

Public Health

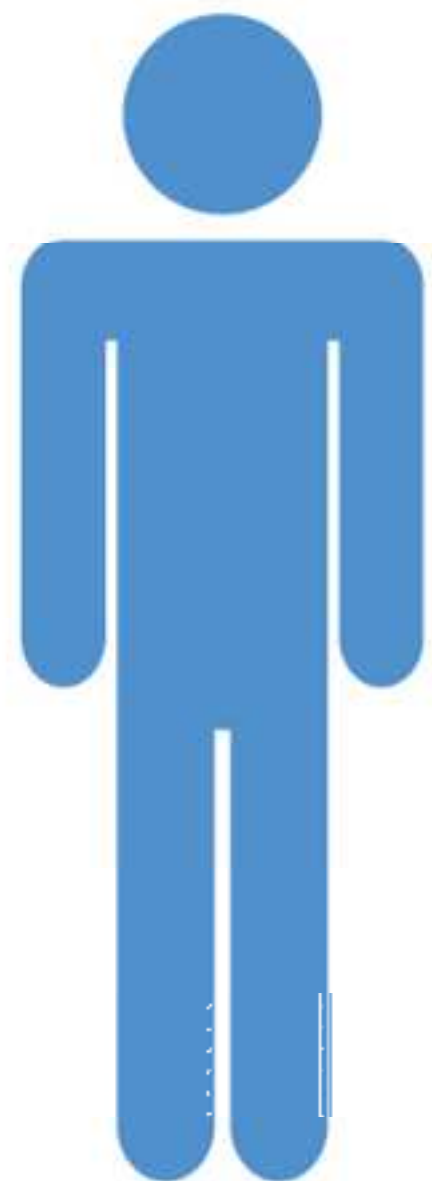
nd rationale for the strategy

oach – what we will do and how we

science of preventing disease, prolonging life and promoting health through the organized efforts of society.

(Acheson, 1988; World Health Organization, 1988)

| Healthcare public health and preventing premature mortality | Health improvement |
|---|--|
| Reduced numbers of people living with preventable ill health and people dying | People are helped to live healthy lifestyles, make healthy choices and reduce health |



