

SUNDERLAND HEALTH AND WELLBEING BOARD

22 November 2013

AREA HEALTH PILOTS - MEN'S CANCER

Report of the Head of Scrutiny and Area Arrangements

1. Purpose of the Report

- 1.1 To provide the Health and Well Being Board with a progress update on Health Pilots developed through Sunderland City Council's Area Committees.

2. Background

- 2.1 The Healthy City Investment Fund has existed for a number of years with funding being made available from both the PCT and the Council. The funding has in the past been used to make small grants available to the voluntary and community sector to support activities that are likely to have a positive impact on health outcomes.
- 2.2 In recognition that area based approaches to supporting the voluntary and community sector (VCS) result in a more inclusive approach, all 5 of Sunderland City Council's Area Committees agreed to both allocate and administer Healthy City Investment Fund during 2012/13 and in doing so work with Area VCS networks to develop approaches to support the halt in the decline in cancer mortality for men in Sunderland.
- 2.3 An allocation of £31,413 was made available to each Area Committee and projects were developed in order to:-
- (a) Address the main lifestyle causes of cancer i.e. tobacco, alcohol and obesity; and to
 - (b) Promote awareness of the early signs and symptoms of cancer.
- 2.4 The Area Committees have worked alongside the Area Voluntary Community Sector (VCS) Networks in each of the 5 Regeneration Areas in the city in order to develop projects. Lead organisations and delivery partners were identified from the VCS Networks and Project Steering groups were established in each area in order to ensure the development and delivery of the projects.

3. Performance Update

- 3.1 All 5 Area projects were approved and delivering activity from January 2013 the following provides an update on progress in each area:-

Coalfields Well Men Partnership

- 3.2 To date the project has exceeded all targets. 1555 individuals have been engaged against a target of 400. There have been 17 awareness raising sessions held and a total of 1175 contacts have been made through promotional, indirect and third party contact. Nineteen individual organisations across the Coalfield area are participating in the project.
- 3.3 Washington Mind as the lead organisation chairs the Men's Health steering group meetings and monthly Men's Health network events and attends local area events where Men's Health promotional materials are disseminated. This includes monthly Wellbeing roadshows using Gentoo venues. Washington Mind has commissioned and organised Strategies for Crisis Intervention and Prevention (SCIP) Training at the Bethany Christian Centre, Houghton and ELCAP at Easington Lane. This training is available to frontline staff particularly those who have completed the Health Champions training to enable them to use their existing health knowledge more effectively. The target is for each participant to reach 20 contacts through their working role. This is monitored by Washington Mind.
- 3.4 Easington Lane Community Access Point (ELCAP) has taken the lead on the community engagement element of the project and using a community development approach has worked in partnership with local voluntary and community organisations via the VCS Network to engage men who would not normally participate in organised health events. This community approach was launched through the 'be loud' concert which engaged over 200 men interested and involved in Houghton Brass Band. Information packs were given out and men were encouraged to recognise and talk about the symptoms of bowel cancer. Other initiatives delivered to date include:
- (a) Penshaw CA was supported to celebrate their 50th anniversary with a focus on men's health, using the community garden as a tool to engage families into healthy eating and cooking.
 - (b) An allotment promotion day was held at ELCAP to promote the benefits and advantages of both the physical activity of gardening, and the healthy options of using the grown produce. City Council allotments officers were on hand to give information and take names of those who would be interested in having an allotment. This links to another Coalfield area priority to improve the environment.
 - (c) An innovative approach to 'no smoking day' was taken, by working jointly with a men's hairdressers and a community pharmacist, based next door to each other on the Houghton Racecourse Estate. 'A Breath of Fresh Hair' gave free haircuts and free advice on smoking cessation. The City Council Street Scene team also took part by bringing a mechanical road sweeper to the estate and then showing the number of cigarette butts it had collected. This linked to the Coalfield area Love Where You Live project which is about improving and looking after the environment in your own neighbourhood. Thirteen young people signed up to the stop smoking service. As a result, Mr Singh, the pharmacist is working with

Kepier Academy who have identified issues within the school regarding young people and smoking.

