



Joint Strategic Needs & Assets Assessment (JSNAA) 2015/16 Annual Report

September 2016

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1. INTRODUCTION

The Joint Strategic Needs & Assets Assessment (JSNAA) is a resource of local and national information to inform decisions and plans to improve local people's health and wellbeing and reduce health inequalities in East Sussex. The JSNAA is an on-going, iterative process, led by Public Health within the County Council.

The JSNAA is used to:

- provide a comprehensive picture of the health and wellbeing needs of East Sussex (now and in the future).
- inform decisions about how we design, commission and deliver services, particularly through the integration mechanisms of [East Sussex Better Together](#)¹ in Eastbourne Hailsham & Seaford CCG and Hastings & Rother CCG and the *Connecting for You* programme in High Weald Lewes Havens CCG.
- improve and protect health and wellbeing outcomes across the county while reducing health inequalities.
- provide partner organisations with information on the changing health and wellbeing needs of East Sussex, at a local level, to support better service delivery.
- provide an evidence base for the [Joint Health and Wellbeing Strategy](#)², identifying important health and wellbeing issues for East Sussex, and supporting the development of action plans for the 7 priorities in the strategy.

During 2015/16 the JSNAA supported work on a range of specific priority areas and informed the council and partners on the wider health and wellbeing of the people of East Sussex.

All JSNAA work undertaken and resources developed are available on the East Sussex Joint Strategic Needs & Assets Assessment website (www.eastsussexjsna.org.uk) which went live on 31 January 2012 and since then has been visited 25,000 times by over 11,800 unique users to the site³.

This report provides a summary of the updates and developments to the JSNAA during 2015/16 and also reports on the results of a consultation undertaken between April and May 2016.

2. JSNAA ADDITIONS AND UPDATES

¹ <http://news.eastsussex.gov.uk/east-sussex-better-together/stakeholders/planning/>

² <http://www.essp.org.uk/what-we-do/Pride-of-Place/Health.aspx>

³ Google analytics data between 31st January 2012 and 31st August 2016

There have been many updates to the JSNAA throughout the year ranging from new national profiles being added to the complete annual analysis and update of the JSNAA indicator scorecards in March 2016.

The JSNAA indicator scorecards present data based on the national JSNA Data Inventory⁴ supplemented with other local data. There are two views: the National Health Service (NHS), and Local Authority. The NHS view presents data at GP practice, locality, Clinical Commissioning Group (CCG) and county levels. The Local Authority view presents data at electoral ward, district/borough and county levels. The NHS and Local Authority view scorecards both contain 220 indicators arranged in 5 sections. Area scores that are significantly higher or lower than the East Sussex scores are highlighted. Area Summaries are available for each CCG and its localities within the NHS view and for Districts/Boroughs within the Local Authority view. Area Summaries provide key features of each area using the indicator scorecards. Individual GP practice profiles are available in the NHS view that pull together all available scorecard indicators for each practice.

This section lists the updates and developments between 1st April 2015 and 31st March 2016.

There have been a total of forty eight updates and developments to the JSNAA throughout the year. This includes annual updates of the Local Needs Profiles, JSNAA Scorecards and associated profiles that are based on them, thirty National Profiles, three Local Briefings and a Comprehensive Needs Assessment.

Table 1 lists all the additional resources added to the JSNAA during 2015/16.

Table 1: Additions to the JSNAA during 2015/16

Month	Description
Apr-15	National Profile - Cardiovascular Disease Profiles
Apr-15	National Profile - Cardiovascular Disease Intelligence Packs for CCGs
Apr-15	National Profile - Long Term Conditions Dashboard
Apr-15	National Profile - Health Protection Profiles
May-15	Overview - Public Health Framework Profile update
Jun-15	National Profile - Child Health Profiles
Jun-15	National Profile - Local Alcohol Profiles for England (LAPE)
Jun-15	National Profile - Adult Social Care Profiles
Jun-15	National Profile - Tobacco Control Profiles
Jun-15	National Profile - Health Profiles
Jul-15	Local Briefing - Killed or Seriously Injured (KSI) on East Sussex Roads, Public Health Briefing
Jul-15	National Profile - Local Authority Interactive Tool (LAIT) for Children & Young

⁴ http://www.local.gov.uk/web/guest/health/-/journal_content/56/10180/3511127/ARTICLE

Month	Description
	People
Jul-15	Local Briefing - Children's Services Child Sex Exploitation Checklist Analysis
Jul-15	National Profile - End of Life Care Profiles for CCGs
Jul-15	National Profile - Sexual and Reproductive Health Profiles
Aug-15	National Profile - Local Tobacco Control Profiles
Aug-15	National Profile - Spend and Outcome Tool (SPOT) for East Sussex
Aug-15	Overview - Population briefing
Aug-15	Overview - Migration briefing
Aug-15	Overview - Public Health Framework Profile update
Sep-15	National Profile - JSNA Support Packs on Drugs and Alcohol
Sep-15	National Profile - NHS Atlas of Variation in Healthcare - 2015
Sep-15	Scorecard dataset
Oct-15	National Profile - JSNA Support Pack for Tobacco
Oct-15	Comprehensive Needs Assessment - Acute and Emergency Mental Health
Nov-15	National Profile - Neurology Profiles
Nov-15	National Profile - Diabetic Footcare Activity Profiles
Nov-15	National Profile - Sexual and Reproductive Health Profiles
Nov-15	National Profile - The Atlas of Variation Opportunities Locator Tool
Nov-15	Overview - Public Health Outcomes Framework Profile Update
Dec-15	Overviews - Local Needs and Assets profiles for East Sussex CCGs
Dec-15	Overviews - Indices of Deprivation 2015 briefing
Dec-15	National Profile - Marmot Indicators
Jan-16	Director of Public Health Annual Report 2015/16
Jan-16	National Profile - Commissioning for Value CCG data packs
Jan-16	National Profile - Health behaviours in young people – What About YOUTH survey tool
Jan-16	National Profile - Spend and Outcome Tool (SPOT)
Jan-16	Evidence - Engaging young people to inform health improvement commissioning & delivery in East Sussex
Jan-16	National Profile - Hypertension profiles
Jan-16	National Profile - Dementia profiles
Jan-16	Local briefing - Suicides in East Sussex, analysis of mortality data 2006-2013
Feb-16	National Profile - CCG Outcomes Tool
Feb-16	National Profile - Tobacco Control Profiles

Month	Description
Feb-16	National Profile - National Child Measurement Programme Profile (childhood obesity)
Feb-16	Overview - Public Health Outcomes Framework Profile
Mar-16	NHS View Scorecards and Area Summaries added, and previous years moved
Mar-16	Local Authority View Scorecards added, and previous years moved
Mar-16	GP Practice and Locality Profiles added

3. ACCESSING THE JSNAA

Some people access the JSNAA through the Public Health Team but the vast majority of people access it through the JSNAA website.

