

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

Stakeholder Event – Shrewsbury North East



Overview

- What is a JSNA
- Why and what is a needs assessment?
- Initial work to date
- 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.

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

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

In Shropshire, our JSNA takes three types:

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



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

		Shropshire		-	Region	England		England	
Indicator	Period	Recent Trend	Count	Value	Value	Value	Worst/ Lowest	Range	est/ Highest
ife expectancy and causes of death									
ife 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	C	
Under 75 mortality rate from all causes	2018 - 20	-	3,043	296.5	365.2	336.5	570.7		22
Under 75 mortality rate from all cardiovascular diseases	2017 - 19	-	616	59.4	77.0	70.4	121.6	(3
Inder 75 mortality rate from cancer	2017 - 19	-	1,239	119.0	135.0	129.2	182.4		3
Suicide rate	2018 - 20	-	96	11.4	10.5	10.4	20.3		
njuries and ill health									
Cilled and seriously injured (KSI) casualties on ingland's roads (historic data)	2016 - 18	-	-	-	-	-	-		
Emergency Hospital Admissions for Intentional Self- Harm	2020/21	-	435	146.8	166.6	181.2	471.7	C	4
lip fractures in people aged 65 and over	2020/21	-	455	553	584	529	746	0	
Cancer diagnosed at early stage (experimental tatistics)	2017	→	693	49.2%	51.4%	52.2%	36.8%	0	61.
stimated diabetes diagnosis rate	2018	-	-	71.4%	86.3%	78.0%	54.3%		
istimated dementia diagnosis rate (aged 65 and over) < 66.7% significantly)	2022	-	3,251	60.1%	58.9%	62.0%	41.2%		
Behavioural risk factors									
Admission episodes for alcohol-specific conditions - Under 18s	2018/19 - 20/21	-	40	22.2	24.9	29.3	84.0)
Admission episodes for alcohol-related conditions Narrow): Old Method	2018/19	•	2,368	689	739	664	1,127	C	
Smoking Prevalence in adults (18+) - current smokers APS)	2019	-	36,082	13.7%	14.1%	13.9%	27.5%	Þ	
Percentage of physically active adults	2020/21	-	-	72.9%	63.0%	65.9%	48.8%		3.
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	0	
Smoking status at time of delivery	2020/21	-	264	11.0%	10.6%	9.6%	21.4%		1.
Breastfeeding initiation	2016/17	-	2,019	78.4%	68.9%	74.5%	37.9%	0	96.
nfant mortality rate	2018 - 20	-	37	4.7	5.6	3.9	8.3	0	
/ear 6: Prevalence of obesity (including severe obesity)	2019/20	→	-	15.1%*	23.9%	21.0%	30.1%		0
nequalities									
Deprivation score (IMD 2015)	2015	-	-	16.7	-	21.8	42.0		
Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS)	2019	-	-	25.6%	23.3%	24.5%	60.3%	Ŏ.	3
nequality in life expectancy at birth (Male)	2018 - 20	-	-	5.5	10.1	9.7	17.0		0
nequality in life expectancy at birth (Female)	2018 - 20	-	-	3.5	7.9	7.9	13.9		0
Vider determinants of health									
Children in low income families (under 16s)	2016		5,850	12.2%	20.3%	17.0%	31.8%		0
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%	0	
Statutory homelessness - Eligible homeless people not in priority need	2017/18	-	388	2.8	1.1	0.8	-	Insufficient number of value	es for a spine ch
/iolent crime - hospital admissions for violence including sexual violence)	2018/19 - 20/21	-	170	20.0	37.7	41.9	116.8		
Health protection									
Excess winter deaths index	Aug 2019 - Jul 2020	-	190	16.7%	18.0%	17.4%	50.2%	Þ	0.
New STI diagnoses (exc chlamydia aged <25) / 100,000	2020	-	582	299	442	619	3,547		
B incidence (three year average)	2018 - 20	-	19	2.0	9.8	8.0	43.1		



1. Overview of Group

Neighbourhoods are geographical areas within our STW Place served by partners in the Shropshire Council area and aligned to Primary Care Networks. Whilst we will

The objective of this group is to enable and oversee the continued expansion of personal read provide in the provide media of the continued expansion of personal read provided in the provide

an integrated approach to this work. This will ensure that the programmes touching on Neighbourhood Working benefit from the right level of support, oversight and

monitoring from s.all partners and connection to the broader Local Care programme. This forum will support the connectivity and development of a number of work organizes including: Weasur organizes including: Integration (including CYP and Families)	England	Shropshire	Range (Ward)	Range (Ward)
Neighbourhood working/ Integrated Neighbourhood teams (including clinical and non-clinical support for people in communities - MDTs) Care at Home Reablement Transformation ASC Front Door	21.7	17.2	3.7 (Copthorne)	37.6 (Harlescott)
Prevention Strategy/Framework Life expectant Copupal substitute legislated Malameship Board (SHIPP), this group will report to SHIPP and to STW Strategy Committee or the STW Integrated Delivery Committee (to be determined).	79.7	80.5	75.3 (Sundorne)	85.8 (Copthorne)
Life expectanticy and birech will demonstrate how we deliver the work. Purpose Take shared ownership of and support ongoing developments of	83.2	83.6	79.5 (Sundorne)	89.6 (Clun)
Neighbourhood working expansion and integration. Deaths all confidential the needs of population prough in NAT and respond to needs of population prough in NAT and respond to needs of the population and the needs of population and the needs of the nee	100	96.7	65.4 (Copthorne)	145 (Worfield)
approaches to expand what works Deaths all Canada and a street of programme fullest and well were the consumer of the street of the consumer of the street	100	89.7	55.2 (Clun)	149 (Sundorne)
Preventable deaths, under 75, SMR	100	85.7	48.2 (Corvedale)	160.6 (Sundorne)

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	Sundorne	Copthorne
Male Life Expectancy	75.3 years	85.8 years
Female Life Expectancy	79.6 years	87.7 years

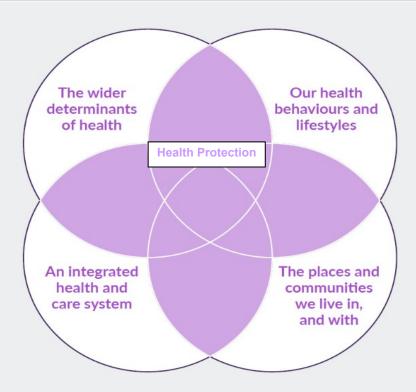


What makes us healthy?