- (d) A community calendar for 2014 is being produced to showcase the work which has happened throughout 2013 and to give out health related messages each month during 2014.
- (e) One of the successes within the project has been a skin cancer awareness programme. Factor fifty sun cream was promoted and provided at local events including “Fruity Friday” and “Strawberry and cream teas”, both using the sun cream as the ‘cream’ in their title. A wider audience such as pigeon owners, allotment holders and people playing outdoor sport were engaged.
- (f) Other events and activities delivered with the assistance of the Capacity Fund are a Stoptober promotion at Houghton Co-op, Gentoo roadshows, Dubmire School family health and fun day, Kepier keeping fit, Houghton Pipe Band ‘Men and their Pipes’, Elemore banner group ‘Why & When’, Pottery for All, Burnside Dads & Kids and Bowling Weekend.
- (g) The community calendar for 2014 will have messages for each of the months and will keep promoting the health message after the end of the project. ELCAP has secured a small amount of additional funding from Gentoo and East Durham Trust to establish a Men’s Cree (linked to the men’s shed project). There are 52 regular attendees at the project who will develop this further during 2014.
- (h) Prostate Cancer UK has shown an interest in the project and they have agreed to provide a further £5,000 to continue the some of the work using the methods described above to get more men aware and engaged in their own health.
- (i) Through the VCS Network, groups will be kept informed and updated of opportunities to become involved in further work around health improvement.

East Sunderland Health Consortia

- 3.5 The East Sunderland healthy consortium project was approved to run up until January 2014. The partners involved in project are FUSHIA, North East Community Solutions, North East Sports, Evolve, Sunderland MIND and Washington MIND. In addition to ‘Healthy Cities’ funding the project has also secured £65,312 of match funding.
- 3.6 Up until June 2013, 234 individuals have been engaged in the project. Activities delivered to date include:-
 - (a) Red Can (Reducing Cancer) – Delivered by Raich Carter, Fushia and Evolve. 70 beneficiaries receive a free gym membership at Raich Carter in response to giving up smoking, alcohol and healthy eating to reduce obesity. Those participating can attend drop in sessions or take advantage

of the targeted work where there is a Personal Trainer and Health Advisor advice includes:-

- (i) Targeting Smoking which offers specialist smoking cessation services within the centre, in group or one to one settings.
- (ii) Targeting Alcohol Misuse offering specialist support via Youth Drug and Alcohol Project and FUSHIA trained staff to engage with adult male members of families who they know have connections to alcohol misuse, additionally regular health check events are to be hosted across the East.
- (iii) Targeting obesity - offering full access to the Raich Carter Sports Centre (including Gym, Swim and Classes), access to health professionals offering individual advice and support (fitness plans and nutrition – subsidised healthy meals from Raich Carter Cafe) and access to GP Referral specialist provision.
- (b) North East Community Solutions have been engaging with minority ethnic men living in the area to help them to change their lifestyle. The project will consist of two parts: Sport and awareness sessions and a Drop – in centre.
- (c) North East Sports have launched a Dads and Lads club using 5-a-side football as a tool for engaging male adults. Using sport as an intervention/participation tool.
- (d) Sunderland MIND have delivered a range of different courses, which include 4 Motivation courses, 4 Mind Your Mind programmes and 4 Coping with Life Courses on Anxiety, Depression, Assertiveness, Self Esteem and Anger.
- (e) Certain aspects of the agreed programme have slipped and are currently under review. This includes the Grass Root Grant which was established for small groups to access to engage with the community and deliver small locally determine activity. As this has not been utilised it will be merged with the marketing budget and additional beneficiaries will be targeted.
- (f) A small budget has also been identified to host a celebration event for the consortium, which will reflect on the work delivered and the impact made of the programme.

Men's Healthy Futures North

- 3.7 The North Project is coordinated by Washington Mind with SNCBC as a delivery partner with an essential and successful element of the project engaging with smaller VCS organisations through the development of initiatives funded through the North Capacity Funding Pot and delivered by local community groups.

- 3.8 To date 527 individuals have been engaged through the project, 8 awareness sessions held and 15 groups engaged. There have been 2461 indirect contacts achieved; they include individuals who will raise awareness with family members and friends. Key pieces of work delivered through the project to date include:
- (a) The Ha'way man pledge project developed to encourage people to commit to specific health improvements and in doing so lead healthier lifestyles.
 - (b) Distribution of the Ha'way man promotional materials, cancer awareness and healthy lifestyle leaflets.
 - (c) Men's Health Network meetings have been held in the North and used as an opportunity to distribute monthly newsletters and promote healthy lifestyles.
 - (d) Promotional and engagement events have been held in Thompson Park, at Southwick Shopping Centre, Sunderland Airshow, Sunderland North Carers Centre, Sunderland University and at the Glass Centre as the starting point for Sunderland's recent Big Walk.
 - (e) First Clinical Contact has delivered two Strategies for Crisis Intervention and Prevention (SCIP) training sessions in the North.
 - (f) The Sunderland Wellbeing guide has been published which included a Men's Health Page. This was discussed and promoted via the North VCS Network.
 - (g) The North Capacity Funding Pot has been promoted through the North VCS Network and 12 projects have been delivered to date. Those projects include, Healthy by Nature Activities, Men in the Zone Cookery and Photography, Men's Healthy Cookery, Father and Sons Bike Project, Music Sessions, Football sessions and Snowboarding.
 - (h) Advice and guidance in relation to men's health been provided to individuals accessing back to work activities through SNCBC. This has been included as part of the wider advice and support package.
 - (i) Washington Mind host the www.wellbeinginfo.org.uk site which has a designated Men's Health area and the Men's Health Network is currently helping to develop this site further.
 - (j) The Men's Health Calendar for 2014 will be ready for distribution December 2013 with photos from across the North delivering the Men's Health message enabling the project to continue to promote the health messages for a further year.