The JSNAA website is accessed by a large range of people. An analysis of activity on the website during 2015/16 was undertaken, using a Google Analytics tool, which provides data on numbers of users accessing the site, the number of visits by those users, how users are referred to the site and a wide range of other useful analyses.

This section provides a summary of the key activity and Table 2 shows a summary of the results

Table 2: Summary of activity

3,357 users	5,507 visits	92% access from a desktop/ laptop computer
The most popular page, after the home page, was the scorecard page	9% increase in subscribers to email alerts	Average time on site per visit is 4 mins 40 seconds
6,399 documents downloaded from the site	On average users access 5 pages per visit	On average 459 visits per month

JSNAA website overall activity

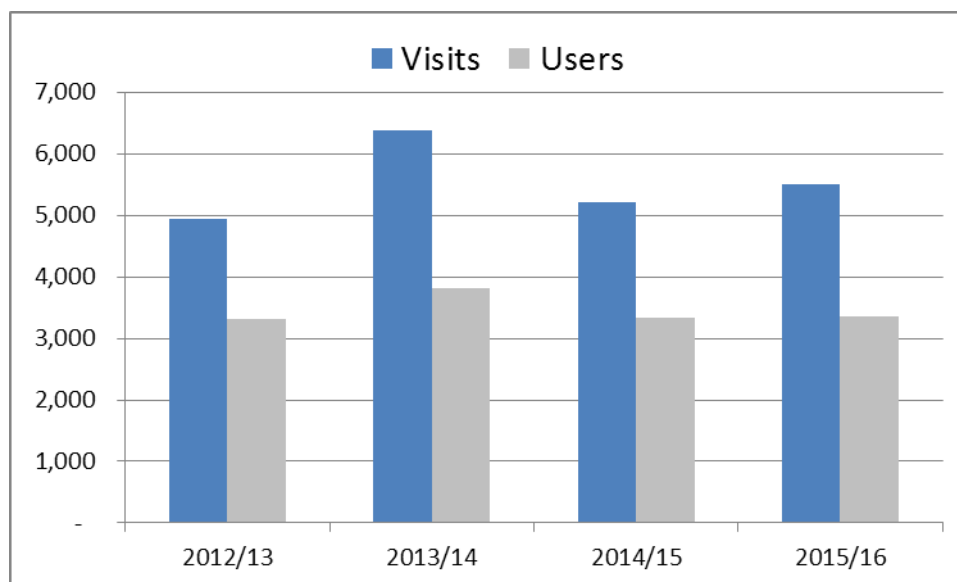
Number of users and visits

The website went live on 31 January 2012 and since then there have been over 25,000 visits by over 11,800 unique users to the site⁵.

During 2015/16, 3,357 unique users accessed the site. This was very similar to the previous year (3,341). The number of visits in 2015/16 totalled 5,507, which was a 6% increase on the previous year.

Chart 1 below shows the trend in activity on the site since 2013/14. The increase in activity in 2013/14 coincided with specific CCG promotion of local needs profiles to support CCG business plans. During 2015/16 there were on average 460 visits a month which ranged from 365 during December to 572 in June.

Chart 1: Number of visits and users to the website, 2012/13 to 2015/16



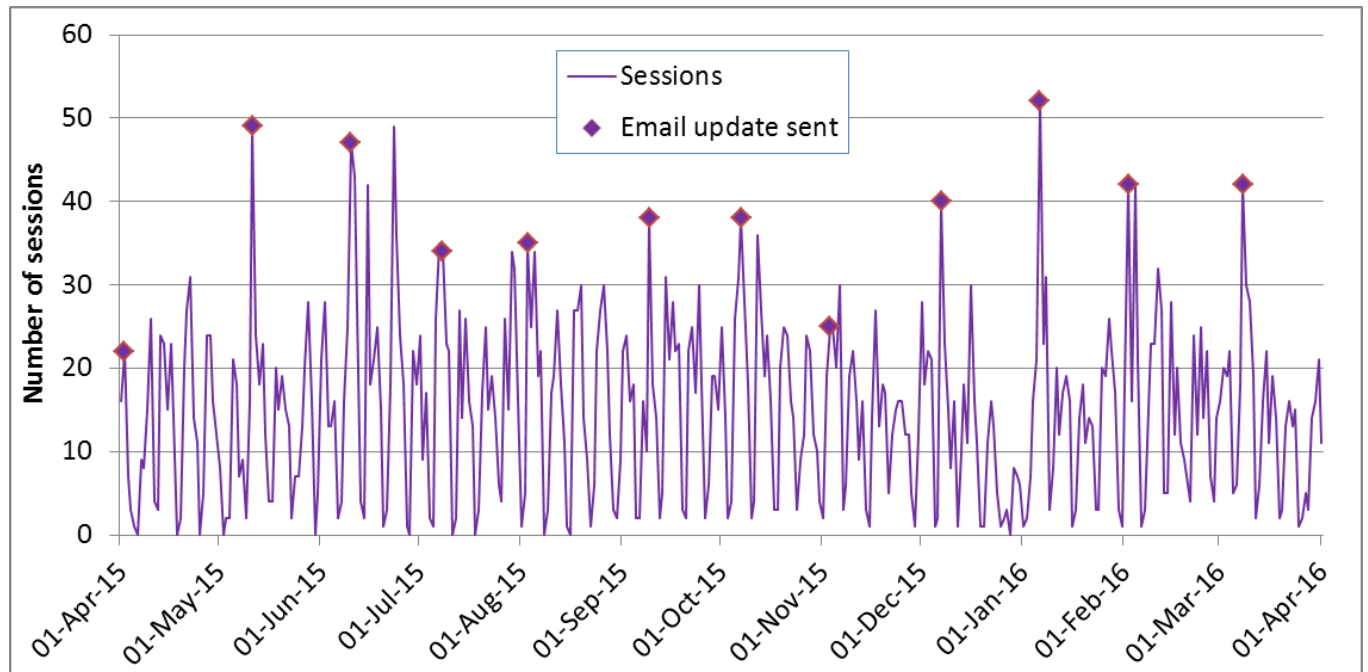
Monthly email alerts

A monthly email alert has been in place since May 2013 which alerts subscribers to new work and/or resources added to the website. During 2015/16 the number of subscribers **increased by 9%** from 203 on 1st April 2015 to 222 by the end of March 2016. During the promotion of the consultation on the site, detailed within section 4 of this report, a further 38 subscribers were added during April and May 2016. This represents a **further 17% increase** in those two months.

