

HEALTH AND WELLBEING DELIVERY BOARDS ASSURANCE UPDATE

Report of the Chief Executive of Together for Children, Executive Director of Health, Housing and Communities and Director of Adult Services / Chief Operating Officer of SCAS

1.0 Purpose of the Report

- 1.1 The purpose of the report is to provide the Health and Wellbeing Board with:
- i. assurance that the work of the Delivery Boards is progressing in line with their agreed terms of reference;
 - ii. a summary of key points discussed at their recent meetings; and
 - iii. an update on the allocation of Healthy City Plan Grant funding.

2.0 Background

- 2.1 The Health and Wellbeing Board has three delivery boards to provide strategic oversight of the six Marmot objectives and the nine Healthy City Plan workstreams. The delivery boards provide challenge and support across partnership activity to reduce health inequalities and address the social determinants of health.
- 2.2 To enable the Health and Wellbeing Board to fulfil its role as system leader for health and wellbeing, the delivery boards will need to be assured that activity being delivered across the three themes of the City Plan (Healthy, Vibrant and Dynamic Smart City) are maximising opportunities to reduce health inequalities and address the social determinants of health.
- 2.3 All three delivery boards continue to meet on a quarterly basis, with the most recent meetings held in May 2023. The delivery boards hold additional workshops and development sessions subject to their business needs.

3.0 Update from the Starting Well Delivery Board – met 7 September 2023

3.1 Vice Chair nominations

The Delivery Board agreed Claire McManus, Divisional Director: Family Care at South Tyneside and Sunderland NHS Foundation Trust as the Vice Chair.

3.2 Family Hubs and trailblazer

Three out of the five hubs have been formally launched. Thorney Close - the fourth - is operating as a hub and is in the process of being developed and expanded. The fifth and final hub in Hendon is expected to open in November.

The Start for Life offer is now published and has been reviewed by partners and the parent carer panel. Information on how to access the offer has been promoted across services including general practice (via midwives), maternity unit and re-branded social media pages.

Parent Carer Panels (PCP) are well under way. A North and South joint panel currently has nine members and the joint Coalfields and Washington panel has ten members. The team are looking to develop the Hendon and East End Family PCP panel by the end of December 2023 and split the current two panels into 4 panels (one for each hub) by the end of 2023.

The eight workstreams supporting the family hub implementation, continue to take forward the minimum, go further and trailblazer requirements. Most of the groups are chaired by partners or the experts in the field to provide the robust leadership that it needs.

The trailblazer funding enabled the recruitment of five (WTE) peer supporters as well as the development of a Sunderland specific parenting course. This activity is well under way. With the peer supporters now in post, the university course is taking on a third cohort of staff and the new approach parenting programmes are now being delivered face to face in the family hubs.

We put ourselves forward to be visited by Ofsted and CQC as part of a Thematic Review (6 areas visited 3 of which were in the NE) for them to learn and gain insight into how any future Start for Life inspection regime could be designed in a proportionate way.

The inspectors joined us for two days and observed activities taking place across the city and spoke to a wide range of parents, families, and partner organisations. This was a positive and informative visit, with the informal feedback recognising a 'one team approach', the strong sense of trust, joined up working, commitment to co-location and passion to make a difference.

3.3. Joint Targeted Area Inspection (JTAI) written statement of action

It was confirmed that the action plan was submitted to Ofsted in June 2023. Work is taking place which will be monitored by the Sunderland Safeguarding Children Partnership (SSCP). The SSCP will ensure that the relevant aspects of the plan are reported into the appropriate committees, including the ICB Board and the Health and Wellbeing Board. The Delivery Board will receive by exception reporting on progress.

As noted in the plan by June 2024 we will have fully reviewed all the actions in the plan and be able to demonstrate progress in every area.

3.4 Oral Health Strategy

The Oral Health Needs Assessment and Oral Health Strategy were presented at the Starting Well Delivery Board for consideration. The areas discussed were national and local context, need, key priority groups, responsibilities for oral health promotion and key recommendations. The work and recommendations were supported. It was also agreed that public health, early help and the 0-19 public health service would work together to identify further opportunities to promote oral health messages with parents and carers.

3.5 Healthy City Plan Grant proposals

The Delivery Board considered several proposals, some at an outline stage and others ready for submission to panel. See section 7.8 of this report.

3.6 Joint Strategic Needs Assessment

See separate agenda item.

3.7 Director of Public Health Annual Report 2022/23 – Commercial Determinants of health: Whose choice is it?

See separate agenda item.

From discussion on this item the Delivery Board asked for a future item on vaping.

3.8 Forward plan

The Delivery Board has a detailed forward plan. Family Hubs are a standard agenda item. Future agenda items include maternity key priorities; Children and Young People's JSNA; healthy weight; and vaping.

