



Joint Strategic Needs and Assets Assessment 2014/15 Annual Report

June 2015

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1. INTRODUCTION

In February 2015, the East Sussex Joint Strategic Needs Assessment (JSNA) became the Joint Strategic Needs and Assets Assessment (JSNAA). This was to reflect the inclusion of assets (i.e. strengths and resources) in the assessment rather than just focussing on the needs (i.e. problems) of the population of East Sussex. This was a recommendation within the Annual Report of the Director of Public Health for 2014/15, *Growing Community Resilience in East Sussex*¹.

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 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 2014/15 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 over 18,700 times by over 8,900 unique users to the site³.

This report provides a summary of the updates and developments to the JSNAA during 2014/15.

¹ www.eastsussexjsna.org.uk/publichealthreports

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

³ Google analytics data between 31st January 2012 and 10th June 2015

2. JSNAA ADDITIONS AND UPDATES

There have been many updates to the JSNAA throughout the year ranging from new national profiles being added to the complete annual update of the JSNAA indicator scorecards in March 2015.

The JSNAA indicator scorecards have been produced since 2008 and 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 268 indicators arranged in 5 sections. Area scores that are significantly higher or lower than the East Sussex scores are highlighted. Area Summaries (called Commentaries in previous years) 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 2014 and 31st March 2015.

There have been a total of sixty 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, forty three National Profiles, three Comprehensive Needs Assessments and seven Local Briefings.

Table 1 lists all the additional resources added to the JSNAA during 2013/14.

Table 1: Additions to the JSNAA during 2014/15

Month	Description
Apr-14	Overview - Labour market analysis from the 2011 Census
Apr-14	National Profile - End of Life Care Profiles for Clinical Commissioning Groups (CCGs)
Apr-14	National Profile - Local Authority Outcome Information Pack
Apr-14	Local briefing - Adult Social Care Client Experience Survey results, 2012/13
Apr-14	Local briefing - Adult Social Care Client Equalities data set report, 2012/13
Apr-14	National Profile - Local sport profile
Apr-14	National Profile - Diabetes Footcare Activity Profiles

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

Month	Description
Apr-14	National Profile - Sexual and Reproductive Health Profiles
Apr-14	Comprehensive Needs Assessment - Borderline Personality Disorder Rapid Needs Assessment
May-14	Local briefing - Accidents and injuries in under 25s
May-14	National Profile - Local Alcohol Profiles for England (LAPE)
May-14	Local briefing - Smoking in East Sussex
May-14	Overview - Update of the Public Health Outcomes Framework Profile for East Sussex
Jun-14	National Profile - Community Mental Health Profiles
Jun-14	National Profile - Common Mental Health Disorders Profiles
Jun-14	National Profile - Severe Mental Illness Profiles
Jun-14	National Profile - Neurology Profiles
Jun-14	National Profile - English Road Safety Comparison Profile
Jul-14	National Profile - Cardiovascular Disease (CVD) Commissioning for Value focus packs
Jul-14	National Profile - Commissioning for Value CCG data packs
Jul-14	National Profile - Local Health
Jul-14	National Profile - 2014 Health Profiles
Jul-14	Comprehensive Needs Assessment - Child and Adolescent Mental Health Services (CAMHS)
Jul-14	Local Briefing - Assessing Alcohol Licensing Framework
Aug-14	East Sussex Pharmaceutical Needs Assessment
Aug-14	National Profile - Cardiovascular Disease (CVD) profiles
Aug-14	National Profile - Atlas of Variation for Mental Health
Aug-14	Overview - Update of the Public Health Outcomes Framework Profile for East Sussex
Sep-14	National Profile - Marmot Indicators for Local Authorities in England 2014
Sep-14	National Profile - Local Cancer Intelligence for CCGs
Sep-14	National Profile - Local Authority Spend and Outcome Tool (SPOT)
Oct-14	Overviews - CCG Local Needs and Assets Profiles. These included details of assets within each area for the first time.
Oct-14	National Profile - Liver Disease Profiles
Oct-14	National Profile - Children's and Young People's Mental Health and Wellbeing Profiles
Oct-14	National Profile - JSNA support packs for Drugs and Alcohol
Oct-14	National Profile - Sexual and Reproductive Health Profiles

