

Joint Strategic Needs Assessment (JSNA): Place-based approach

**Stakeholder Event – Market
Drayton place plan area**

Overview

- What is a Joint Strategic Needs Assessment JSNA
- Why undertake a needs assessment
- Next Steps



What is a Joint Strategic Needs Assessment?

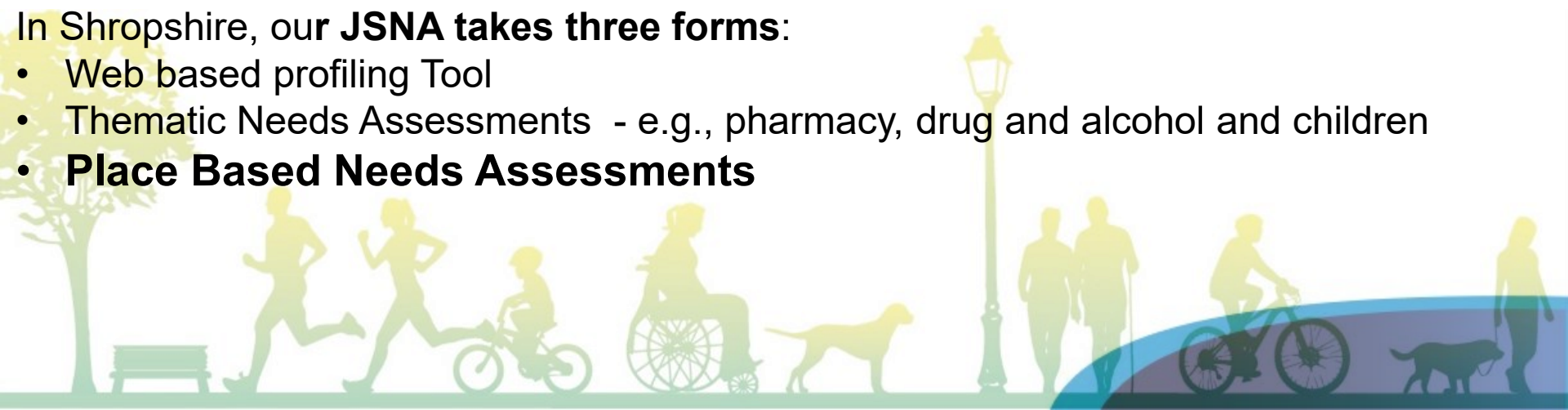
Local Authorities and CCGs (now ICS) have a legal Statutory Duty to undertake a Joint Strategic Needs Assessment (JSNA), through the Health and Wellbeing Board.

To identify **current** and **future health and wellbeing needs** in the local population and identify strategic **priorities** to inform commissioning of services based on needs.

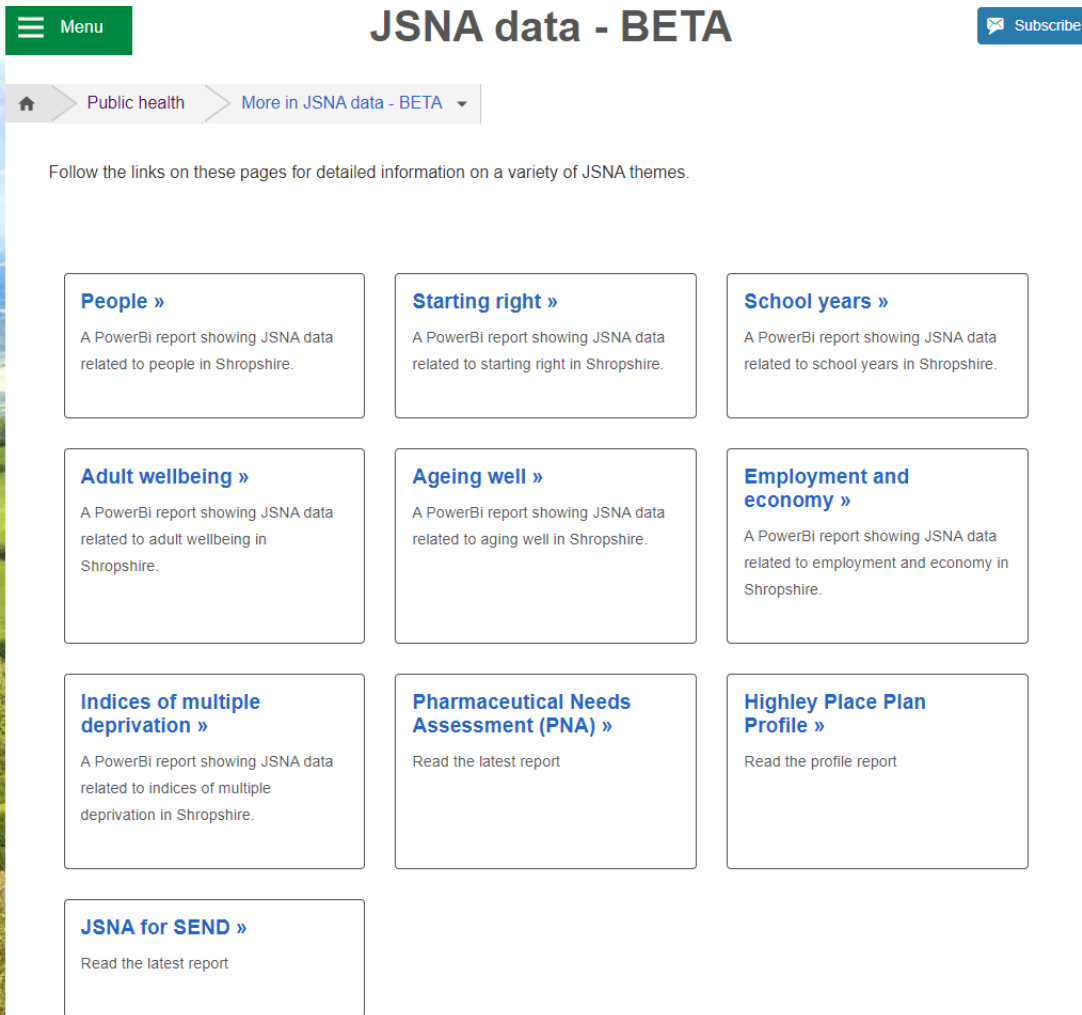
These priorities inform the **Health and Wellbeing Strategy** and **Integrated Care Strategy** as a basis for **commissioning health and social care services in Shropshire**. We also believe they should support **local partners / communities' priorities**.

In Shropshire, our **JSNA takes three forms**:

- Web based profiling Tool
- Thematic Needs Assessments - e.g., pharmacy, drug and alcohol and children
- **Place Based Needs Assessments**



JSNA Web Based Profiler Tool



The screenshot shows the 'JSNA data - BETA' web page. At the top left is a 'Menu' button. The main title is 'JSNA data - BETA' with a 'Subscribe' button to its right. Below the title is a breadcrumb trail: 'Public health' > 'More in JSNA data - BETA'. A paragraph of text reads: 'Follow the links on these pages for detailed information on a variety of JSNA themes.' Below this are nine card-like boxes, each with a title and a brief description of a PowerBI report. The titles are: 'People', 'Starting right', 'School years', 'Adult wellbeing', 'Ageing well', 'Employment and economy', 'Indices of multiple deprivation', 'Pharmaceutical Needs Assessment (PNA)', 'Highley Place Plan Profile', and 'JSNA for SEND'.

Menu

JSNA data - BETA

Subscribe

Public health > More in JSNA data - BETA

Follow the links on these pages for detailed information on a variety of JSNA themes.

- People »**
A PowerBI report showing JSNA data related to people in Shropshire.
- Starting right »**
A PowerBI report showing JSNA data related to starting right in Shropshire.
- School years »**
A PowerBI report showing JSNA data related to school years in Shropshire.
- Adult wellbeing »**
A PowerBI report showing JSNA data related to adult wellbeing in Shropshire.
- Ageing well »**
A PowerBI report showing JSNA data related to aging well in Shropshire.
- Employment and economy »**
A PowerBI report showing JSNA data related to employment and economy in Shropshire.
- Indices of multiple deprivation »**
A PowerBI report showing JSNA data related to indices of multiple deprivation in Shropshire.
- Pharmaceutical Needs Assessment (PNA) »**
Read the latest report
- Highley Place Plan Profile »**
Read the profile report
- JSNA for SEND »**
Read the latest report

The web-based JSNA is an interactive tool that allows users to explore data relating to health need in Shropshire. <https://www.shropshire.gov.uk/public-health/jsna-data-beta/>



Shropshire Health and Wellbeing Strategy 2022 – 2027

Vision:

For Shropshire people to be the healthiest and most fulfilled in England

- Reducing inequalities
- Improving Population Health
- Working with and building strong and vibrant communities
- Joined up working

Indicator	Period	Shropshire			Region England			England	
		Recent Trend	Count	Value	Value	Value	Worst/ Lowest	Range	Best/ Highest
Life expectancy and causes of death									
Life expectancy at birth (Male)	2018 - 20	-	-	80.2	78.5	79.4	74.1		
Life expectancy at birth (Female)	2018 - 20	-	-	83.7	82.5	83.1	79.0		
Under 75 mortality rate from all causes	2018 - 20	-	3,043	296.5	365.2	336.5	570.7		220.1
Under 75 mortality rate from all cardiovascular diseases	2017 - 19	-	616	59.4	77.0	70.4	121.6		39.8
Under 75 mortality rate from cancer	2017 - 19	-	1,239	119.0	135.0	129.2	182.4		37.4
Suicide rate	2018 - 20	-	96	11.4	10.5	10.4	20.3		5.0
Injuries and ill health									
Killed and seriously injured (KSI) casualties on England's roads (historic data)	2016 - 18	-	-	-	-	-	-		-
Emergency Hospital Admissions for Intentional Self-Harm	2020/21	→	435	146.8	166.6	181.2	471.7		41.5
Hip fractures in people aged 65 and over	2020/21	→	455	553	584	529	746		
Cancer diagnosed at early stage (experimental statistics)	2017	→	693	49.2%	51.4%	52.2%	36.8%		61.0%
Estimated diabetes diagnosis rate	2018	-	-	71.4%	86.3%	78.0%	54.3%		
Estimated dementia diagnosis rate (aged 65 and over)	2022	→	3,251	60.1%	58.9%	62.0%	41.2%		
				< 66.7% (significantly)					
Behavioural risk factors									
Admission episodes for alcohol-specific conditions - Under 18s	2018/19 - 20/21	-	40	22.2	24.9	29.3	84.0		7.7
Admission episodes for alcohol-related conditions (Narrow): Old Method	2018/19	↑	2,368	689	739	664	1,127		389
Smoking Prevalence in adults (18+) - current smokers (APS)	2019	-	36,082	13.7%	14.1%	13.9%	27.5%		4.4%
Percentage of physically active adults	2020/21	-	-	72.9%	63.0%	65.9%	48.8%		3.4%
Percentage of adults (aged 18+) classified as overweight or obese	2020/21	-	-	68.0%	66.8%	63.5%	76.3%		
Child health									
Under 18s conception rate / 1,000	2020	→	62	11.5	15.1	13.0	30.4		2.1
Smoking status at time of delivery	2020/21	→	264	11.0%	10.6%	9.6%	21.4%		1.8%
Breastfeeding initiation	2016/17	-	2,019	78.4%	68.9%	74.5%	37.9%		96.7%
Infant mortality rate	2018 - 20	-	37	4.7	5.6	3.9	8.3		0.8
Year 6: Prevalence of obesity (including severe obesity)	2019/20	→	-	15.1%*	23.9%	21.0%	30.1%		
Inequalities									
Deprivation score (IMD 2015)	2015	-	-	16.7	-	21.8	42.0		5.0
Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS)	2019	-	-	25.6%	23.3%	24.5%	60.3%		3.5%
Inequality in life expectancy at birth (Male)	2018 - 20	-	-	5.5	10.1	9.7	17.0		
Inequality in life expectancy at birth (Female)	2018 - 20	-	-	3.5	7.9	7.9	13.9		
Wider determinants of health									
Children in low income families (under 16s)	2016	↓	5,850	12.2%	20.3%	17.0%	31.8%		8.8%
Average Attainment 8 score	2020/21	-	146,700	50.3	49.5	50.9	42.7		
Percentage of people in employment	2020/21	→	139,300	76.4%	73.7%	75.1%	59.5%		
Statutory homelessness - Eligible homeless people not in priority need	2017/18	→	388	2.8	1.1	0.8	-		Insufficient number of values for a spine chart
Violent crime - hospital admissions for violence (including sexual violence)	2018/19 - 20/21	-	170	20.0	37.7	41.9	116.8		7.9
Health protection									
Excess winter deaths index	Aug 2019 - Jul 2020	-	190	16.7%	18.0%	17.4%	50.2%		0.7%
New STI diagnoses (exc chlamydia aged <25) / 100,000	2020	→	582	299	442	619	3,547		158
TB incidence (three year average)	2018 - 20	-	19	2.0	9.8	8.0	43.1		0.3

People in Shropshire are living longer, but not necessarily healthier lives:

Measure	England	Shropshire	Range (Ward)	Range (Ward)
IMD Score (higher score = more deprivation)	21.7	17.2	3.7 (Copthorne)	37.6 (Harlescott)
Life expectancy at birth, (Male)	79.5	80.3	75.6 (Sundorne)	85.4 (Copthorne)
Life expectancy at birth, (Female)	83.2	83.6	78.7 (Sundorne)	89.2 (Clun)
Deaths all causes, all ages, SMR	100	95.7	62.8 (Copthorne)	141 (Worfield)
Deaths all causes, under 75, SMR	100	88.3	45.9 (Clun)	144.6 (Sundorne)
Preventable deaths, under 75, SMR	100	84.3	41.9 (Clun)	157.0 (Underdale)

Indicator	Shropshire	England
Healthy Life Expectancy (HLE) Males	62.8	63.1
Inequality in HLE Males	5.5	9.7
HLE Females	67.1	63.9
Inequality in HLE Females	3.5	7.9

Ward	Cheswardine	Prees
Male Life Expectancy	78.2 years	81.4 years
Female Life Expectancy	83.0 years	84.7 years

Fingertips, Local Health, Public Health Data for small geographic areas

JSNA Place Based Geographies

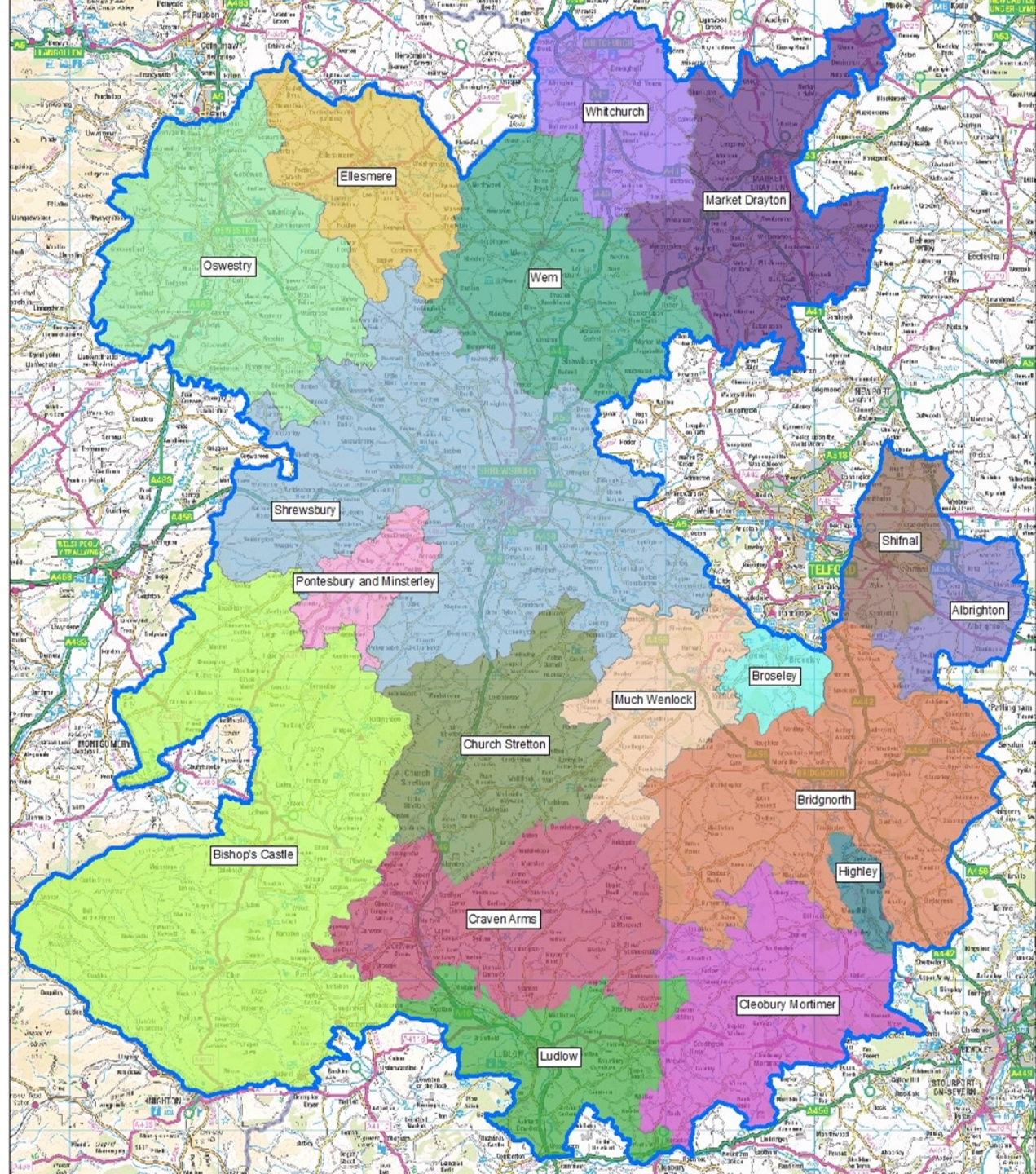
JSNA's for Shropshire and Place Plan Areas (PPA)

18 PPA focused mainly on a market town and its surrounding rural communities.

PPA's are based along geographical/communities' boundaries not political ones.

Capture the uniqueness of the areas in Shropshire.

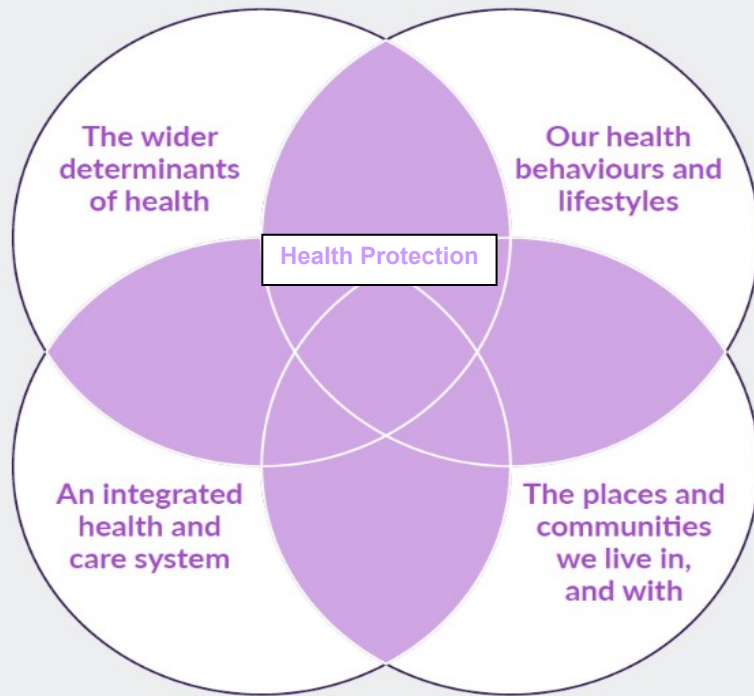
Identify meaningful local differences and areas of need.



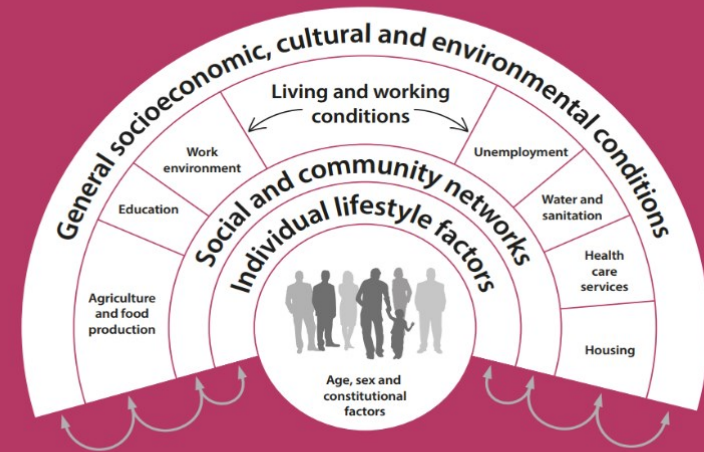
What makes us healthy?

10% of a population's health and wellbeing is linked to healthcare access

Understanding and Addressing Inequalities
– taking a preventative approach



What makes us Healthy?



Dahlgren and Whitehead 1991

Understanding our Population Health/Population Health Management (Insight/JSNA)

Market Drayton Place Plan Area

Key Health and Wellbeing Data

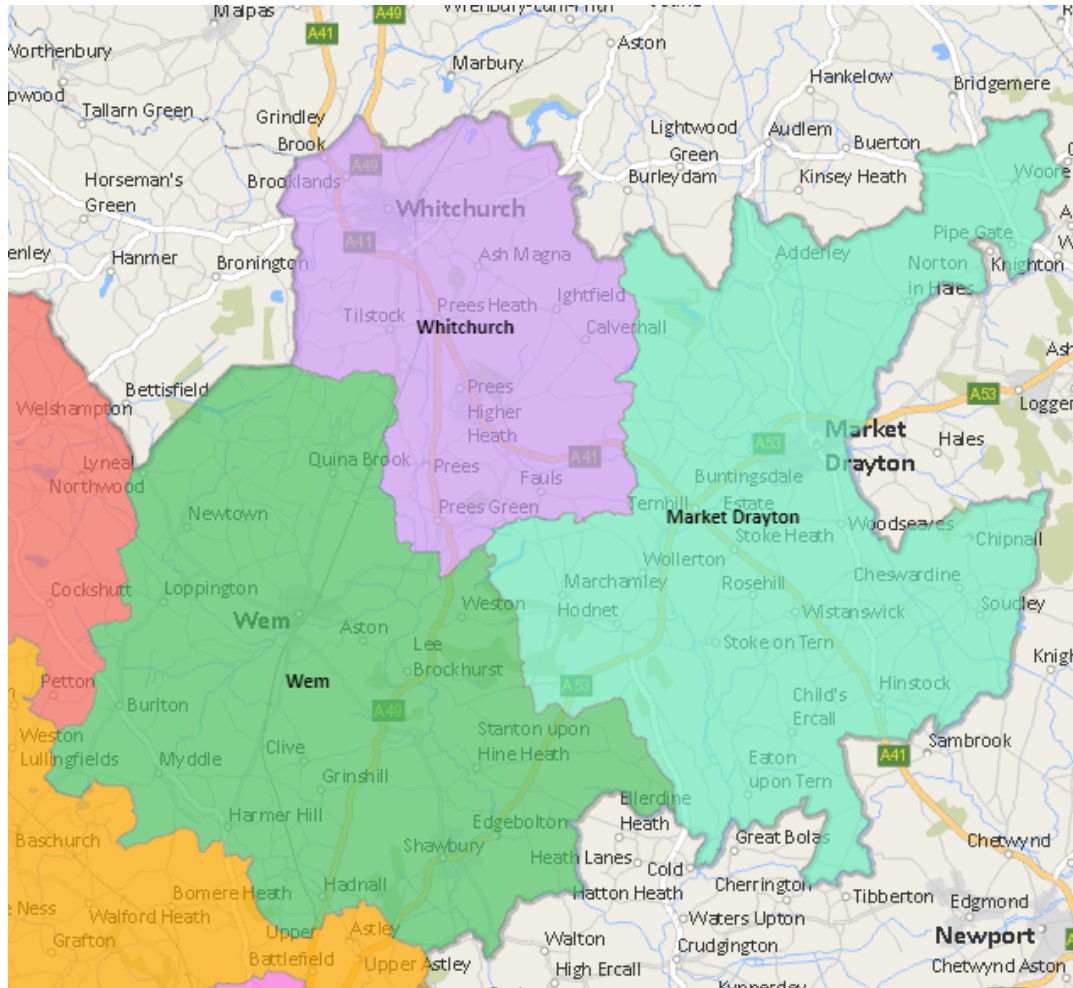


- Various local data indicators used
- Metrics based on nationally collected data where it is possible to break down to a smaller geography
- Same metrics have been used in the previous place plan areas to enable comparisons between areas
- Metrics will be revisited and expanded to consider further and updated data sources
- Health and Wellbeing Index is data based and not related to the resident survey results
- The data metrics have been grouped together to give an overview of each place plan area

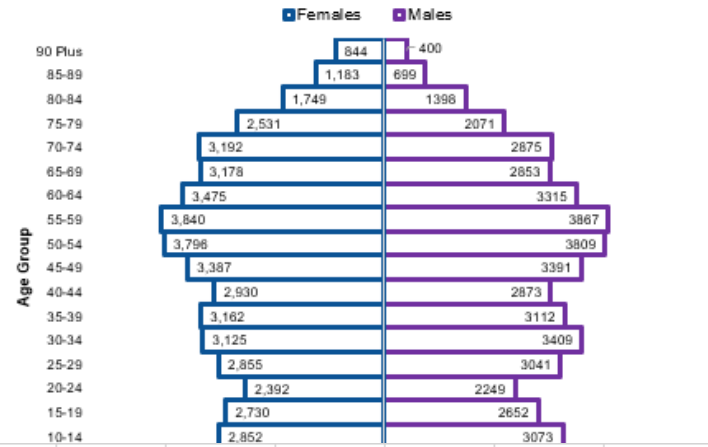
Market Drayton Place Plan Area

Interactive map here:

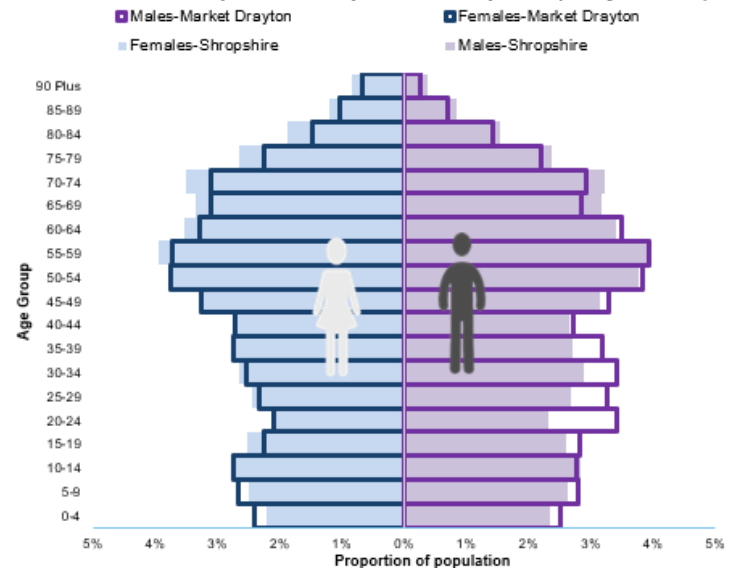
<https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e771451382533a854cce6a1e>



Population of area (mid year 2020)



Population compared to Shropshire (mid year 2020)



Market Drayton Place Plan Area

Interactive map here:

<https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e771451382533a854cce6a1e>

Market Drayton

25,416

Population
Mid year 2020

Market Drayton



1.2 persons

per hectare

England



4.3 persons

per hectare

21,089

Hectares

19.5

Deprivation score
(2019)

£32,726

Median
household

Rankings

5

out of 18

1 = largest

4

out of 18

1 = most deprived

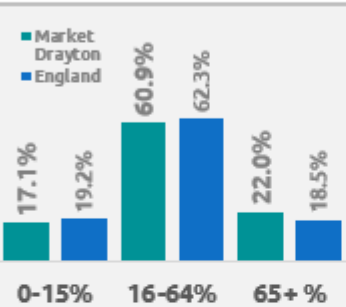
11

out of 18

1 = highest



52% Male
48% Female

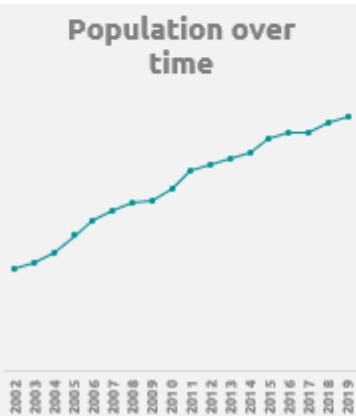


Market Drayton

18.3%

Population change
2002-2020

Population over
time



Life
expectancy
(2013-17)

Market Drayton

♂ | ♀
79.3 | **82.8**

Shropshire

♂ | ♀
80.5 | **84.1**

Shropshire

17.2%

Live births
(2000-2019)

4,569

Live births

9%

of all births in
Shropshire

Healthy People

Education

How far to
people need to
travel?

What are the
needs of
adults?

How are school
children
performing?

Health

How long are
people living?

How well are
people living?

How many
people have a
long-term
illness?

Relationships & Trust

What is the
crime rate?

How many
people older
people are
living alone?

Healthy Economy

Equality

Are houses affordable?

Is the income of residents similar?

Are some areas wealthier than others?

Economy

How many working age people are unemployed?

What's the medium income?

How many people have a dependent?

Cost of living

How many people claim benefits?

Can people heat their homes?

How many households are on low income?

Healthy Environment

Transport & mobility

How far is the nearest supermarket?

How close is the local primary school?

How close is the GP?

Housing

Are houses affordable for residents?

Is the housing suitable for people's needs?

What is quality of the houses in the area?

Environment

Do people have access to green space?

What is the air quality like?

How many road traffic accidents are there?

How does Market Drayton compare to the other 17 areas?



Strengths

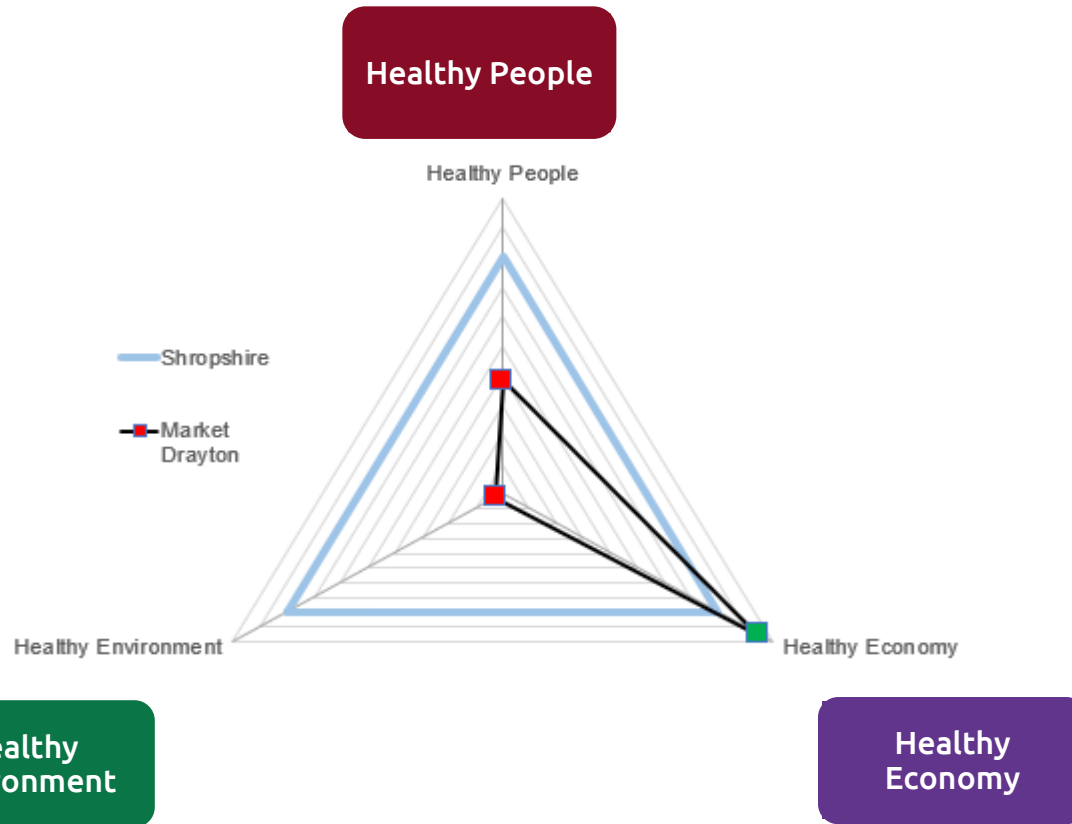
- Economy, Work and Employment
- Relationships and Trust

Challenges

- Environment
- Transport, Mobility and Connectivity
- Health e.g. Disease Prevalence

Group	Definition	Label
1st quartile	Top 25% of the 18 Place plan areas	Best
2nd quartile	Areas that lie between 25% and 50% in the rankings	Better than average
3rd quartile	Areas that lie between 50% and 75% in the rankings	Worst than average
4th quartile	Worst 25% of the 18 Place plan areas	Worst

Market Drayton Health & Wellbeing Index: Overview



Better:

Healthy Economy

Worse:

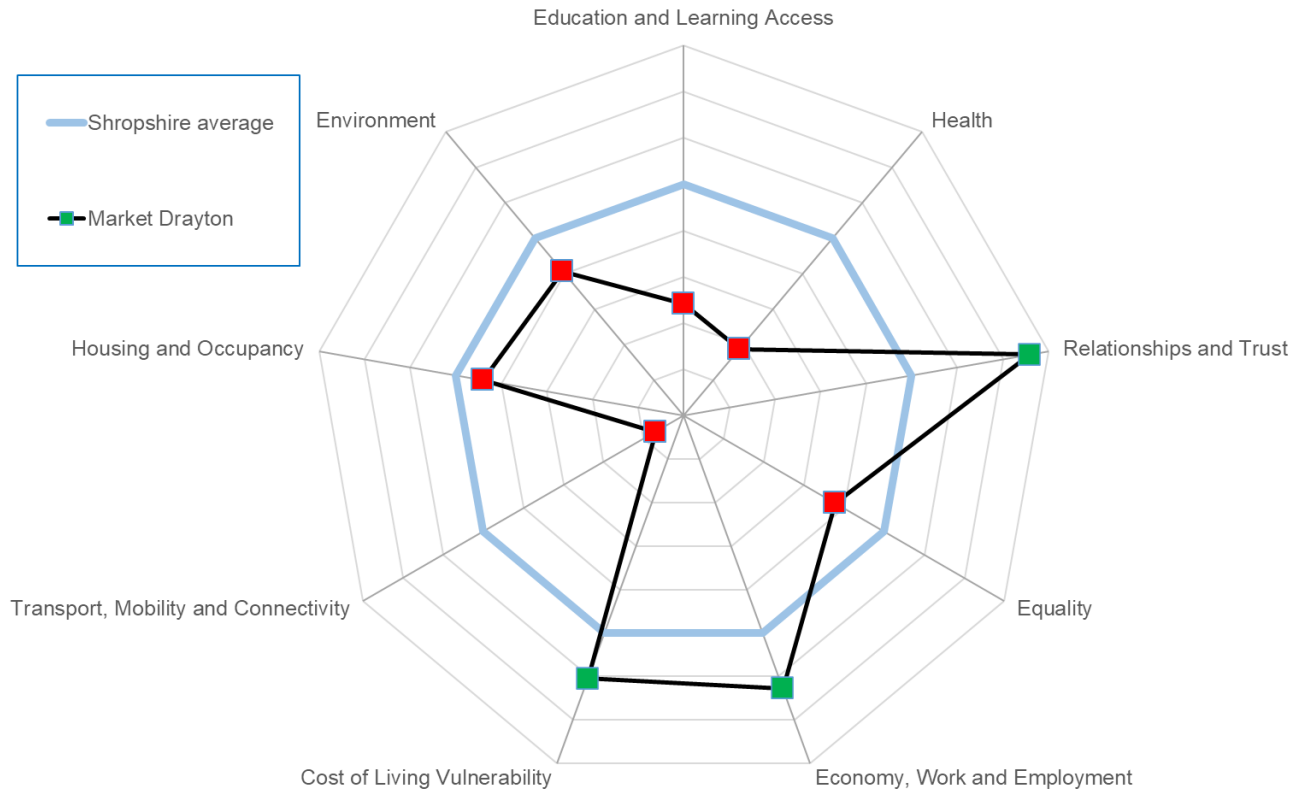
Healthy People

Healthy Environment

(Compared to Shropshire average)



Market Drayton Health & Wellbeing Index: Sub themes



Stronger:

- Relationships and trust
- Economy, Work and Employment
- Cost of living vulnerability




Weaker:

- Education and learning access
- Health
- Equality
- Transport, Mobility and Connectivity
- Housing and occupancy
- Environment

Smoking at time of delivery

- Market Drayton had 706 deliveries between 2017/18 and 2021/22, which is the 3rd highest of the 18 place plan areas.
- However, the rate of smoking (17.0%) was the 2nd highest place plan area, significantly higher than Shropshire's (10.7%)

Smoking at Delivery data for Shropshire and Market Drayton Place Plan Area 2017/18 to 2021/22

Area name	 Number of deliveries	  Percentage of mothers who were known to be smoking at time of delivery	Statistical comparison against Shropshire
Market Drayton Place Plan Overall	706	17.0%	Higher
Shropshire	9,626	10.7%	-
England		10.1%	

Disease Prevalence

There are differences in disease prevalence within the Market Drayton area. RAG rating place plan area against Shropshire, Telford and Wrekin CCG prevalence

