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research

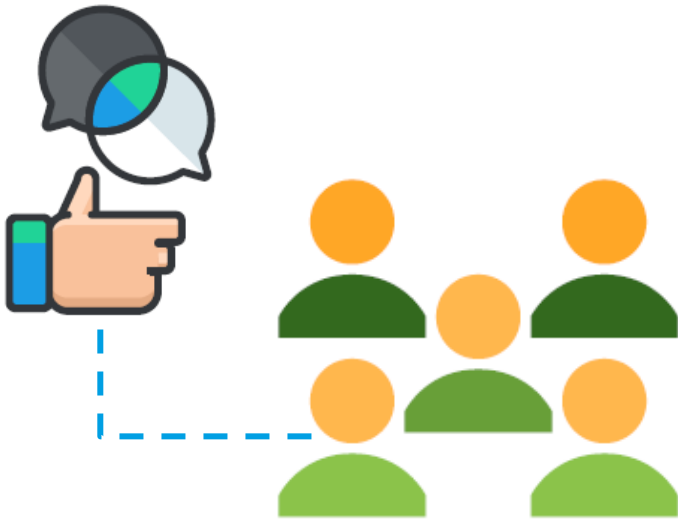
# Slough Health Beliefs - Supporting a Healthy Lifestyle'

October 2019

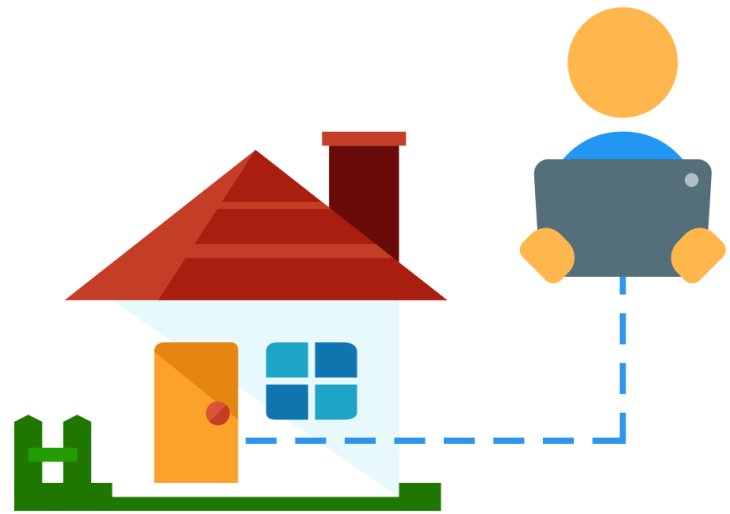
# Two key stages

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**Stage 1: Qualitative exploration**

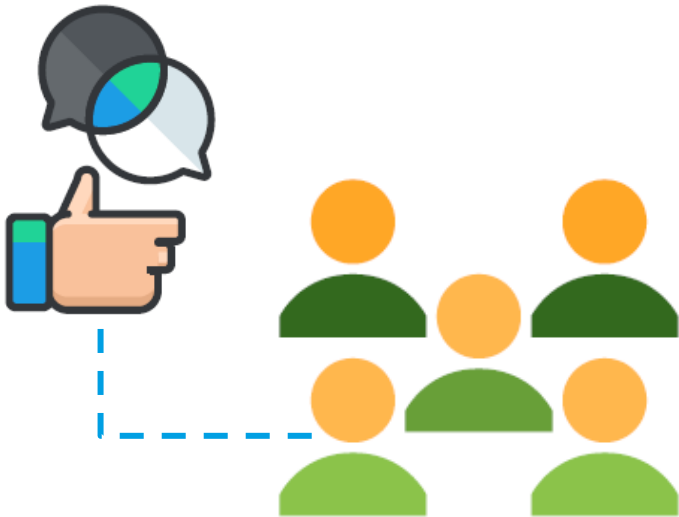


**Stage 2: Quantitative door-step survey**



# Stage 1: Qualitative exploration

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- Stakeholder workshop
- ‘Chattabouts’ with six community groups
- Two focus groups with residents

