



Prevention Concordat for Better Mental Health: Commitment level

Information required from signatories to the Consensus Statement

We are delighted that you are interested in becoming a signatory to the [Prevention Concordat for Better Mental Health Consensus Statement](#). You will be joining a number of organisations who have committed to working together to prevent mental health problems and promote good mental health through local and national action.

The Prevention Concordat Commitment level registration process

Step 1. Complete a first draft of your Prevention Concordat Commitment action plan using the template below and send it to publicmentalhealth@phe.gov.uk.

(Attach any supporting documents that you may want to share)

Step 2. Your PHE regional lead will contact you to arrange an informal conversation and give feedback on your proposed plan.

Step 3. Make any changes to your action plan based on feedback.

Step 4: Once your application is complete you will need to obtain the signature of your most senior leader or Chief Executive Officer for formal approval of your plan.

Step 5. E-mail your final submission to publicmentalhealth@phe.gov.uk

Step 6. The national Public Mental Health team will review your application and will be in touch with the result within 2-4 weeks of the submission date.

Step 7: Following this, the national team will dispatch a certificate to the lead contact for your organisation.

Step 8: The national team will follow up progress after 12 months. New aspects of the programme to provide support and progression for existing signatories will be developed in 2021.



Section 1 - Registration form

Please note: If you are signing up on behalf of a partnership, e.g. health and wellbeing board, integrated care system, sustainability and transformation partnership or another type of partnership, please provide name, email, telephone number and job title of all the lead officers. Add additional columns as needed.

Lead contact name	Wendy Mitchell
Lead contact details	Email: Wendy.mitchell@sunderland.gov.uk Telephone number:
Job title of lead officer	Public Health Lead (Starting Well)
Name of organisation / partnership.	Sunderland City Council (SCC)
Local authority/region	Sunderland City Council (SCC)
Post code	SR1 3AA
Weblink	https://www.sunderland.gov.uk/
Twitter handle	@SunderlandUK
Organisation or Partnership	Organisation
Please tell us more about your organisation's work (no more than 150 words)	<p>Sunderland is a fantastic, forward-looking city undergoing significant transformation and economic regeneration.</p> <p>To guide continued progress over the next decade, we have developed a City Plan which provides the blueprint for all partners and communities to work together, to address the economic and social challenges that Sunderland faces so that the city and its people can achieve their full potential.</p> <p>The Healthy City Plan 2020-2030 is our Health and Wellbeing Boards refreshed statutory Joint Health and Wellbeing Strategy. The 2030 vision for health and wellbeing in Sunderland is: <i>Everyone in Sunderland will have healthy, happy lives, with no one left behind.</i></p> <p>Our approach focuses on tackling the social factors of health, 'the causes of the causes' of poor health throughout the life course - starting well, living well, ageing well and addressing inequalities for key vulnerable populations. Together we have a real opportunity to build back fairer.</p>



Please list any partners you are working with	N/A - We are not a partnership
Please give a lead contact name and email for each member of the partnership	N/A



Section 2 – Action Plan

The Prevention Concordat for Better Mental Health is based on [the five-domain framework for local action](#). Please describe what you are planning to commit to in the **next 12 months** for your organisation/area using the form below. Please take into account the mental health impacts of COVID-19 when completing this action plan.

(See the question prompts to support completion of this section).

Domain	Proposed actions	Lead	Timeframe
1. Understanding local need and assets Prompts <ul style="list-style-type: none"> Are you undertaking or are you planning a mental health needs assessment that takes prevention of mental-ill health and promotion of wellbeing into account? How will you collect and analyse quantitative and qualitative data? How will you engage with local communities to map assets which can protect and promote mental health and wellbeing? How will (or does) your needs assessment take account of Covid19's disproportionate impact on different groups? 	<p>Implementing the findings from the Better Mental Health Evaluation and how best to implement them</p> <p>New Suicide Audit to gain insight into the driving causes and trends of suicide within Sunderland</p> <p>Adult and Children and Young People JSNA to be annually updated</p> <p>Supporting the development of the Regional Real Time Suicide Dashboard to allow real time alerts for Sunderland.</p> <p>Annual Lifestyle Survey to be commissioned which includes Warwick and Edinburgh Wellbeing Scale</p> <p>Consider appropriate interventions and approaches with key target populations that are in greatest need, such as students, men, BME communities, and young people going through gender reassignment.</p> <p>Annual update of Workforce health and wellbeing needs and plan embedded as part of the BHAWA interventions</p>	<p>MH P</p> <p>MH P</p> <p>MH & Ryan</p> <p>MH P</p> <p>MH P</p> <p>MH P</p>	

