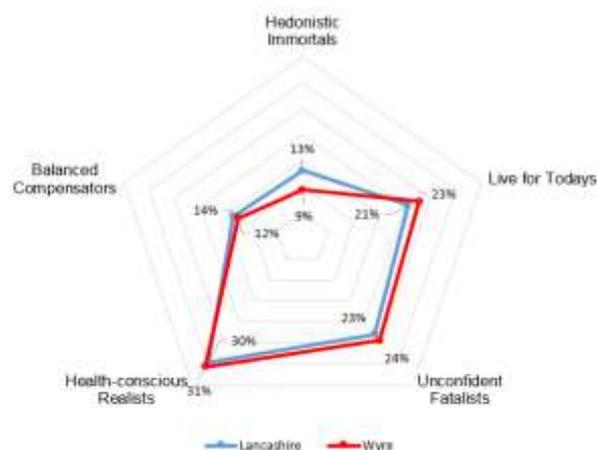


Wyre summary

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 Wyre's residents.



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

Recommendations for Wyre

Strategies which address specific health behaviours may have a positive effect on improving health overall within the district. Whilst there are distinct recommendations for Wyre based on the health behaviours 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 continues to be important in Wyre. As the district has areas of very high deprivation, employment and education will remain important priorities. 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 Wyre include:

- *Work with partners to continue with enforcement, advocacy and legislative work around alcohol sales and minimum unit pricing.*
- *Work with partners in signposting and providing support services for people affected by alcohol.*
- *Provide community-based programmes to educate parents and children together about alcohol and the harm it can cause.*

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. Priorities include:

- *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).*
- *Promote harm reduction and recovery services for substance users, including dual diagnosis and referrals to other services that can support healthier lifestyles.*
- *Explore potential interventions for families, parents and individuals who find it difficult to seek help/advice due to the taboos associated with substance use.*

Key findings



Overall Wyre has rates of alcohol-related hospital admissions and mortality similar to England

There are significantly higher alcohol-related admissions for under-18s

The questionnaire shows that 72% of respondents drink alcohol

19% are increased- or higher-risk drinkers, while 18% of respondents are classed as binge drinkers

Key findings



Wyre has modelled estimate of opiate/crack use significantly lower than England

From the questionnaire 5% of respondents have used drugs in the last 12 months

The most widely used drug is cocaine/crack, with 59% of respondents saying they have used this. Just under half (49%) use cannabis

Other recreational drug use is low, along with new psychoactive substances (NPS), which are an emerging concern nationally, but do not appear to be problematic in the district

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

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 this area include:

- *Increase the number of people eating five portions of fruit and vegetables per day.*
- *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.*
- *Target settings where the healthy eating message and healthy alternatives 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. As the district has more rural areas priorities around social connectedness and belonging are important and include:

- *Promote opportunities to develop social inclusion, and community involvement, with a focus around digital inclusion for populations who may be at risk of being excluded through age, disability, location/access or education for example.*
- *Develop integrated lifestyle programmes that take a whole-person approach to improve physical and mental health.*
- *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.*

Key findings



The data analysis shows 27.5% of adults are obese and 43.4% are overweight, both significantly higher than England (23.0% and 40.8% respectively)

14% eat five portions of fruit and vegetables per day, 53% eat five or fewer

There are high numbers who eat takeaway meals or fast food, with 16% of respondents eating them one to four times a week, and 1% eating them five times or more a week

Key findings



7% of respondents report often feeling left out, 11% say they often lack companionship and 9% are often isolated

77% say they have more than one person to rely on in a crisis

66% rate their happiness as high or very high

A quarter of respondents have been told they have depression, anxiety or other mental health condition (at any time)

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.

Priorities for Wyre include:

- *Work with partners to identify and address the barriers to activity (including age, sex, socioeconomic status, disability, and race/ethnicity).*
- *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. The identified priorities for Wyre include:

- *Increase the coverage and uptake of chlamydia and HIV testing and continue to promote sexual health screening services for young people (15-24 years), and the populations identified as at increased risk of HIV (including men who have sex with men).*
- *Promote contraception services, and ensure a strong focus on targeted interventions with young people at greatest risk of pregnancy.*
- *Increase people's sexual health and wellbeing by giving them the skills to make appropriate choices around contraception, testing and screening.*

Key findings



50% of adults took part in no physical activity in a 28-day period

There is also an overall decrease for males and females who say they want to take part in sports/activity

The questionnaire reveals 33% of respondents take part in more than four hours of moderate intensity activity in a typical week

19% take part in more than two hours of vigorous activity in a typical week

14% of respondents state they have a physical impairment, 14% have a long-term condition

Key findings



The questionnaire indicates 51% of respondents are sexually active, while 3% have risk-taking sexual behaviour

The district has a significantly lower rate of acute STI compared to England

There are significantly more positive chlamydia diagnoses, compared to England

Under-16 conception rates have increased 22% between 2005/07 and 2010/12

Abortion rates for under-18s have also increased 8% in the same period

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.*
- *Adapt services to the needs of smokers, taking into account differences such as language to ensure the message is delivered appropriately and effectively.*

Key findings



The tobacco profile for Wyre ([Public Health England](#)) indicates the district has smoking outcomes comparable to England, but significantly higher rates of smoking-attributable mortality and deaths from chronic obstructive pulmonary disease

15% of questionnaire respondents use tobacco products, with 66% using manufactured cigarettes

7% use e-cigarette daily or occasionally

59% of respondents are regularly exposed to other people's smoke

No respondents use shisha/water pipes, chewing tobacco or bidis

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