Understanding and Addressing Inequalities

taking a preventative approach





Work Education Cital and Community Merican Services

Agriculture and food production

Dahlgren and Whitehead 1991

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



JSNA Place Based Geographies

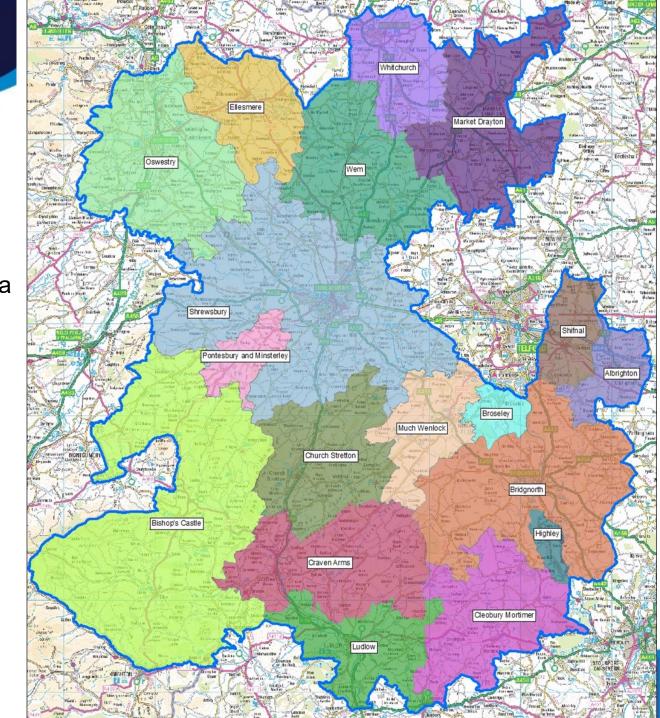
JSNA's for Shropshire and Place Plan Areas (PPA)

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.





JSNA Web Based Profiler Tool

https://www.shropshire.gov.uk/public-health/jsna-data-beta/



JSNA data - BETA





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.

Adult wellbeing »

A PowerBi report showing JSNA data related to adult wellbeing in Shropshire.

Indices of multiple deprivation »

A PowerBi report showing JSNA data related to indices of multiple deprivation in Shropshire.

Ageing well »

Starting right »

A PowerBi report showing JSNA data related to aging well in Shropshire.

A PowerBi report showing JSNA data

related to starting right in Shropshire.

Employment and economy »

School years »

A PowerBi report showing JSNA data related to employment and economy in Shropshire.

A PowerBi report showing JSNA data

related to school years in Shropshire.

Pharmaceutical Needs Assessment (PNA) »

Read the latest report

Highley Place Plan Profile »

Read the profile report

The web-based JSNA is an interactive tool that allows users to explore data relating to health need in Shropshire.

JSNA for SEND »

Read the latest report



Community Engagement

Stakeholder and Resident engagement via:

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



Energize STW

We believe activity improves lives



Our overall purpose as an organisation is to *improve quality of life through the benefits of physical activity* with our overall ambition to *eliminate inactivity*.



We want to work *collaboratively* with partners to create the conditions for an active county.



The highest positive impact of being active is gained by those who are the least active - we will focus on the **25.2% (68,800) of Shropshire residents** who are **completely inactive** (less than 30 minutes of activity a week) (Sport England, 2022).



We will work with those experiencing *health inequalities* as we know that people experiencing health inequalities are less likely to be active as they face more barriers in achieving an active lifestyle.



Over the next *5 years* we're committed to *co-creating place based* projects based on *insight*, providing support to communities most in need to increase movement and activity and reduce inequalities.

Supporting Better Health & Wellbeing



We know that being more active is great for people's health, but we also know that moving more and being more active is much more than the physical benefits, it enables people to:

- · access services
- meet up with friends and family
- connect and be part of the community
- · access green space and nature
- find out what is available and going on in our communities
- Seek support

All of which are crucial for better health and wellbeing

Targeted Working



One of our goals is to *create and learn from local projects and programmes* where we can have the greatest impact and be able to share learning to *influence system change*.

We are currently exploring how aspects of an **asset-based community development approach** and **place-based approach**, can support us to provide **targeted support** to the most in need communities.

Data including *information health inequalities* and *IMD* identifies that *North East of Shrewsbury* could benefit from our support and be one of these pilot areas.

We are keen to build on this data and understand further from a **whole systems** perspective the **strengths**, **opportunities**, **challenges** and **barriers** in the area and how physical activity can be embedded to **encourage better health outcomes**.



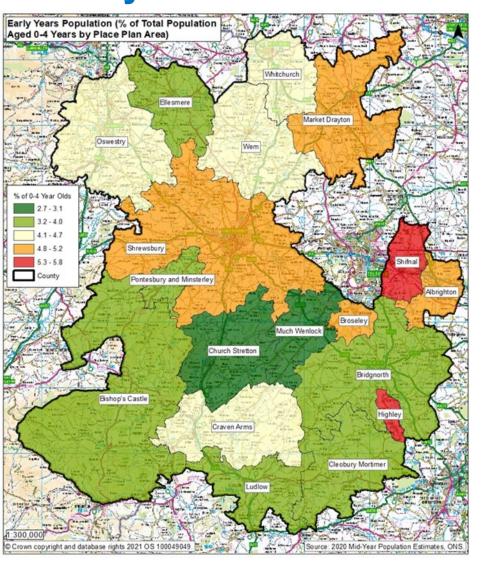


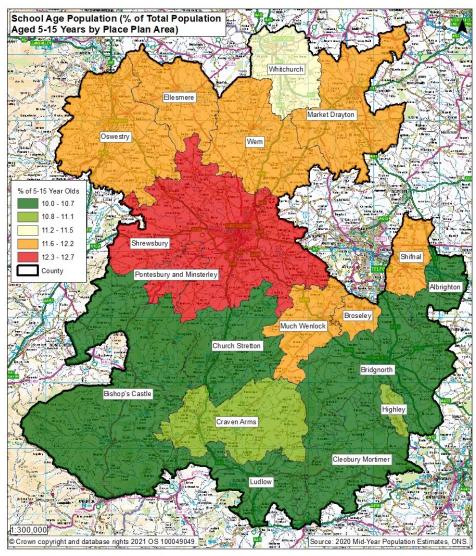
Shrewsbury Place Plan Examples of Key Health and Wellbeing Data





Early Years and School Age Population







AF Prevalence

CHD Prevalence

Prevalence

Prevalence

COPD Prevalence

Asthma Prevalence (6+)

Obesity Prevalence (18+)

Heart failure Prevalence

Hypertension Prevalence

Peripheral arterial disease

Stroke and transient ischaemic attack

	Ke
	Are
	Are
	Are
•	

Key to colour codes on table
Area is statistically higher for this indicator than Shropshire
Area is statistically similar for this indicator to Shropshire

Area is statistically similar for this indicator to Shropshire	
Area is statistically lower for this indicator than Shropshire	

2.6%

3.4%

0.8%

15.0%

0.8%

2.4%

1.7%

7.7%

6.9%

2.5%

3.5%

0.9%

15.6%

0.8%

2.4%

2%

7.1%

7.3%

Quality & Outcomes Framework (QQF) Indicators 2020/21

Quality & Out	omes i famework		LOLOILI
ndicator	Shrewsbury Place Plan Area Eligible population	Shrewsbury Place Plan Area Prevalence for indicator	NHS Shropshire, To and Wrekin CC



105,541

105,541

105,541

105,541

105,541

105,541

105,541

99,525

85,414



Smoking in Pregnancy

Background

Smoking in pregnancy has long been recognised as having significantly negative health impacts for the growth and development of the baby and the health of the mother including complications in labour, miscarriage, still birth, premature birth and low birth weight. Reduced smoking in pregnancy will have health benefits for both mother and child and reduced costs to the NHS.