Month	Description
Oct-14	National Profile - JSNA support pack for Tobacco
Nov-14	Overviews - Local Authority Local Needs and Assets Profiles
Nov-14	National Profile - Commissioning for Value, CCG "Pathways on a page" packs
Nov-14	National Profile - Healthier Lives (Diabetes, Hypertension & Health Checks)
Nov-14	National Profile - Local Tobacco Control Profile
Nov-14	Overview - Update of the Public Health Outcomes Framework Profile for E Sx
Dec-14	Annual Report of the Director of Public Health for 2014/15
Dec-14	National Profile - Co-existing substance misuse & mental health issues profiling tool
Dec-14	National Profile - Infant Mortality and Stillbirths Profiles
Dec-14	National Profile - Interactive Health Atlas of Lung conditions in England (INHALE)
Dec-14	National Profile - National General Practice Profiles
Dec-14	National Profile - Healthier Lives (Alcohol and Drugs)
Dec-14	National Profile - CVD Commissioning for Value CCG focus packs
Jan-15	National Profile - Local Health
Jan-15	Local Briefing - CCG Equality and Diversity Profiles
Feb-15	JSNAA rebranding on the website
Feb-15	Based on user feedback the most recent Overviews and Needs Assessments added to home page under relevant section to help users access key documents
Feb-15	Based on user feedback the word "Surveys" added to the Evidence & Links pages to help users navigate to key content.
Feb-15	NHS View Scorecards and Area Summaries added, and previous years moved
Feb-15	Local Authority View Scorecards added, and previous years moved
Feb-15	GP Practice and Locality Profiles added
Feb-15	National Profile - Commissioning for Value CCG Integrated Care Pathways data packs
Feb-15	National Profile - Spend and Outcome Tool (SPOT) for CCGs and LAs
Feb-15	National Profile - Diabetes Outcomes Versus Expenditure (DOVE) tool
Feb-15	National Profile - National Child Measurement Programme (NCMP) Profile
Feb-15	National Profile - Local Tobacco Control Profiles
Feb-15	Overview - Update of the Public Health Outcomes Framework Profile for East Sussex
Mar-15	Local Authority View Area Summaries added
Mar-15	National Profile - Suicide Prevention Profiles

Month	Description
Mar-15	National Profile - Severe Mental Illness Profiles
Mar-15	National Profile - Common Mental Health Disorders
Mar-15	Local Briefing - Alcohol Related Health Harm

3. ACCESSING THE JSNAA

Introduction

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 2014/15 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

3,341 users	5,216 visits	92% access from a desktop/ laptop computer
The most popular page, after the home page, was the scorecard page	28% increase in subscribers to email alerts	Average time on site per visit is 6 mins 12 seconds
6,530 documents downloaded from the site	On average users access 5 pages per visit	435 visits per month