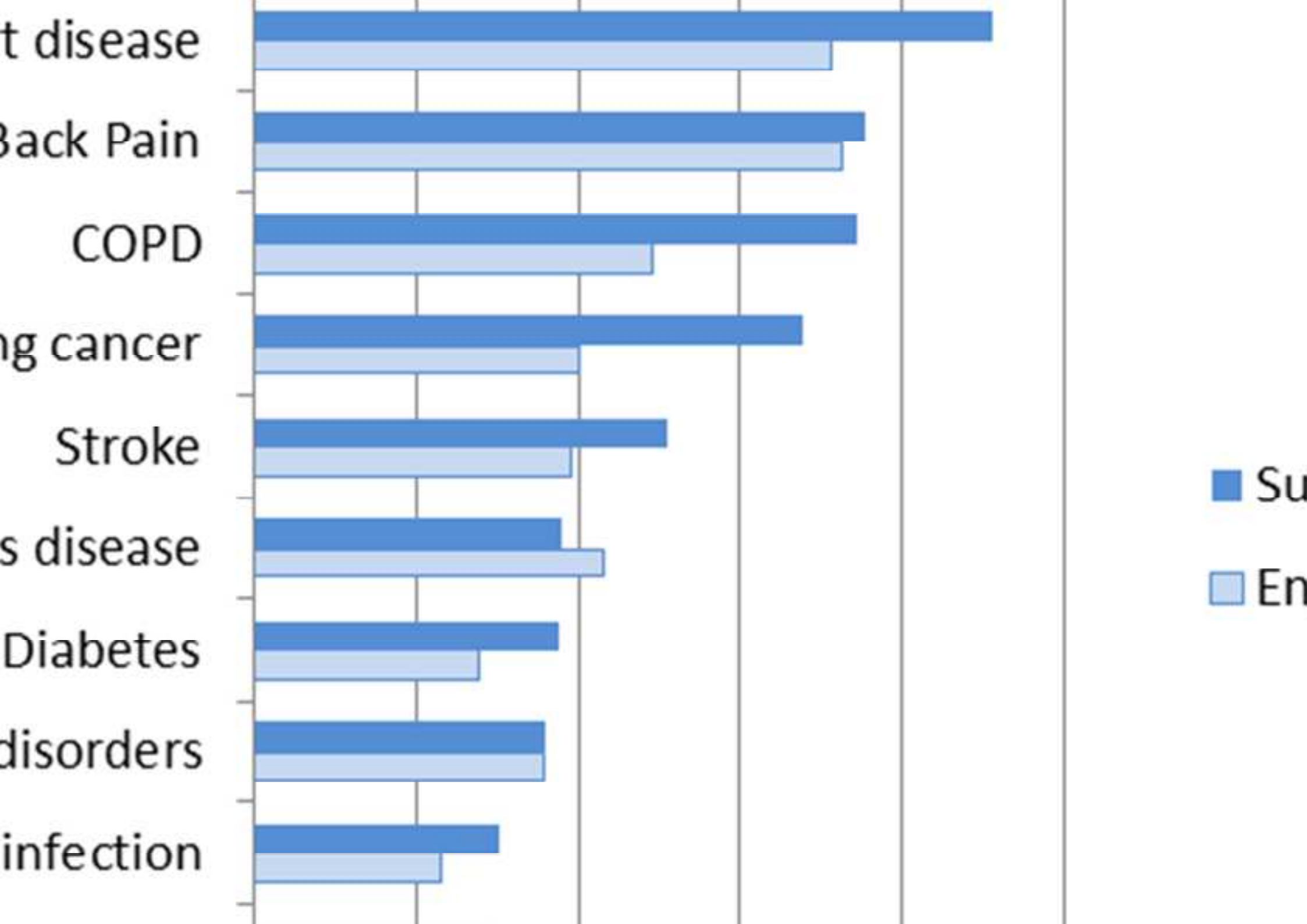
SUNDERLAND FEMALES

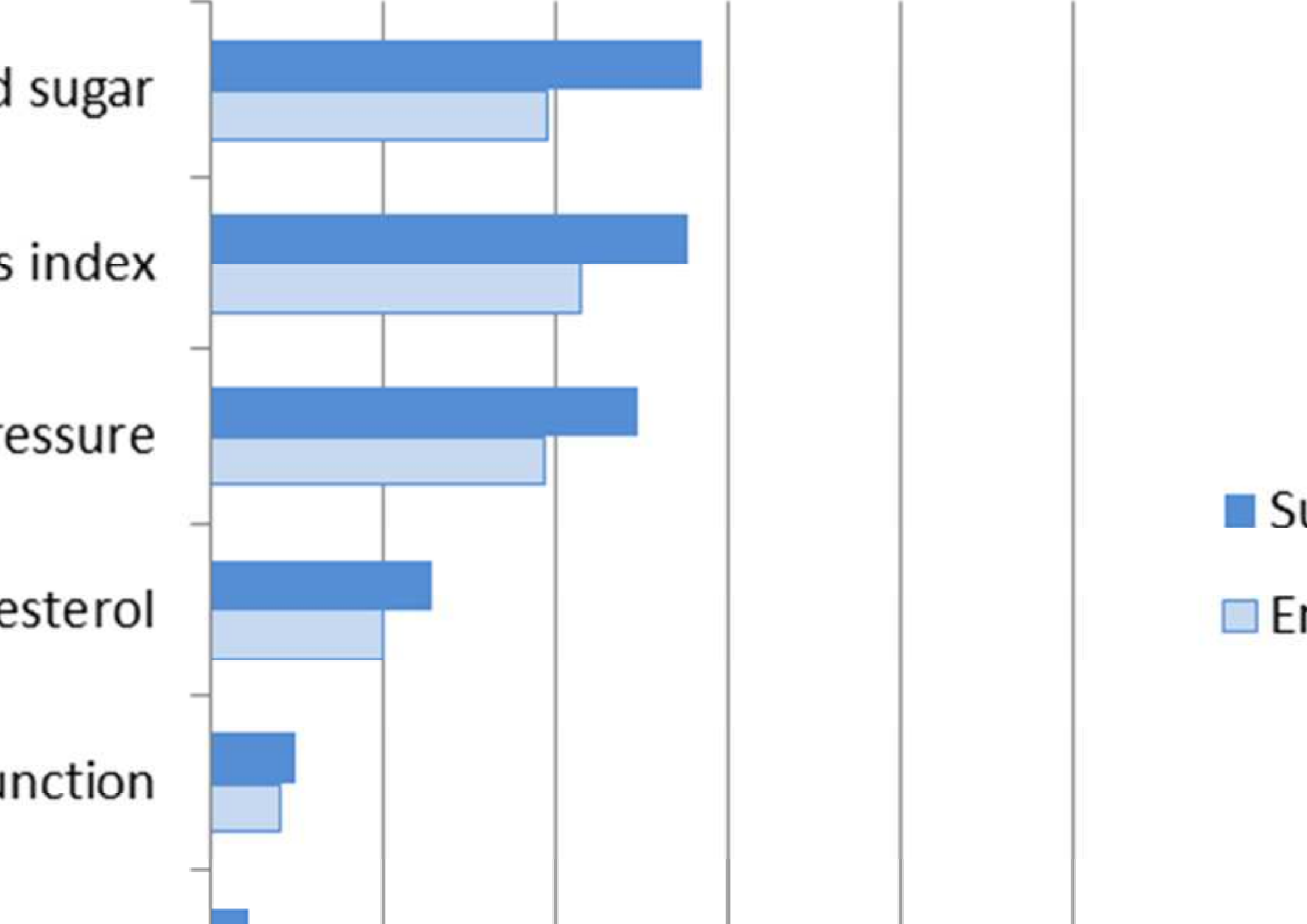
LIFE EXPECTANCY:

81.3 YEARS

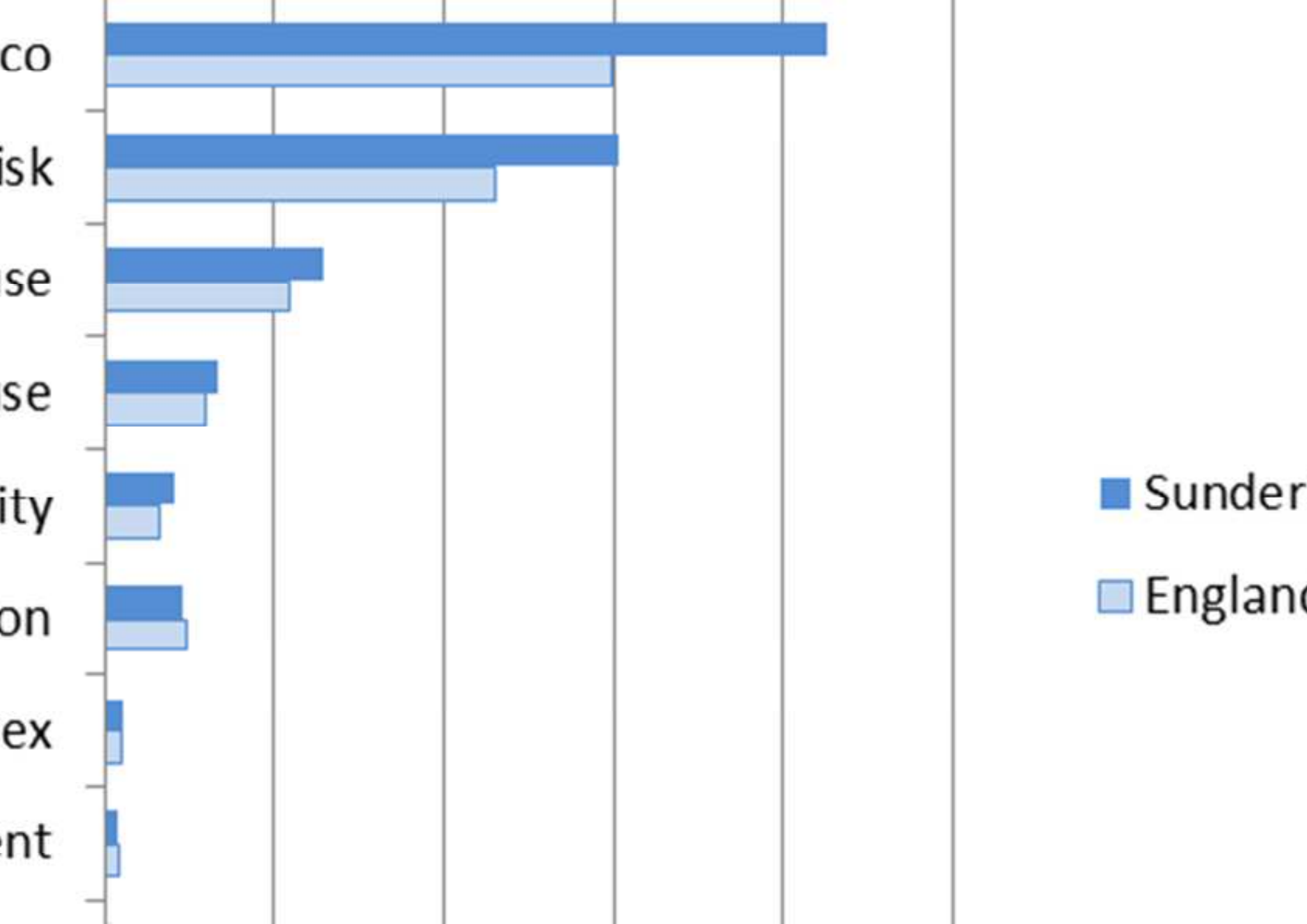
HEALTHY LIFE EXPECTANCY:

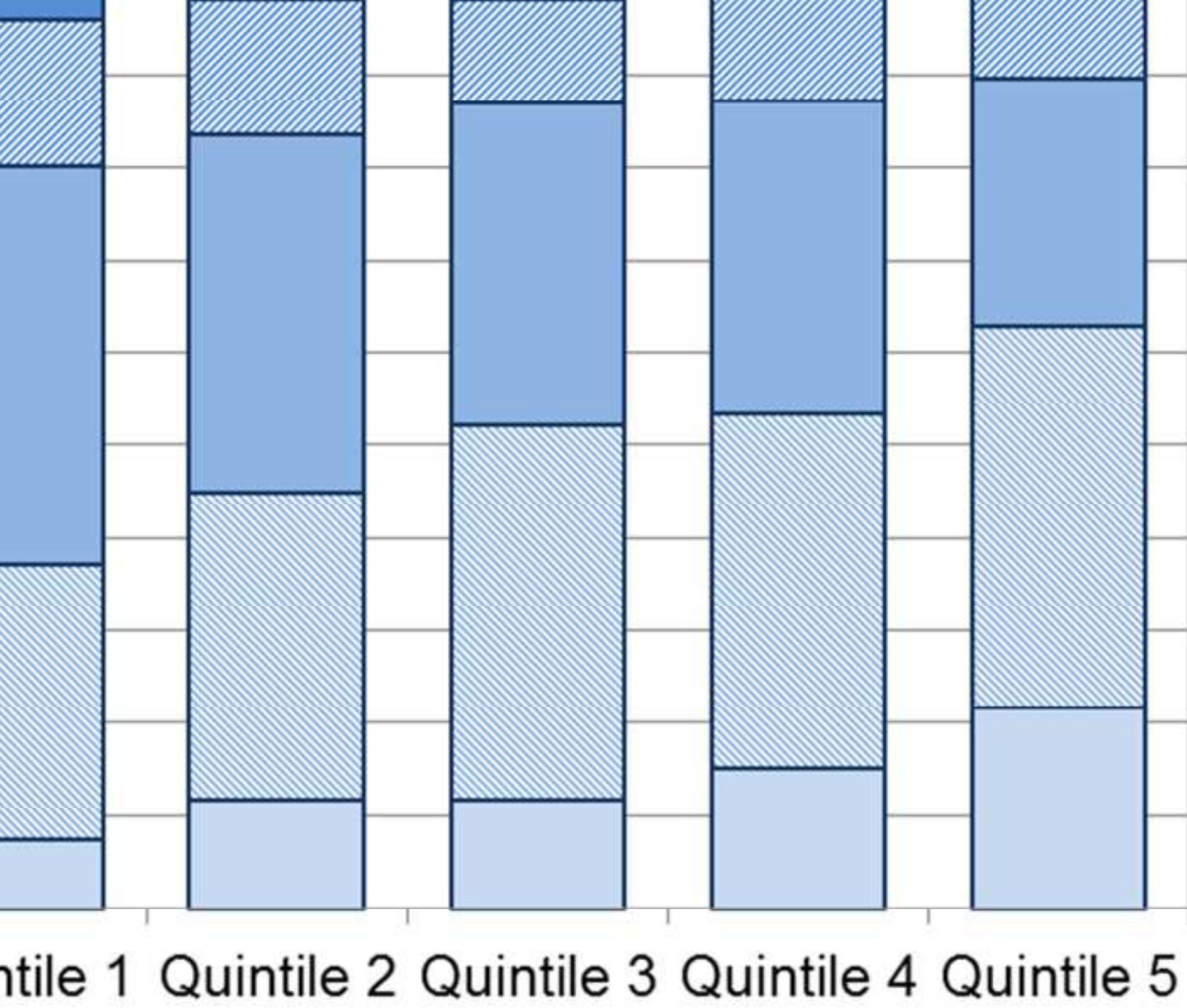
59.3 YEARS











Objectives

Give everyone the best start in life

Help children, young people and adults to maximise their capabilities and fulfil their lives