⁵Google analytics data between 31st January 2012 and 31st August 2016

Chart 2 shows the number of visits to the website in 2015/16 by day with the date each monthly email update was sent labelled. There are clear peaks of activity the day of or very soon after an email update has been sent to subscribers. This clearly shows that the email alert is influencing users activity on the website, prompting them to click on the links in the email that direct them to the new resources added.

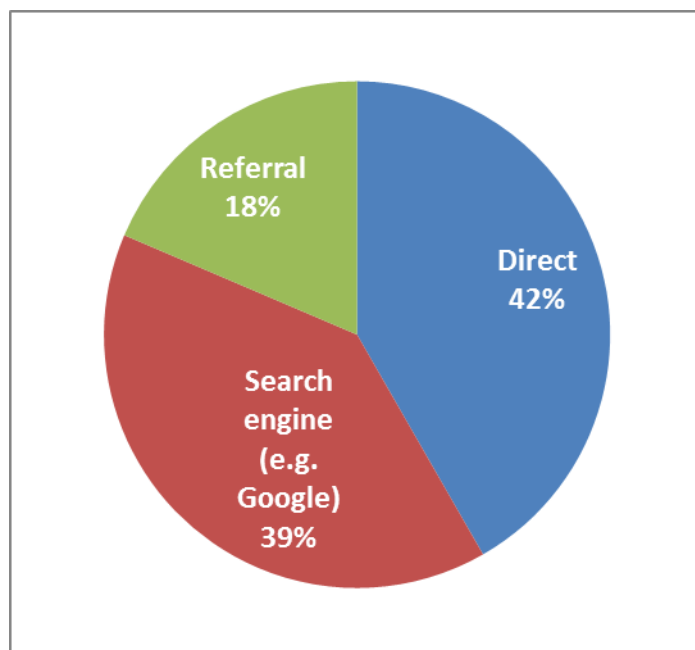
Chart 2: Number of visits by day, 2015/16



Sources of traffic to the website

The following section looks at how users came to the website.

Chart 3: How users reached the site in 2015/16



As with previous years, most visits to the site were either direct, by going straight to the JSNAA site or by using a search engine. The most popular of these search engines was Google (82%) followed by Bing (15%).

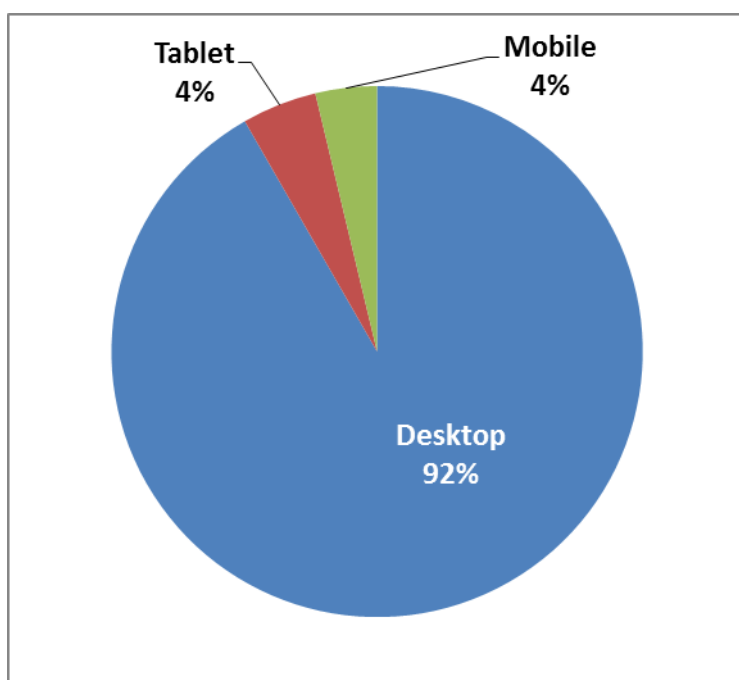
Direct navigation to the site could either be from a person typing the address into their browser, using a bookmark or clicking on a link from the JSNAA monthly subscription email.

18% of users were referred from another source. Of the referrals to the site 41% were from the council's website, 17% were from the council's intranet, 16% were from the Eastbourne Hailsham & Seaford CCGs

website and 11% were from East Sussex in Figures. The remaining 15% were from various sources.

Users technology

Chart 4: Technology used to visit the site, 2015/16



As in previous years over 90% of visits to the website are done so using a desktop (including a laptop) computer. This will reflect the professional nature of current users accessing the site from their work computer.

Bounce rate: The percentage of visitors who enter the site and "bounce" (leave the site) rather than continue viewing other pages within the same site. It is expressed as a percentage and represents the proportion of visits that end on the first page of the website that the visitor sees.

The higher bounce rate and fewer pages viewed per visit from tablet and mobile devices (table 3) may be a reflection that the site is harder to view and navigate from a tablet or mobile device. Or this may represent a group of users who are simply looking at the site whilst on the go or in meetings and therefore unable to spend a long time on the site.

Table 3: Visits by technology used, 2015/16

Device	Visits	% New visits	New users	Bounce rate	Average pages per visit	Average visit duration (mins)
Desktop	5,049	44%	2,215	26%	5.0	00:04:56
Tablet	251	62%	155	47%	2.7	00:01:56
Mobile	206	81%	166	57%	2.5	00:01:33
Total	5,506	46%	2,536	28%	4.8	00:04:40

Time spent on the website

New users on average spend 3 and a half minutes on the site and they visit around 4 pages during their visit (table 4). This increases to nearly 6 minutes and 6 pages for returning users. These figures have remained fairly similar since the site was launched.

Table 4: Visit duration, 2015/16

User Type	Visits	Bounce Rate	Pages Per Visit	Avg. Session Duration (mins)
New Visitor	2,536	35%	3.8	00:03:31
Returning Visitor	2,970	23%	5.6	00:05:39
Total	5,506	28%	4.8	00:04:40

Website pages visited and documents accessed

As expected, the JSNAA website home page was by far the most popular page to enter the website on (table 5). This was followed by the Director of Public Health Annual Reports, the Local Needs & Assets Profiles and two specific national profiles.

Table 5: Top 10 landing pages (1st page visited) on the website, 2015/16

Page	Page views
Home page	2,698
Director of Public Health Annual Report	382
Local Needs & Assets Profiles	205
National Profile - Child Health Profiles	153
National Profile - Health Profiles	128
Scorecards	104
Public Health Outcomes Framework	102
Comprehensive Needs Assessments	101
Access to East Sussex in Figures	68
National Profiles	54
Total	5,506

The home page again features at the top when looking at the most popular pages visited overall (table 6). This is followed by the JSNAA scorecards section and Director of Public Health Annual Reports.