JSNAA website overall activity

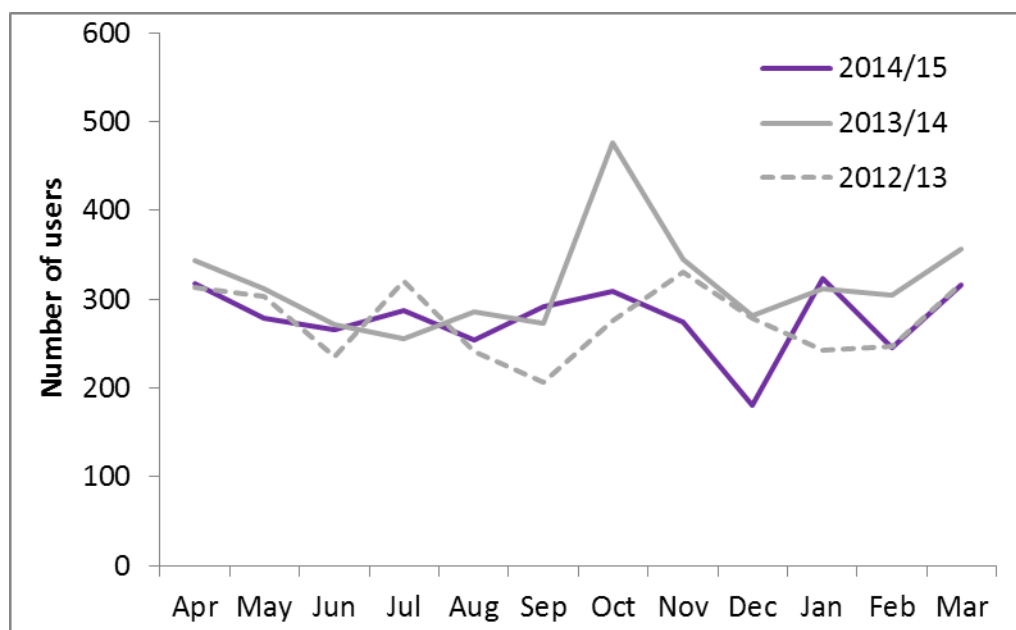
Number of users and visits

The website went live on 31 January 2012 and since then there have been over 18,700 visits by over 8,900 unique users to the site⁵.

During 2014/15, 3,341 unique users accessed the site. This was a decrease of 13% on the previous year. The number of visits in 2014/15 totalled 5,216, which was a decrease of 18% on the previous year.

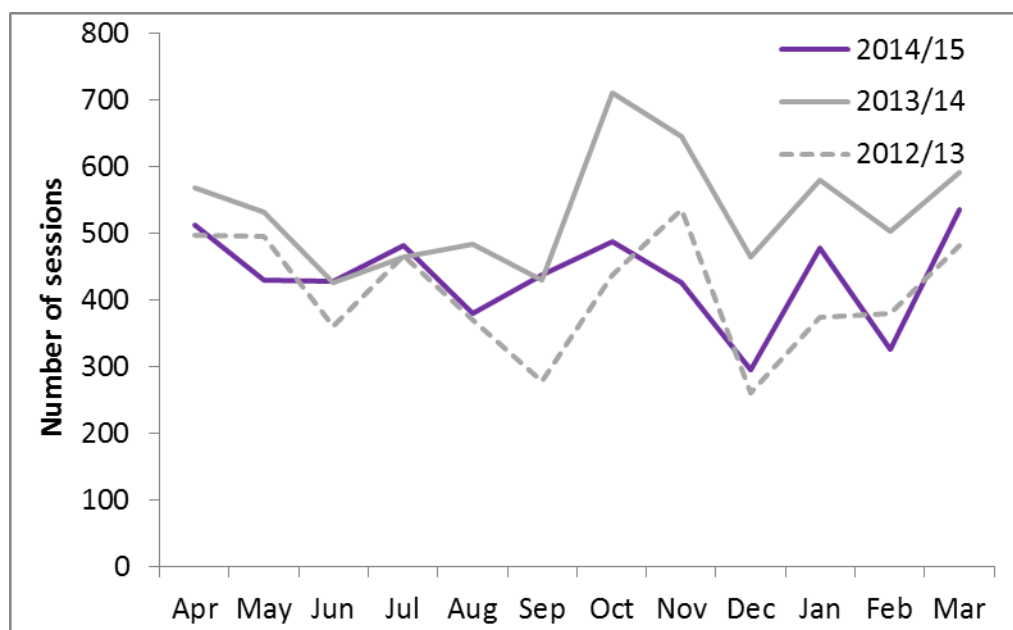
Charts 1 and 2 below show the trend by month of activity on the site. The peak in October 2013 coincides with the launch of the Local Needs Profiles (these are overview documents for East Sussex and for each district/borough local authority and Clinical Commissioning Group) and the promotion of these products at the time.

