

## **Annex 1 – Background information**

### **Sunderland City Council, Wellness Services:**

#### **Preventative – Active Bus**

The Sunderland Active Bus has been developed in partnership with Sunderland's Active Board, SAFC Foundation, Sport England and Sunderland Teaching Primary Care Trust. The Active Bus is equipped to carry out health and fitness checks for anyone who jumps aboard. A team of 'activators' will then take time to explain the results of the health checks, and identify sports and physical activity opportunities which could benefit the customer. This could be directing them to a local walking club, yoga class or a sports club.

#### **Preventative - Wellness Centre**

One component of the Wellness Service is the city wide network of co-located facilities and programmes. These Wellness Centres, equipped with the latest Technogym equipment, offer opportunities for all residents to participate in programmes of physical activity, as well as receive support specifically designed around their needs. Two exist in Sunderland East: Ryhope Community Association, in Ryhope, and Hudson Road Primary School, in Hendon.

#### **Preventative - Community classes for those over 50's**

Exercise classes for people over 50 began in September 2008. Classes are tailored to the needs of individuals and include both seated and standing exercise. The classes improve mobility, balance and co-ordination which decrease the likelihood of falls and increase ability to continue to live independently into old age.

#### **Preventative - Mums on the move (MOTM)**

The Mums on the move programme is designed to provide safe, suitable exercise for new mothers. An appropriately qualified instructor leads a session in which new mothers attend, complete with their pushchairs and child. Sessions take place outdoors and promote improved social and mental well-being for the mother, and also physical activity suitable to the participant's physical condition.

#### **Preventative - Wellness on 2 Wheels (WO2W)**

The Wellness Service received funding from STPCT to increase physical activity opportunities for its employees over the summers of 2008 and 2009. We have offered employees the opportunity to take part in supervised, free of charge bike rides. The Wellness on 2 Wheels Summer Cycling Programme was viewed as a safe and fun way to introduce participation in physical activity. Bikes, helmets and equipment were provided for all employees who took part and staff also had the opportunity to take along their own bike if they preferred.

#### **Preventative - Wellness.....its a walk in the park**

The Wellness Service is in the process of developing, producing and marketing a citywide walking programme. The programme will involve developing a number of 'way marked' routes in 10 city parks, two in each of the city's five areas. Dependent on the size of the park, routes will typically be 1, 2 or 3 miles in distance and will be suitable for walkers, runners, wheelchair users and pushchairs. It is anticipated that these walks will be complete and promoted by Autumn 2009

#### **Preventative - Free Swimming**

Sport and Leisure provide an affordable pricing policy for Sunderland City Council leisure facilities ensuring affordable opportunities exist for all. Free swimming available at Raich Carter Centre for those under 16 and those over 60 at various times.

#### **Targeted Intervention - Weight Management Programme**

---

In April 2008 Sunderland Wellness Service was successfully commissioned to review, recruit, re-launch, manage and deliver the new Sunderland Exercise Referral and Weight Management Programme. This programme is an innovative example of an exercise referral system that has evolved out of necessity to meet the health challenges of a diverse city, and ensures that people at risk are identified sooner, and referred onto the appropriate support pathway. These currently take place at the following venues in the East, Hudson Road School, Ryhope CA and the Raich Carter Sports Centre.

To enable expansion a further 10 dedicated staff were appointed into Sunderland Wellness Service as Wellness Exercise Referral Consultants. To ensure the appropriate teams of individuals were delivering the weight management strand of the programme, City Hospital Dietetic Department were also commissioned by STPCT to expand their team of Dieticians and Community Nutritionists to deliver the educational components. Success of this programme to date includes 100% compliance from all the cities GP practices, over 125 GP's and Practice Nurses refer patients.

#### Targeted Intervention – Maternity Programme

From September 2009, a maternity lifestyle exercise specialist will promote the benefits of physical activity, nutrition and assist with improved lifestyle choices for pre and post natal women and their families within Sunderland. The role of the post holder will be to address specific lifestyle factors with families of new born children which put them at risk of poorer health. The programme will target and offer support to families (mother, partner and siblings) who are pregnant and up to one year after delivery.

