



Joint Strategic Needs & Assets Assessment (JSNAA) 2017/18 Annual Report

July 2018



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.



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 Healthy Lives, Healthy People**, the [East Sussex Health and Wellbeing Strategy 2016-2019](#), identifying important health and wellbeing issues for East Sussex.

During 2017/18 the JSNAA supported work on a range of 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 over
30,200
times



by over
15,200
unique users

¹.

This report provides a summary of the updates and developments to the JSNAA during 2017/18.

¹ Google analytics data between 31st January 2012 and 31st March 2018

Table 1: Additions to the JSNAA during 2017/18

NP = national profile

LB = local briefing

CNA – comprehensive needs assessment

April 2017	May 2017	June 2017
<ul style="list-style-type: none"> ➤ LB - Accidents and Injuries for Children & Young People ➤ NP - Child and Maternal Health 	<ul style="list-style-type: none"> ➤ NP - Alcohol ➤ NP - Tobacco Control ➤ NP - Public Health Outcomes Framework 	<ul style="list-style-type: none"> ➤ LB - Population Projections for East Sussex ➤ NP - Adult Social Care ➤ NP - Sexual & Reproductive Health ➤ NP - Tobacco Control
July 2017	August 2017	September 2017
<ul style="list-style-type: none"> ➤ CNA - Pharmaceutical Needs Assessment ➤ LB - East Sussex State of the County Demographic Report ➤ LB - Population Briefing for E Sx ➤ NP - Marmot Indicators ➤ NP - Dementia ➤ NP - Mental Health ➤ NP - Pregnancy and Birth ➤ NP - Perinatal Mental Health ➤ NP - Cardiovascular Disease (CVD) ➤ NP - CVD in Primary Care ➤ NP - Health profiles 	<ul style="list-style-type: none"> ➤ NP - Health Assets ➤ NP - Sexual and Reproductive Health ➤ NP - Public Health Outcomes Framework ➤ NP - Children and Young People's Mental Health and Wellbeing 	<ul style="list-style-type: none"> ➤ LB - Self-harm in East Sussex ➤ NP - NHS Atlas of Variation in Risk Factors and Healthcare for Liver Disease ➤ NP - Diabetes Footcare
October 2017	November 2017	December 2017
<ul style="list-style-type: none"> ➤ NP - Public Health Dashboard ➤ NP - National Clinical Procedures Benchmarking Tool ➤ NP - Local Health interactive mapping tool 	<ul style="list-style-type: none"> ➤ NP - Musculoskeletal (MSK) Diseases ➤ NP - Public Health Outcomes Framework ➤ NP - Tobacco Control 	<ul style="list-style-type: none"> ➤ LB - Air Quality in East Sussex ➤ Local Needs and Assets profiles for 2017
January 2018	February 2018	March 2018
<ul style="list-style-type: none"> ➤ LB - Equality and Diversity Profiles for CCGs ➤ NP - End of Life Care ➤ NP - GP Practice Profiles ➤ NP - School-age Children ➤ NP - Young People ➤ NP - General Practice & CCG Profiles for Cancer 	<ul style="list-style-type: none"> ➤ Director of Public Health Annual Report - State of Child Health in East Sussex ➤ LB - Migration in East Sussex ➤ NP - Cardiovascular Disease (CVD) ➤ NP - Teenage pregnancy and young parents 	<ul style="list-style-type: none"> ➤ NHS View Scorecards and Area Summaries ➤ Local Authority View Scorecards and Area Summaries ➤ GP Practice and Locality Profiles ➤ LB - Physical Activity and Healthy Eating Data Overview ➤ NP - Health Inequality briefings

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.

East Sussex
Joint Strategic Needs & Assets Assessment
eastsussexjsna.org.uk

The JSNAA website is accessed by a large range of people. An analysis of activity on the website during 2017/18 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:

Table 2: Summary of activity



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. There were 316 subscribers by the end of 2017/18. In May 2018 this subscription service was moved to govdelivery, which is the main newsletter service used by ESCC. This change improves the way the emails are delivered and also allows us to fully comply with new General Data Protection Regulations (GDPR). It also allowed us to further promote the subscription service and as of 26th June there were 763 subscribers, which was a 141% increase.

As expected, the **JSNAA website home page was the most popular page visited website** on (table 3). This was followed by National Profiles and then the Scorecards and Area Summaries.

Table 3: Top 10 pages, 2017/18



1. HOME PAGE
2. NATIONAL PROFILES
3. SCORECARDS / AREA SUMMARIES
4. LOCAL NEEDS AND ASSET PROFILES
5. DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT
6. COMPREHENSIVE NEEDS ASSESSMENTS
7. LINKS (particularly ESiF)
8. LOCAL BRIEFINGS
9. OVERVIEWS
10. EVIDENCE REPORTS

Table 4 shows all of the accessed documents in 2017/18 grouped into broad categories. This shows the **popularity of the National profiles**. The next most popular documents were the Local Needs and Assets Profiles and DPH annual report.