Methodology

Smoking at time of delivery is the number of mothers known to be smokers at time of delivery as a percentage of all maternities (live or still birth). The Place Plan area figures are based on those mothers who lived in that place plan area who delivered a child at Shrewsbury and Telford Hospitals Trust (SATH). Because there are very few deliveries in some of the place plan areas in one year, these figures are the combination of the last 5 years – 2017/18 to 2021/22. The statistical comparison against Shropshire is a statistical comparison of the two areas to take into account the different number of children in those areas, based on a 95% confidence interval using the Wilson scoring method.

Caveats

The data shown here concerns mothers who delivered a child at SATH only, not mothers from the area who delivered in other hospital providers.

Results

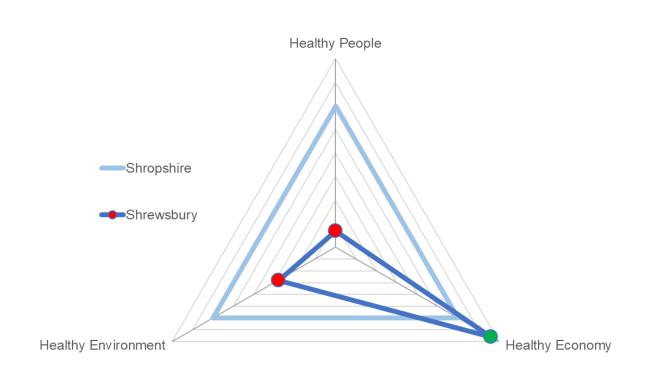
Shrewsbury had 4,213 deliveries in this 5 year period, which is the highest of all place plan areas. The 5 year percentage for smoking at delivery for Shrewsbury (10%) is statistically similar to Shropshire's (10.7%) – however, digging deeper reveals that the Shrewsbury North East figure was statistically higher than this and Shropshire overall

5 year Smoking at Delivery data for Shropshire and Shrewsbury Place Plan Area, 2017/18 to 2021/22

Indicator	Number of deliveries	Percentage of mothers who were known to be smoking at time of delivery	Statistical comparison against Shropshire	
Shrewsbury Place Plan Overall	4213	10.0%	Similar	
Shrewsbury North East	1739	14.3%	Higher	
Shrewsbury Rural	713	8.0%	Similar	
Shrewsbury South	923	7.0%	Lower	
Shrewsbury West and Central	838	6.1%	Lower	
Shropshire	9626	10.7%		



Shrewsbury Health and Wellbeing Index Overview



Compared to Shropshire average:

Better:

Healthy Economy

Worse:

Healthy People Healthy

Environment





Shrewsbury Health & Wellbeing Index Overview

Identifies where
Shrewsbury is stronger or
weaker for the specific
themes.

Stronger:

Education and learning access

Economy, Work and Employment

Cost of living vulnerability

Transport, Mobility and Connectivity

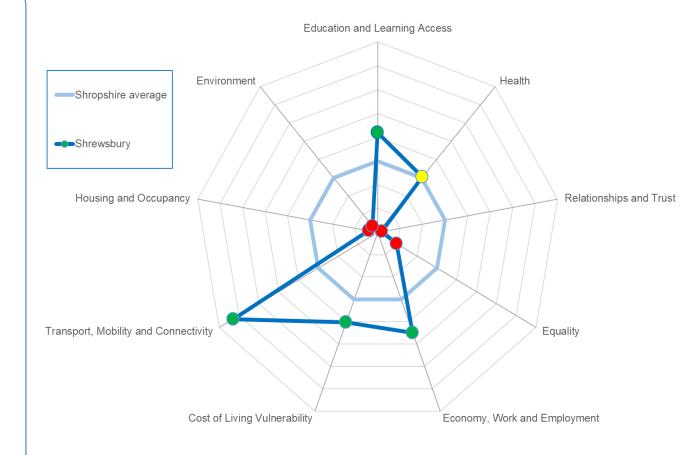
Weaker:

Housing and occupancy

Environment

Relationships and trust

Equality







Shrewsbury Health and Wellbeing Index Overview

Healthy People

5

Education and Learning Access

Healthy Economy

13

Equality

Healthy Environment

1

Transport, Mobility and Connectivity

Top Strengths:

Education and Learning Access
e.g Average Journey time to Further Education

Economy, Work and Employment e.g. Median Income

Transport, Mobility and Connectivity e.g. Local Geographical barriers

Top Challenges:

8

Health

1

Economy, Work and Employment

14

Housing and Occupancy

Relationships and Trust e.g. Crime Rate

Environment

e.g. Index of Multpile Deprivation, Outdoors Subdomain

Housing and Occupancy e.g. Affordability



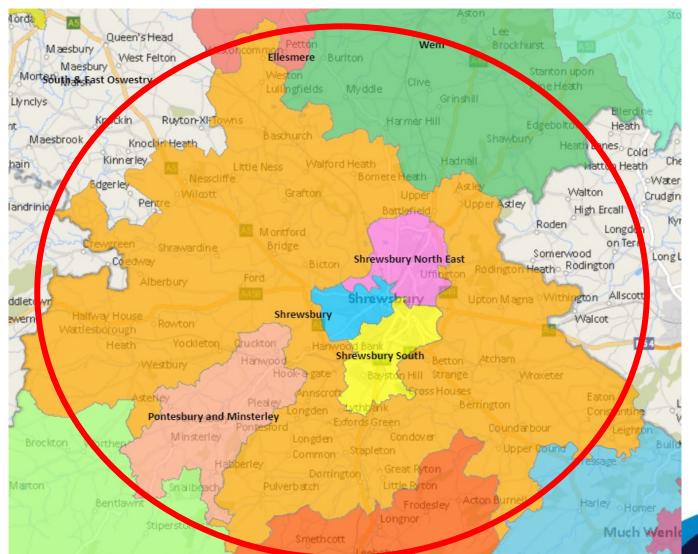






Shrewsbury North East Place Plan Area

https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f 921e771451382533a854cce6a1e





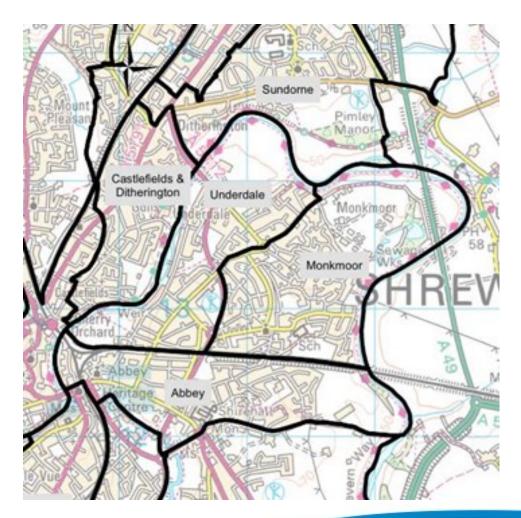
Ranking of Wards in North East Shrewsbury Place Plan Area in metrics