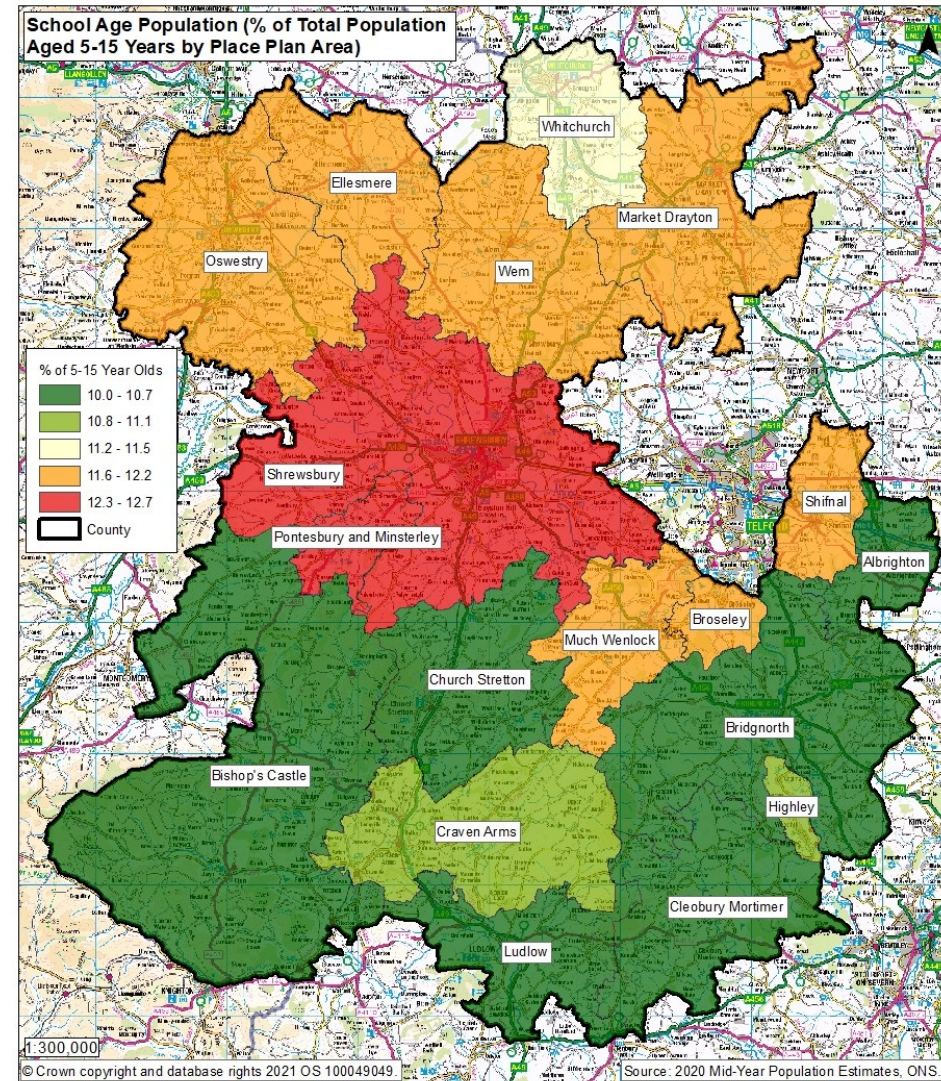
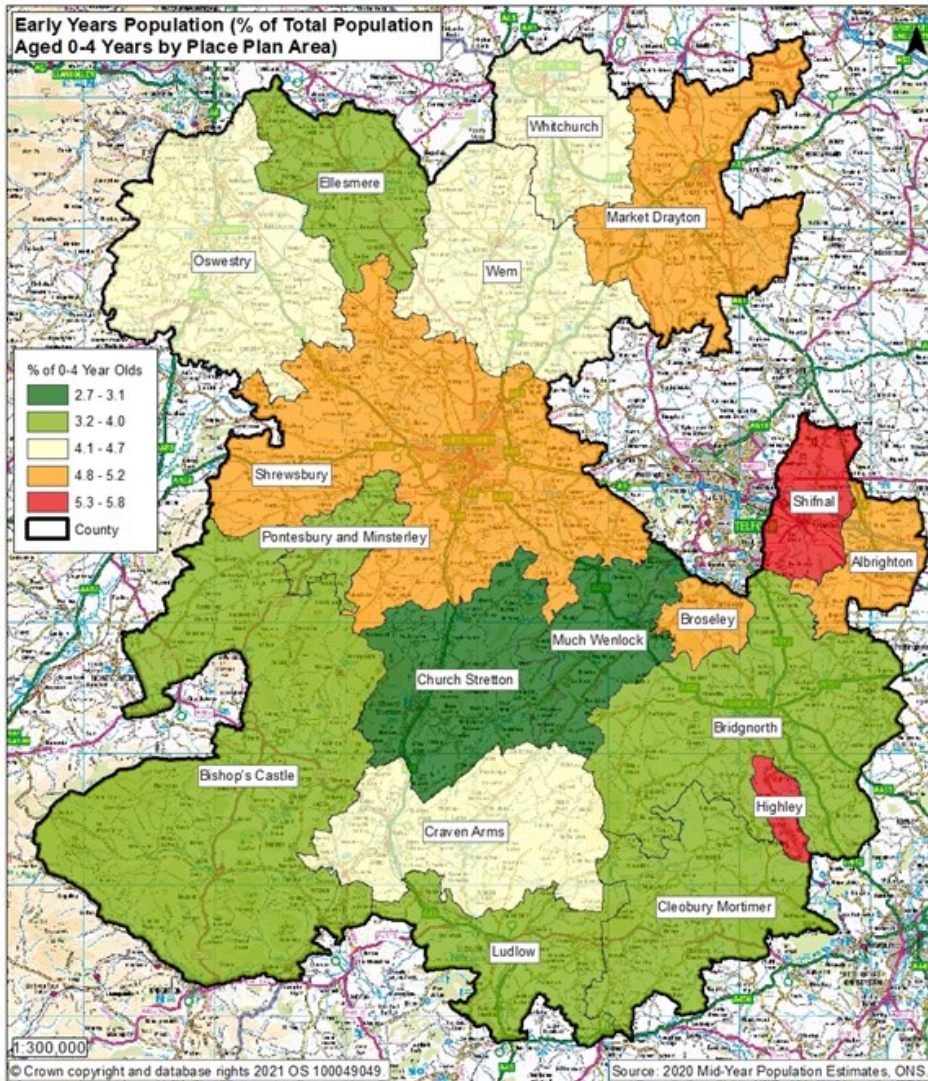
Disease or condition	Market Drayton Place Plan Area	NHS Shropshire, Telford and Wrekin CCG	ENGLAND
Atrial Fibrillation Prevalence	2.9%	2.5%	2.1%
Asthma Prevalence (6+)	6.6%	7.1%	6.5%
CHD Prevalence	3.6%	3.5%	3.0%
COPD Prevalence	1.9%	2.0%	1.9%
Dementia Prevalence	1.0%	0.9%	0.7%
Depression Prevalence (18+)	9.4%	14.5%	12.7%
Heart Failure Prevalence	1.0%	0.9%	1.0%
Hypertension Prevalence	16.0%	15.6%	14.0%
Learning disabilities Prevalence	0.4%	0.5%	0.5%
Mental health Prevalence	0.7%	0.8%	0.95%
Obesity Prevalence (18+)	7.4%	7.3%	9.7%
Peripheral arterial disease Prevalence	0.8%	0.8%	0.6%
Stroke and transient ischaemic attack Prevalence	2.5%	2.4%	1.8%

Wider determinants of health

There are differences between wards within the Market Drayton area across a number of wider determinants, Ranking : **1 = worst, 63 = best**)

Ward (2022)	Unemployment, 2021-22	Child Poverty, English Indices of Deprivation, 2019	Income deprivation, English Indices of Deprivation, 2019	IMD Score, 2019	Long term unemployment, 2021-22	General fertility rate: live births per 1,000 women aged 15-44 years, 2016-20	A&E attendances in under 5 years old, three year average	Emergency admissions in under 5s, 2016/17 to 2020/21
Cheswardine	57	51	48	21	45	25	42	23
Hodnet	60	38	50	24	15	46	57	47
Market Drayton East	23	9	12	35	36	18	50	6
Market Drayton West	14	15	17	48	20	14	32	23
Prees	48	12	12	24	20	11	22	63

Early Years and School Age Population



Community Engagement

Resident and Stakeholder engagement via:

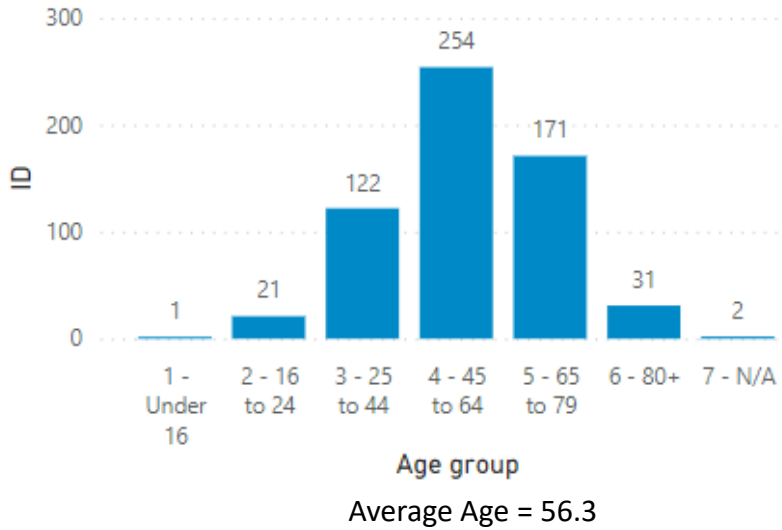
- ✓ Questionnaires to residents
- ✓ Interviews
- ✓ Focus Groups
- ✓ Attending key meetings/groups



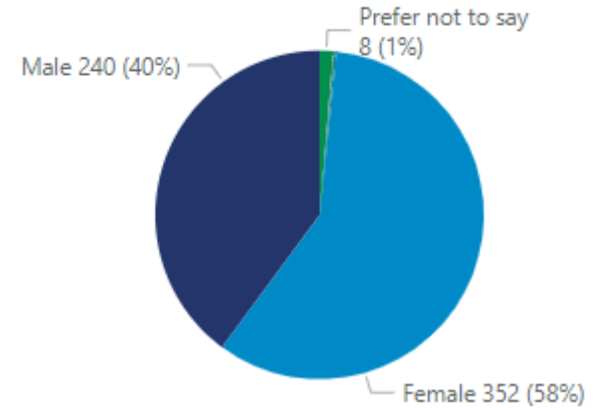
Survey Results

- **602 surveys responses** during the consultation period November 23 and January 24
- Survey results are unrelated to the previous data metrics
- However, used together can build a more detailed picture of the health and wellbeing situation and needs of our residents

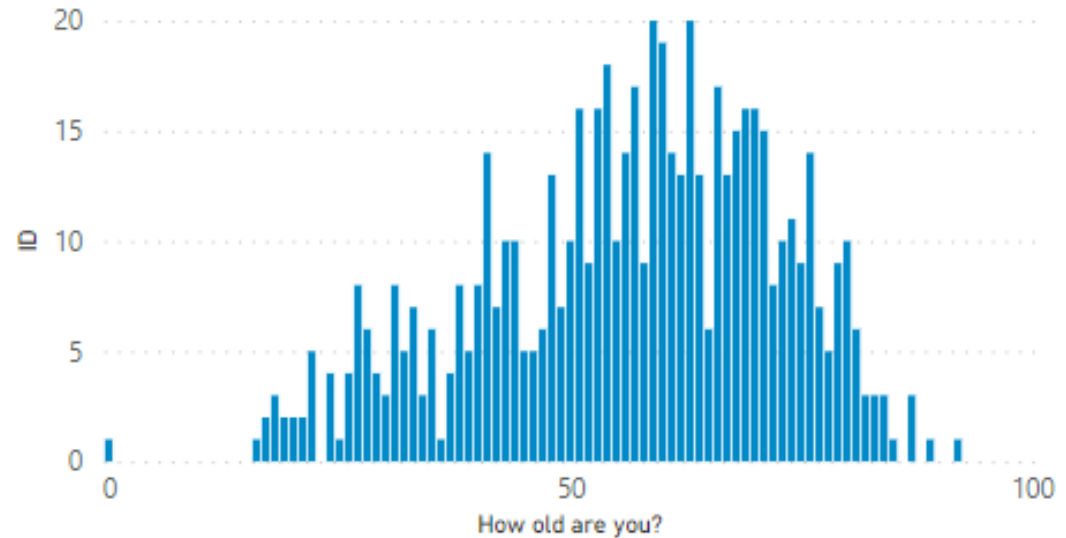
Age group



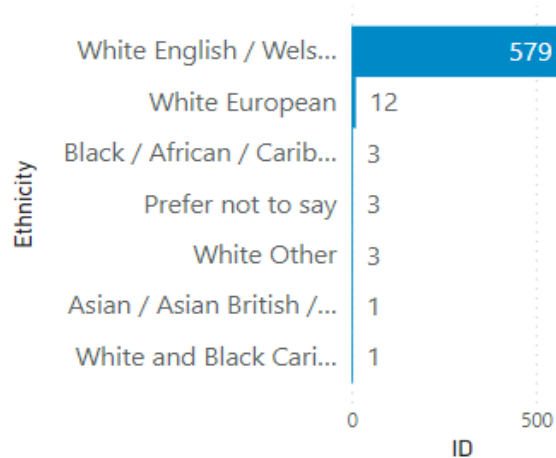
What is your gender?



