

Outcome required	Actions	Lead	Evaluation / Engagement / Action	Milestones	Planned End Date	Communication method and connecting with partners	People Board update	Area Committee update	City-wide learning to be shared	Funding Allocated
										Total budget available £tbc
<b>Access to health and social care professionals and services</b>										
Understand access across the West, attitudes, behaviours and issues experienced, particularly with BME Communities.	West CCG Team attending People Boards and working with members to understand local issues; Helen Peverley attending meeting with GP's on 11 November 2014 to develop relationship between GP's and the VCS Network. Work has already been done by Healthwatch - need to build on this work with a West focus. CCG to commission the general population and Public Health to work with Healthwatch with regards to BME groups. Need to expand past VCS and included Patient groups, GPS, Workplaces and wider partners.	Julie Parker-Walton; Helen Peverley; Linda Reiling from CCG	Engagement with GP's; Engagement with the VCS;	CCG attend People boards in July, September. Proposal presented to November People Board to potentially align funding. Attend BME Network and arrange a community event to engage grass root conversations with people. Yusuf's disserations recommendations could be included as part of the project.	Ongoing	People boards; GP meetings, VCS Network; BME Network	November	December	Engagement with BME Communities	
Understand GP Practices and processes to establish pathways and variation in services per ward	West CCG GP Practice Manager attended September 2014 People Board and shared services available at each GP Practice, additional variations to be shared with November People board	Helen Peverley; Linda Reiling from CCG					November	December		
Understand how GP referrals are monitored to establish outcomes (what works and what doesn't)	Review referrals of key services with West GP's and look to see where developments within the referral programme or early indicators could speed up referrals and improve the customer journey. Linking in to integrated wellness model to be up and running by April 15. Need to work with communities so they know when to access services - communication plan working with communities to deliver.	Julie Parker-Walton; Linda Reiling and Helen Peverley					November	December		
Identify impact of access issues on health services e.g. inappropriate use of urgent care services	Look at mens health initially as men access services at crisis point and don't tend to recognise signs and symptoms. CCG are already looking at this area as a priority - how can the SCC support this and/or build on this piece of work	Julie Parker-Walton; Linda Reiling and Helen Peverley					November	December		
Develop an Area Engagement Plan / Marketing Plan to ensure pathways are clear between organisations/services and individuals are accessing the right services at the right time to support improved health outcomes and best value	Clearer communication Plans are being developed with the CCG Community Engagement campaign. Public Health Engagement Team are informing sharing with VCS Network and Workplace Health Alliance.	Julie Parker-Walton; Linda Reiling; Helen Peverley and Sam Meredith	Evaluation and Engagement				November	December		
Building on community assets within the West (people and places) to promote participation and take-up of physical activity.	Directional Signage; Promoting activities within the local area with GP Practices, Pharmacies and Dentists etc ; Develop areas within the West to improve activity space (see Maximising Green Space Project Plan). Build on 'People' as assets as well for example Health Champion Training and the new All Together Sunderland People campaign around save £, live well	Julie Parker-Walton; Helen Peverley, Victoria French; Bill Blackett					November	December		
Information collated from the sexual health review to inform delivery of services - ensure services commissioned are appropriate and targeted to all groups both young and old in the West	Work continues to develop at a pace - C Card, Risk and Resilience, Young People Health Champions - Sunderland Sexual Health Partnership can continue to lead on this work	Julie Parker-Walton; Simone Common; Sunderland Sexual Health Partnership					November	December		

