

# Joint Strategic Needs & Assets Assessment (JSNAA) 2019/20 Annual Report

November 2020

# 1. INTRODUCTION

**The Joint Strategic Needs & Assets Assessment (JSNAA)** is not a single document or piece of analysis, it is a resource containing a wide range of local and national information to inform plans and decisions 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 2019/20 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](http://www.eastsussexjsna.org.uk) which went live on 31 January 2012 and since then has been:

visited  
**37,795**  
times



by  
**20,526**  
unique users

<sup>1</sup>.

This report provides a summary of the updates and developments to the JSNAA during 2019/20 and a look to future developments.

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<sup>1</sup>Google analytics data between 31st January 2012 and 31st March 2020

# 1. JSNAA priorities in 2019/20

The Director of Public Health Annual Report for 2018/19 identified **10 key points** about our health today and what it means for the future

These continued to remain the key priorities for the JSNAA through 2019/20



Children need the best start in life



It's time to talk mental health



No single project or initiative can beat obesity



Our population is ageing



Secure income and housing are unevenly distributed



The pattern of illness is becoming more complex



There are differences in how long we live



We can build on our strong communities



We need a shared understanding of demand for services

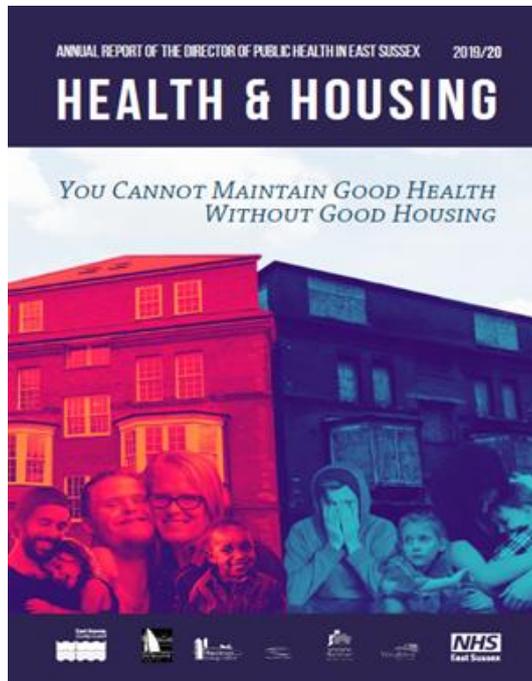


We need to be dementia friendly

### 3. JSNAA HIGHLIGHTS in 2019/20

There have been many updates to the JSNAA throughout the year to support further exploration of the key JSNAA priorities. This ranged from dozens of national profiles added to the site along with local briefings and results of local surveys.

Here are some of the highlights



#### Director of Public Health Annual Report

This year's annual report focused on Health and Housing in East Sussex. Housing, one of the JSNAA priorities, is an important determinant of health, alongside employment and social connections with family, friends and others.

**Access to healthcare is responsible only for a relatively small part of what makes us healthy.**

In order to improve the health and wellbeing of East Sussex residents and to reduce inequalities, the broader determinants of health need to be addressed.

The report identified and discuss the main influences that housing has on population health. The report consists of a range of evidence, robust data, case studies, and further qualitative data and analysis from discussion with a range of staff, key

stakeholders and organisations.

#### THE MORE SPECIFIC RECOMMENDATIONS OF THIS REPORT ARE SET AT THREE SCALES:

**The Whole East Sussex level:** using the local spatial plans as a focus for collaboration

**Household level:** ensuring a safe and healthy home for all

**Individual level:** personalising the support people require to improve population health overall

#### TO MAKE ALL HOUSING AND NEIGHBOURHOODS HEALTHY:

East Sussex County Council and the District and Borough Councils will work more collaboratively on each of the Local Plans through the existing groups - Local Plan Managers and East Sussex Housing Officers Group (ESHOG), sharing data and intelligence to fully understand housing needs and population distribution and hardwiring the principles of "Putting health into place" to ensure health is central to place making, and the design and delivery of homes and neighbourhoods.