3.9 Key issues

The Delivery Board remains focused on Covid recovery, as well as a number of cross-cutting issues that affect considerable numbers of children and young people including poverty, healthy weight, alcohol and substance misuse harms.

A children and young people's JSNA is under development. The JSNA will assess current and future needs and inform future commissioning. From this work it is hoped the Board will have a greater understanding of what it is like to be a child or young person in Sunderland and how services can support their needs.

4.0 Update from the Living Well Delivery Board – met 13 September 2023

4.1 Director of Public Health Annual Report 2022/23 – Commercial Determinants of health: Whose choice is it?

See separate agenda item.

The Delivery Board recognised the strength of influence that industry can have on preventing some people being able to make “healthy choices”, rather some people have little choice. The Delivery Board would like to discuss the report further, particularly reflecting on how employers and the city can contribute to the delivery of the report recommendations.

4.2 Gambling Related Harms in Sunderland - Health Needs Assessment

The Health Needs Assessment (HNA) was presented to the meeting. The HNA considers a range of gambling related harms (health, financial, relationship, employment and educational, criminal and inequalities). The desire is to move away from so-called ‘problem gambler’ terminology, instead shifting the language to acknowledge the harms of gambling. Gambling premises are found to cluster in the most deprived areas in the city.

The HNA makes several recommendations, these include:

- Primary prevention – changing the language and moving the discussion to industry, not ‘problem’ individuals; taking a whole council approach to gambling related harms; reviewing local authority advertising contract; and sharing and learning from practice.
- Secondary prevention – supporting regional work to develop and pilot a screening tool; considering gambling questions in local surveys; and understanding stigma and how we can reduce it.
- Tertiary prevention - promoting treatment services; ensuring promotion of services include the support available for affected others; raising awareness of gambling related harms and treatment pathways within primary care; strengthening pathways between NHS Northern Gambling Service and substance misuse services; ensuring pathways are in place between local mental health services and gambling services; and ensuring gambling is factored into the local suicide prevention plan.

In terms of developments: £750,000 has been secured between the North East local authorities to tackle gambling-related harms; NICE guidance is due in January 2024 – *Harmful gambling: identification, assessment and management*; and Government White Paper was published in April 2023 – *High stakes – gambling reform for the digital age*. Whilst the Government White Paper has helped a little, it has limitations.

In response to the presentation Gentoo offered to share their varied customer insights of gambling addiction. Examples include those who may have gambled their advance Universal Credit payment and are left unable to pay their rent.

4.3 Joint Strategic Needs Assessment

See separate agenda item.

The Delivery Board acknowledged the value of data being accessible to a range of partners, including the Voluntary and Community Sector.

4.4 Reducing Health Inequalities

A report and presentation provided an update on the range of ICB and local programmes that seek to reduce health inequalities.

A significant amount of work has been undertaken since the last update which was highlighted within the report. This referenced both programmes being led by ICB and programmes being captured by the Inequalities Delivery Group in relation to the Health and Wellbeing Boards four priority areas to reduce inequalities.

A key area to make greater progress on was identified as being the economically inactive/unemployed cohort within Sunderland and an action was put forward for a future focused agenda item.

The Delivery Group acknowledged the need for the comprehensive evaluations of work programmes as they are underway to ensure that key findings can be shared across the system and learning identified and disseminated to inform future service delivery and priority setting.

The Delivery Board reflected on the opportunities for integration and connectivity between the different programmes of work. Partners acknowledged the importance of ensuring inequality considerations are incorporated into decisions and discussing how organisations are contributing to the agenda provides a healthy challenge. There is an open invitation for partners to join the Sunderland Reducing Inequalities Delivery Group, and an invite will be extended to Gentoo and Community Pharmacies.

4.5 Forward Plan

The Delivery Board has a detailed forward plan. Proposed agenda items for the next meeting include economic inactivity; suicide prevention action plan (deferred from the September meeting following the launch of the Government strategy); South Tyneside and Sunderland FT Health and Wellbeing Strategy update; living well performance dashboard; and HCP Grant progress updates.

4.6 Key issues

The issues of improving health and reducing health inequalities require a partnership approach as demonstrated in ongoing delivery board discussions. The Delivery Board is keen to continue to understand how we can all help to

take equitable approaches to delivering our services to ensure we strive to reduce health inequalities.

5.0 Update from the Ageing Well Delivery Board – met 31 August 2023

5.1 Sunderland Joint Strategic Needs Assessment (JSNA)

See separate agenda item.

The Delivery Board discussed the impact of the Covid-19 pandemic on the data, including issues of deconditioning during the pandemic, access to services and longer waiting times. The Delivery Board has a focus on falls and social isolation and is considering widening its focus to some of the key social determinants of ageing well, such as housing.

5.2 Sunderland Carers Strategy

The Delivery Board endorsed and welcomed the strategy and deferred detailed discussion for the next meeting to allow the Chief Executive of Sunderland Carer's Centre to be in attendance.