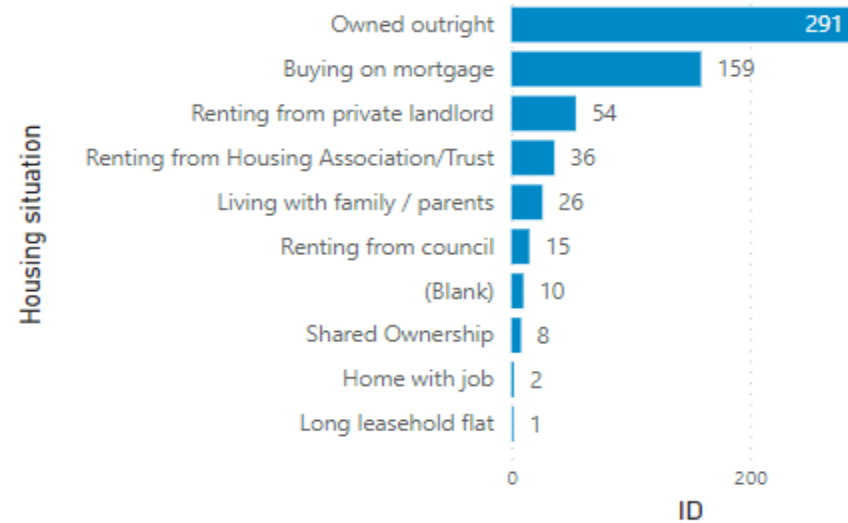
How old are you?



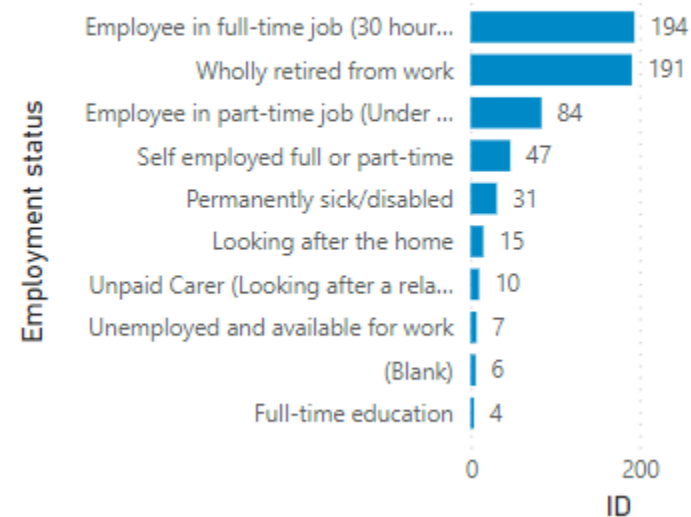
Ethnicity



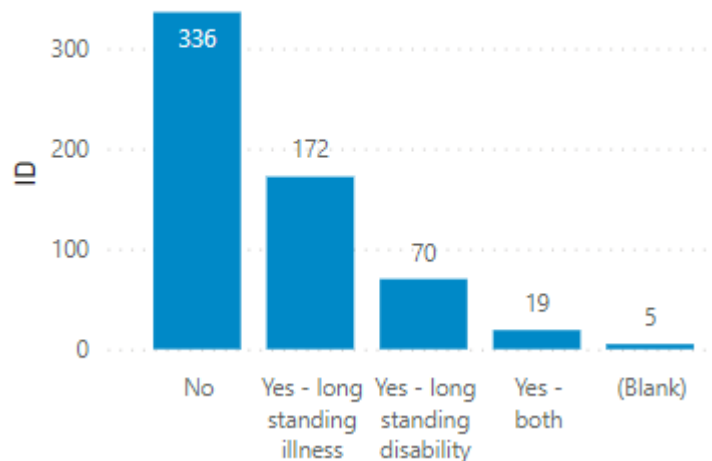
Which of these housing situations applies to you?



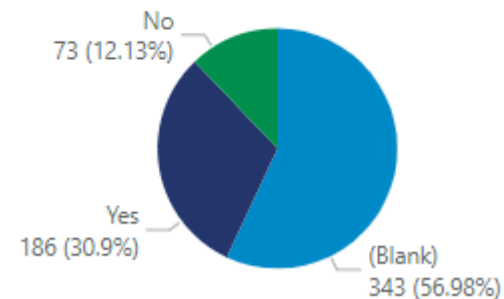
Employment status; which of these activities best describes you?



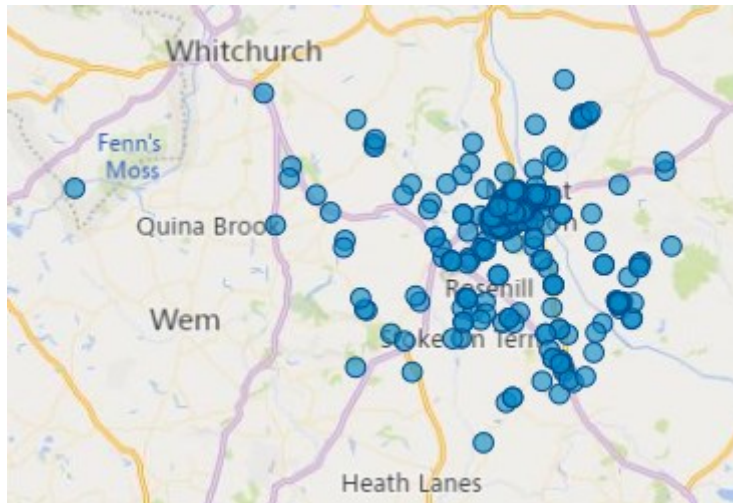
Do you have a long standing illness and/or disability?



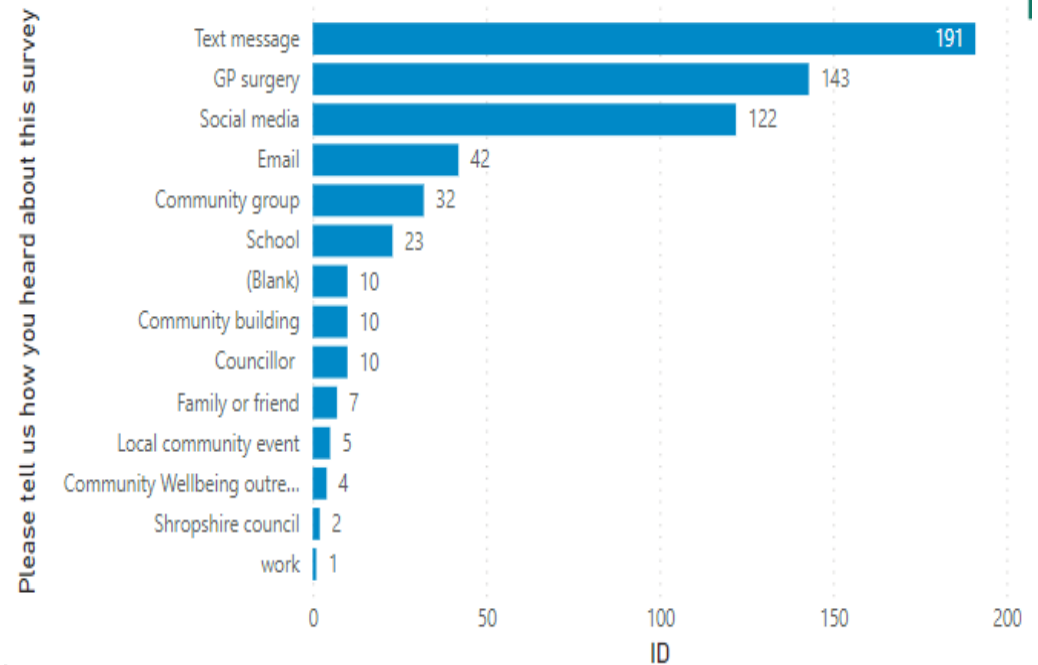
If yes, does this illness or disability limit your activities in any way?



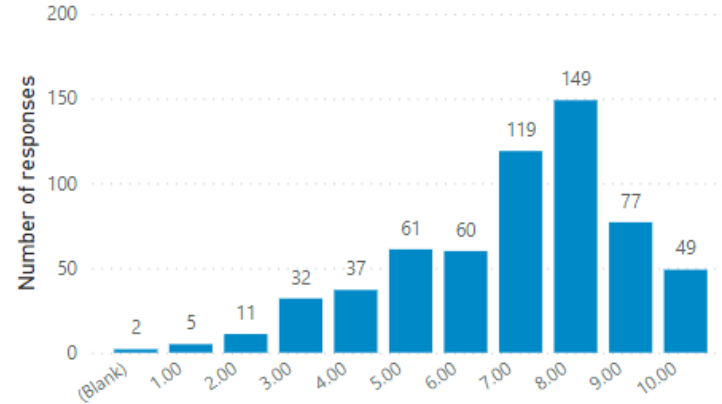
Survey respondents: Sources and area breakdown



Please tell us how you heard about this survey



Overall, how satisfied are you with your life nowadays?

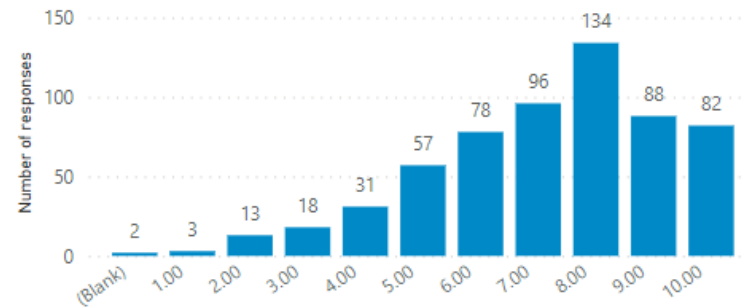


0 not at all satisfied, 10 extremely satisfied

6.91

Average of Overall, how satisfied are you with your life nowadays?

Overall, to what extent do you feel that the things you do in your life are worthwhile?

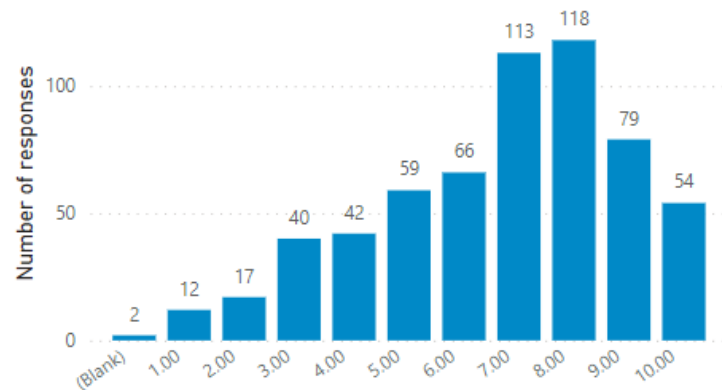


0 not at all worthwhile, 10 extremely worthwhile

7.19

Average of Overall, to what extent do you feel that the things you do in your life are worthwhile?

Overall, how happy did you feel yesterday?

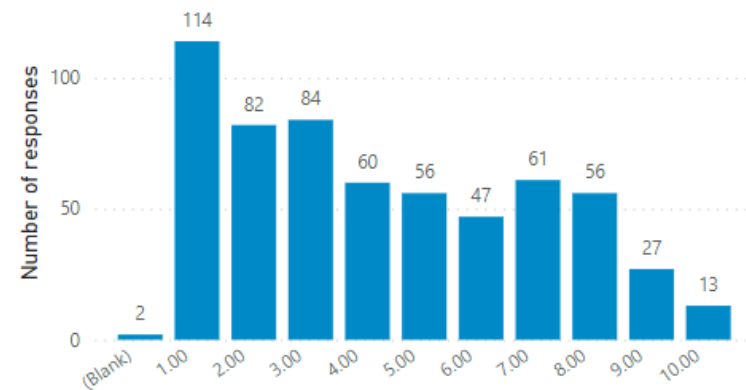


0 not at all happy, 10 extremely happy

6.69

Average of Overall, how happy did you feel yesterday?

Overall, how anxious did you feel yesterday?