Table 6: Top 10 pages visited overall, 2015/16

Page	Page views
Home page	3,915
Scorecards	1,169
Director of Public Health Annual Report	944
National Profiles	826
Comprehensive Needs Assessments	685
NHS view scorecards 2015	625
Overviews	540
Local briefings	475
Local Needs & Assets profiles	428
East Sussex in Figures	417

The Director of Public Health Report for 2014/15 was the most downloaded document from the site during the year (table 7). Accessed/downloaded documents are those that are opened and viewed. The scorecards⁶, local needs profiles and the child health profile for 2015 also had high numbers of downloads.

Table 7: Top ten individual documents accessed from the website, 2015/16

Document	Downloads
Director of Public Health Report 2014/15	295
NHS View Scorecards 2015	137
National Profile - Child Health Profile 2015	130
Eastbourne, Hailsham and Seaford CCG Local Needs & Assets Profile 2014	122
Director of Public Health Report 2015/16	110
East Sussex Local Needs & Assets Profile 2014	108
Hastings & Rother CCG Local Needs & Assets Profile 2015	106
LA View Scorecards 2015	104
Eastbourne, Hailsham and Seaford CCG Local Needs & Assets Profile 2015	101
Director of Public Health Report 2014/15 - GP Practice Mapping	90

⁶ Scorecard documents listed are the full set of scorecards. Individual sections are also available to download and are included in the figures in table 8

Table 8 shows all of the accessed documents in 2015/16 grouped into broad categories. This shows the popularity of the National profiles, of which there were 228 individual documents downloaded a total of 1,578 times. Thirty three Local Needs & Assets Profiles, which cover various areas and years, were downloaded a total of 847 times during the year.

Table 8: Summary of accessed documents, 2015/16

Document type	Number of documents	Number of times accessed
National profile	228	1,578
Local Needs & Assets Profiles	33	847
Director of Public Health Annual Report	39	741
Scorecards	34	682
Area summary	83	625
Practice profile	105	497
Comprehensive Needs Assessment	51	433
Local briefing	36	302
PHOF profile	11	277
Evidence section document	26	228
Scorecards dataset	3	189
Grand Total	649	6,399

4. JSNAA CONSULTATION

What we did

An online survey was hosted on the East Sussex County Council's Citizen Space consultation hub. It was published for 6 weeks between 19th April and 31st May 2016.

A link to the consultation was placed on the front page of the JSNAA website inviting all visitors to complete the survey. Invitations to complete the survey were also sent via email to all subscribers to the JSNAA monthly email update (225 at the time). Articles alerting people to the consultation were also put in the following places:

- ESCC staff intranet
- Yammer (ESCC staff social network site)
- Adult Social Care staff newsletter "*To the point*"
- Children's Services newsletter "*Reach out*"
- Public Health Bulletin
- EHS & H&R CCG newsletters
- East Sussex Better Together newsletter
- East Sussex Strategic Partnership newsletter
- Health and Well-being newsletter
- Healthwatch newsletter
- 3VA newsletter
- ESCC twitter account

A presentation on the website content and the upcoming consultation was given to staff briefings in EHS/H&R CCG and HWLH CCG, with a follow up email sent to all CCG staff.

A letter and a hard copy of the survey were also sent out to all GP Practices in East Sussex.

The provision of paper versions of the survey were offered for those who were either not able to access the online version, or preferred to complete a paper survey.

Follow-up emails were sent to the JSNAA alert subscribers to encourage uptake.

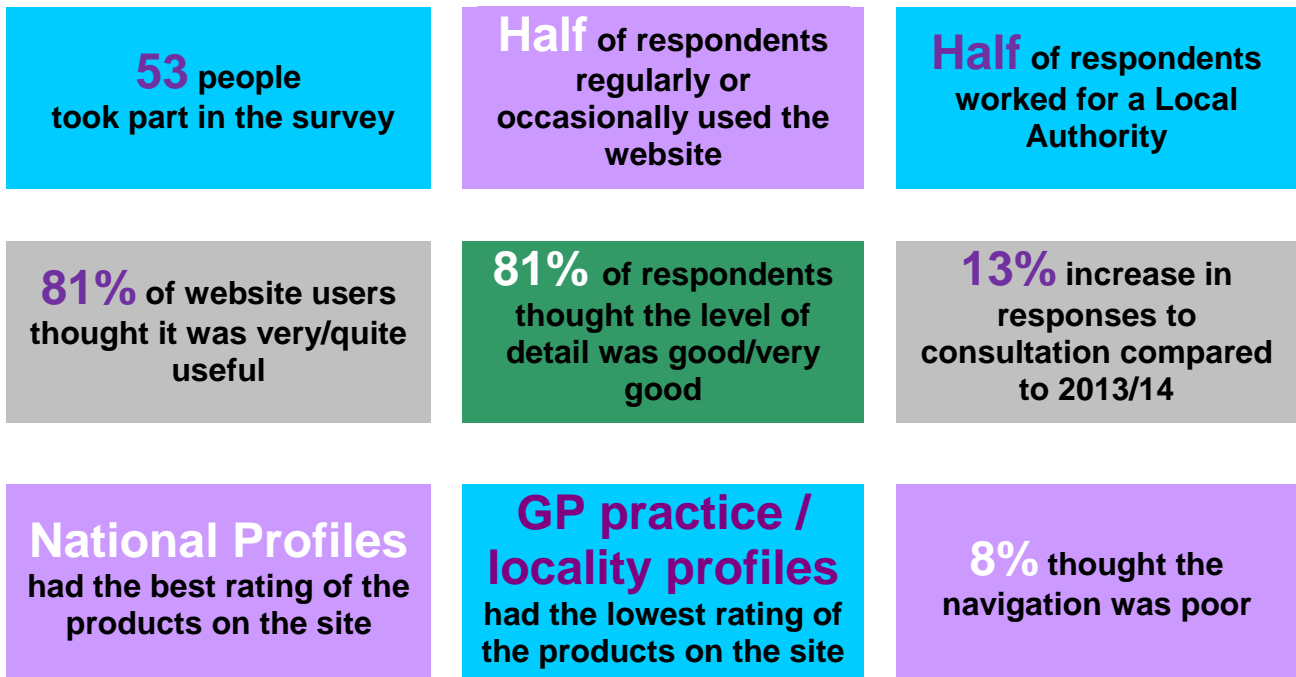
What respondents told us

Fifty three individuals from a range of different roles in a variety of different organisations responded to the survey. This was an increase of 13% on the previous consultation run in 2013/14.

Responses were, on the whole, largely positive, and respondents tended to score the website and the JSNAA resources on it highly. However, there were some themes to emerge around lack of awareness of the site and navigation of the website.