#### TO MAKE ALL HOMES HEALTHY:

East Sussex County Council, the District and Borough Councils and the NHS will support and promote initiatives that improve the health and safety of homes, including adaptations that improve environmental sustainability, and promote independent living.

#### TO MAKE PEOPLE HEALTHIER IN THEIR HOMES:

East Sussex County Council, the District and Borough Councils, the NHS and the voluntary and community sector in East Sussex will collaborate to integrate the planning and delivery of care and support in housing, ensuring that specific homelessness and rough sleeping support is continued.



In July 2019 we published the **East Sussex Sexual Health Needs Assessment**. This detailed report is informing the future service design across the county. It includes in-depth information on: national and local policy; national sexual health need and risk factors; local service commissioning, provision and use; potential future need; and views and experiences from local service providers.

As well as the full detailed report, an 'at a glance' infographic executive summary of the needs assessment is also available which includes a summary of the strategic and service specific recommendations

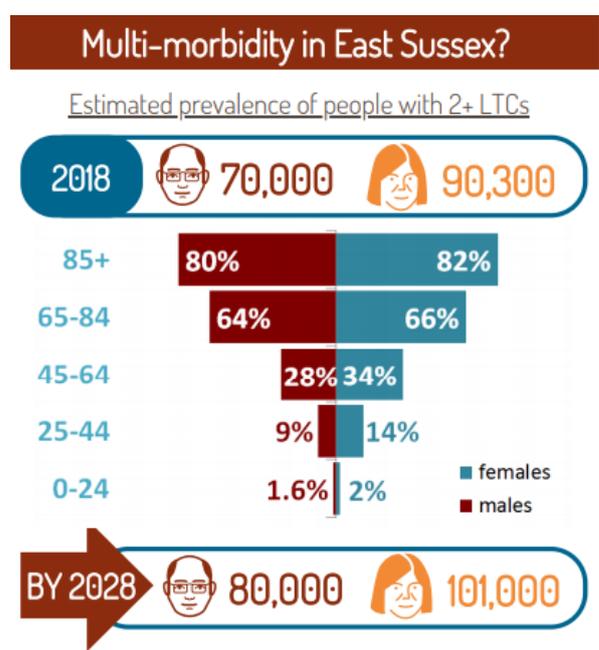
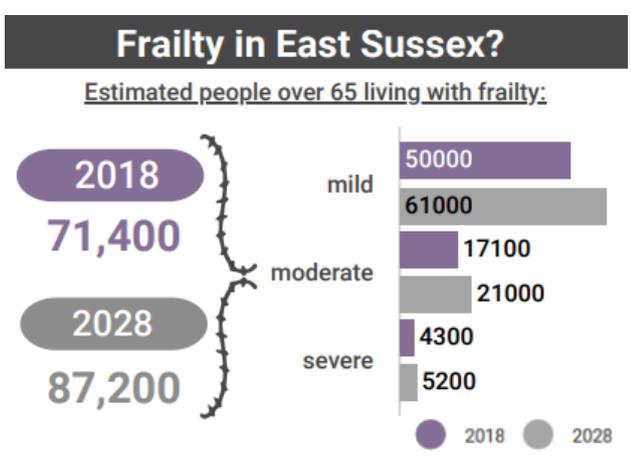
Several local briefings were produced to add to the collection on the site. These included **Cancer**, **Cardiovascular disease (CVD)**, **Frailty** and **Multi-morbidity** which added to the local evidence base for the JSNAA priorities around complex illnesses and understanding more about the differences in how long we live.

**Who is most at risk? What are the known risk factors for cancers?**

A person's risk of developing cancer depends on many factors, including age, genetics, and exposure to risk factors (including some potentially avoidable lifestyle factors).

**Older age is the main risk factor for cancer**, largely reflecting cell DNA damage accumulated over time. However, the risk of some cancers can be reduced by adopting a healthy lifestyle.

**Around 4 in 10 UK cancer cases every year could potentially be prevented** as they are attributable to modifiable risk factors.<sup>5</sup>



### 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 2019/20 was undertaken, using a Google Analytics tool, which provides data on numbers of users accessing the site, the number of visits by those users 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 resources added to the website. There were 2,786 **subscribers** by the end of March 2020. This was an **increase of 179%** compared to March 2019.