Table 4: Top 10 documents downloaded, 2017/18

1. NATIONAL PROFILES
2. LOCAL NEEDS AND ASSET PROFILES
3. DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT
4. AREA SUMMARIES
5. LOCAL BRIEFINGS
6. COMPREHENSIVE NEEDS ASSESSMENTS
7. SCORECARDS
8. PRACTICE PROFILES
9. LOCALITY PROFILES
10. SCORECARD DATASET



4. WEBSITE LAYOUT

Following feedback from users there have been some changes to the layout and navigation on the site. The main change involved creating a new page which helps users navigate more easily to key local products such as the scorecards, area summaries and the local needs and assets profiles, using the tiled table shown below.

Menu of local data: area-based JSNAA profiles

This page allows you to select resources (along the top) by the areas (down the side) that they are available for.

Area	Local Needs and Assets Profile	Area Summary	Practice / Locality Profile	Scorecards	Scorecard data download
What data the profiles for each area are based upon	Based on national data. Narratives comparing local areas to England	Narratives based on local scorecards describing key issues for each area	Profiles comparing all local scorecard indicators for each area	Based on local data. Scorecards presented for over 200 indicators	Download-able Excel data file for local scorecard indicators
East Sussex	View	View	Unavailable	View	View
East Sussex Better Together (ESBT)	View	View	Unavailable	View	View
Clinical Commissioning Groups (CCGs)	View	View	Unavailable	View	View
Localities / Communities of Practice	Unavailable	View	View	View	View
GP Practices	Unavailable	Unavailable	View	View	View
District / Borough Council areas	View	View	Unavailable	View	View
Electoral Wards	Unavailable	Unavailable	Unavailable	View	View

Also, the Overviews and Local Briefings pages have been combined so that the main pages are simpler to navigate and make more sense to users. This is how the main menu is now laid out.

Menu of Local Data	National Profiles	Annual Public Health Reports	Comprehensive Needs Assessments	Local Briefings	Evidence Surveys & Links	Subscribe
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We will continue to look for ways of improving the layout and design of the site, testing our ideas with users to ensure changes do improve the overall experience.

5. FUTURE DEVELOPMENTS

The content and reports available on the site have all been reviewed and some that are now out of date have been removed.

During 2018/19 there are plans to produce more products to fill gaps that have been left by the removal of older content. One of those products is a detailed Health and Social Care Profile of Older People in East Sussex that has already been uploaded to the site at <http://www.eastsussexjsna.org.uk/briefings>

Public Health, who lead on the JSNAA, are reviewing how the JSNAA as a whole can be further developed and improved. Commissioners and partners are being directly consulted in this process to ensure products meet their needs. It is envisaged that a greater array of products will more flexibly and responsively inform commissioning priorities.

6. KEY FINDINGS AND RECOMMENDATIONS

KEY FINDINGS

- ☐ Moving the email subscription service to a new platform has seen the number of subscribers increase by 141%
- ☐ Key resources that remain popular on the site are the National Profiles, Local Needs and Assets Profiles, Area Summaries, Scorecards and Director of Public Health reports.
- ☐ Improvements to the layout and navigation of the site have been made following user feedback
- ☐ Future plans involve working with commissioners and partners to ensure that JSNAA products meet their needs

Update on previous recommendations

The annual report last year made three specific recommendations. Progress made against those recommendations is outlined below.

- ☐ **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.**



Progress Update: The site has been reviewed and several improvements made to the layout and navigation of the site. This includes a new page that makes it easier for users to access some of the key resources that are available.

- ☐ **Continue to grow the number of subscribers to the monthly email alerts through the year.**



Progress Update: The number of subscribers increased by 141% when the service was moved to a new delivery platform.

- ☐ **Continue and build on the promotional activities successfully undertaken in 2016/17.**



Progress Update: The JSNAA continues to be promoted to current and potential users across East Sussex

Whilst these recommendations were addressed, **this report recommends that work continues in relation to the above** with the addition of a recommendation to **work with commissioners and partners on improving the resources available** and their use to help deliver an evidence base to support transformation of the health and care system in East Sussex.

KEY RECOMMENDATIONS for 2018/19

- ☐ **Continue to improve the layout and navigation of the site for users.**
- ☐ **Continue to grow the number of subscribers to the monthly email alerts through the year.**
- ☐ **Repeat and build on the promotional activities successfully undertaken in 2017/18.**
- ☐ **Work with commissioners and partners on improving the resources available.**