

The New Integrated Wellness Model

Our new model will deliver an approach that takes into account the health needs of the whole population while also being personalised to individual need.

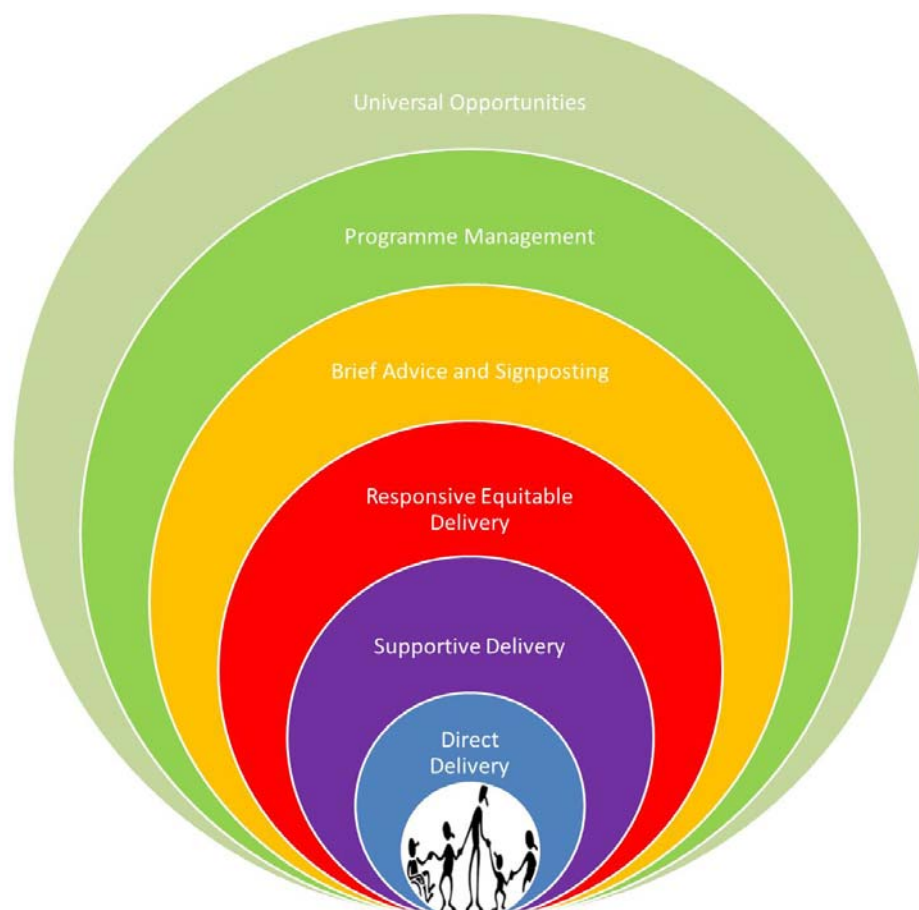


Figure 1: Delivering Integrated Wellness

Existing examples within the models layers include:

Universal Opportunities are used by everyone in Sunderland for example local parks, Sunderland's green spaces, the seaside, local cycle tracks

Programme Management Function an example of this is the hub for Sunderland stop smoking service

Signposting and Brief Intervention for example Sunderland Health Champions, brief intervention advice around smoking and alcohol delivered through primary care

Responsive Equitable Delivery working with people with high need who don't access mainstream services for example the targeted work in response to high rates of chlamydia in certain age groups, targeted work in wards with high teenage pregnancy rates, NHS health checks

Supportive Delivery for example through health trainers, building on the existing health trainer service, supporting people to develop plans to improve their own health.

Direct Delivery through our current community assets and services such as community organisations, Wellness Services, Sunderland stop smoking service, GP practices, pharmacies, private gyms