## Most popular content

As expected, the **JSNAA website home page was the most popular page visited** on the website (table 3). This was followed by National Profiles and then the Scorecards and Area Summaries. **Scorecards** present over 200 data indicators across a wide range of topics at GP practice, Locality and Clinical Commissioning Group (CCG) levels as well as at electoral ward and district/borough levels. **Area Summaries** are narrative reports that summarise key data in each geographical area.

**Table 3: Top 10 pages, 2019/20**



1. HOME PAGE
2. NATIONAL PROFILES
3. SCORECARDS / AREA SUMMARIES
4. MENU OF LOCAL DATA
5. DIRECTOR OF PUBLIC HEALTH ANNUAL REPORTS
6. LOCAL BRIEFINGS
7. SEARCH
8. EVIDENCE REPORTS
9. COMPREHENSIVE NEEDS ASSESSMENTS
10. LOCAL NEEDS AND ASSET PROFILES

Table 4 shows all accessed documents in 2019/20 grouped into broad categories. This shows the **popularity of the Local briefings**, on topics such as population changes, older people, deprivation, healthy eating and many more. The next most popular documents were Area Summaries and the Director of Public Health annual reports.

**Table 4: Top 10 documents accessed, 2019/20**

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



## 4. FUTURE DEVELOPMENTS

The JSNAA has been a well-utilised resource for the integration and transformation plans across East Sussex that are part of the **East Sussex Health and Social Care Plan** which is the response to the NHS Long Term Plan for health and care services across East Sussex. As partners across East Sussex further develop this programme, it is vital that the JSNAA adapts to meet the needs of these future areas of work.

### East Sussex Place-Based Response to the Long Term Plan



During 2019/20 we ran a series of sessions with users of the website to further understand how the site is used and how it could be improved. The sessions were facilitated by the digital and design services team at ESCC and involved 25 key users identified by health and social care colleagues from across the system. The **discovery sessions** explored how people used the website, the sites strengths & weaknesses, functionality, key resources of relevance to their work and site goals and vision for a new improved site.

The outputs from the discovery sessions, along with more detailed analysis of the Google analytics described in section 3 of this report, were combined and formed the basis of the specification for work undertaken by web developers to **create a new and improved JSNAA website**



*New JSNAA website logo*

Work was also undertaken to develop a better tool to present the detailed scorecard data that is currently in pdf format. This was developed using the Tableau tool and tested with users to improve the usability of the tool. This will be ready to launch on the new website.

The overall website design, structure and functionality was delivered by the web team in March 2020 and passed over to the Public Health Intelligence team to begin the transfer of content from the current website to this new one.

Unfortunately, this coincided with the **impact of Coronavirus** and a decision was made to pause this work whilst the public health intelligence team prioritised the urgent response to the unfolding pandemic. The work to transfer content has now restarted and it is planned to **soft launch the new website in December 2020**.

## 5. KEY FINDINGS

1. Key resources that remain popular on the site are the National Profiles, Local briefings, Area Summaries, Scorecards and Director of Public Health reports.
2. Subscribers to the JSNAA email subscription service increased by a further 179%
3. A new and improved website has been designed with the help of key stakeholders within the local health and care system

### Update on previous recommendations

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

**Continue to grow the number of subscribers to the monthly email alerts.**



**Progress Update:** The number of subscribers increased by 179%

**Develop new and existing resources around proposed areas of work.**



**Progress Update:** New self service data tools have been developed for the new website using the interactive data software called Tableau

**Redesign JSNAA website around new resources**



**Progress Update:** Website has been redesigned, but completion delayed due to Coronavirus

**Relaunch website**



**Progress Update:** Relaunch of website delayed due to Coronavirus, soft launch planned for December

## KEY RECOMMENDATIONS for 2020/21

- Continue to grow the number of subscribers to the monthly email alerts
- Relaunch website
- Continue to develop resources to support the health and care system through the recovery from Coronavirus