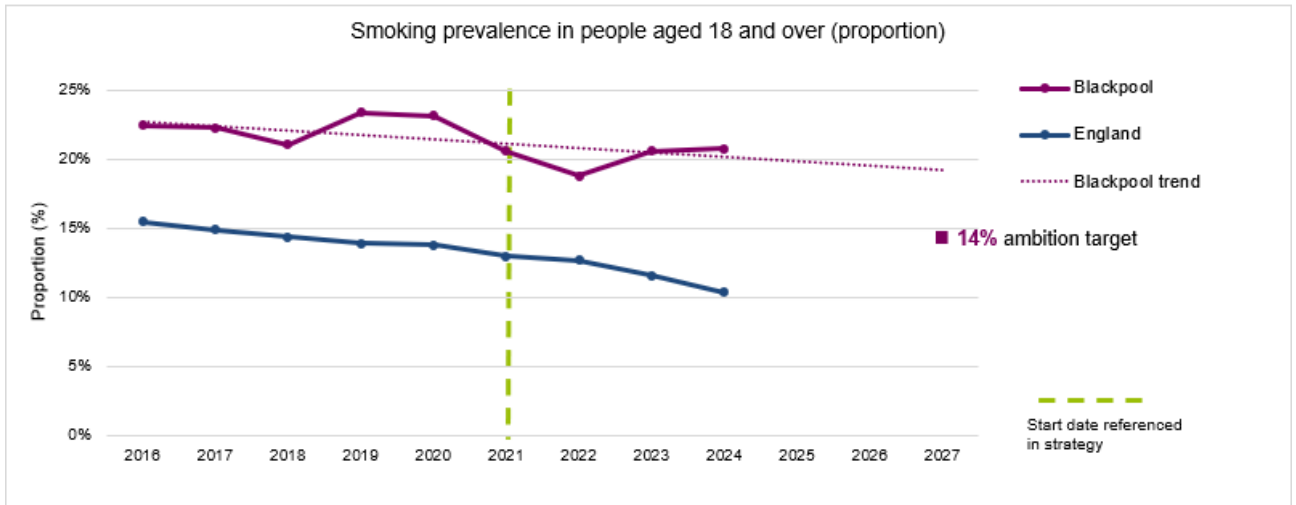


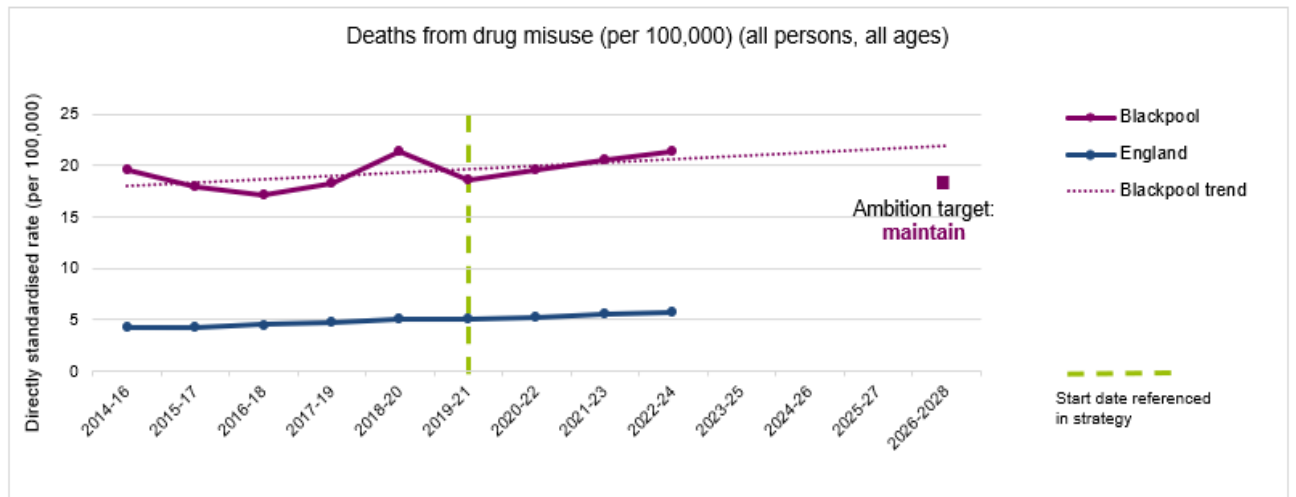
Priority three – living well

Smoking prevalence in people aged 18 and over (proportion)