	Ranking of Ward in Indicator out of 62 wards in Shropshire – lowest number is worse			
Indicator	Harlescott	Castlefields and Ditherington	Monkmoor	Sundorne
Unemployment	1	1	12	3
Child Poverty, English Indices of Deprivation, 2019	1	2	4	6
Income deprivation, English Indices of Deprivation, 2019	1	4	2	6
IMD Score, 2019	1	4	2	5
Long term unemployment	8	4	3	7
General fertility rate: live births per 1,000 women aged 15- 44 years	2	4	21	5
Low birth weight of live babies	17	24	2	31
A&E attendances in under 5 years old, three year average	9	20	10	16
Emergency admissions in under 5s	13	27	3	11
Emergency hospital admissions for injuries in under 15 years old	1	5	39	11
RANK OF AVERAGE RANK (lower number is worse)	1	3	4	5



Monkmoor: Report From A Young Resident's Point

- This is a map of Monkmoor and surrounding areas.
- It is an area in Shrewsbury that borders Underdale and Abbey. It is built up but also has a large nature reserve with some ponds and a couple of woodlands in which dogs are free to run around.





The Positives

 Monkmoor is very close to nature and the outdoors. There are multiple parks and a nature reserve. There is Belvidere secondary school, 2 primary schools and a nursery, it is a welldeveloped area and I enjoy living there. It is a pleasant area to be in and spend time in, there are many parks to go to, especially with dogs as the parks are quite big and the dogs have space to run around.

The Negatives

However, there are some negatives to living in Monkmoor. The biggest issue is by far
teenagers causing anti-social behaviour in and around parks, especially the Upton Lane
BMX track which I frequently use. Whilst it's true that they need somewhere to go to, and the
BMX track is a good place, there shouldn't be littering on the scale that's it is happening
there are more than enough bins, but teenagers do not care. This is likely because no one
stops them, they are usually in groups of at least 10 and no one will want to challenge such





Monkmoor: Report From A Young Resident's Point

- A potential solution to this is getting the police more involved as the police station is just around the corner. If an officer would walk along the main path every hour or so dependent on resources the police has, it would go a long way to helping the problem and would definitely put a lot of faith by the locals into the police.
- Another problem is the dealing of drugs, especially marijuana. You do not have to be involved in
 it to realise it is happening weed when smoked has a distinctive smell which is all to present
 when around teenagers, especially the older ones. Many of these teens are involved in county
 line which is the dealing of drugs all throughout the county.
- A solution to this is helping these teenagers as victims more than perpetrators. Many of them
 have gotten into drugs through friends and the main reason why is for money. If we help set up
 teenagers with jobs, it will help as there won't be a reason to deal. To overcome addiction, it is
 best to talk to them and try to break addiction in any way that they are comfortable with. It is
 worth checking the domestic side of things.
- This is because many teenagers have a difficult home life and might struggle with things like school and mental health, possibly parents aren't supporting their child, or they might be divorced which is harder on the children involved. If teens get the correct support, they need either through school, home or some external place (like professionals, hospitals among many others) it will help them get back into a good life where they can help communities, their family, and the people like them that also need help.



Summary

- Monkmoor is an amazing place to live and has many opportunities to go outdoors, go to some good schools and feel safe in your community. It is a quiet and peaceful place.
- However, like every area in Shrewsbury, it has its flaws. Teenagers need more support from home and from schools to make right choices in life.
- The biggest problem in solving this is the problem of resources. Whilst I believe
 these ideas would solve or at least limit the problems Monkmoor faces, I
 recognize they would potentially be expensive to fulfil.
- If my ideas were used on a small scale and they worked, it would be possible to apply for funding especially as it would stop or at least limit county line.



Community Engagement Survey Results

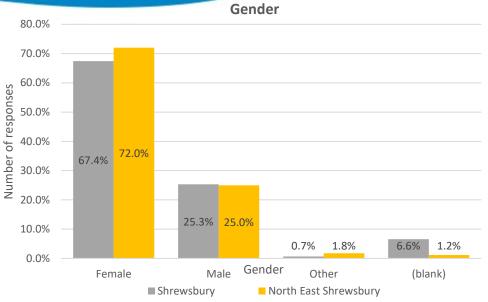
- 580 surveys completed during the consultation period
- The postcode provided allows us to breakdown the respondent's home into the smaller Shrewsbury areas:

Wider Place Plan Area	Number of Surveys
Shrewsbury North East	168
Shrewsbury Rural Area	62
Shrewsbury South	150
Shrewsbury West and Central	135
Postcode blank / unrecognised / out of Shrewsbury place plan area	65

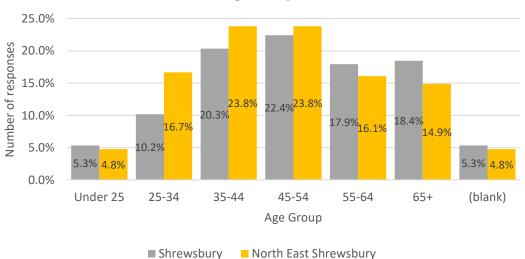


Survey **Respondents: Demographics**

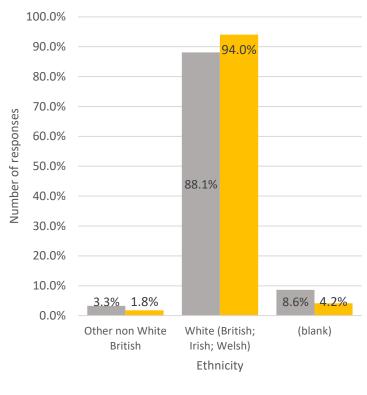








Ethnicity

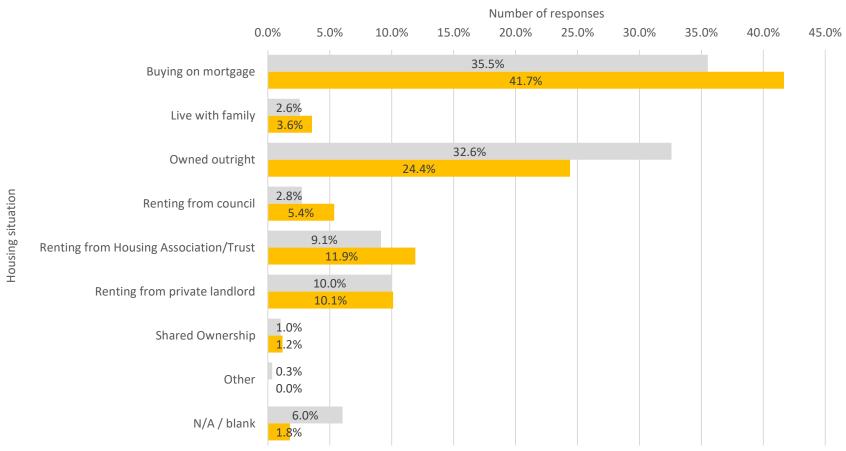


■ Shrewsbury ■ North East Shrewsbury



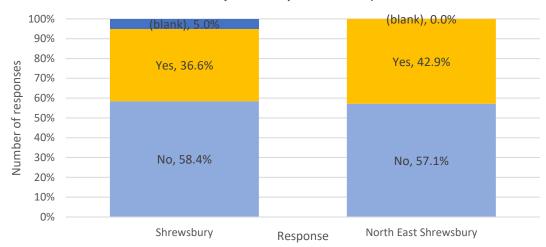
Housing by Type: Shrewsbury and North East Shrewsbury Place Plan Areas

