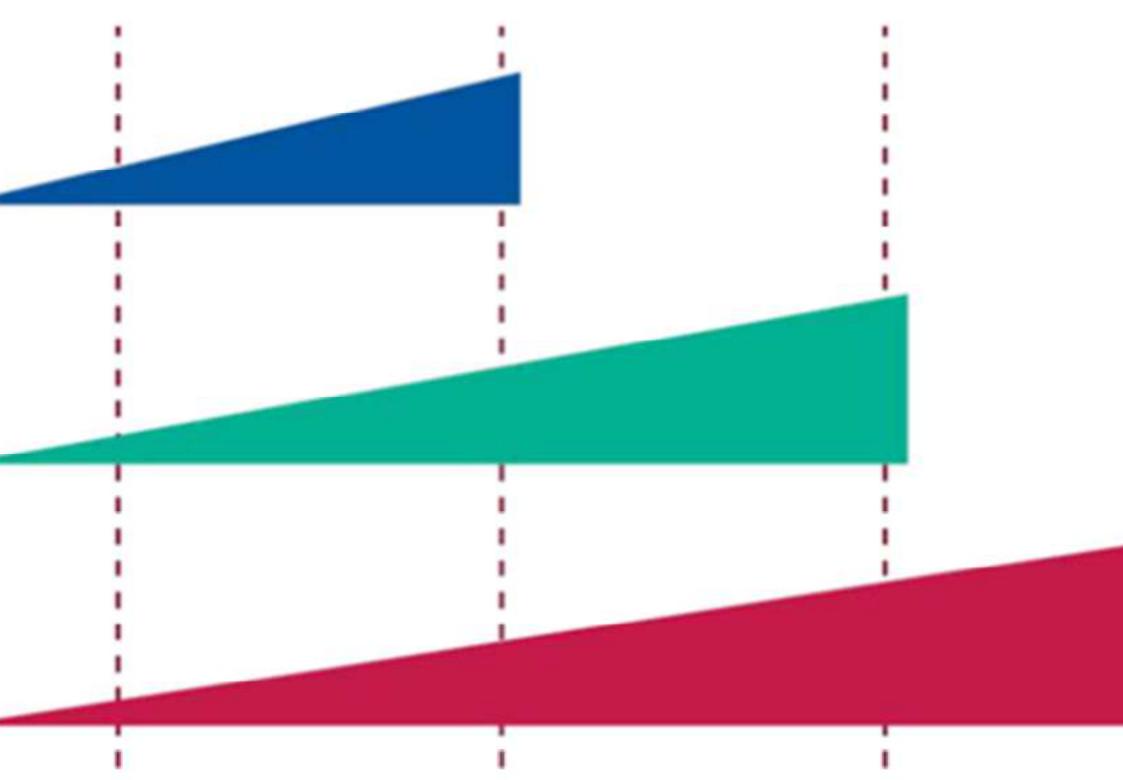
Service Environment Health Care Education

Social Services

Community Capacity Building Community Organizing Civic Engagement RISK BEHAVIORS Smoking Poor Nutrition Low Physical Activity Violence Alcohol & Other Drugs Sexual Behavior DISE/ INJ Commun Disease Chronic D Injury (Int & Uninter

Individual Health Education

Case Management



nequalities both between Sunderla hin Sunderland itself.

e physical and mental health and w

and young people start well and are

- nunities and stakeholders to build on healthy choice the easy choice.
- nental health.
- lation is protected from hazards to
- ealth advice to the Health and Soci

/ through necessary approval proce

ee action plans and outcome meas

y with plans in the wider council

emerging City Plan