Enable everyone to get employment and good work for all

Improve the standard of living for all

Build up healthy and sustainable places and communities

Reduce the burden and impact of ill-health prevention

***and reach their full potential throughout
S.***

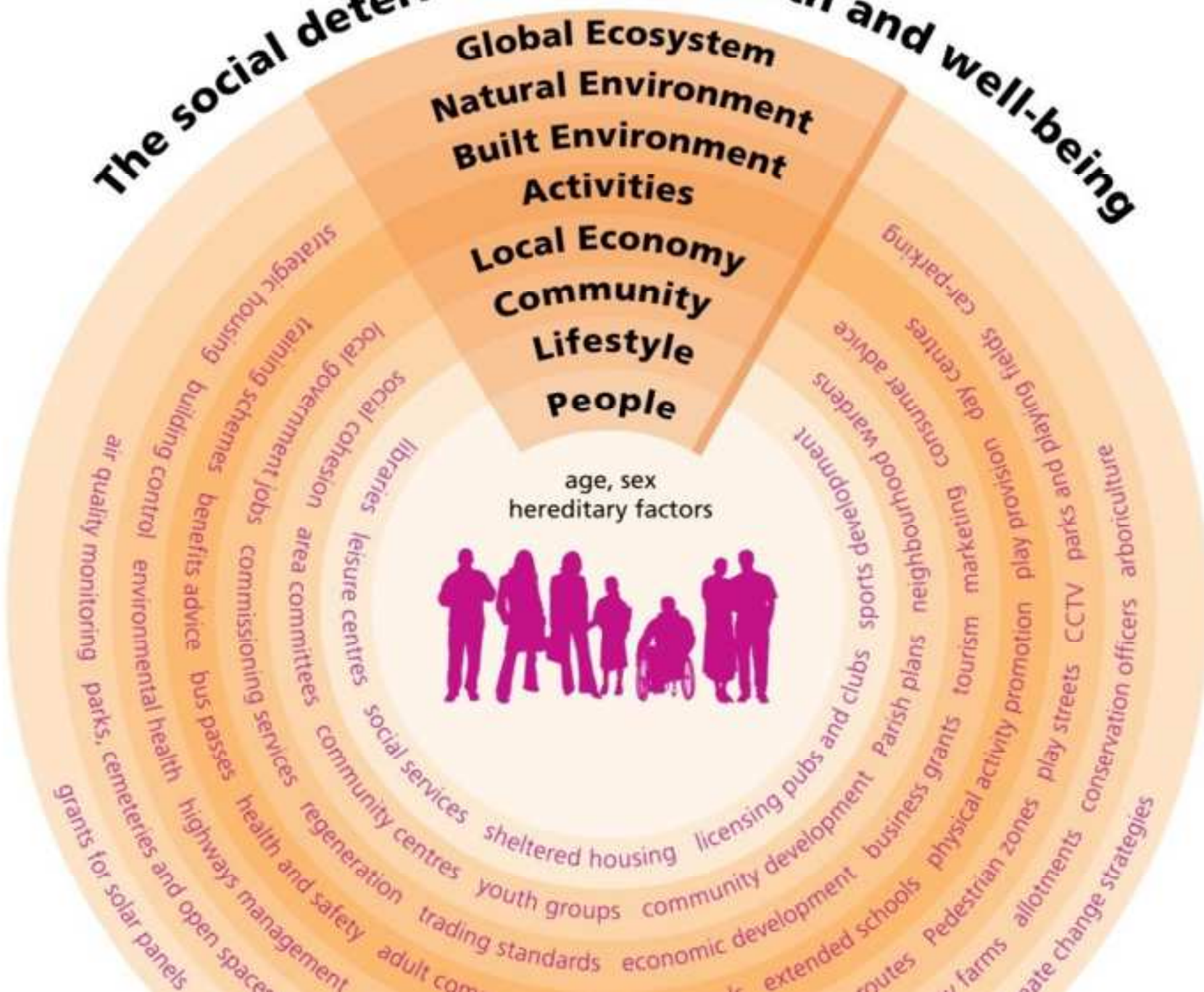
of behaviour

tion functions

ategories



The social determinants of health and well-being



tection of the public is our prime c
s, programmes and services and de
places.