Housing Situation





Do you have any long-standing illness and/or disability? (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)



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

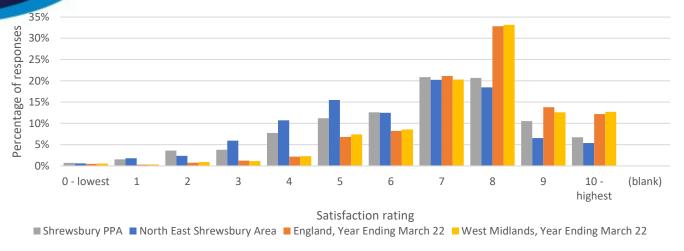




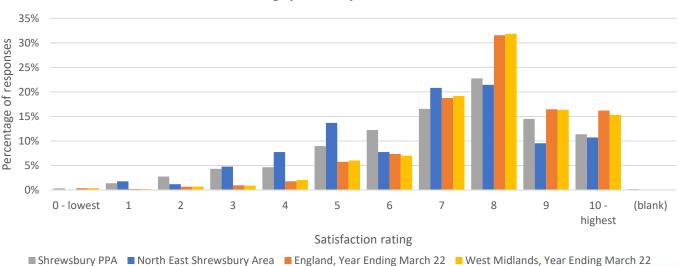
Overall, how satisfied are you with your life nowadays on a scale of 0-10?

England and West Midlands figures from Annual Population Survey, ONS, for year ending March 2022

Shrewsbury figures from local survey



On a scale of 0-10, with 0 being lowest and 10 being highest, overall, to what extent do you feel that the things you do in your life are worthwhile?



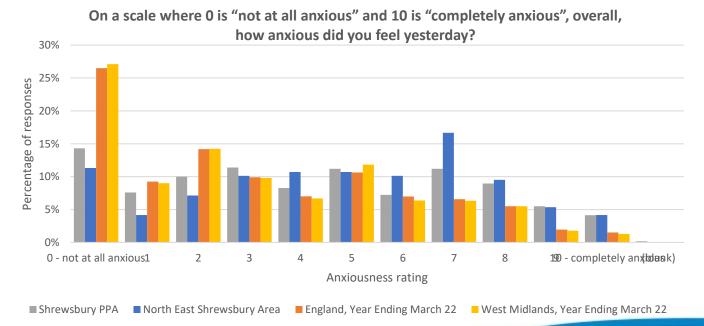


On a scale of 0-10, with 0 being lowest and 10 being highest, overall, how happy did you feel yesterday?

England and West Midlands figures from Annual Population Survey, ONS, for year ending March 2022

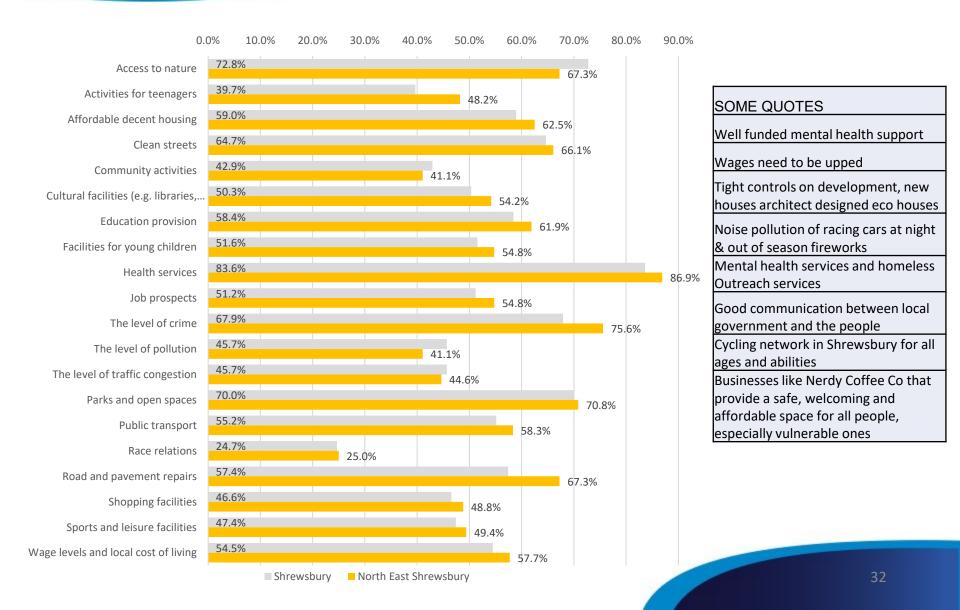
Shrewsbury figures from local survey



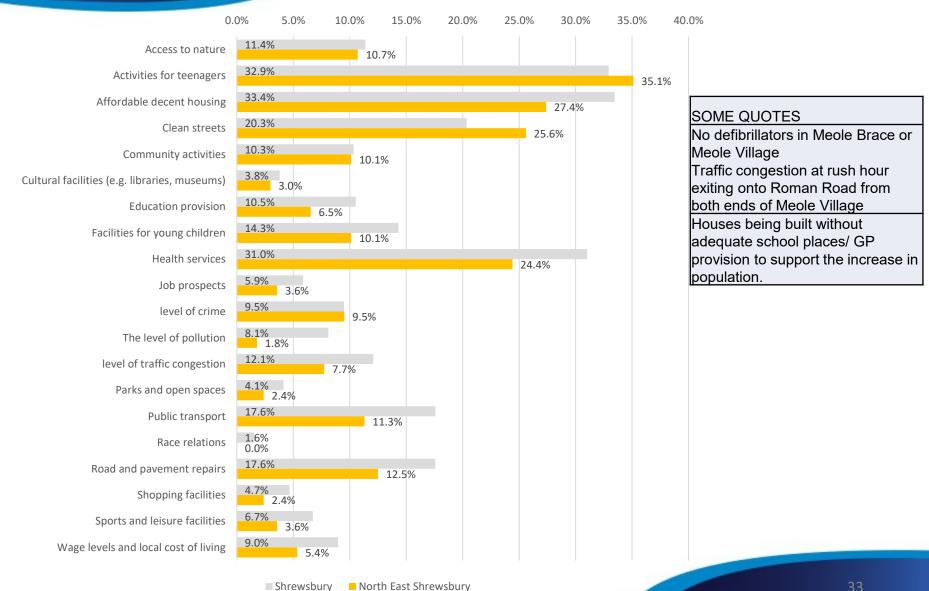




Thinking generally, which of the things below would you say are the most important in making somewhere a good place to live?

