

REGIONAL FACT SHEET: TRAFFORD

499 of the 5,867 (8.5%) of the Health Snapshot entries were from people living in Trafford.

Demographics

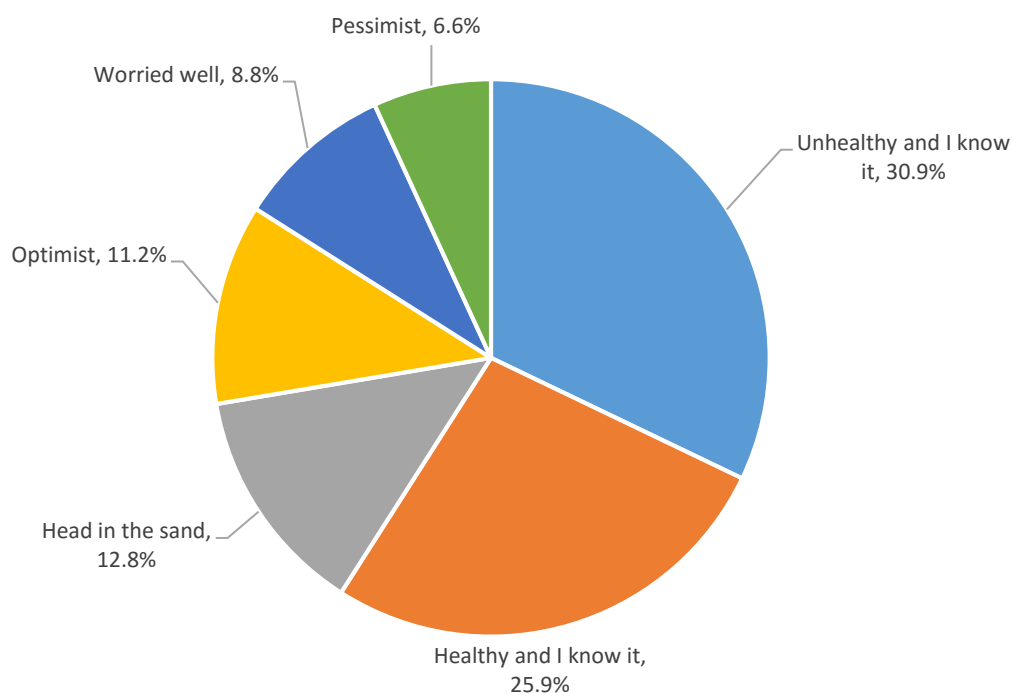
Gender	% of total who completed the Health Snapshot
Female	67.9%
Male	30.5%
Non-Binary	1.2%
Rather not say	0.4%

Age group	% of total who completed the Health Snapshot
17 or less	5.6%
18 to 34	18.0%
35 to 44	26.1%
46 to 65	36.3%
66 to 79	10.2%
80 or more	3.4%
Rather not say	0.4%

Ethnic group	% of total who completed the Health Snapshot
White: British	75.6%
Asian British or Asian: Pakistani	4.2%
Black British or Black: African	4.0%
White: Irish	3.0%
Black British or Black: Caribbean	2.8%
Asian British or Asian: Indian	2.2%
White: Other	2.2%
Other	2.2%
Rather not say	1.6%
Black British or Black: Other	0.8%
Asian British or Asian: Other	0.8%
Asian British or Asian: Chinese	0.4%
Asian British or Asian: Bangladeshi	0.2%

Employment status	% of total who completed the Health Snapshot
Employed	61.3%
Not working – due to disability	5.0%
Not working – due to ill health	2.8%
Not working – retired	15.8%
Rather not say	2.2%
Student	5.8%
Unemployed	7.0%

Typology	% of total TRAFFORD data	% of total GM data
Unhealthy and I know it	30.9%	34%
Healthy and I know it	25.9%	13%
Head in the sand	12.8%	18%
Optimist	11.2%	18%
Worried well	8.8%	4%
Pessimist	6.6%	10%
Excluded	1.2%	3%



Online Workshop

Overview

299 (59.9%) of the people who identified themselves as living in Trafford in the Health Snapshot joined the online workshop.

6.3% of the contributions in the online workshop were made by people who identified themselves as living in Trafford.

Contributions

By coding

Theme	% of total contributions
Self-awareness, belief and confidence	24.0%
Provision of public health and social care information/services	23.6%
Facilities – Environment	21.2%
Social norms	16.3%
Legislation	4.9%
Support networks	4.2%
N/A	3.5%
Provision of private services/products	2.4%

Top ideas – Solutions

- **Idea title:** Exercise machines in playgrounds and parks (25 likes, 4 dislikes, 7 comments)

“Install outdoor exercise machines in public parks. Some areas have already done this. Play areas and parks if under used can attract vandalism, dog fouling and littering, whilst quite a few parks host paid-for 'bootcamp' type sports activities. These machines would allow people to exercise whilst their children play, and would make the park a more valuable public space since people could consider it an alternative to paid gyms. It would change the time usage periods of the parks too, as people wishing to exercise might go there during quieter periods.

If you check out the West Parade in Llandudno for example, there are outdoor exercise machines free for public use that look like children's playground kit but are resistance training kit for adults. An example of the equipment is sold by <http://www.tgogc.com/> but I am not endorsing it in any way, only an example.”

- **Idea title:** Make responsible drinking more relevant – get away from the figures (21 likes, 0 dislikes, 0 comments)

“It is all well and good giving us a standard to upkeep in trying to be a responsible drinker. But putting it into a value as units I think is not helpful. It is not that complicated but is not a very personal approach. It is detached and

taking charge • taking responsibility

does not seem to resonate with me. I have to work out a unit - what size of glass of wine, how many units is a spirit - and what size measure? Then you can't drink all your units in one night - so how many days/nights can you drink them over? All very technical. And very easy for me to fool myself - Oh I've only had 6 glasses of wine this week! - but this could equate to many more than 14 units depending on glass size.

Can information not be a more personable? Advertise with a different approach - Like - try and only drink 3 days out of 7; don't beat yourself up if you get drunk once every 3 months; remember that alcohol leads to making bad choices - unsafe sex; making a fool of yourself; sending that text you shouldn't have; posting that picture on facebook; 1 glass of wine = 1 doughnut - how many doughnuts did you eat last night?; How embarrassed are your children of your behaviour last night?.

Take it away from units and technicalities - I remember the anti smoking campaign of the 70's - the big jar of tar. Big visuals impact on children and young people (and adults) not figures.

Acknowledge that Britain has a history of drinking - we celebrate with alcohol - births, marriages and deaths, etc. Don't make people feel guilty about this but do make them think about when it starts to become a problem to them and how."

- **Idea title:** Leave your screen (21 likes, 0 dislikes, 1 comment)

"Many people watch tv or use computers, tablets and smartphones until they decide to sleep. It's proven that the light from the screens is bad for sleep as your brain thinks it's daytime. Set an alarm on your phone for 30 mins before you intend to sleep. When that alarm goes off, no more screen. Read a paper book or newspaper, do some tidying, make your lunch for tomorrow, but don't touch that gadget. It might help."