Domain	Proposed actions	Lead	Timeframe
2. Working together Prompts <ul style="list-style-type: none"> Are you collaborating with other organisations (e.g.: local employers, voluntary sector, other public sector - e.g.: NHS/local authorities, emergency services?) Are you working collaboratively within your organisation (with other departments/directorates or groups) Are you working with a diverse range of communities (eg: Black Asian and minority ethnic groups, LGBT plus, those with long-term health conditions/disability), including those with lived experience of mental ill-health? 	<p>Collaboration with the ICB on the Mental Health Dashboard and use opportunities for joint commissioning</p> <p>Sunderland Suicide Prevention Action Group to be led by the Council's Public Health team working to reduce prevalence and near misses</p> <p>The Council's Area Arrangements Service to work closely with the Voluntary Sector via the Sunderland Voluntary Sector Alliance to promote better mental health and wellbeing, creating resilient communities and neighbourhoods</p> <p>The Council will remain a key partner of the local Children Adolescent Mental Health Partnership (CAMHS) to support with transforming the local system to improve outcomes for children and young people's mental health and wellbeing.</p> <p>Maintain relationship with Regional and Local partners that enable the delivery of the Healthy City Plan milestones.</p> <p>Embed Health in All Policies to support Healthy Settings across workplaces and schools.</p> <p>This section focuses on the partnership approach to public mental health and wellbeing across the city. It describes the collaborative work with partners across the system to address issues related to the promotion of mental wellbeing and prevention of ill health.</p>	MH P	

Domain	Proposed actions	Lead	Timeframe
3 (a). Taking action on prevention/promotion of mental health Prompts <ul style="list-style-type: none"> Are you planning on delivering both universal interventions (i.e. population wide) and targeted interventions (i.e. to those at greater risk/vulnerable groups as well as those with existing mental health problems)? Are you taking action across the life-course (i.e. children and young people, working age adults, older people) Are you taking action on the social determinants of mental health (employment, education, housing/homelessness, poverty, debt, etc) How will you promote and protect good mental wellbeing in settings such as schools and workplaces, including your own staff's wellbeing? 	<p>The Council will take a life course approach (starting, living and ageing well) and the delivery boards will monitor the progress of public mental health</p> <p>Every Mind Matters Campaigns will be delivered across key dates of the year universally across the population with specific focus on the workforce and the inequalities groups.</p> <p>The recommendations of the Better Mental Health Evaluation will be actioned Sunderland City Council Workplace Health Strategy will be implemented.</p> <p>This section incorporates the work that SCC are doing in partnership with other organisations across Sunderland, to promote better mental health and prevent the escalation of ill health in our communities. It also describes mental health prevention activity across the whole organisation which is being led by the Assistant Director of HR to improve the health and wellbeing of employees.</p>	<p>MH P</p> <p>SCC HR</p> <p>MH P</p>	

Domain	Proposed actions	Lead	Timeframe
3 (b). Taking action to reduce mental health inequalities Prompts <ul style="list-style-type: none"> What steps are you taking to address the social and economic disadvantages that underlie mental health inequalities? What steps are you taking to address discrimination, racism and exclusion faced by particular local communities? How are you addressing mental health stigma? 	<p>Identify future opportunities to reduce mental health inequalities with intelligence gleaned from the JSNAs and Better Mental Health Evaluation</p> <p>Addressing Inequalities – To address inequalities across the city the Council sets out Sunderland's response to COVID-19 and its impact on health inequalities. It builds on previous strategies where health inequalities have been identified including the Sunderland Health and Wellbeing Strategy, Director of Public Health report 2019 and the City Plan. This strategy focuses on all available evidence to date where key health inequalities have been recognised as a result of COVID-19, but it will also consider and respond timely to any emerging evidence as it evolves. The Health Inequalities Strategy will:</p> <ul style="list-style-type: none"> Raise awareness of the importance of health inequalities as well and mental health inequalities in both the response and recovery to Covid Follow the key principles set out in the Healthy City Plan, and use data, intelligence and evidence to systematically understand the natural and unintended consequences that may have widened health inequalities Support local organisations and communities to consider how their work may impact on health inequalities, as described in the Sunderland Prevention and Health Inequalities Framework. The council will follow the key principles set out in the Healthy City Plan, and use data, intelligence and evidence to develop interventions to reduce health inequalities. The pandemic encouraged new and different ways of working and highlighted the importance of our partnerships. Innovative communications, drawing upon our community assets and the use of social prescribing all formed part of our plan and will continue to underpin our work going forward. Consider the evidence to ensure that any recommendations will prevent or mitigate health inequalities widening as part of the Covid-19 pandemic <p>With the completion of the recent Better Mental Health fund, the Public Health team is endeavouring to identify new opportunities and interventions to reduce mental health inequalities within specific high priority groups.</p>	MH P	