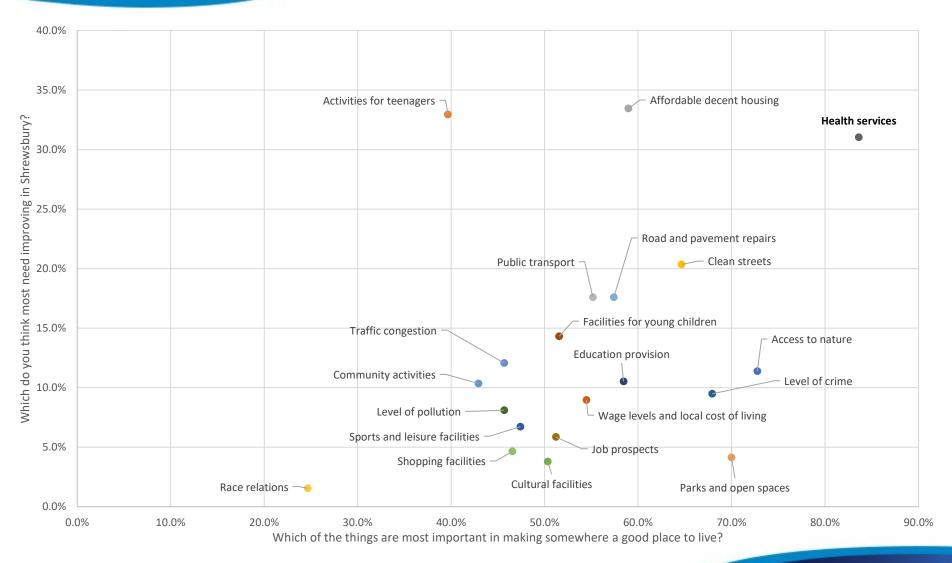


Thinking about this local area, which things do you think most need improving?



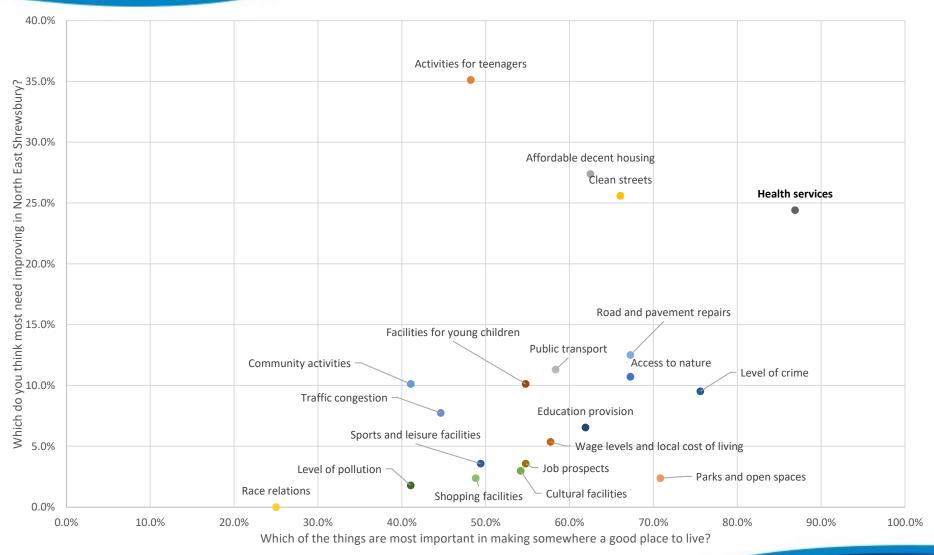


What are the most important factors in making somewhere a good place to live v What needs improving the most in Shrewsbury



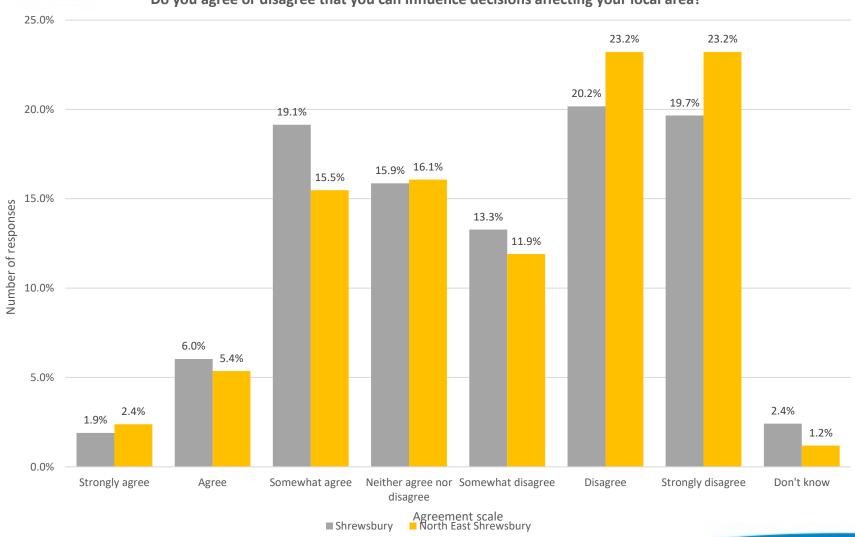


What are the most important factors in making somewhere a good place to live v What needs improving the most in North East Shrewsbury



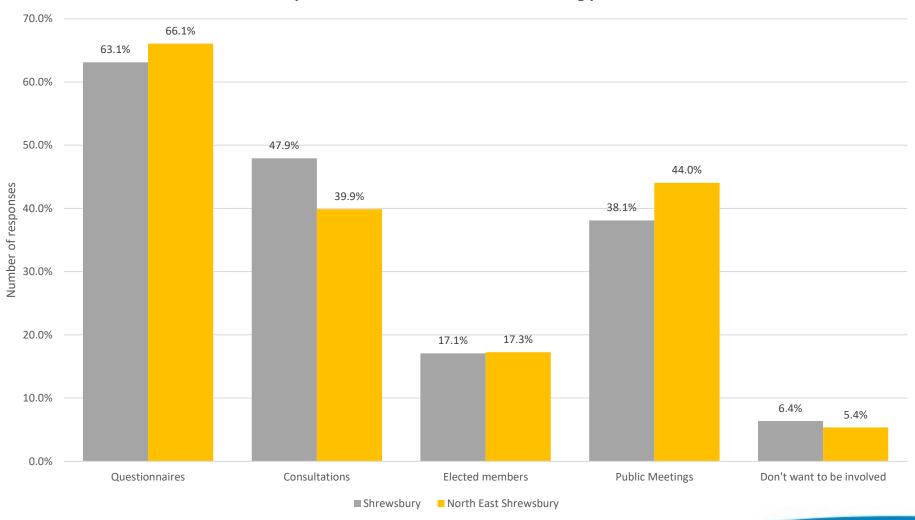


Do you agree or disagree that you can influence decisions affecting your local area?