# Who we spoke to

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- **Stakeholder workshop:**

- Active Communities, Customer engagement and transformation, Community Mental Health, Early Years, Slough Parks, School Sport and Young People's Services
- Representatives from NHS East Berkshire CCG, Community Dental Service Oral Health project, Slough Children's Services Trust, Slough CVS and the Wildfowl & Wetlands Trust

- **Chattabouts:**

- Aik Saath, Art Beyond Belief, Berkshire Autistic Society, Britwell Recycled Teenagers, Chalvey Community Forum, Rise & Shine Slough

- **Focus groups**

- Broadly representative sample of residents aged 18 to 70
- Langley Pavilion
- Council offices at St Martins place

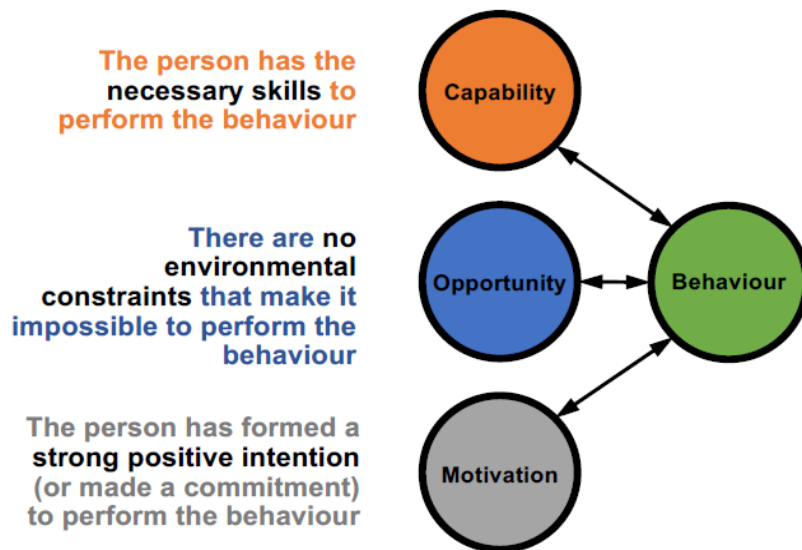
# Stage 1: Qualitative approach

Research based on Appreciative Inquiry (AI) and Behaviour Change (COM-B) models

AI based upon five key principles. Differs from traditional consultation methods as it does not outwardly look to identify 'problems' or 'barriers' but rather looks to identify 'positives' and 'strengths'.



COM-B model



# Stage 2: Survey

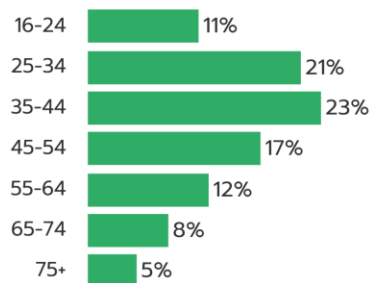
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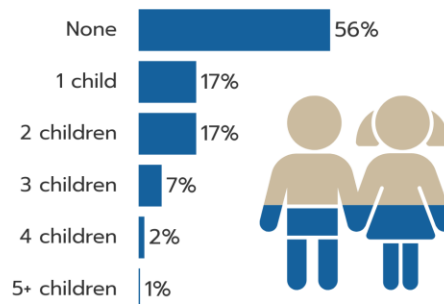
- A 20-minute, face-to-face (doorstep) survey covering wide range of health and activity themes;
  - Sexual health or Vaccinations and dental health;
- Fieldwork took place **between July and August 2019**;
- Undertaken with **1,605 residents**, representative by gender, age band and ethnicity;
- Statistically reliable to  $\pm 2.4\%$  for a 50% finding.