Table 9 provides a brief summary of the outcomes:

Table 9: Summary of consultation results

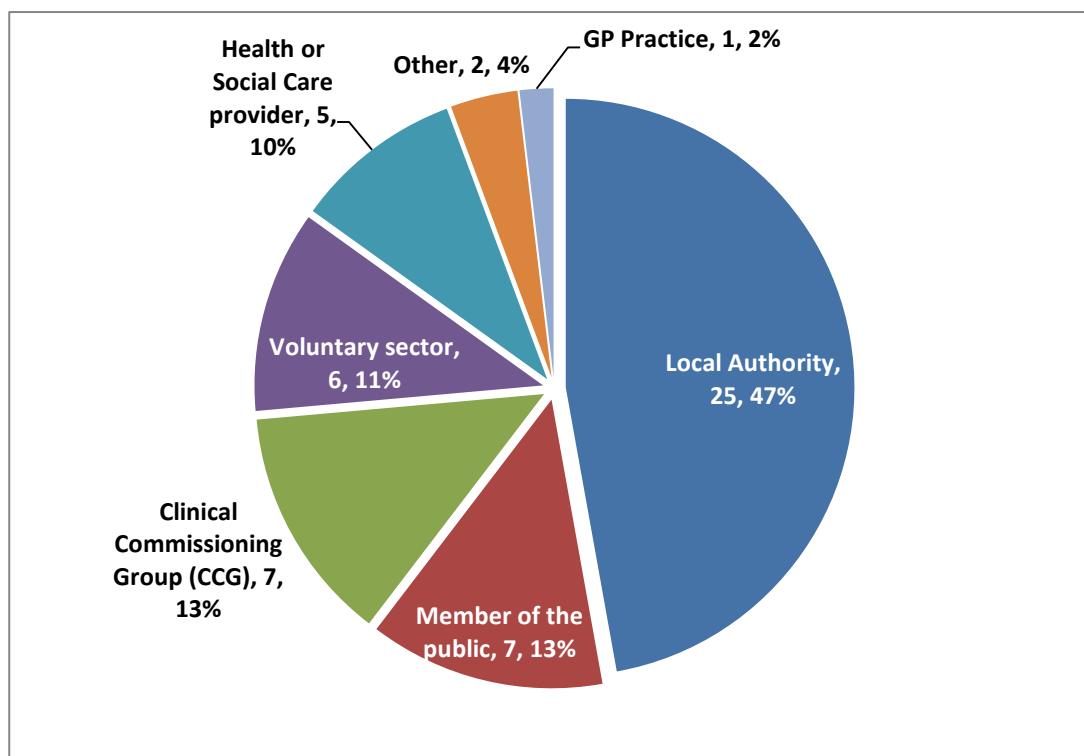


Who responded

The survey was pitched at 'those who commission, provide or use health and social care services in East Sussex', and the responses tended to correspond to this description, although a number of people might fall outside of this definition.

Chart 5 shows a breakdown of how people recorded their role, and table 10 gives more detail on those who defined themselves as 'Other'. Nearly half of respondents were from a local authority.

Chart 5: Who responded to the survey



How often is the website used

Of the 53 respondents, 26 (49%) said they used the JSNAA website regularly or occasionally. Forty three percent were not aware of the JSNAA website and these respondents were mainly local authority staff and members of the public. One of the aims of the survey was to publicise the site and its content to new potential users, so these figures provide some evidence that this aim was achieved.

Respondents were fairly evenly split in their use of the JSNAA – 27 respondents never use it, and 26 each either regularly or occasionally used the website.