Chart 1: Number of users to the website, 2012/13 to 2014/15



⁵Google analytics data between 31st January 2012 and 10th June 2015

Chart 2: Number of visits to the website, 2012/13 to 2014/15

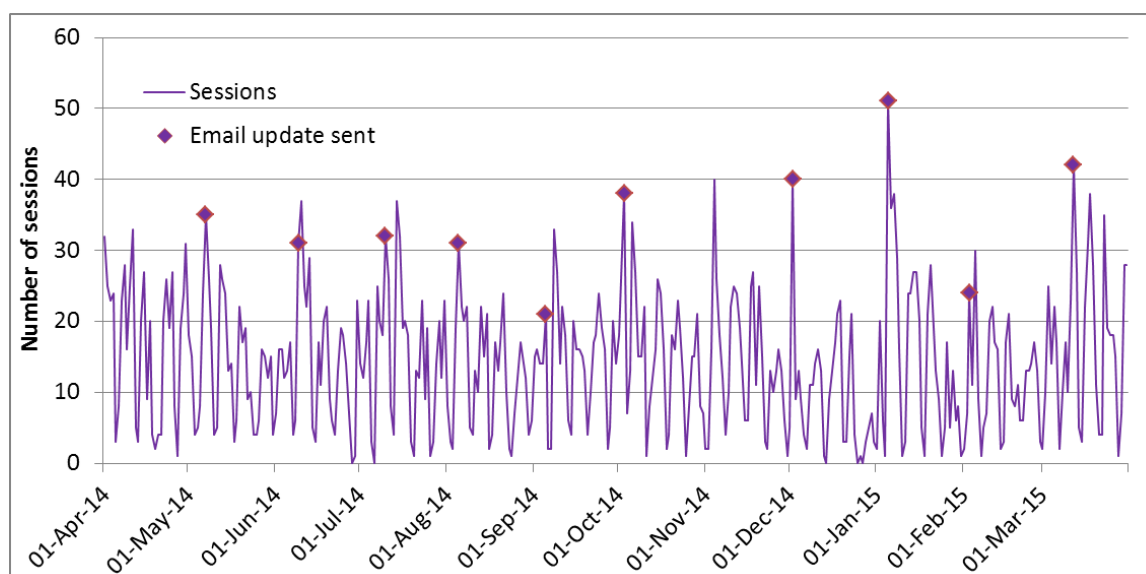


Monthly email alerts

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 2014/15 the number of subscribers has **increased by 28%** from 158 on 1st April 2014 to 203 by the end of March 2015

Chart 3 shows the number of visits to the website in 2014/15 by day with the date each monthly email update was sent labelled. There are clear peaks of activity the day 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 JSNAA work and/or resources added.

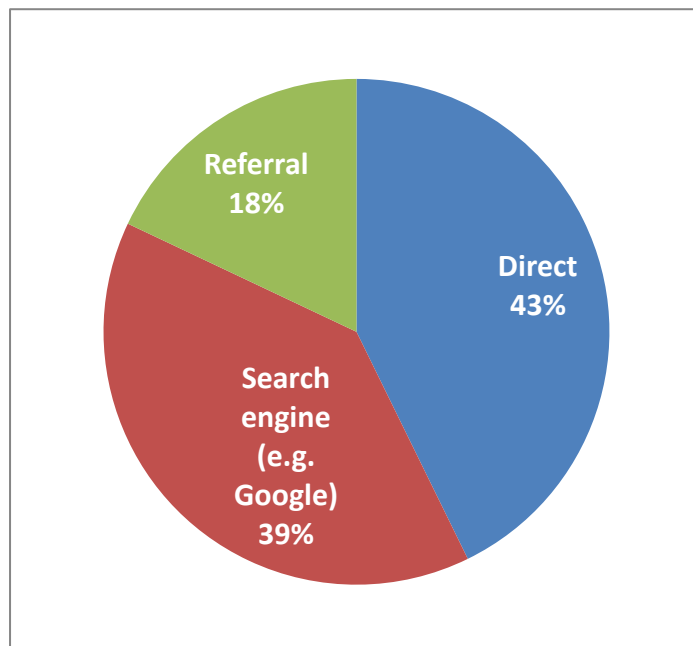
Chart 3: Number of visits by day, 2014/15