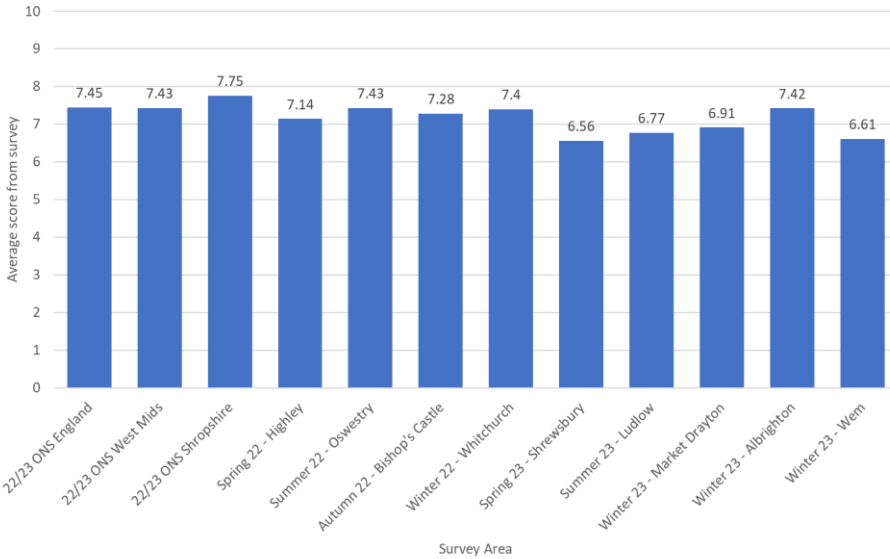
0 not at all anxious, 10 extremely anxious

4.30

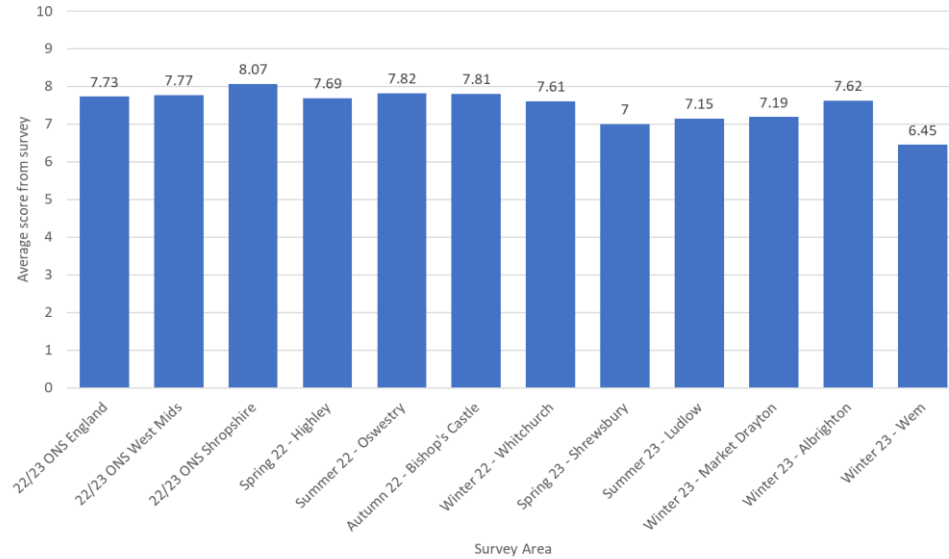
Average of Overall, how anxious did you feel yesterday?

Comparison of ONS Survey scores against other completed place plan areas

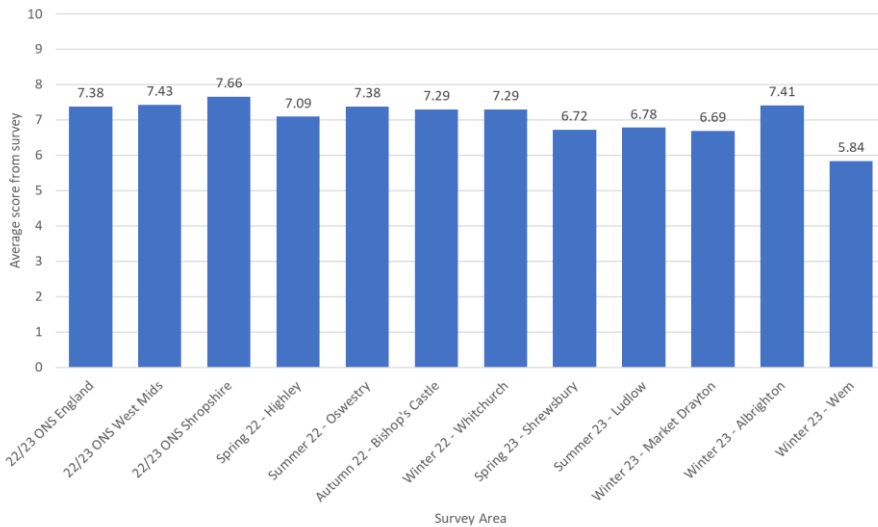
Overall, how satisfied are you with your life nowadays?



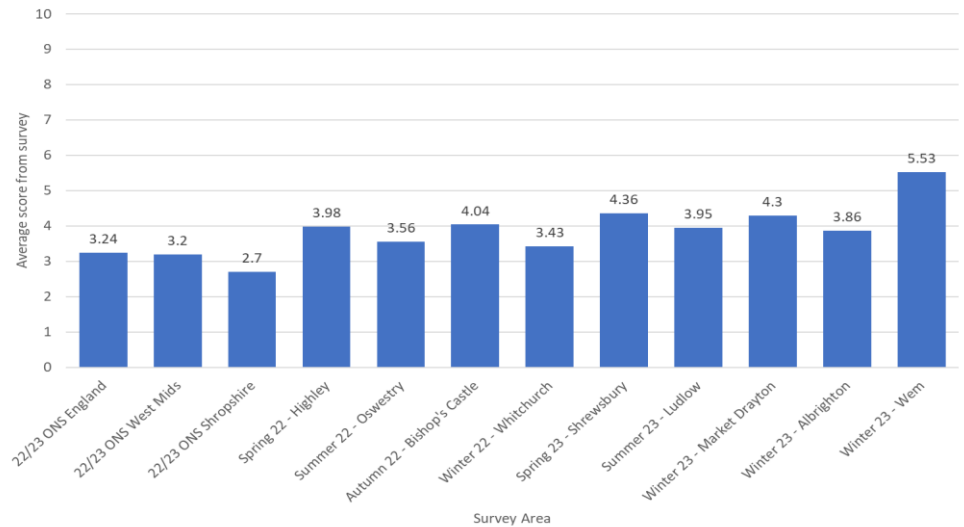
Overall, to what extent do you feel that the things you do in your life are worthwhile?



Overall, how happy did you feel yesterday?

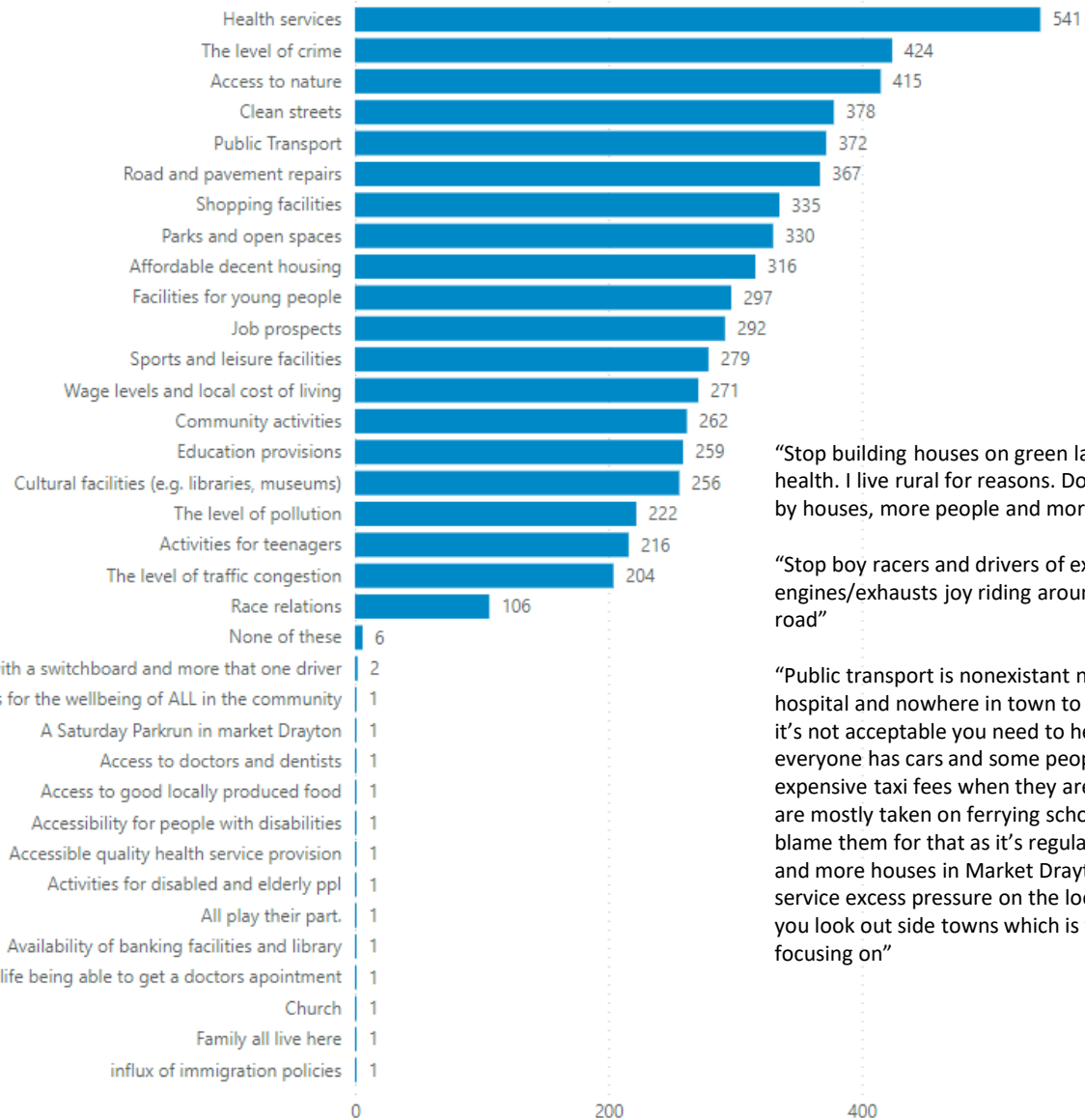


Overall, how anxious did you feel yesterday?



Thinking generally, which of the things below would you say are the most important in making somewhere a good place to live?

Most important things in making somewhere a good place to live

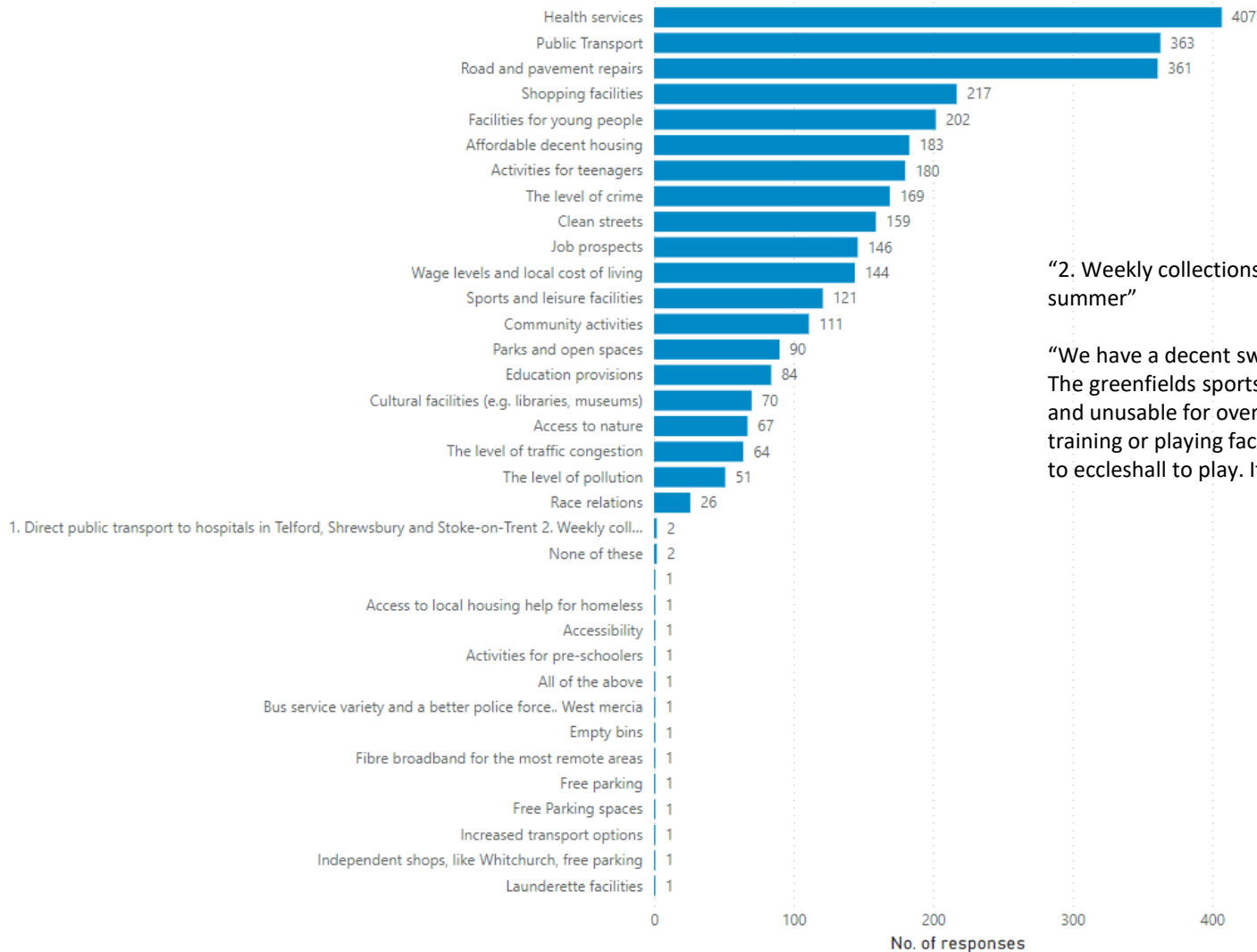


“Stop building houses on green land...damaging my mental health. I live rural for reasons. Don't want to be surrounded by houses, more people and more traffic”

“Stop boy racers and drivers of excessively loud engines/exhausts joy riding arounding town and down road”

“Public transport is nonexistent no buses to get to work or hospital and nowhere in town to buy clothes or anything it's not acceptable you need to help rural transport not everyone has cars and some people are having to pay expensive taxi fees when they are able to get one the taxis are mostly taken on ferrying school transport you can't blame them for that as it's regular work your building more and more houses in Market Drayton with no shops no bus service excess pressure on the local medical centre it's time you look out side towns which is where you appear to be focusing on”

Thinking about this local area, which things do you think most need improving?

