

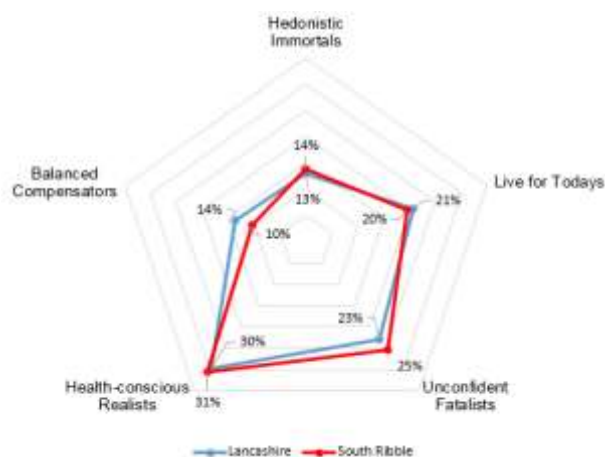
South Ribble summary

This local summary forms part of the joint strategic needs assessment for health behaviours in Lancashire.¹ It provides an overview of the health behaviours questionnaire and the [secondary data analysis](#), providing a bespoke view of health behaviours in the district. The intention is for this report to be used to aid commissioning decisions in local areas in conjunction with the recommendations of the [health behaviours JSNA](#). For a wide range of data, intelligence and analysis, and summary reports for other local authorities please see the [health behaviours](#) webpage. Please direct all queries to BusinessIntelligence.jsna@lancashire.gov.uk

The questionnaire covered a wide range of topics around health behaviours and incorporated the '[healthy foundations](#)' segmentation tool.

Segmentation tools can be used to inform bespoke local health improvement activities. They provide insight for social marketing around health policies, campaigns and targeted interventions.

This allows us to identify the motivation levels and the potential for behaviour change among the different groups and can be used when considering the recommendations below in relation to the health status, lifestyle behaviours and wellbeing of South Ribble's residents.



In South Ribble, less respondents were classed as 'balanced compensators', compared to Lancashire. There were similar rates for 'health-conscious realists', 'live for todays', 'unconfident fatalists' and 'hedonistic immortals'.

Recommendations for South Ribble

Strategies which address specific health behaviours may have a positive effect on improving health overall within the district. Whilst there are distinct recommendations for South Ribble based on the questionnaire and secondary data analysis, there are overarching priorities and recommendations. These are:

1. Increase people's health-enabling behaviours and reduce health-compromising behaviours.
2. Increase health literacy levels through the provision of knowledge, skills and resources.

Addressing the wider determinants of health is also important in South Ribble, particularly in the areas where there is higher deprivation compared to the rest of the district, and around areas such as employment, housing and education. Further information on these topics can be found on our [Lancashire Insight](#) pages.

¹ Lancashire refers to the 12 districts in the county council area. The secondary data analysis does not include Blackburn with Darwen or Blackpool, unless specified.

Alcohol

Excessive alcohol consumption is a major contributor to poor health and long-term conditions, as well as having an impact on community safety and crime. It can also negate the effects of other health-enabling behaviours, so is an important area to address. The identified priorities around alcohol for South Ribble include:

- *Address the high rates of alcohol-related hospital admissions by promoting sensible drinking to the identified populations most at risk, taking into account the delivery of the message to the different target audiences.*
- *Provide community-based programmes to educate parents and children together about alcohol and the harm it can cause.*
- *Promote interventions to reduce alcohol consumption, and provide information, advice, support and signposting to young people (15-24).*

Drug and substance use

Drug and substance use can have profound negative effects on individuals, families and communities and also contribute to poor physical and mental health, with many individuals who use substances having a dual diagnosis.² The long-term investment in rehabilitation and treatment services can bring positive economic, social and health outcomes.

- *Increase people's resilience and wellbeing by giving them opportunities to make alternative healthier life choices, and improve their skills and decision making around risk-increasing behaviour(s).*
- *Focus on educating young people around club and recreational drugs whilst continuing to monitor emerging drug trends through data sharing with other partners.³*
- *Work with partners in signposting and providing a wide range of support services for people who may be vulnerable to drug or substance misuse, including referrals to other services that can support healthier lifestyles.*

² Individuals who have co-existing mental health and alcohol and/or drug difficulties

³ Club drugs refer to substances which are used recreationally and in the club scene. These include, but are not limited to: cocaine, amphetamines, ecstasy, ketamine, and other hallucinogens. They tend not to include heroin.