Sources of traffic to the website

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

Chart 4: How users reached the site in 2014/15



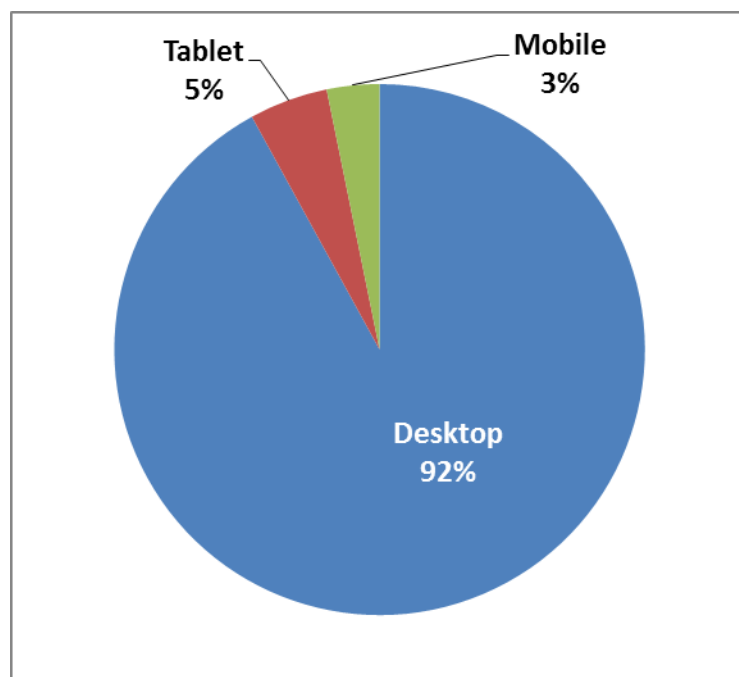
Most visits to the site were either direct, by going straight to the JSNAA site or by using a search engine. The most popular of these search engines was Google (80%) followed by Bing (17%).

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 40% were from the council's website, 18% were from the East Sussex Strategic Partnership (ESSP) site (essp.org.uk) 10% from the council's intranet.

Users technology

Chart 5: Technology used to visit the site, 2014/15



92% 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. This is very similar to 2013/14 when 94% accessed from a desktop.

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 they may represent a group 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, 2014/15

Device	Visits	% New Visits	New Users	Bounce Rate	Pages / Session	Avg. Session Duration (mins)
Desktop	4,799	49%	2,348	28%	4.95	05:11
Tablet	250	60%	149	40%	3.54	03:13
Mobile	167	86%	143	59%	2.50	01:39
Total	5,216	51%	2,640	30%	4.81	04:59

Time spent on the website

New users on average spend just under 4 minutes on the site and visit around 4 pages during their visit (table 4). This increases to over 6 minutes and 6 pages for returning users.

Table 4: Visit duration, 2014/15

User Type	Visits	Bounce Rate	Pages Per Visit	Avg. Session Duration (mins)
New Visitor	2,640	38%	3.9	03:40
Returning Visitor	2,576	22%	5.7	06:19
Total	5,216	30%	4.8	04:59

Website pages visited and documents accessed

Table 5: Top 10 landing pages (1st page visited) on the website, 2014/15

Page	Page views
Home page	2,741
Director of Public Health Annual Report	302
Local Needs & Assets Profiles	181
Scorecards	155
Comprehensive Needs Assessments	98
Public Health Outcomes Framework	79
Local briefings	76
Access to East Sussex in Figures	52
National Profile - SPOT	46
National Profile - Diabetes	42
Total	5,216

As expected, the JSNAA website home page (www.eastsussex.gov.uk/index) was the most popular page to enter the website on. This was followed by the Director of Public Health Annual Reports, Local Needs & Assets Profiles and the scorecards.

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

Table 6: Top 10 pages visited overall, 2013/14

Page	Page views
Home page	3,908
Scorecards	1,067
Director of Public Health Annual Report	781
Local Needs & Assets Profiles	648
Comprehensive Needs Assessments	610
National Profiles	609
Overviews	589
Local briefings	542
NHS View Scorecards & Area Summaries	527
Access to East Sussex in Figures	445
Total	25,080

The last two Director of Public Health Reports were the 1st and 2nd most downloaded documents from the site. Accessed/downloaded documents are those that are opened and viewed. The Local Needs Profiles and Scorecards also had high numbers of downloads.