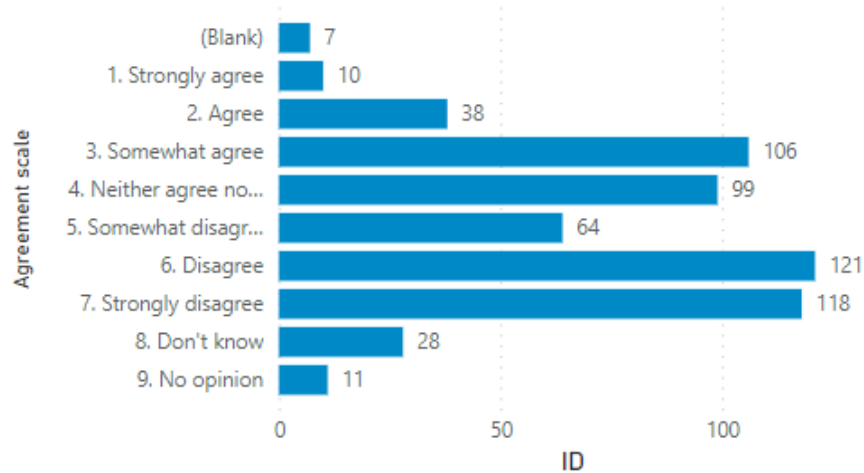


“2. Weekly collections of food waste especially during summer”

“We have a decent swimming pool but that’s about it/ The greenfields sports facilities are slowly falling apart and unusable for over the winter/ There’s no all weather training or playing facilities/ The jockey club has to travel to eccleshall to play. It’s a disgrace.”

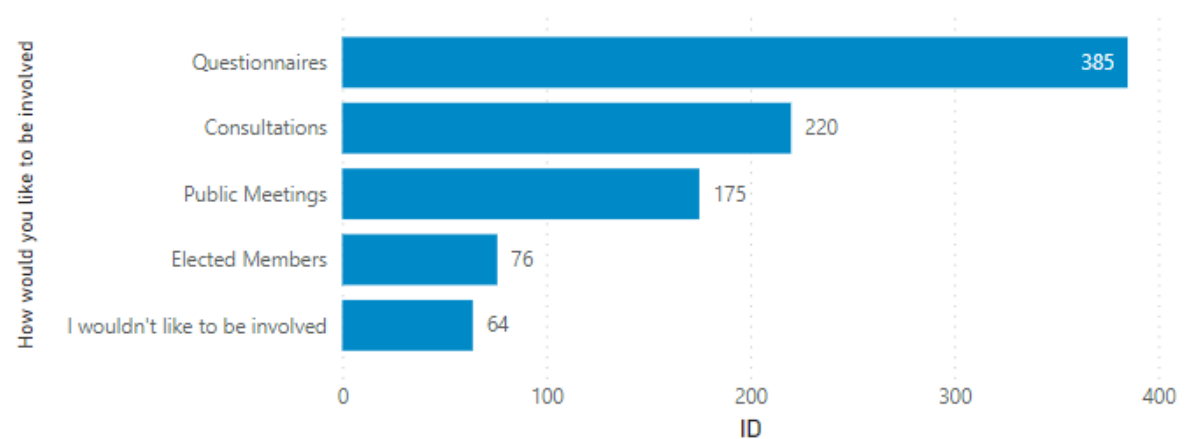
Survey responses: Influence / involvement in decisions

Do you agree or disagree that you can influence decisions affecting your local area?



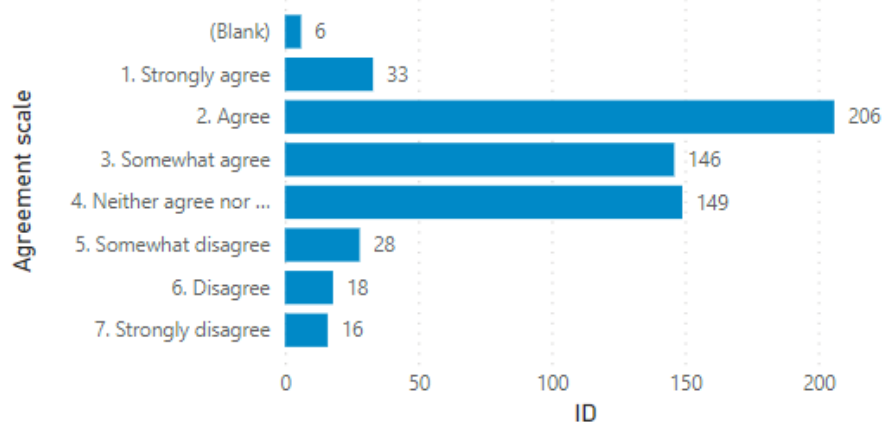
How would you like to be involved in decisions affecting your local area?

Does not alter with age group selection

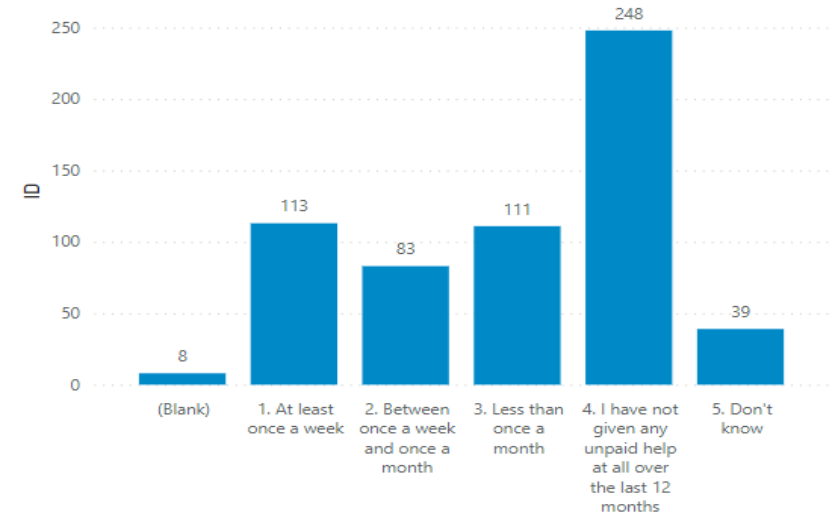




To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

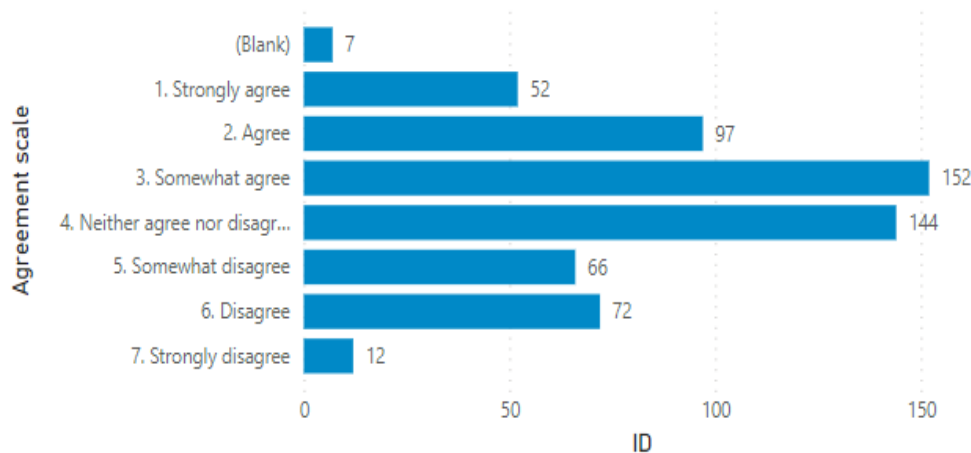


Overall, about how often over the last 12 months have you given unpaid help to any groups, clubs or organisations? Please only include work that is unpaid and not for your family.

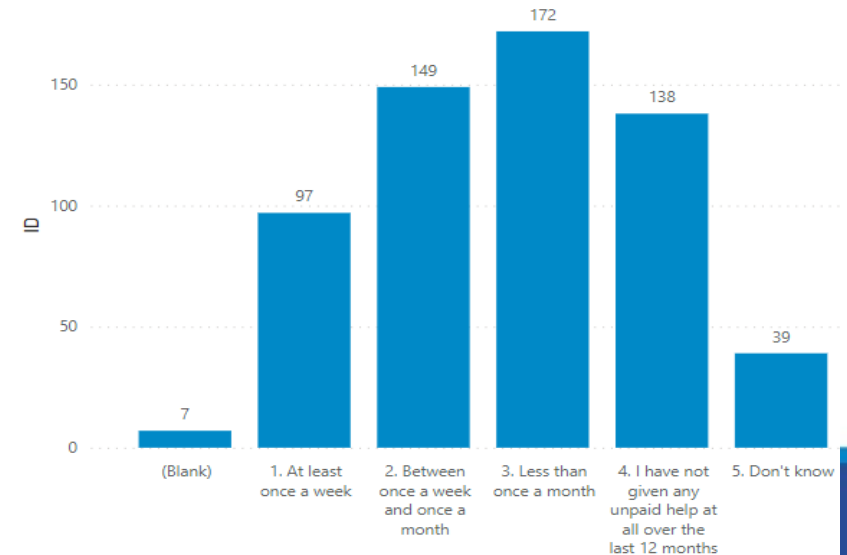


How often you have given unpaid help to groups

In your local area, would you agree that there's a problem with people not treating each other with respect and consideration?



Overall, how often have you give unpaid help to a neighbour?



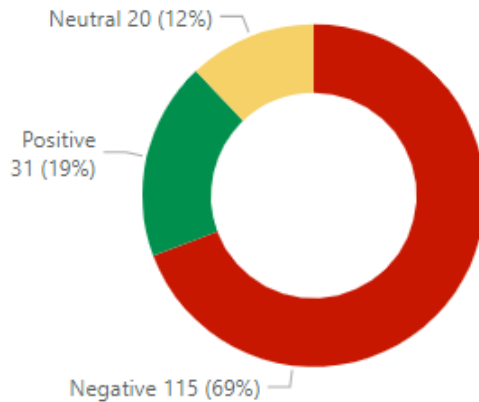
How often you have given unpaid help to a neighbour

Tell us more about your *local social services* including what's good and what could be better

166 open text responses

These are a summary of the main themes from the comment. Although most comments touched on several different themes

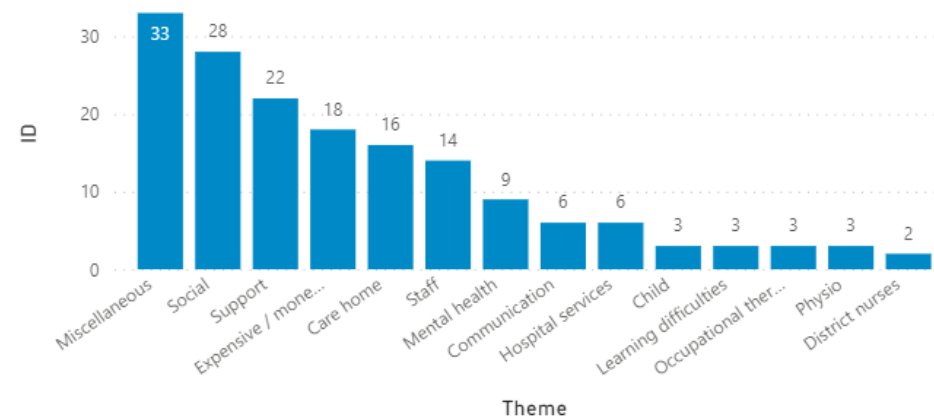
Main Sentiment



Keywords



Main Theme



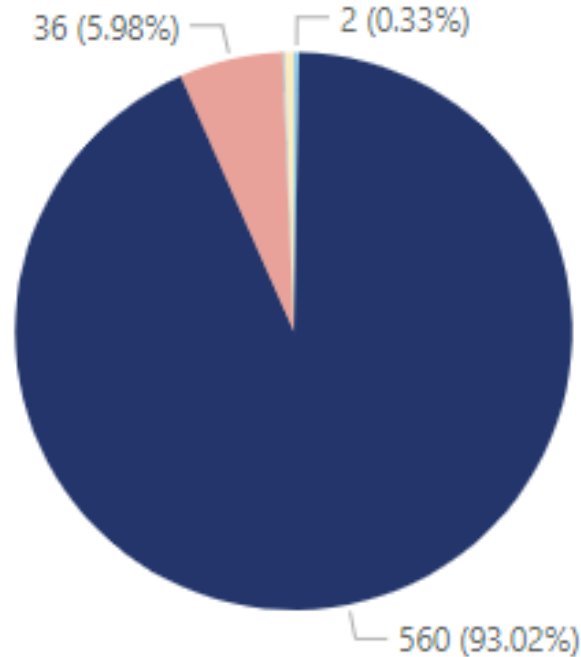
"Minimal activities in the rural community"