	<p>Targeted Approach – the Sunderland Mental Health JSNA including the Mental Health Strategy identifies those at greater risk/vulnerable groups as well as those with existing mental health problems. The Council delivered the national Better Mental Health Fund to address inequalities amongst those at the highest risk which has showed to make a difference and is currently being evaluated to explore next steps. The Council remains committed to target key interventions to the most vulnerable in society including those in routine and manual work. This will be done taking in the Population Intervention Triangle Approach. See Place-based approaches for reducing health inequalities: main report - GOV.UK (www.gov.uk)</p>		
Domain	Proposed actions	Lead	Timeframe
<p>4. Defining success/measuring outcomes</p> <p>Prompts</p> <ul style="list-style-type: none"> What is the impact you are looking to measure? What are your agreed outcomes? How will you measure and monitor them? Do you have effective monitoring plans in place with regular reporting? 	<p>The Healthy City Plan 2020-2030 performance matrices will remain to be overlooked by the Chief Executive and the Chief Officers Group. The Corporate Performance Team will ensure milestones are achieved and prepare reporting to senior leaders for accountability.</p> <p>To demonstrate our achievements, we will work closely with the ICB and develop and publish a dashboard which will show progress against key performance indicators aligned to our commitments and measures within the mental health strategy.</p> <p>The Council's Workplace Health Strategy will be implemented and will be a key driving factor to ensure arrangements are put in place top-down bottom up taking in to consideration business need, data and the voice of employees</p>		

Domain	Proposed actions	Lead	Timeframe
5. Leadership and Direction Prompts <ul style="list-style-type: none"> ▪ <i>Do you have a Mental Health Champion?</i> ▪ <i>Is there a stated commitment and support from 'the top level' of the organisation?</i> ▪ <i>How will you ensure clear leadership and vision for prevention and promotion of better mental health across the organisation or partnership?</i> 	6 monthly Prevention and Promotion of Better Mental Health progress report to be presented to Health and Wellbeing Board by the Mental Health Practitioner on behalf of the Executive Director of Health, Housing and Communities	MH Prac	
	The Cabinet Member for Healthy City will have the lead responsibility for health, including mental health.	Member	
	Executive Director of Health, Housing and Communities will be responsible for the programme of work to deliver public mental health and wellbeing across the city.	Gerry Taylor	
	The Assistant Director of People Management will be responsible for the internal Workplace Health Strategy that includes the focus on employee mental health and wellbeing.	AD Of PM	
	The Executive Director of City Development will be responsible for ensuring regeneration taking places across the city supports the promotion of health and wellbeing.	Peter McIntyre	
	The implementation of Integrated Impact Assessments as part of the Health in All Policies (HiAP) approach		



Section 3 - Senior leadership/CEO sign off

Please let us know if you would like to be contacted to provide short statements on your progress to use in communication pieces, such as bulletins, social media, etc.

Is your organisation/ partnership happy to provide key impact headlines or quotes when contacted related to your Prevention Concordat Commitment?

Yes ☐ No ☐

The purpose of this information is from promotion purposes, to support us to inspire others and share good practice.

Upload Senior leader/CEO signature and organisation logo.

If you are signing up on behalf of a partnership, please include signatures and logos from all the organisations

Please attach any additional documents that you may want to share to support your commitments, e.g. strategies, plans project outlines. For example, your health and wellbeing strategy.