5.3 State of Ageing in Sunderland – Ageing Well Ambassador Voice

A survey was recently sent to Ageing Well Ambassadors to understand ageing well from ambassadors' perspective. Detailed thematic analysis will take place shortly, in the meantime some highlights were shared, including differences in views across the city.

The Delivery Board acknowledged the role that it needs to play in ensuring key issues raised through lived experience insights are addressed, holding services to account for older people.

It was agreed that taking a targeted approach to reach individuals or small groups of people with the interventions they need may help to deal with some of the larger endemic issues in the City. It was important to find the balance between what can be applied City wide and what would be sensitive to localities. It was felt that the current work on datasets would help stratify and identify clusters of need.

5.4 Cost of living crisis update and moving forwards with Links for Life

Insights from the financial wellbeing project (previously referred to as cost of living crisis) have helped to inform the Links for Life Sunderland social prescribing offer. The financial wellbeing project is refining a recording and reporting system to manage statistical and anecdotal information so that if a service or partner organisation requires some contextual information the project can provide it.

The 'warm and welcoming spaces' in the city have been supporting people with a diverse range of needs. The top three reasons for people accessing the

community services are mental health, social isolation, and weight management. It is essential that access is simple, with ongoing sustained engagement and cultural change. The vision is to build on the promotion of self-care and prevention...through a simple point of access, sharing referrals and resource, so that service is seamless and proactively improves health and wellbeing. Discussion took place on how we should be able to target individuals to take up the Links for Life offer, and to explore how some of the city ambassadors may be able to promote Links for Life for older people.

5.5 Falls Strategy 2023-26

See separate agenda item.

The strategy has been consulted on and refined accordingly. The final strategy will include positive images of older people in Sunderland. A directory of services will ensure people know who provides what services and how they can be accessed. The strategy is underpinned by key metrics, with metrics looking to evolve over time with improved partnership working.

5.6 Future priorities discussion: wider metrics for ageing well flash cards

The Delivery Board has started to produce 'flash cards' highlighting organisational contributions to ageing well, including any concerns/risks that organisations would like to see addressed. A broader range of responses is needed before any analysis.

5.7 Forward Plan

An ageing well event is planned for 3 October to support International Day for Older Person on 1 October each year. A range of partners will be invited to the event including the Disability Independent Advisory Group who are due to meet that day.

The Delivery Board has a detailed partnership workplan. Members views on future priorities will inform the Board's agenda, this will include wider performance metrics for ageing well and insights from the Sunderland Older People's Council audit of the city centre.

5.8 Key issues

- The Delivery Board would like to aim for the city to be dementia friendly in terms of building design, housing and how we engage with people. There is potential to incorporate wider considerations of age friendliness, and Inclusion, Diversity, Equality and Access (IDEA) into our practises.
- How we develop a strengths-based approach to many of the issues discussed, for example, reducing frailty factors, reducing the need for residential care, addressing digital exclusion, and raising awareness of the early intervention and prevention opportunities across the city that support ageing well.
- Ensuring we use all available data to identify frailty to target support.

- Working in partnership to try and mitigate the impacts of the cost-of-living crisis on older people.

6.0 Health and Wellbeing Board Development Sessions

- 6.1 For the purposes of public record the Health and Wellbeing Board held a development session on 3 August 2023 to discuss the proposed final ICS Joint 5 Year Forward Plan prior to its publication and the role and purpose of the Health and Wellbeing Board. The Board agreed to explore a free offer of support from the Local Government Association (LGA) who can provide tailored and flexible support to health and wellbeing systems. Support includes helping Health and Wellbeing Boards to reflect on what is working well and where there are areas for development.
- 6.2 Currently there are no further development sessions scheduled.

7.0 Healthy City Plan Grant

Background

- 7.1 There is a £1.75m grant available to support the delivery of the Healthy City Plan. [£50k of this resource has been earmarked for behavioural insights work, health equity audits and other activity to inform the key priorities and work streams within the Healthy City Plan].
- 7.2 All proposals for the Healthy City Plan Grant must seek the support of the relevant Delivery Board prior to submitting the Application Request Form.
- 7.3 The following criteria are applied when considering approvals of proposed activity:
- activity aiming to deliver the largest sustainable gains against performance indicators set out in the Healthy City Plan;
 - activity targeted at those communities facing the highest levels of deprivation or health inequality across the city; and
 - activity targeted at population groups most impacted during the COVID-19 pandemic from a health and wellbeing perspective.
- 7.4 Activity should also support the Healthy City Plan's shared values and behaviours, these being:
- **Focusing on prevention** – helping people to stay healthy, happy and independent
 - **Tackling health inequalities** – challenging and taking action to address the inequalities and social determinants of health
 - **Equity** – ensuing fairness in access to services dependent on need
 - **Building on community assets** – recognising individual and community strengths that can be built upon to support good health and independence
 - **Working collaboratively** – everyone playing their part, sharing responsibility, and working alongside communities and individuals
 - **Being led by intelligence** – using data and intelligence to shape responses.