# Who we spoke to

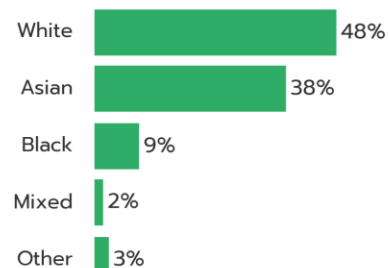
## Age group



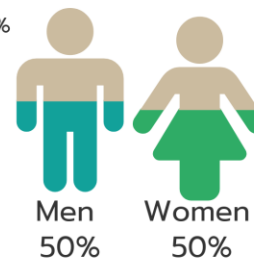
## Children in the home



## Ethnicity



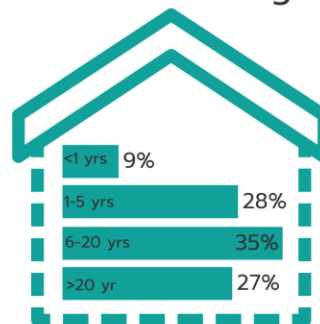
## Gender



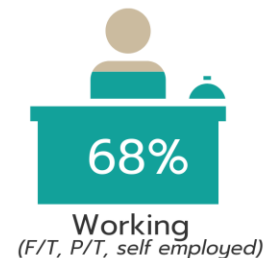
## Caring responsibilities



## Length of time in neighbourhood



## Employment status



# Attitudes to staying healthy

What does staying healthy mean to you?

80%



Balanced diet/cut out certain foods

73%



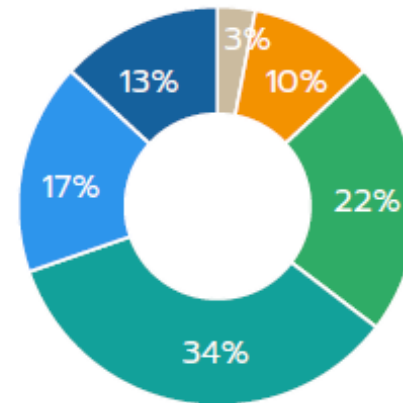
Physical activity / taking part in sports