eds of people in Sunderland.

ngths of individuals and communities
ely to improve health

Community-centred approaches for health & wellbeing

Volunteer and peer roles

Bridging roles

Peer interventions

Peer support

Peer education

Collaborations & partnerships

Community-Based Participatory Research

Area-based Initiatives

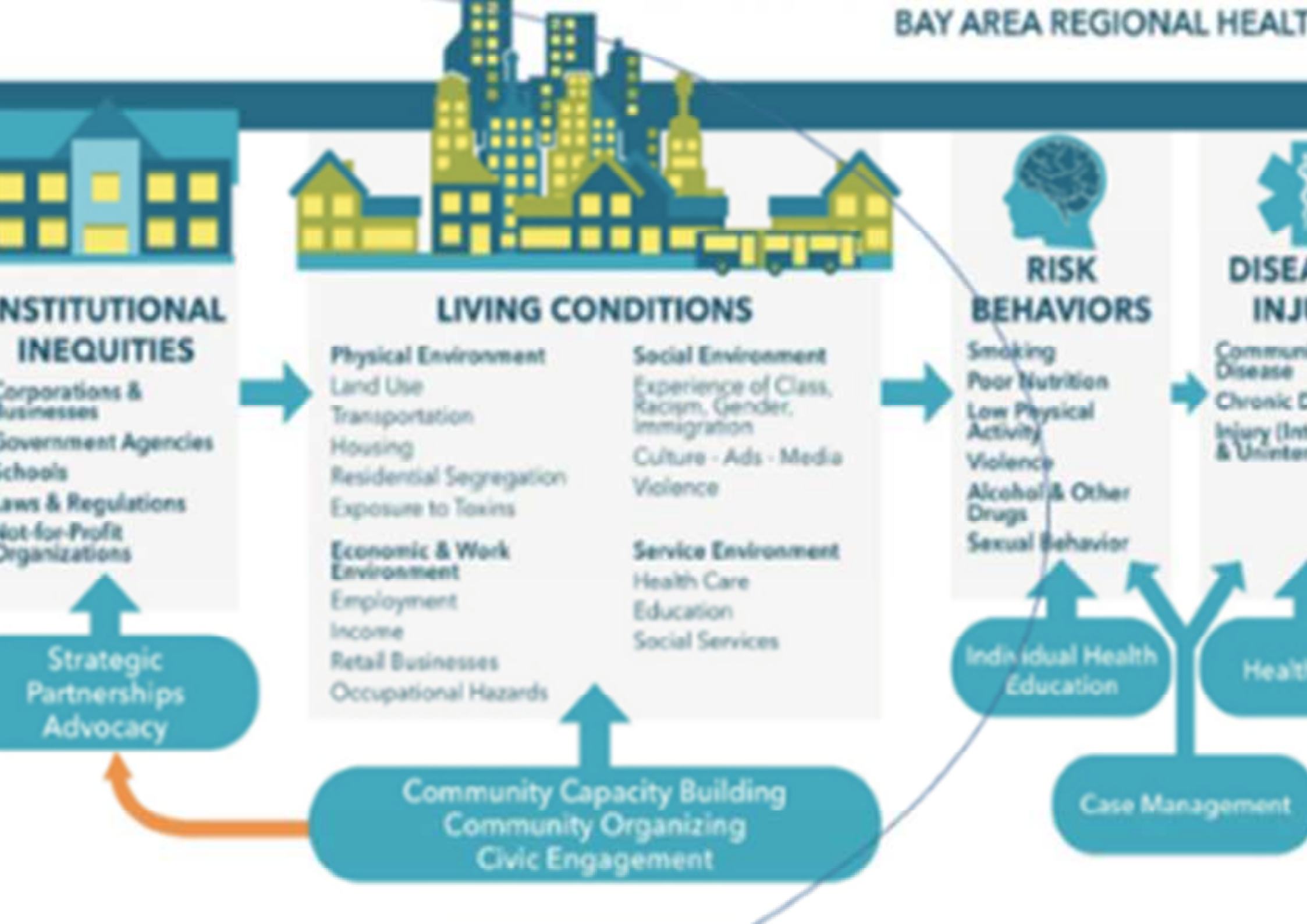
Community engagement in planning

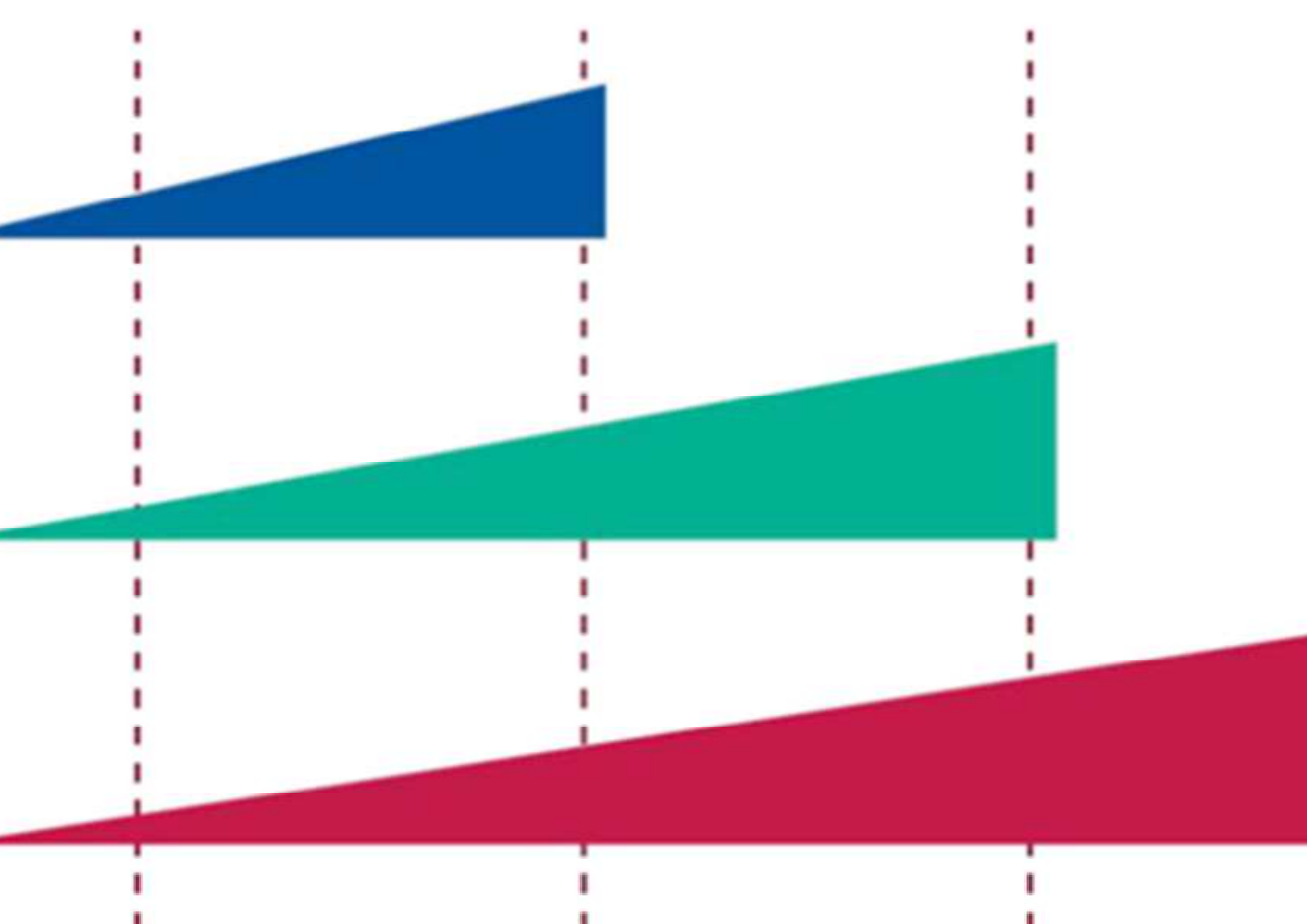
Access to community resources

Participatory planning

Community development

Community health promotion





inequalities both between Sunderland
within Sunderland itself.

the physical and mental health and w

and young people start well and are

communities and stakeholders to build on
healthy choice the easy choice.

mental health.

lation is protected from hazards to

health advice to the Health and Soci

y through necessary approval process

ee action plans and outcome meas

y with plans in the wider council

emerging City Plan