Key findings



The data analysis reveals for many alcohol indicators, the district is not significantly different to England

68% of 14-17 years olds say they obtain alcohol from their parents/guardians

The questionnaire indicates 72% of respondents drink alcohol

Of these 15% are classed as increasing-risk drinkers and 3% are high risk. Just over a fifth (21%) are classed as regular binge drinkers

Key findings



The questionnaire reveals 5% of respondents have used drugs in the past 12 month

Of these 88% use cannabis – the second highest self-reported rate in Lancashire

23% use new psychoactive substance (NPS), which is an emerging concern nationally

There are high rates of recreational drug use with 40% using amphetamine, almost a third using ecstasy/MDMA (31%) and 16% using Ketamine

Healthy eating

Poor nutrition is a risk factor for many health conditions including some cancers and diabetes. It can also contribute to excess weight in adults and children, which can lead to health challenges in later life. The priorities around healthy eating include:

- *Support community-based interventions which can provide opportunities to develop knowledge and skills around nutrition, healthy eating and weight management.*
- *Increase access to locally-sourced food.*
- *Increase the number of people eating five portions of fruit and vegetables per day.*
- *Target settings where the healthy eating messages can be promoted.*

Mental health

There are established links between negative health behaviours – such as substance use – and poor mental health. Good mental health can be an important buffer against stress, ill health, and a person's ability to cope with life. It can be improved through partaking in health-enabling behaviours, having an appropriate support network, a sense of belonging, and being in control of one's life. Priorities for South Ribble include:

- *Promote opportunities to develop social inclusion, social connectedness and community involvement, with a focus around digital inclusion for populations who may be at risk of being excluded through age, disability, access or education for example.*
- *Increase people's resilience and wellbeing by giving them opportunities for making alternative healthier life choices, improving their decision-making skills and control over their own lives.*
- *Promote opportunities to encourage communities to look after their own mental health and wellbeing needs.*

Key findings



The data analysis shows 21.9% of adults are obese and 44.2% are overweight compared to England (23.0% and 40.8% respectively). A third are a healthy weight (England 35%)

14% of respondents ate five portions of fruit and vegetables per day

45% of respondents cook/prepare a meal from scratch five times a week or more, whilst 57% eat with their family/household members five times a week or more

Key findings



24% of respondents said they have been diagnosed with depression, anxiety or other mental health condition (at any time)

69% rate the things they do in life as highly or very highly worthwhile

25% report high levels of anxiety

7% of respondents said they often felt left out, while 9% said they often felt isolated from other people

Physical inactivity

Physical inactivity is a major risk factor for heart disease, type 2 diabetes, some cancers, and other long-term conditions. It is more of a risk factor for heart disease than cigarette smoking, high blood pressure, or a high cholesterol level. Physical activity can also reduce the risk of falls in older people, improve healthy life expectancy and help to achieve and maintain a healthy weight.

- *Ensure all people can take part in low-cost active recreation through the provision and promotion of cycle paths, walking facilities, and access to a high-quality public realm and open green spaces.*
- *Identify settings where people live and work to bring about healthy behaviour change, such as community/workplace activities, health in the home, or health walks for example.*
- *Connect people to community resources, information and social activities.*

Sexual health

Sexually transmitted infections (STI) can cause a wide range of illness and poor health, whilst teenage pregnancy may limit education and career/employment opportunities. This can result in poorer life outcomes for teenage mothers and their children. Priorities around sexual health for South Ribble include:

- *Increase testing and screening for young people of all ethnic groups by providing specific sexual health services tailored to their individual needs, without making generalisations regarding 'typical' behaviour due to religion, culture, sexuality or disability.*
- *Promote contraception services and ensure a strong focus on targeted interventions with young people at greatest risk of pregnancy.*
- *Promote sexual health screening and HIV testing for at risk populations.*
- *Increase people's sexual health and wellbeing by giving them the skills to make appropriate choices around contraception, testing and screening.*

Key findings



The data analysis shows there has been a decrease in sports/activity participation

44% of adults did not take part in any physical activity in a 28-day period

The questionnaire indicates that 38% of the respondents state they take part in more than four hours of moderate intensity activity in a week

23% take part in two or more hours of vigorous activity in a week

Key findings



57% of respondents are sexually active and 5% have risk-taking sexual behaviour

For under-16 conceptions there has been a small increase of 2% between 2005/07 and 2010/12

Abortion rates for under-18s have increased by 9% in this same period

The district has significantly higher rates of chlamydia diagnosis, and lower testing rates

Smoking/tobacco use

Smoking and tobacco use is the biggest cause of illness and premature death from a range of conditions including cancers and heart disease. Ongoing health campaigns continue to promote the stop smoking message, and services and priorities around smoking and tobacco use include:

- *Continue to promote the no smoking message in homes, cars and outside buildings, to reduce exposure to second-hand smoke, and shape positive norms around smoking and tobacco use.*
- *Collaborate with community partners to design and/or deliver stop smoking services, with volunteer mentors in place to provide advice, information and support to smokers looking to quit.*
- *Promote stop smoking services for pregnant women, ensuring the service is targeted and tailored appropriately.*

Key findings



The tobacco profile for South Ribble ([Public Health England](#)) and the data analysis indicates overall the district has smoking outcomes comparable to England

Significantly more women are smoking at the time of delivery (16.8%) compared to England (12.0%)

The questionnaire indicates 71% of respondents are regularly exposed to other people's smoke

4% of respondents use e-cigarettes daily or occasionally

A comprehensive report covering all the health behaviours questionnaire findings for South Ribble can be found on the [health behaviours](#) webpage. Please direct all queries regarding the health behaviours JSNA to BusinessIntelligence.jsna@lancashire.gov.uk