Table 7: Top ten documents accessed from the website, 2014/15

Document	Downloads
Director of Public Health Report 2014/15	214
Director of Public Health Report 2013/14	187
Hastings and Rother CCG Local Needs & Assets Profile 2014	152
Eastbourne, Hailsham and Seaford CCG Local Needs & Assets Profile 2014	117
Local Authority View Scorecards 2014	116
East Sussex Local Needs Profile 2013	113
NHS View Scorecards 2013	107
Eastbourne, Hailsham and Seaford CCG Local Needs Profile 2013	97
East Sussex Local Needs & Assets Profile 2014	76
East Sussex PHOF Profile, Aug 2014	76

Table 8 shows all of the accessed documents in 2014/15 grouped into broad categories. This shows the popularity of the National profiles, Local Needs Profiles and scorecards.

Table 8: Summary of accessed documents, 2014/15

Document type	Downloads	
	Number	%
National profile	1,376	21%
Local Needs Profile	1,010	15%
Scorecards	804	12%
Director of Public Health Report	796	12%
Comprehensive Needs Assessment	617	9%
Practice profile	586	9%
Area Summary	480	7%
Local briefing	394	6%
PHOF profile	253	4%
Evidence review	122	2%
Survey report	65	1%
Other overview document	27	0%
Grand Total	6,530	100%

4. KEY FINDINGS AND RECOMMENDATIONS

Key findings

The monthly email alert system has become a very useful way of encouraging core users to access the JSNAA resources regularly.

The vast majority of users of the site continue to access from a desktop rather than mobile/tablet technology.

Both the number of overall users and the number of visits has reduced in 2014/15 compared to 2013/14. It is clear that promotion of the JSNAA resources is required to a wider audience than subscribers to monthly email alerts.

Engagement with users and potential users of the site should be undertaken in 2015/16 to understand more about current and potential user needs. A user survey to coincide with the next annual release of the JSNAA indicator scorecards in February 2016 would both publicise the release of a JSNAA key resource and allow feedback from a wider audience.

Update on 2013/14 recommendations

Progress made against the three recommendations in the 2013/14 annual report is outlined below.

1. Develop a communications plan to promote the JSNA and the JSNA website and increase the number of subscribers to the monthly email alerts. The communications plan would look at improving the referral rates from sites, such as local NHS sites, and also building on the popularity of key publications such as the Local Needs Profiles, JSNA scorecards and Director of Public Health Reports, to boost subscriptions to the monthly email update.

Progress Update: A communications plan was developed and articles were included in partner newsletters, e.g. those produced for East Sussex Strategic Partnership, Health & Wellbeing Board. These articles included inviting people to subscribe to the monthly email alert. Subscribers increased by 28% during 2014/15. Links to the Local Needs Profiles were already placed on the Clinical

Commissioning Groups websites but in March 2015 this was supplemented with a link to the main site so as to facilitate access to all the resources on the website.

2. Make improvements to the navigation of the website.

Progress Update: Several improvements were made to the website during the re-branding from JSNA to JSNAA. The home page was also updated to include the latest overviews and Comprehensive Needs Assessments listed underneath each relevant section. There are several resources relating to population surveys that have been undertaken locally in East Sussex. Based on user feedback the word “Surveys” was added to the Evidence & Links pages to help users navigate to these resources.

3. Consider how navigation and experience of the site can be improved for users accessing the site from a tablet or mobile device.

Progress Update: In March 2015, the site was tested by information technology experts for usability from mobile devices. They confirmed that the responsive design of the website worked and that the page adapt to a mobile friendly version if accessed from a mobile/tablet device. Almost all of the downloadable documents on the website are in a pdf format which works well on mobile devices.

Recommendations

This 2014/15 annual report makes the following three recommendations which will be addressed as part of the 2015/16 work plan:

1. Further develop the communications plan with input from communications experts to promote the resources to a wider audience.
2. Increase the number of subscribers to the monthly email alerts by at least 10% by March 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.