Chart 6: How often people access the website

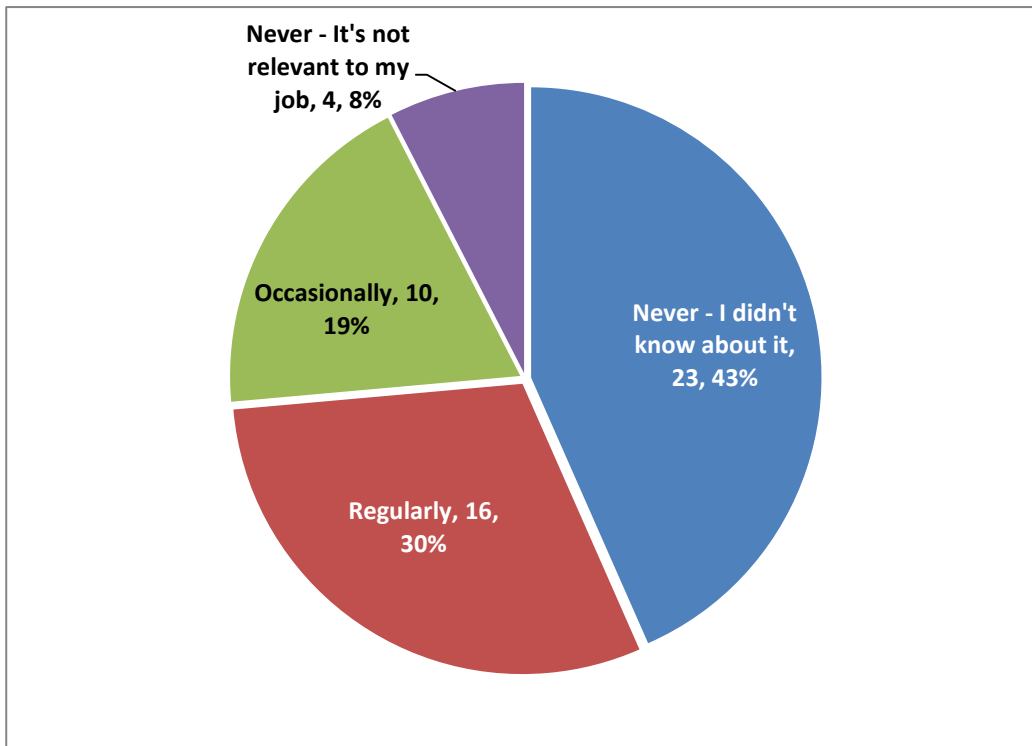
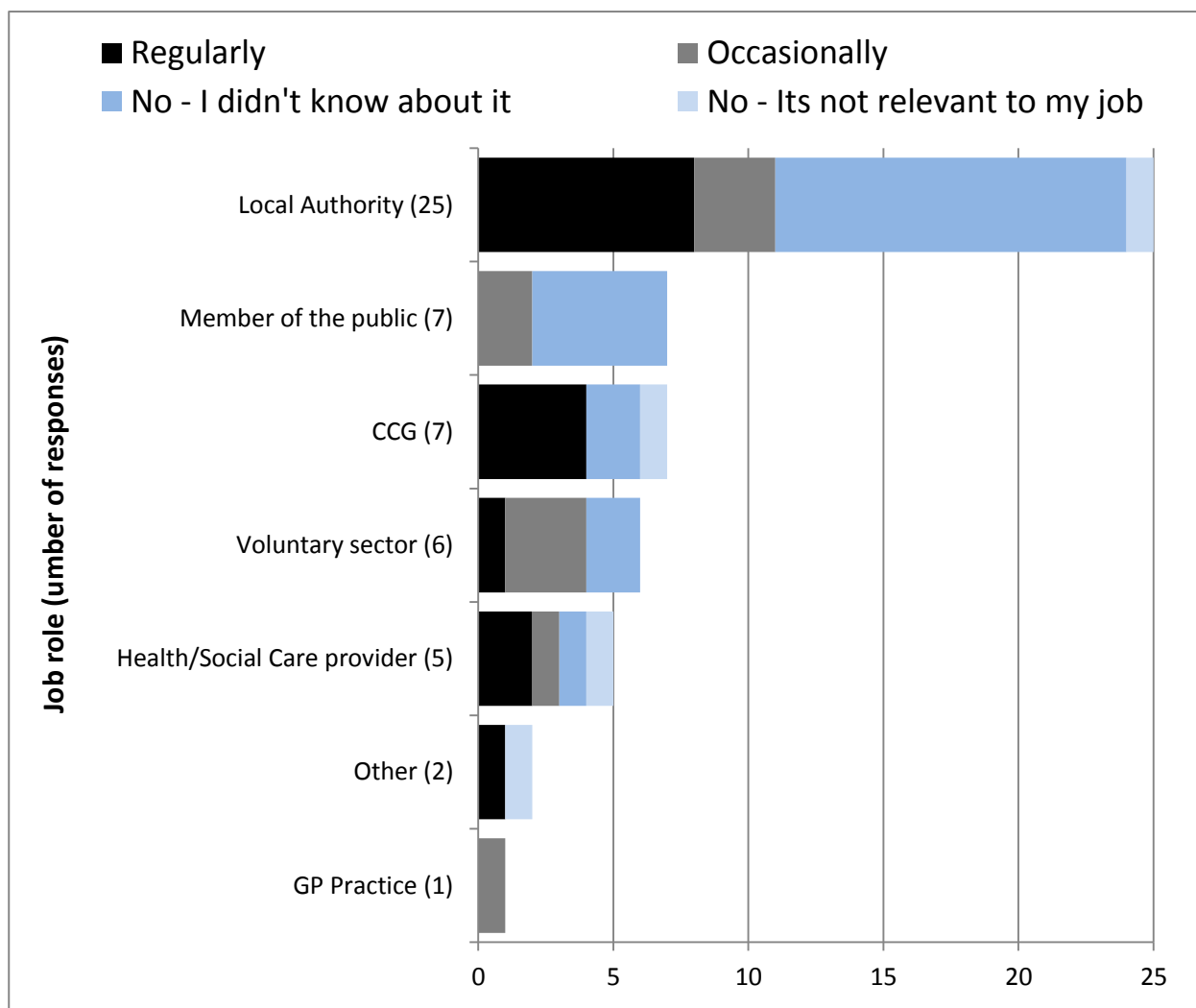


Chart 7 below give a breakdown of the responders by how they define themselves and how often they use the JSNAA. The people using the JSNAA most work in a Local Authority or CCG. Of those who hadn't used it, most were from a Local Authority or were members of the public.

Chart 7: Use of JSNAA by job role

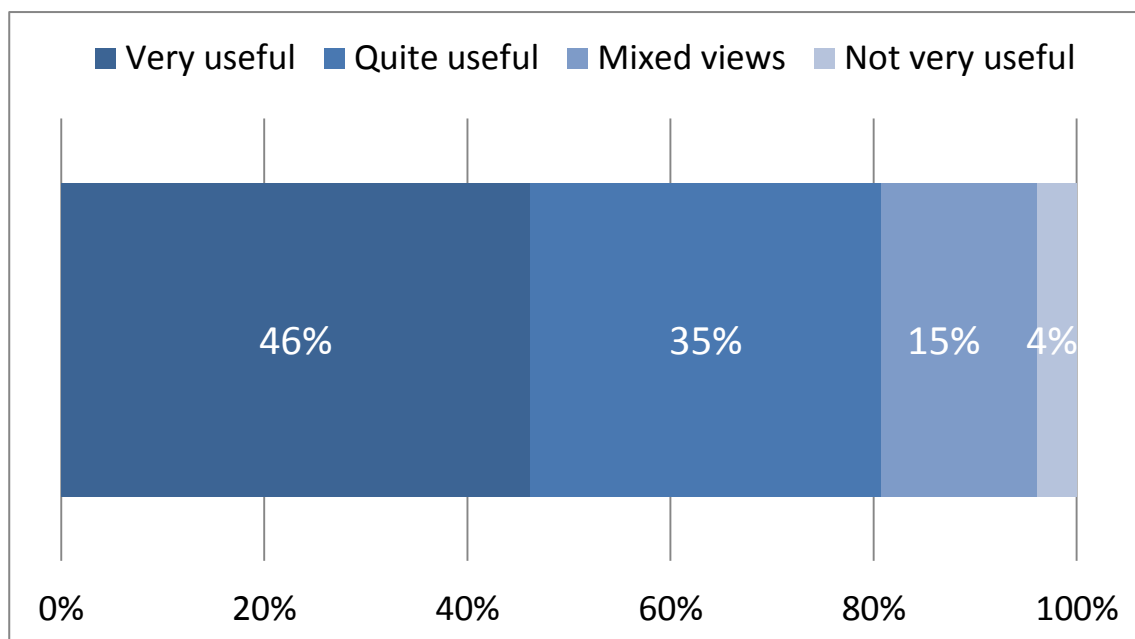


Usefulness of the JSNAA

Of the 26 people who said that they regularly or occasionally use the JSNAA, the response was very positive. The majority said they found it 'very useful' (12) or 'quite useful' (9). Some had 'mixed views' (4), and 1 said "Not very useful".

The explanation from the person who said 'Not very useful' was to do with layout of the site. They found it difficult to find what they were looking for and thought a simpler format would make it more user friendly.