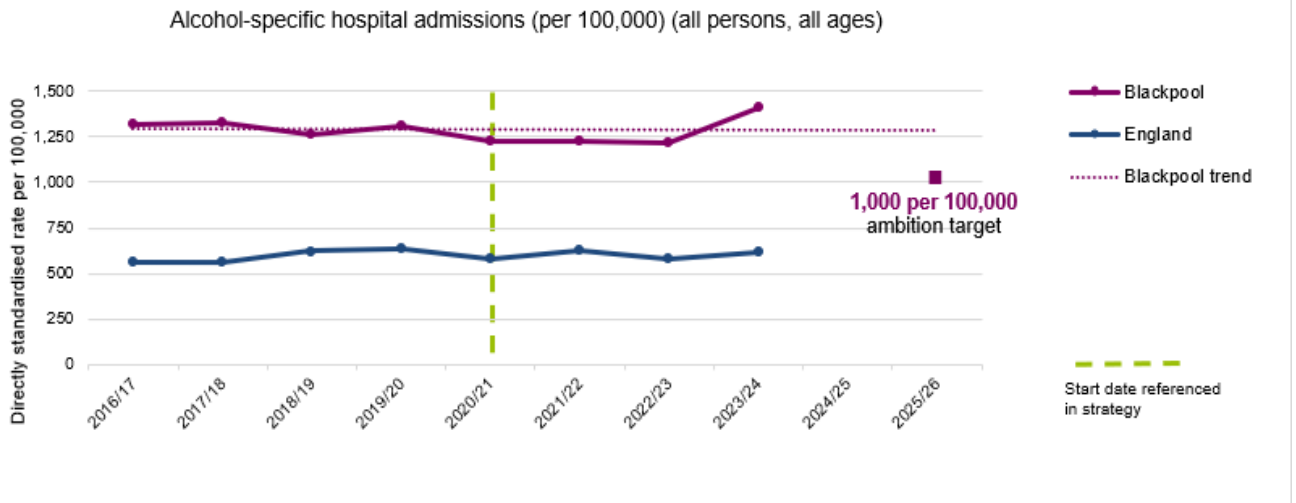
Blackpool continues to have a high prevalence of smokers. The stop smoking services have had a positive impact, (despite a slight increase in the 2024 estimated prevalence data). The target for 2027 has been set at 14%, although trend line analysis shows that on the current trajectory, this target will be missed.

Deaths from drug misuse (per 100,000) (all persons, all ages)



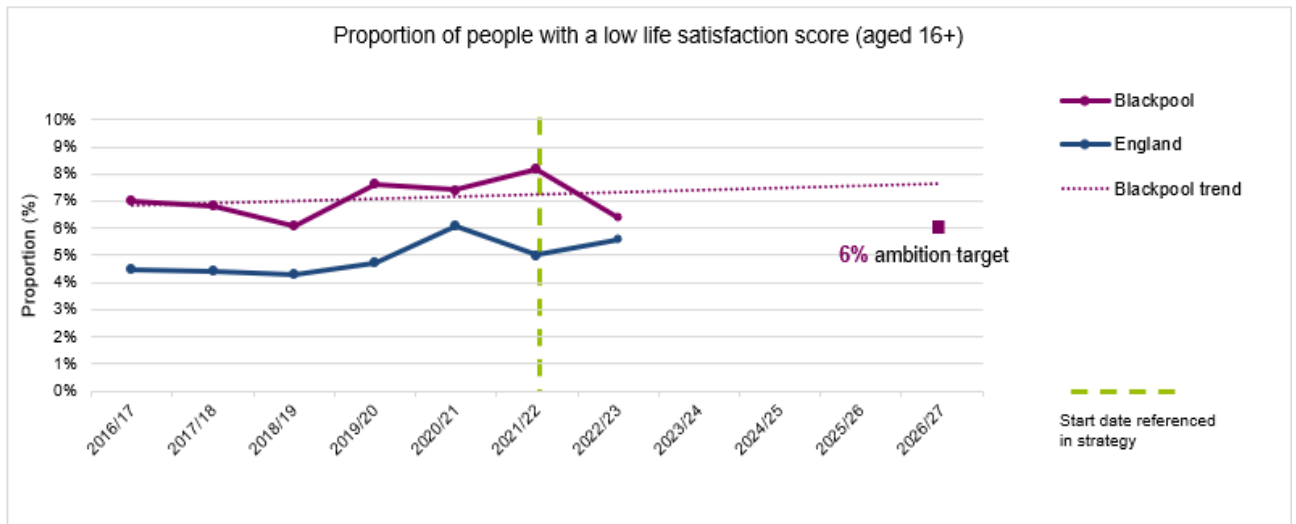
Blackpool has the highest rate of drug deaths in England. Providing support for those who have addictions and ensuring drug and alcohol treatment services meet the needs of people experiencing multiple disadvantage remains key. Based on our trend analysis, the rate is likely to continue to increase slightly, and the target (to maintain the number of deaths) will be missed.