Personalisation and Enterprise - Supporting businesses to enable them to support the personalisation agenda and business diagnostic to understand businesses within the West to look to see how they can also be supported to support the growing needs of the West area's health and wellbeing	Enterprise and Personalisation Project underway, with successful outcomes reported to-date. Full update on project to be presented to February 2015 People Board. Opportunity to link into Workplace Health Alliance - Sunderland City Council commission Amacus	Berni Whitaker; Helen Peverley; Workplace Health Alliance					Feb-15	Mar-15		
Understand demand for Council services via the CSN and ensure 'social capital' capacity continues to be developed to not only meet that demand but remove demand from the Council	Community Directory; Closes links with the Sunderland Intelligence Hub Approach	Liz St Louis; Helen Peverley					November	December		
People Campaign promoting health and encouraging people to access local amenities; VCS; Use their own resources to support themselves (closely linked now to All Together Sunderland).	Promote Community Assets and integrate in to current partnerships such as Mens Health Network, Wellbeing Network	Julie Parker-Walton; Helen Peverley; Sam Meredith	Action				November	December		
<b>Mental Health and Wellbeing</b>										
Build upon community resilience, identify causes of poor mental health and wellbeing. Understand the barriers to addressing these and build upon the current West Health Champions Programme	Research approach to be determined and identify how the causes and barriers to poor mental health and wellbeing can be addressed via the current West Health Champions Programme. New Horizons work on this agenda already so do the Wellbeing Network, Suicide prevention Group. NTW have various work groups around acute mental health. Yusuf from Public Health is currently working with 15 GP practices in West and training them to be 'Dementia Friends'	Julie Parker Walton; New Horizons; Wellbeing Network; Suicide Prevention Group; GP Practices	Evaluation; Engagement and then relevant action to address the causes	Mental Health pathways presentation shared with West People board in September			November	December		
Link the mental health issues in the West with the Place Board to consider the impact of the environment on health and wellbeing. Build on Sunderland Health Champion Dementia Training and make organisations 'Dementia Friendly' e.g. signage, colours, accessibility etc.	Development of maximising green space projects; Develop programme of activities to support the maximising green space actions to create spaces and activities which support mental health and wellbeing; Implement findings from engagement activity undertaken across the West	Julie Parker-Walton; Linda Reiling; Helen Peverley		Maximising Green Space Action plan approved at West Area Committee in October		Opportunity for VCS delivery of supporting activities	November	December		
Consider the use of alternative therapies connected to worklessness / welfare reform	Work with VCS (HOPS), GP's and Partners to develop a potential programme of activities and small projects which increase aspiration and feeling of self-worth	Helen Peverley working with Fiona Brown and VCS					November	December		
<b>Teenage Conception Rates (particularly St Anne's and Sandhill Wards)</b>										
Establish why teenage conception rates in these particular wards are higher than those in other wards in the West. Try to address these through partnership working	Simone Common working with GP Practices in the West to promote schemes; Simone working with local schools and young groups. Sexual Health Partnership, C Card and CASH Services are also working on this agenda	Simone Common; Julie Parker Walton					November	December		
<b>Obesity / Healthy Eating and Lifestyles</b>										
Develop an extended Change for Life programme through West schools to deliver a whole family approach to offer support to develop healthy lifestyles	Programme developed; Funding approved by Area Committee in June 2014; Healthy Lifestyles Co-ordinator appointed working with Farringdon School	Helen Peverley; Simone Common; Farringdon School					November	December		
Explore the development of a local food co-op (social supermarket)	Research undertaken; Visit to be arranged	Gilly Stanley					November	December		

Utilise current assets within the West to add value, work with allotment holders and existing community gardens across the West to consider how they could support the provision of healthy food	Linked to Maximising Green Space Project Plan; Incredible Edible and development of derelict land	Helen Peverley					November	December		
Build upon the success of the Health Champions programme to continue to build capacity within the local community and extend the programme to communities with low take-up (BME, Young People, Men and people from targeted communities with low health outcomes)	Health champions programme built into any new funding specifications for the West to encourage VCS network members to be Health Champions	Julie Parker Walton; Helen Peverley; VCS Network					November	December		
Explore issues / areas of concern regarding substance misuse in the West	Existing work currently being undertaken by NECA, YDAP and current drugs and substance misuse services in Sunderland. Also various Youth Services.	Julie Parker Walton; Simone Common; Helen Peverley					November	December		