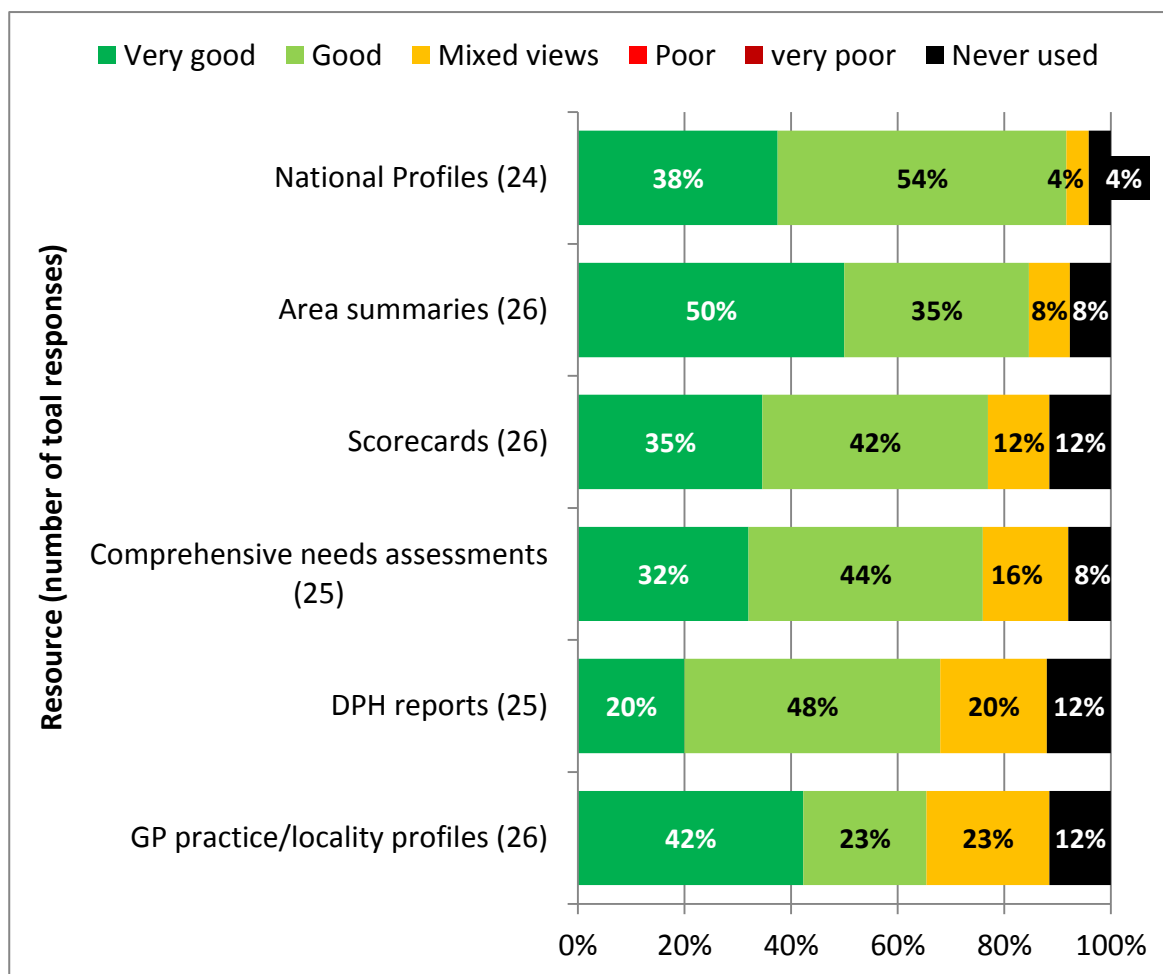
Chart 8: How useful respondents find the JSNAA



Rating the JSNAA resources.

When asked to rate specific resources on the JSNAA site, no respondents answered poor or very poor to any of the choices. The resources with the highest rating of good/very good were the National Profiles (92%). The next most highly rated resource were the Area Summaries (85% good/very good). The resources with the lowest rating were the GP practice/locality profiles with 65% rating as good/very good. Director of Public Health reports (68% good/very good) had the second lowest ratings.

Chart 9: How respondents rated the JSNAA resources



Comments made within this question were varied with no key themes emerging. However, consideration may need to be made to provide further help with interpreting the scorecards.

Reminder of codes /other symbols would be useful
No time to look at them
Hard to rate as used for different purposes
Hard to interpret scorecards

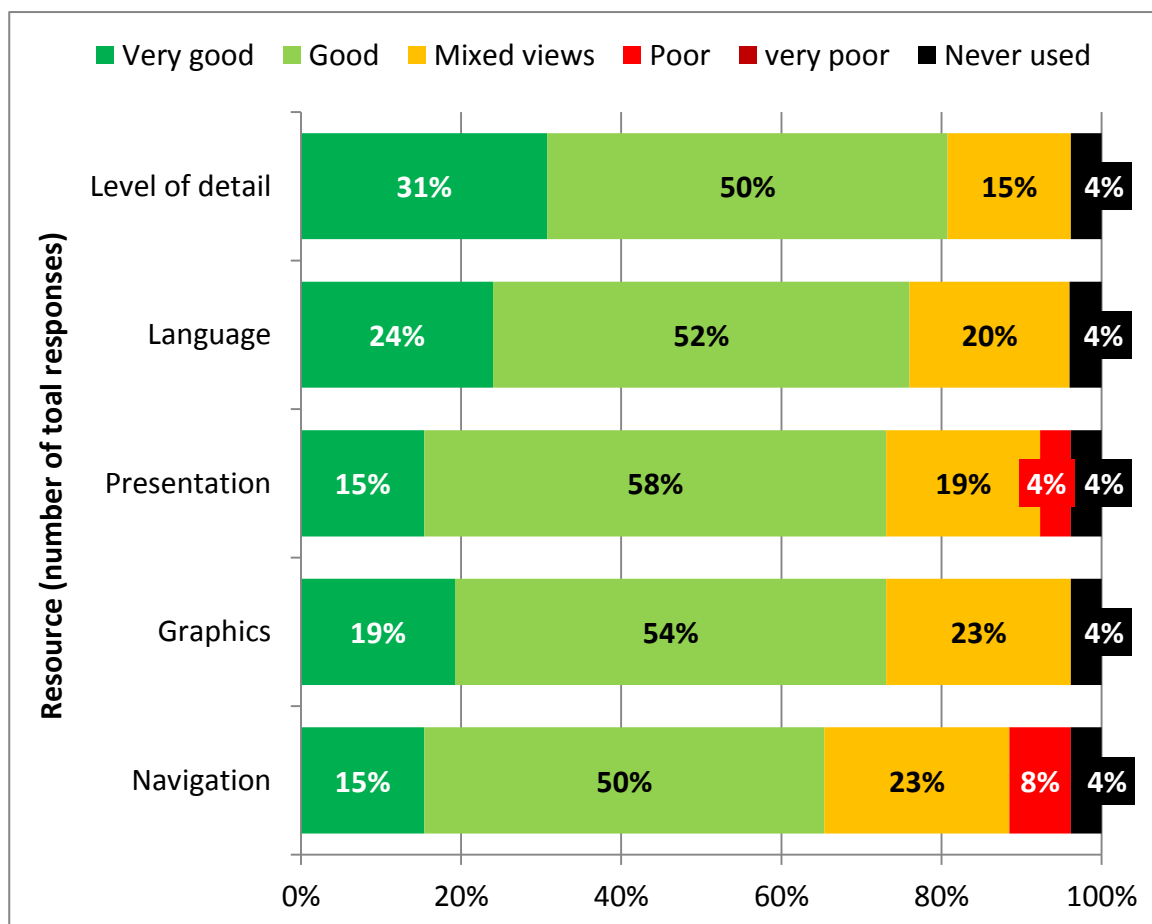
Full comments are available in appendix A

Rating the JSNAA website

Respondents were asked to rate components of the JSNAA website – language, graphics, presentation, navigation and level of detail.