"Better group for new mums"

"As someone who works in education, the need for social/community care for families has exploded. The school has been expected to manage most Early Help/Targeted Help at school level, but it's becoming unmanageable"

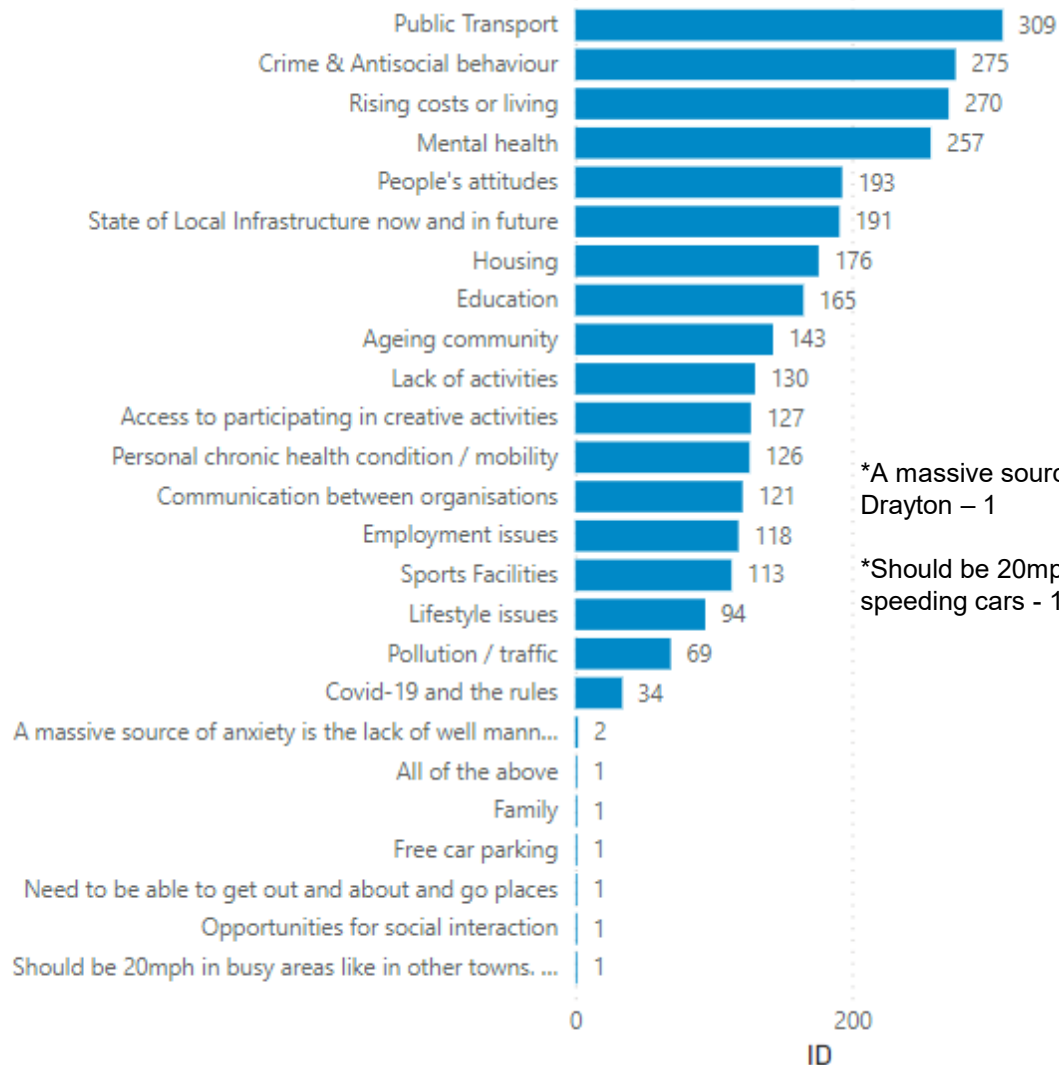
"The social prescribing team are great. They've been helping me with my weight, although I am struggling to lose weight but I think that is because of health issues more than anything. I was referred for chair based exercise but this was only for 12 weeks then the funding was stopped for it. For disabled people, this is a beneficial class to attend so it's a great pity it has been stopped. I've been offered no occupational therapy. Citizens advice helped me with my PIP forms as the local council has been useless"

How important do you think health services (GP, dentist, hospital, other) are for you to be healthy and well?



● (Blank) ● 1. Very important ● 2. Important ● 4. Not important ● 5. I don't know

Not including health services, which things do you think are most important to your health and wellbeing in the place where you live?

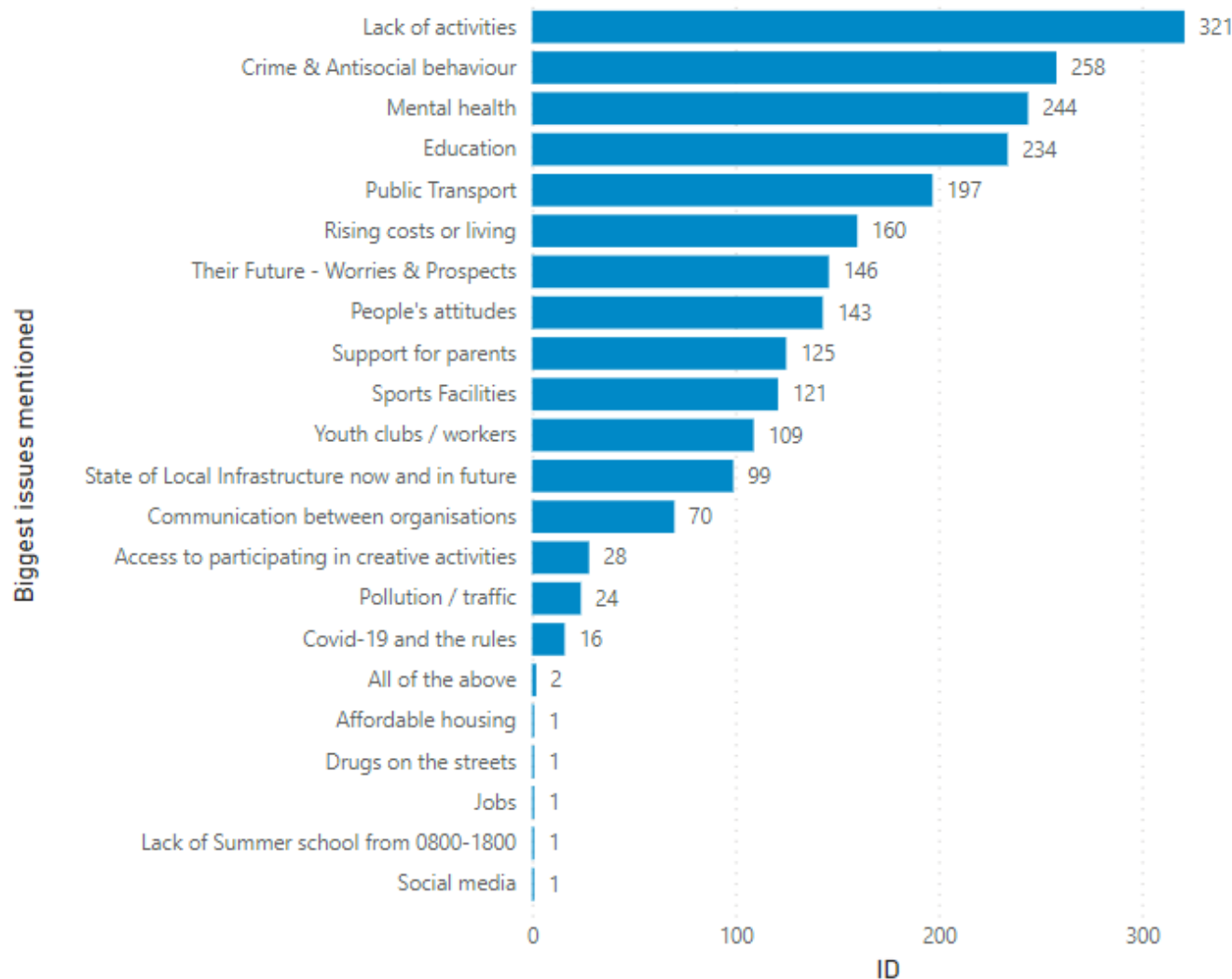


*A massive source of anxiety is the lack of well manned taxi firms in Market Drayton – 1

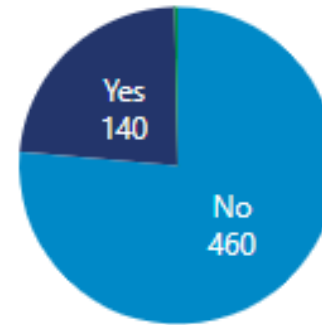
*Should be 20mph in busy areas like in other towns. In places no pavement and speeding cars - 1

Not including health services, which of the things below do you think are the biggest issues facing children and young people's health and wellbeing where you live?

Does not alter with age group selection



Are there challenges for you and your family in eating healthy food?

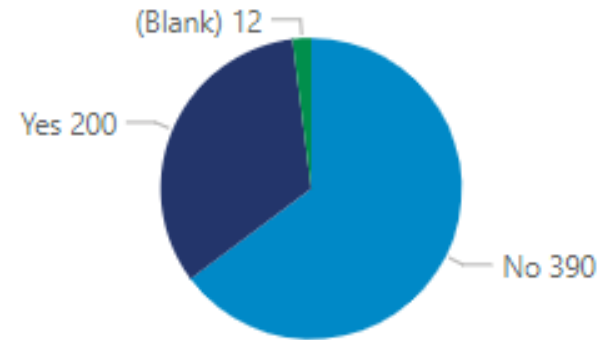


What the challenges mentioned were to eating healthy food

Does not alter with age group selection

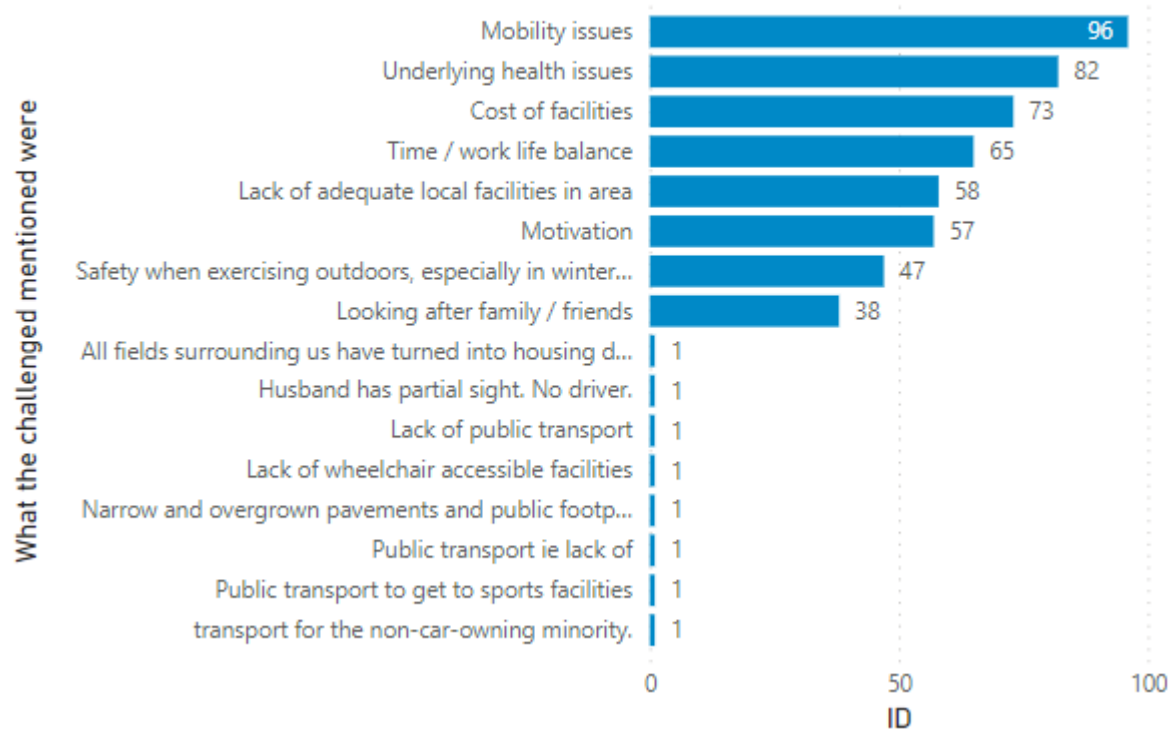


Are there challenges for you and your family in regard to being active in your daily life?



What the challenges mentioned were to being active

Does not alter with age group selection



Preparation for Group Discussion:

1. What are the key themes for the Market Drayton Place Plan Area?
2. What is already happening around the key themes?
3. What actions do we need to take together to improve Health and Wellbeing?