#### Targeted Intervention – Workforce and Health and Well being Project

For the next 18 months the Exercise Referral programme is a part of the City Councils Workforce Health and Wellbeing programme. This initial research pilot has been designed to test the effectiveness of targeting a certain group of employees working within Sunderland City Council. This project is being funded by the NHS in partnership with: Sunderland City Council Occupational Health Unit; Gateshead Council Occupational Health Unit and South of Tyne and Wear Primary Care Trust (Public Health Department).

The TPCT agreed to fund this project to find out whether employees would attend Health & Lifestyle Assessment and additional support if they had the backing of their employer. The Occupational Health Nurse refers the eligible employees to the referral programme

Other general work areas include Beacon for reducing health inequalities; Sunderland Wellness Guides and Sunderland Active Project.

### **Joint Strategic Needs Assessment**

#### Children and young people

High levels of children who are overweight or obese, figure show that 15.6% of reception year (4 and 5 year olds) are overweight and 12.6% obese and 17% of year six (10 and 11 year olds) are overweight, 21.4% are obese.

Services were developed that promoted physical activity, healthy eating and psychological support for overweight pregnant women, babies and toddlers identified as becoming overweight, children and young people, children and their families identified as overweight and obese as part of the National Child Health Measurement Programme. A National Support Team visit has provided local recommendations. Successes included an increased focus on the development of play and urban games. The Food in Schools Team has been sustained beyond the initial phase based on evaluation. The Healthy Schools Programme has had additional support via a newly appointed co-ordinator. The outcome being local children, young people

and their families should have access to a wider range of services across Sunderland. These services will provide for the prevention of obesity and well as targeted support for those children and young people who are already overweight or obese.

### Adults

Regarding adults predictive modelling was used to suggest to nearly 50,000 adults locally who could benefit from new services. Investment in comprehensive adult obesity services from community to bariatric surgery. The PCT has commissioned a range of services across the City to support adults to increase physical activity and eat healthily and manage weight. These include slimming on referral via GP practices, community based exercise on referral and weight management delivered via the city's Wellness Centres, and specialist weight management delivered by City Hospitals and Wellness as well as increased access to bariatric surgery. Services are all now in place. A joint approach with SAFC Foundation is underway and with Sunderland University to ensure services are in place. Local people are also being referred to obesity services via the NHS Health Check Programme. Further information is available in Annex 1. The outcome being people referred to the obesity services and some promising outcomes are being seen (slimming on referral). There are no adult LAA indicators for obesity; however improving adult obesity will have an impact on children. In addition this will have an impact on mortality rates, as well as reducing hypertension, cholesterol levels.

### Older People

There are 9,458 people aged 60 years and over living in East Sunderland, and this population is set to rise by 30% in 20 years (with an even larger increase in the number aged 85 and over), as the population ages nationally, at the same time as the younger population is currently predicted to decline. The adults section highlighted the key health issues that face local people – heart disease, stroke, other long term conditions (including diabetes, chronic obstructive pulmonary disease) as well as lifestyle issues of tobacco, alcohol, obesity. For many of these conditions the prevalence is higher for older people and increasing the quality of life as well as length of life becomes increasingly important.

As one might expect, the 8,050 people aged 65 and over living in East Sunderland includes a proportion of people with problems with daily living, such as with personal care and/or mobility. It's estimated that 37% of the population aged 65+ have problems with daily living, and this is set to increase by 20% over the next 15 years, simply because there's expected to be more older people living longer in the city. Many of these individuals may need a "little bit of help" in their daily lives, for example, help from the Third Sector to help reduce feelings of social isolation or provision of Tele-care equipment to improve their safety and security in their own home. Approximately 13% of the population in East Sunderland aged 65 and over is supported to live independently by the Council (via an ongoing social care plan) or Council grant-funded services via the Third Sector. Recently the Council completed the first stage of an older people's population profiling exercise to better understand in which areas of the city it might need to improve the support provided to people in this age group. As a result of this exercise, the Council is in the process of working on a Department of Health pilot with Church View Medical Practise to better identify people who might need support, e.g. who feel isolated, need financial advice, improve their health and well-being. Clearly, partners in East Sunderland will work together to determine what practical support they can provide for individuals.

---