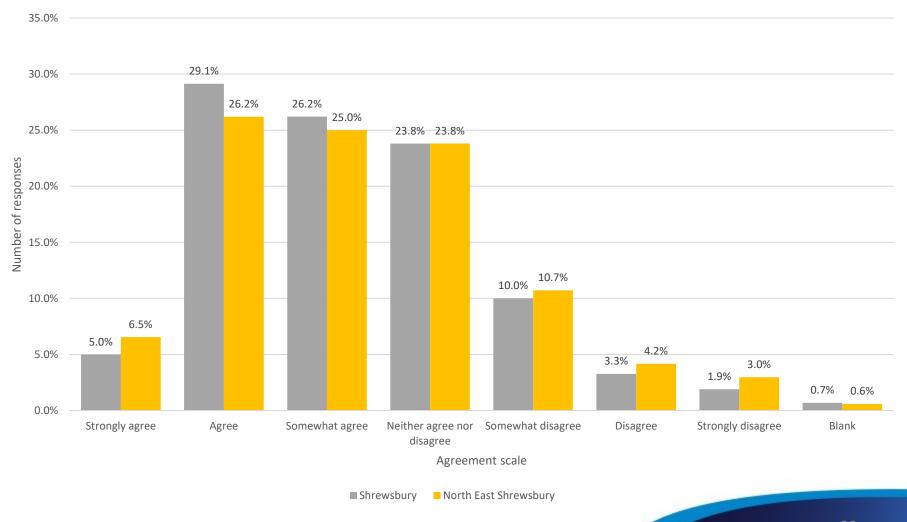


How would you like to be involved in decisions affecting your local area?



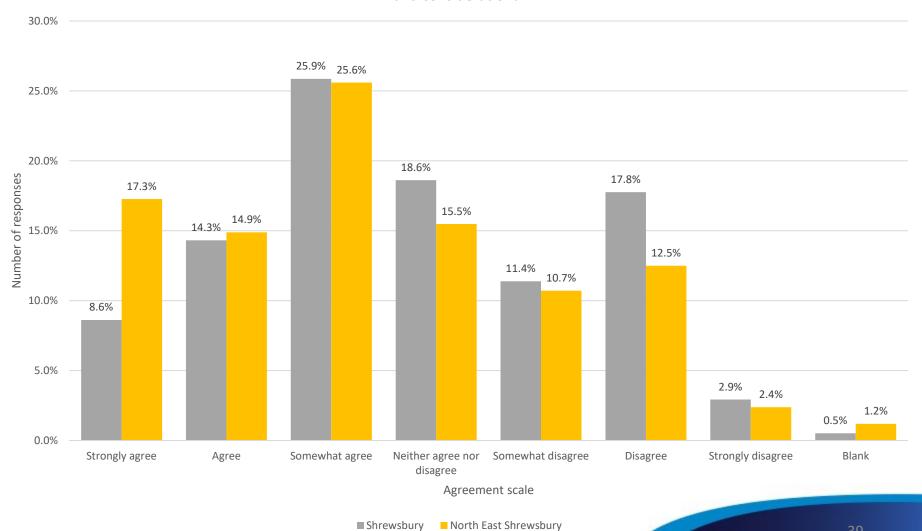


To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



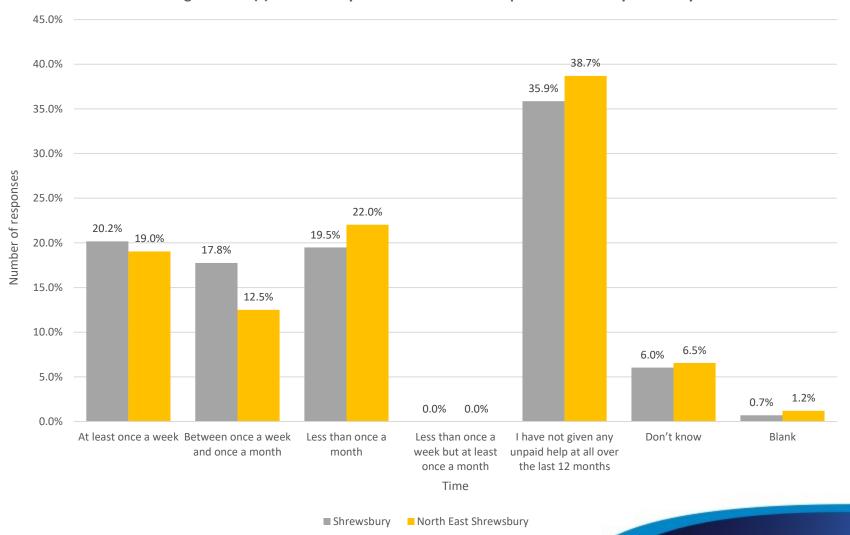


In your local area, would you agree that there's a problem with people not treating each other with respect and consideration?



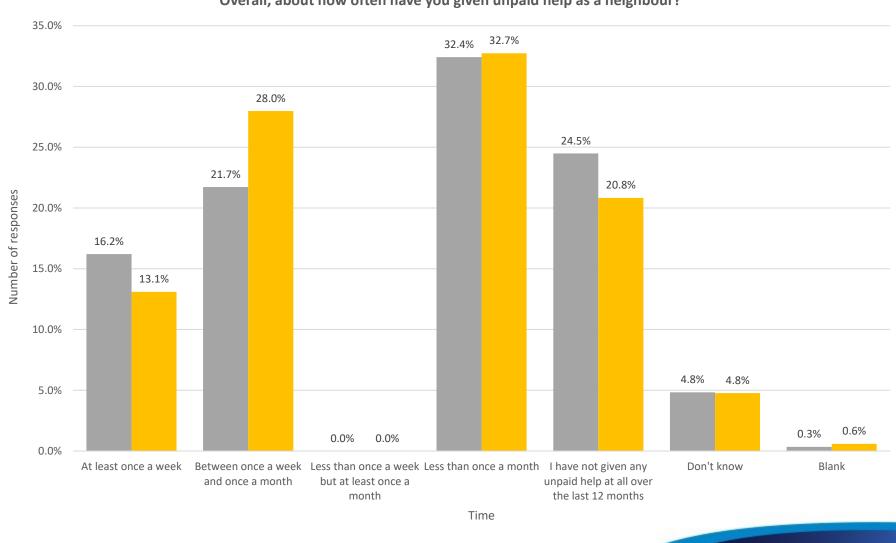


Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? Please only include work that is unpaid and not for your family





Overall, about how often have you given unpaid help as a neighbour?