### Alcohol-specific hospital admissions (per 100,000) (all persons, all ages)



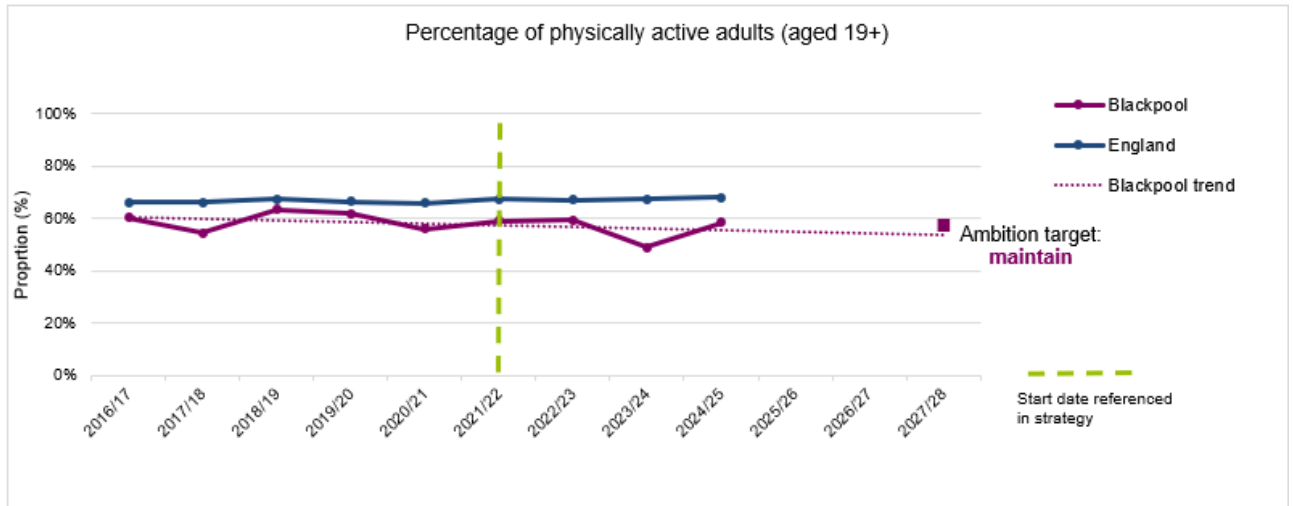
Blackpool has the second highest rate of admission episodes in the country. The target has been set to link in with the harm reduction strategies identified in the JLHWS - with alcohol treatment services meeting the needs of people in the town. Without specific services (such as Lighthouse) it is likely, based on trend analysis, that this target will not be met.

### Proportion of people with a low life satisfaction score (aged 16+)



People with higher wellbeing have lower rates of illness, recover more quickly and for longer, and tend to have better physical and mental health. The trend analysis indicates that this target may not be met, if Blackpool's proportion exceeds 6.5% for each future year.

**Percentage of physically active adults (aged 19+)**



Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis, colon and breast cancer, and improved mental health. Based on the available data, the target (to maintain levels) is likely to be met, and increasing the number of physically active adults will bring more benefits overall.

**Milestones – priority 3**

Priority 3 – Living Well	Completed Y/N?
Undertake the 2024 Blackpool suicide audit.	Y (Dec-24)
Evaluate the NHS Initial Response Service with NHS partners to ensure Blackpool residents are accessing timely mental health support.	Y (Apr-24)*
<i>Complete an equity audit of the LA-commissioned stop smoking service to ensure people with mental health conditions and/or drug or alcohol issues are accessing support, while developing an action plan for improvement if required.</i> The lead and/or reasoning for this milestone’s inclusion cannot be identified. However, there has been significant progress in setting up stop smoking services for people with drug/alcohol issues. There continues to be work around developing a treatment pathway for individuals with mental health conditions.	Y for SSS for D&A (Sep-25). Progressing for mental health pathway

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Priority 3 – Living Well	Completed Y/N?
Develop a trauma-informed organisational charter mark with UCLan and people with lived experience, to support trauma-informed service provision. The decision was made not to proceed with this milestone but to look to work more closely with the <a href="#">Violence Reduction Network TI toolkit</a> .	Removed
Establish a new Blackpool Tobacco Free Alliance to improve partnership working and communication.	Y (Feb-24)
Work with delivery partners to mobilise the service for people living with multiple disadvantage and substance misuse issues (OASIS).	Y (Mar 25)
Work with partners to develop a recovery hub offer for Blackpool that supports lifelong recovery from addiction (drugs, alcohol, gambling, tobacco).	Y (Jan-25)
Promote active travel and 'modal shift' within Blackpool communities.	N
Work with external funding partners to secure capital and revenue investment to provide accessible opportunities to be physically active and move more.	N
Evaluate the social prescriber Slimming World and exercise on referral pilot programmes, using the results to inform the Healthy Weight Strategy Action Plan.	N
Active Blackpool to work towards the Inclusive Fitness Initiative Accreditation.	N

\* Recent reviews show the service is performing well and all KPI timeframe responses are being delivered.

Date last updated: 22/05/2026

Date last presented to health and wellbeing board: October 2025