Governance

- 7.5 There is no requirement to allocate and spend monies in year, but the Delivery Boards are encouraged to bring proposals forward to their meetings. The Chair of the Health and Wellbeing Board, the Executive Director of Health, Housing and Communities and Director of Place (Sunderland) have collectively been given the delegation from the Health and Wellbeing Board to consensually agree the allocation of the grant to schemes. They will meet on a quarterly basis after each cycle of Delivery Boards to consider proposals to take-up the Healthy City Plan Grant.
- 7.6 The relevant Delivery Board is responsible for ensuring the resource is spent in line with the agreed proposal.
- 7.7 'For information' reporting will be provided to the Health and Wellbeing Board with regards the deployment of this resource to individual activity and the outcomes achieved as a result of the grant allocation.

Grant awarded projects

- 7.8 Since the last assurance update two further projects have been approved Healthy City Plan Grant: Seaburn Play Area and the Wear Here 4 You Prevention Bus. Below is an overview of all the projects that have been approved funding, some subject to additional conditions.

Starting Well Projects

Approved	Project Name	Project Summary	Amount Approved
February 2023	PlayZones	<p>The design, build and activation plan of five PlayZones across the city.</p> <p>The initial pilot location has been identified within Southwick ward. The remaining four locations are yet to be determined but will focus on specific wards with the intention to have a PlayZone in each locality of the city.</p>	£200,000
February 2023	Thompson Park Interactive Play	Purchase, installation and ongoing maintenance for 5 years of interactive play equipment at Thompson Park.	£55,527

September 2023	Seaburn Play Area	Towards the development of a new accessible play site at Seaburn, including play and seating equipment, safety/security measures and groundwork costs.	£50,000
September 2023	Wear Here 4 You Prevention Bus	To support the extension of the mobile prevention offer for a further 12 months.	£62,252
	TOTAL		£367,779

Living Well Projects

Approved	Project Name	Project Summary	Amount Approved
November 2022	Elemore Park	To enable the Elemore Trust to deliver the ongoing management and maintenance of the newly refurbished Elemore Park for a period of 3 years, to improve health and wellbeing outcomes for residents.	£240,000*
November 2022	Physical Activity Opportunities	To support the continued delivery of multiple projects aimed at a range of target groups to increase physical activity through improved and increased pathways into physical activity and sport.	£130,000
December 2022	Tackling Inequalities – Access to Services and Recruitment (STSFT)	Project A - To identify potential inequalities in access to NHS Outpatient appointments. Project B - Understanding the workforce profile of the Trust and how the workforce could become more representative of the local population by understanding potential barriers/opportunities to recruitment practices.	£94,000
February 2023	Cycling and Walking for Health	Active travel project aimed to reduce the barriers faced by families across Southwick and Redhill ward, enabling access	£39,000*

		to safe cycling and walking activities/infrastructure, improving health and wellbeing, encouraging sustainable travel and support local community capacity building.	
June 2023	Defibrillation and Community First Responders	Increase the number of public access defibrillator sites across the city and implement a Community First Responder (CFR) scheme, recruiting 10 CFRs and providing training and response equipment including the provision of 5 falls kits. The project will also aim to raise public awareness around cardiac arrest and their role in increasing the chance of survival.	£90,038
	TOTAL		£593,038

Ageing Well Projects

Approved	Project Name	Project Summary	Amount Approved
November 2022	Carers Support Offer	To support a range of activities to improve the understanding of the caring role, how to identify a carer and support access to information, advice, and services.	£10,000*
November 2022	Sunderland Falls Prevention Programme	Extend the VCS delivered Falls Prevention Programme, Strength and Balance and Education, from January 2023 – January 2025, creating a new call for projects to allow wider coverage across the city.	£200,000*
November 2022	Ageing Well Sunderland Reporters	The project will seek to develop ageing well residents from Sunderland (50+) into community reporters, who produce multimedia news	£9,900

		reports that tackle ageism and provide peer-led support for issues that matter to them (e.g., isolation, mental health, memory).	
	TOTAL		£219,900

*Funding subject to additional conditions

7.9 A total of **£1,180,717** of the grant has been awarded to date. The remaining grant allocation to be awarded is **£519,283**.

8.0 Recommendations

8.1 The Health and Wellbeing Board is recommended to:

- i. note and comment on the summaries from the recent meetings of the delivery boards;
- ii. be assured that the work of the Delivery Boards is progressing in line with their agreed terms of reference; and
- iii. note the additional projects that have been allocated Healthy City Plan grant.