! 6%



Eating 5 fruit & veg a day

Daily portions of fruit and vegetables



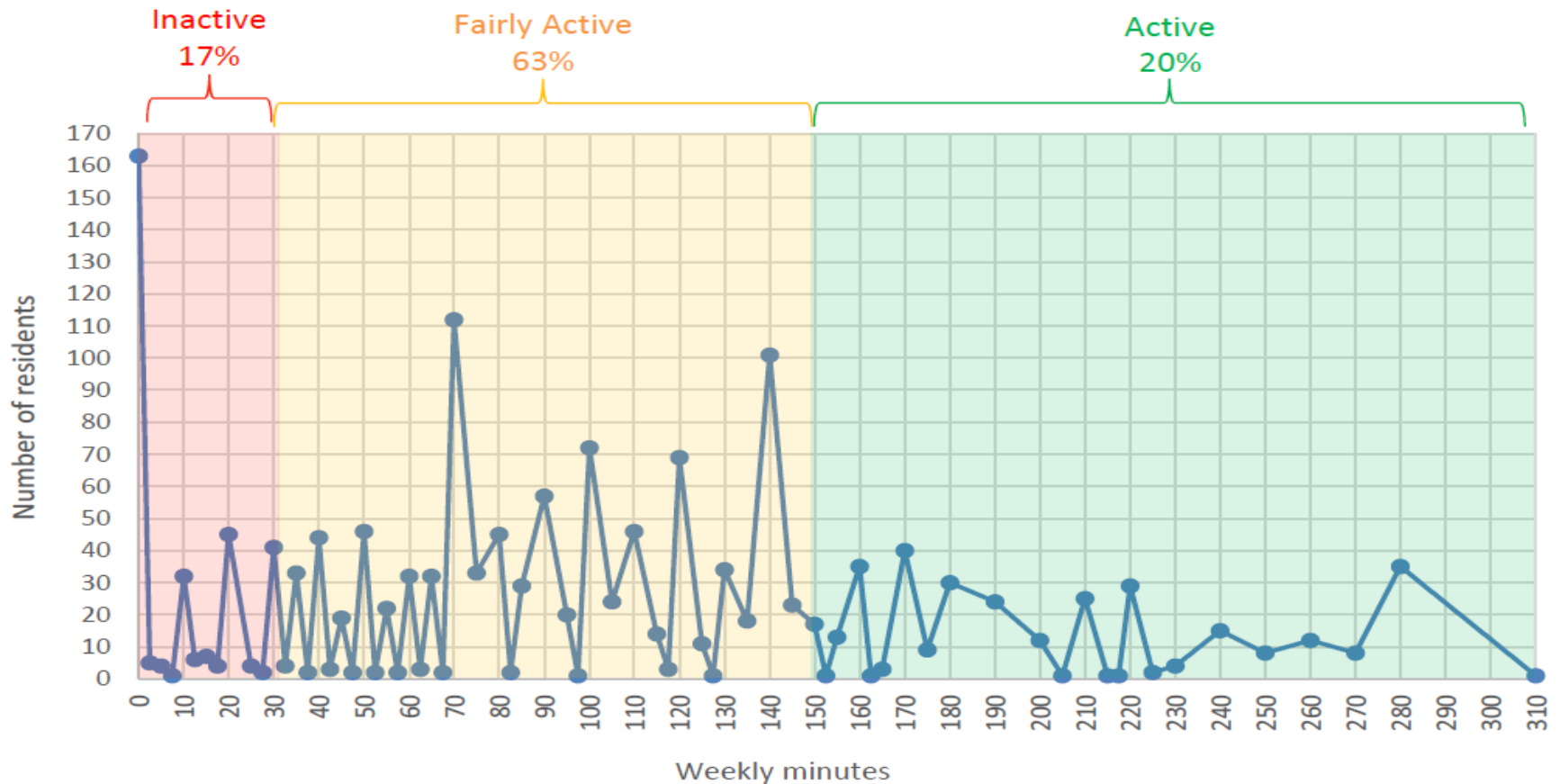
! 'Five-a-day' guidance



● <1 portion ● 1 portion ● 2 portions ● 3 portions ● 4 portions ● >5 portions



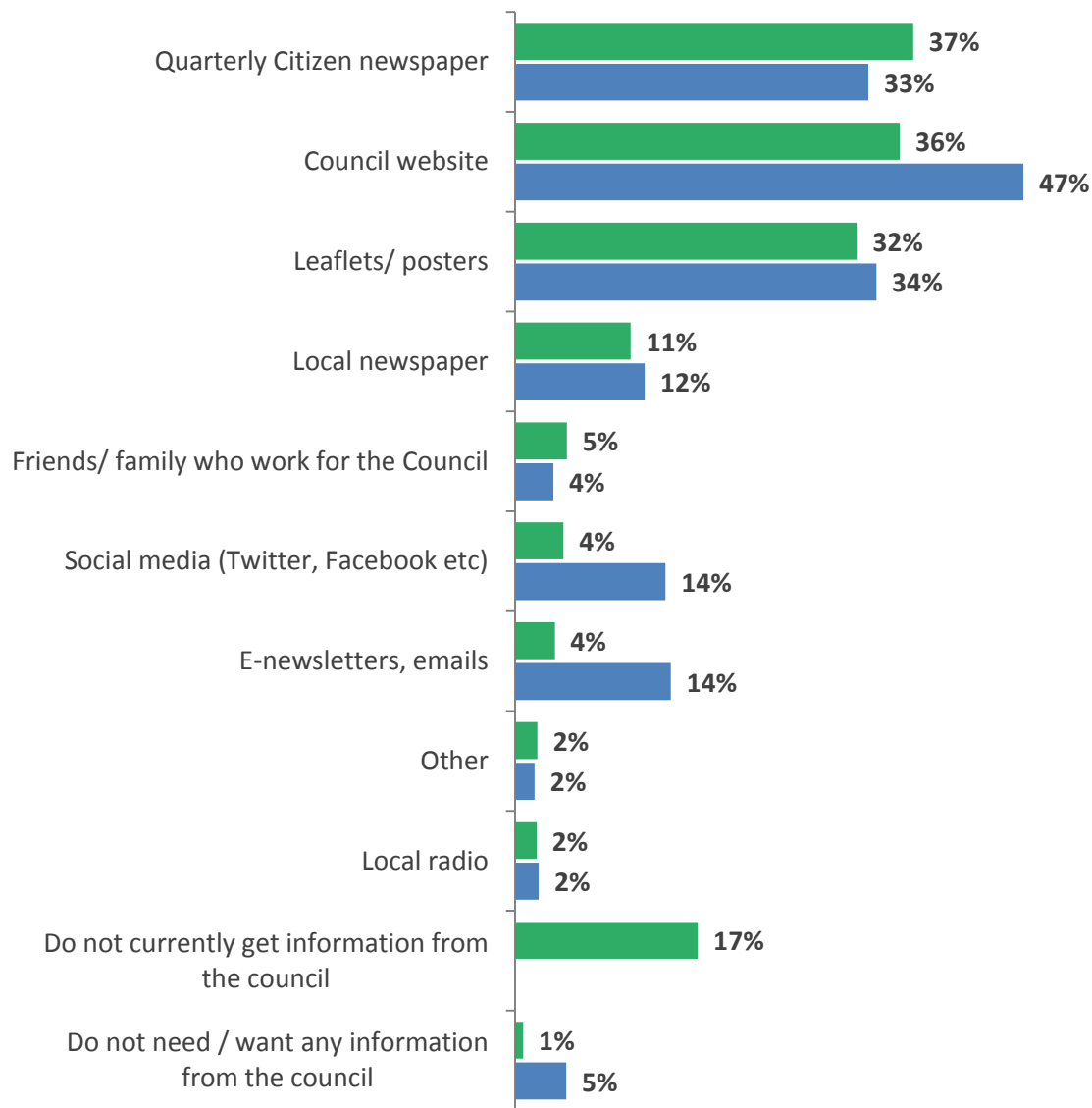
# Levels of activity



# Receiving information from the Council

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■ Current method of receiving information    ■ Preferred method of receiving information



# Conclusions and recommendations

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- The survey has reinforced many of the findings from the qualitative exploratory stage:
  - Residents have the broad capabilities (both physical and psychological) to undertake healthy and active lifestyles, should they choose;
  - The opportunities to do so are limited by age and lifestage, as well as their financial circumstances;
  - Automotive motivation is a key barrier to undertaking healthy and active lifestyles – social opportunity activities may help;
- Use of planning and licensing controls could be used to introduce greater opportunities for healthily eating choices – working with local businesses to promote healthier options should also be considered.



# Conclusions and recommendations

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- Greater promotion of the council's leisure provision and Active Slough programme is needed to raise awareness - this also needs to resonate with broad groups and the less active:
  - The provision of social/group activities that indicate it is for 'people like you and me' would go some way to achieving this – the park run activity demonstrates that this is effective;
  - Advertising will need to use imagery that demonstrates inclusiveness;
  - Highlighting a wider range of activities, such as brisk walking and gardening, that can lead to healthier and active lifestyles would be beneficial;
  - Consider how financial incentives and promotions could support those groups in most need.



# Conclusions and recommendations

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- Education around healthy eating and healthier choices could be introduced into schools;
- Raising awareness and dispelling myths around sexual health and vaccinations requires ongoing work by the council and its partners;
- Dental health is not consciously linked to leading a healthy lifestyle – this is likely to be a national challenge and not simply a focus for Slough;
- There is high reliance on GPs for information and advice, particularly for the over 65's:
  - Greater use of Pharmacists and digital and online channels may be useful mechanisms for supporting healthy and active lives.



# Further resources

- The COM-B model used as a basis for this research is linked to the Behaviour Change Wheel (BCW) and supporting guide to designing interventions.
- The guide is a synthesis of 19 behaviour change frameworks that draw on a wide range of disciplines and approaches. It is designed for policy makers, practitioners, intervention designers and researchers and introduces a systematic, theory-based method, key concepts and practical tasks.

