

Sunderland Men's Health Network



Together we will improve men's health



**NHS South of Tyne and Wear**

serving Gateshead Primary Care Trust, South Tyneside Primary Care Trust and  
Sunderland Teaching Primary Care Trust

## **Sunderland Men's Health Event June 2011**

[A brief about the event](#)

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(L-R) former Sunderland footballer Len Ashurst, Deputy Mayor Cllr Iain Kay & former Sunderland footballer Jimmy Shoulder

Men in Sunderland have a lower life expectancy than the national average – 75.9 compared to 78.3 nationally. There are also unnecessary differences in life expectancy locally – a man in Washington South, for example, can expect to live until 83.7, whereas a Hendon man’s average life expectancy is 14 years lower at just 69.7.

Many of these premature deaths could be prevented – whether that be through making lifestyle changes such as losing weight, doing more exercise or stopping smoking – or by simply being more aware of the symptoms of certain conditions and visiting the doctor at an early stage.

The week of 13th – 19th June 2011 was national men’s health week and the Sunderland Men’s Health network led by Sunderland Teaching Primary Care Trust arranged an event at Sunderland High Street west outside Marks & Spencer on Thursday 16<sup>th</sup> June 2011

- **Aim of the event**

The aim of the Sunderland event was to;

- Launch the Sunderland Men’s health virtual network
- Have a promotional event on men’s health in the city
- Encourage effective partnership working
- Awareness of men’s health by pragmatically engaging with the public.

- **Steering group**

The event was planned, developed and delivered by the Sunderland Men’s health steering group. The steering group consists of the following organisations;

1. Sunderland Teaching Primary Care Trust (Promoting Health Team)
2. B Active N B Fit
3. NECA
4. NERAF
5. Headlight
6. Washington Mind



- **Partners and their services**

The following services contributed on the day with specific health promotion stalls

Organisation	Service
Sunderland City Council	Active Bus for Health Checks and Health MOT
Marks & Spencer	Free Fruit
TW Fire Service	Fire engine and Community Safety stall
NERAF	Breathalysers
NECA	Gazebo with Non Alcoholic cocktail, sexual health Chlamydia testing, penalty shoot out with drunk glasses
NHS SOTW	Smoking Cessation
Stroke association	Stroke Awareness
Public Health	Men's health Stall
Happiness and wellbeing network	Emotional health and wellbeing – 5 a day for health and happiness
Washington Mind/Headlight	Mental health awareness
Health trainers/NECA/ B active and B fit	Cancer Awareness information
Lifeline Sunderland	Lifeline information
DW Gym	Physical activity awareness
Health and Racket Club	Activity stall
B Active N B Fit	Physical Exercise
Healthy community collaborative	Fruit and Veg hamper prizes and doing eligibility criteria for NHS health checks
Library Services	Library Services
Social Chef	Health food demo
Community Delivery Team (Healthcare at Home)	Health Checks
NHS SOTW	Health trainers
St Mary's Drop in	Tables for the day

**Free Prize draw:**

B Active N B Fit provided the event with free Kings of Leon tickets and free tickets to a Sunderland football match. These tickets were given out throughout the day and the winners were from Herrington and Barnes. They were announced live at 4pm by Sun FM.



- **Publicity**

The events was publicised in the NHS SOTW website, Sunderland Echo, Sun FM, Face book, Local Community & Voluntary organisation newsletters and e bulletins and emails were circulated to a wide range of partners.

1000 A6 leaflets were created and distributed to most community centres in the city.



The official opening of the event was by the deputy mayor of the city, Cllr Iain Kay.

The Sunderland “Formers players Association” showed their support and came along on the day to engage with the public. The players that came were:

- 1) Len Ashurst
- 2) Jimmy Shoulder
- 3) Dick Malone
- 4) Jim Montgomery
- 5) Alan Cardice

- **Health Checks and Health MOTs**

On the day there were 18 health checks done by the community delivery team and 87 mini MOTs done by the Health trainers

On Friday 17<sup>th</sup> June there was a smaller scale event at the same venue in which 8 health checks were done and 39 mini MOTs.

- **Attendance on the day**

The day was very vibrant and well attended. Anecdotally there were approximately 500 people who benefitted from the health promotion with a good mix of men and women.

Friday 17<sup>th</sup> June was very busy as well with about 250 people passing through. This was unexpected but could have been because the Kings of Leon Concert was on in the evening.

- **Was it a success**

Overall this was a very well attended event fulfilling its aims. Promotion of Public Health commissioned services was excellent and men felt that more of these events need to be arranged. Many women who came along reiterated that men do not go along to their GP as often as they should and events of this nature help them feel more comfortable to talk about their health.

- **Next steps**

- This event took place in the central area of Sunderland and there are plans to reflect this practice in the Washington Area.
- The men's health virtual network will be developed
- The men's health steering group will meet monthly to work in partnership with Public Health commissioned services to raise awareness on men's health.
- Men's Health will be under pinned in the community engagement action plan of
  - Health Checks
  - Health Champions
  - Cancer

If you are interested to know about Men's Health contact 'Sunderland Men's Health@ on [menshealth@sotw.nhs.uk](mailto:menshealth@sotw.nhs.uk) or call Yusuf on 0191 5297200