Washington Well Men Partnership

- 3.9 The Washington Well Men Partnership Project has exceeded all targets. To date 1303 individuals have been engaged, 12 awareness raising sessions have been held, and over 4304 'indirect' contacts have been achieved. Indirect contact includes individuals who will raise awareness with family members and friends.
- 3.10 Key pieces of work have included engaging Washington men through awareness sessions in the workplace, supermarkets, pubs, Gents housing offices, local medical centres, local bingo, local bowling alley, the Technogym at the Washington Millennium Centre and a local gym on Concord Front Street – this provided an opportunity to reach those individuals not previously engaged in health initiatives. Washington MIND Roadshows and the Men's Health Network activity has also contributed to reaching high numbers of men across the area. Work has included speaking to individuals about men's health issues and providing information, leaflets and signposting.
- 3.11 Targeted sessions have been held with Parent and Toddler groups, youth groups, and local football teams utilising the Washington Millennium Centre.
- 3.12 Cancer Research UK has joined the steering group and is sharing their experience and expertise. This has provided a large batch of information resources for the project to access which will support current activity.
- 3.13 The Capacity fund is available to all local organisations who can contribute to improving men's health in Washington by disseminating information, raising awareness of issues, supporting engagement with services or engaging in health based activity. The opportunity to apply for grants of up to £500 has been promoted via the VCS Network and other partner organisations. To date 9 grants totalling £2237 have been awarded to projects such as 'Meet Eat and Garden', mountain biking, and 'Fit for Football'.
- 3.14 Washington Mind host the Men's Health Network and have coordinated the community element of the project to date we have reached more than 1300 males across Washington through our community development approach. This has included promoting the health message through Ha'way man promotional materials, cancer awareness and healthy lifestyle leaflets.
- 3.15 A web based campaign is shortly to be developed and an event is planned in December for all those who have been involved in the project

Tackling Men's Health in the West

- 3.16 Improving Men's Health in the West was a consortium approach and includes partners from, Pennywell Community Centre (lead organisation), the Tansy Centre FISCUS, Pennywell Residents Group, the Jubilee Centre, Unity, North East Community Solutions CIC, Washington Mind (on behalf of the Men's Health Network), SNCBC (on behalf of Thorney Close Action & Enterprise Centre). The partners within the consortium delivered individual projects as

well as supporting joint delivery within the consortium. To date the project has attracted £5,036 of match funding. Key pieces of work undertaken include:

- (a) Smoking awareness and cessation programme's which have seen 30 men to date go through the smoking cessation programme.
- (b) Delivering men's health and awareness sessions through Work Programme activity. Recruiting men involved in the Work Programme and encouraging their involvement in other activity in the area leading to healthy outcome. To date in excess of 300 men have engaged through this route.
- (c) Targeted sessions for BME communities, delivering health and wellbeing sessions and sport and activity sessions. Additionally surveys have been undertaken and information gathered on health issues faced by targeted communities. Over 81 men have been engaged and 250 men surveyed. Some of the participants have gone on to join gymnasiums and activity sessions offered across the area.
- (d) 30 men have participated in Cook Mechanics which provided participants with the opportunity to learn how to make healthy meals on a budget. Some participants have also gone on to engage in other Community activity including learning, education and employment activity.
- (e) Health and Wealth sessions delivered in communities engaging 50+ individuals through dedicated sessions. The information used for those sessions has also been developed for a local Registered Social landlord to deliver shortened sessions to residents.
- (f) Washington Mind and the Men's Health Steering Group have delivered 2 engagement events in the West. They plan to engage men from the area and divert them into funded activity to improve their health.
- (g) Weekly sessions are being delivered which offer men the opportunity to meet and access healthy eating, diet, nutrition, health & wealth checks and exercise provision. 60 men have engaged with this activity to date.

4. Recommendations

4.1 The Health and Well Being Board are requested to:

- (a) Accept the report as an interim update on how the projects are performing to date; and
- (b) Agree to accept a future report once the projects are complete which includes an evaluation of activities and lessons learnt during the development and implementation of those projects.