The responses were largely positive, although website navigation received more mixed or negative responses than the rest. Although the numbers are low, it's worth noting that the navigation section received the highest 'poor' rating (8%).

Chart 10: Respondents rating for each website component



What respondents would like to see in future

There were 11 responses to this question. Despite the limited number of comments one theme did emerge around mapping of the data (mentioned by three responses). Other comments mentioned a forward plan for releases (two responses) and more links to national work (two responses).

Comments in full are available in full at appendix A.

Improvements to the website and resources

There were six responses to this question about providing any further comments on improvements to the website and resources.

One key theme to emerge from these responses was around visual presentation on the site - trying to make things simpler and more aesthetically pleasing. This was for both the website (particularly the home page) and some of the resources.

Comments in full are available in full at appendix A.

4. KEY FINDINGS AND RECOMMENDATIONS

Key findings

The consultation and promotion of the site during April and May 2016 was a success. More people responded to the consultation compared to 2013/14 and a further 17% of subscribers were added to the monthly email alerts.

Feedback from the consultation was broadly positive. However consideration could be made to simplify some of the content on the site and promoting the facility to map JSNAA data on East Sussex in Figures, which may also help users make better use of the resources.

Overall visits to the site have risen during 2015/16 following a reduction that was seen in 2014/15.

Key resources that remain popular on the site are the National Profiles, Scorecards and area summaries.

Update on 2014/15 annual report recommendations

Progress made against the three recommendations in the 2014/15 annual report is outlined below.

1. Further develop the communications plan with input from communications experts to promote the resources to a wider audience.

Progress Update: A communications plan was developed to both promote the site and also the consultation. This included liaising with the communications teams at both the CCGs and within East Sussex County Council. A wider range of communication channels were identified for promotion including websites, newsletters, emails and presentations in person to key staff groups.

2. Increase the number of subscribers to the monthly email alerts by at least 10% by March 2016.

Progress Update: The number of subscribers increased by 9.4% by March 2016 which was slightly short of the target. However, this was boosted by a further 17% increase during the promotion of the site and the consultation in April and May 2016.

3. Further engage with users and potential users of the site to gain feedback on current resources and insights into user needs. This will be incorporated into the communications plan and will include a user survey launched at the same time as the release of the JSNAA indicator scorecards in February 2016.

Progress Update: A user consultation was run for six weeks during April and May 2016 following the update of the JSNAA indicator scorecards in March 2016.

Recommendations for 2016/17

This 2015/16 annual report makes the following recommendations which will be addressed as part of the 2016/17 work plan:

1. Review the homepage of the website to consider simplifying the layout and provide further detail on a new page on some of the best ways of using the website.
2. Continue to grow the number of subscribers to the monthly email alerts through the year.
3. Repeat the promotional activities successfully undertaken in April/May 2016 by the end of 2016/17.

Appendix A: Consultation comments in full

Question 3: If you have any specific comments about any of these JSNAA resources please write them here:

- There is just so much information contained within the scorecard document, and I find it difficult to interpret.
- Certainly for those, like me, who don't use regularly, not so familiar with stats, a reminder of the codes/ other symbols, could be useful
- Resources in and of themselves are good. Because they are used for different purposes it's hard to comment in this way. For example, the scorecards are useful for comprehensive breadth of data, but less useful for a quick summary on a subject.
- No time to look at them

Question 5: What else would you like to see on the website in the future?

- Make it clear which indicators are being focussed on (i.e. show the link between the objectives of the local PHOF and the national indicators). Explanation as to what data will be collected, from where and when for each indicator.
- An interface which is like a GIS, allowing you to see geographical as well as temporal variations.
- Data displayed as maps (ward level) for a more visual representation of the data
- I would like a forward plan to be included. For example, I think it may assist with improving the use of the website if current users and potential users had a better understanding of the projects and their timescales, which are being worked on or will be worked on in the near future.
- I also think that the website should be further developed to enhance its use of the findings and results of qualitative evaluation studies.
- In an ideal world we would have time to look at the website but sadly in this day & age we are glad to get the basics done. So the absolute bare minimum of time is spent on it - sorry.
- It may be helpful perhaps to group data differently according to audience of use? Because people may not know what they're looking for e.g. because they may think 'I want information about older people', rather than 'I want a scorecard' or a needs assessment. This can be done through the search function- however people may not realise this. It may be that the front page has a link to new stuff for the enthusiast but the majority of info is about how to use the site?
- Links to national and local research reports related to the data on your site.
- Looking forward to seeing the results of the East Sussex health and wellbeing postal survey, especially the distribution of subjective wellbeing across the county.
- More details regarding mental health specific diagnosis as the current measure only describes broad mental health issues under common and complex. It would also be good to know number of people accessing support in locally commissioned services not just receiving treatment by secondary provider.
- More information on commissioning

- More local briefings highlighting key issues for East Sussex or smaller areas of the county. Mapping of the data at various levels LSOA etc. With the ability to layer indicators or another way of looking at the correlation between indicators.
- My main interest is any comparison of the national and local with my own area, which is of direct consequence to me, and the group I represent

Question 6: Do you have any other comments about how to improve the JSNAA website and resources?

- A remarkable undertaking in any event and no doubt of value for those for who the statistics seriously matter, where targets are concerned
- Home page that shows visually what the site is about. Presentation packs that people can download to discuss working with local schools to find out how they can use health information as part of cross-curricular learning
- I think consideration should be given to the needs of users who are colour-blind. This is because some of the charts included in reports are difficult or impossible to interpret.
- It needs to be simpler to use with less information. I also think it would help if it was more aesthetically pleasing.
- Maybe some information about how to use data and information in general. What different terms mean etc.?
- Some of the navigation/naming of areas could be improved. A greater use of visuals and potentially adaptable/customisable visuals.