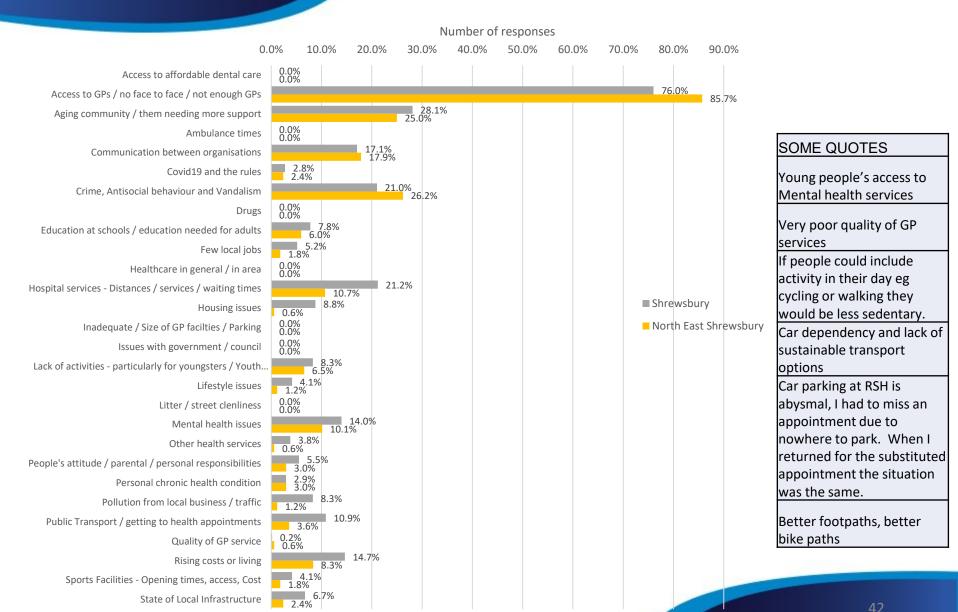


■ North East Shrewsbury

■ Shrewsbury

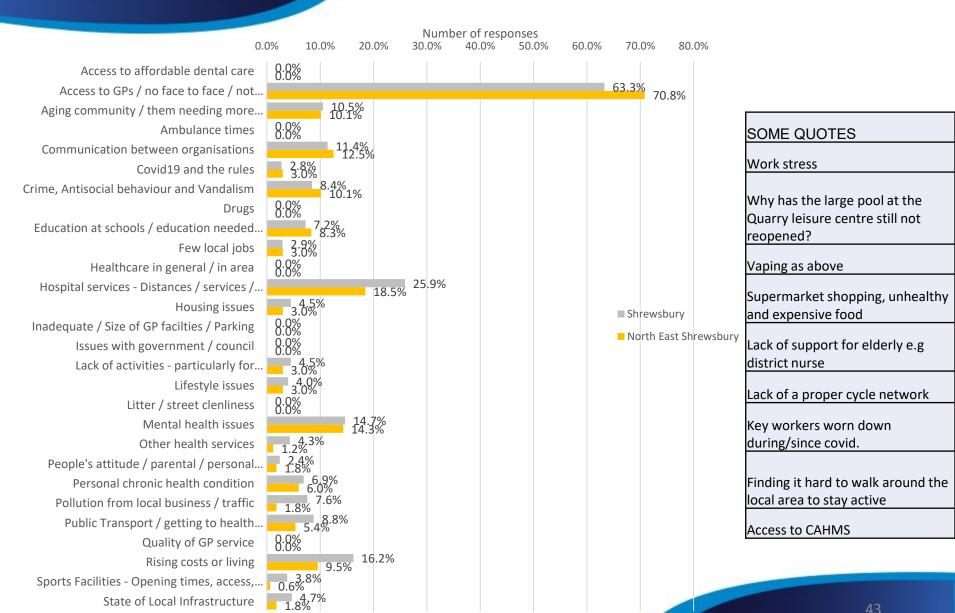


What do you think the biggest issues are regarding health and wellbeing in your area?



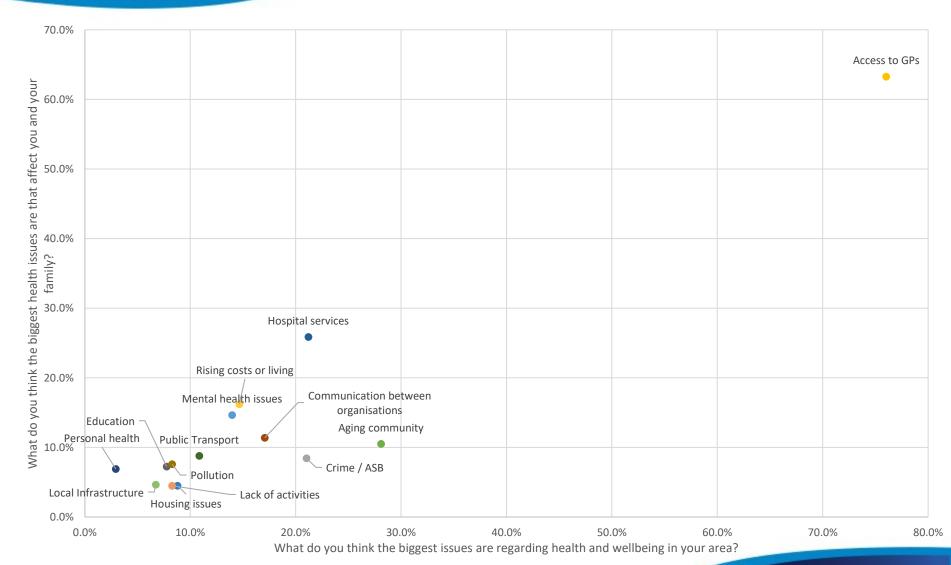


What do you think the biggest health issues are that affect you and your family?



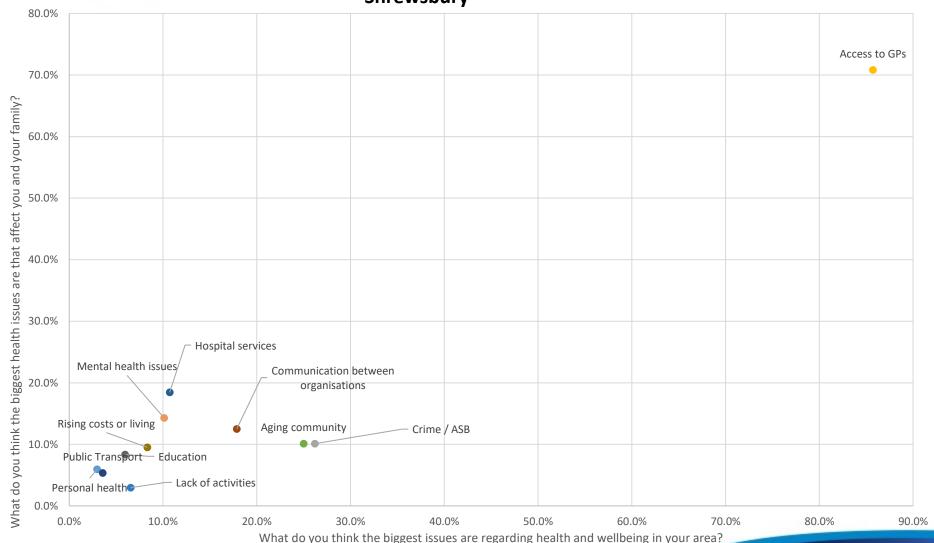


What do you think the biggest health issues are regarding health and wellbeing in your area v What do you think are the biggest health issues affect you and your family in Shrewsbury



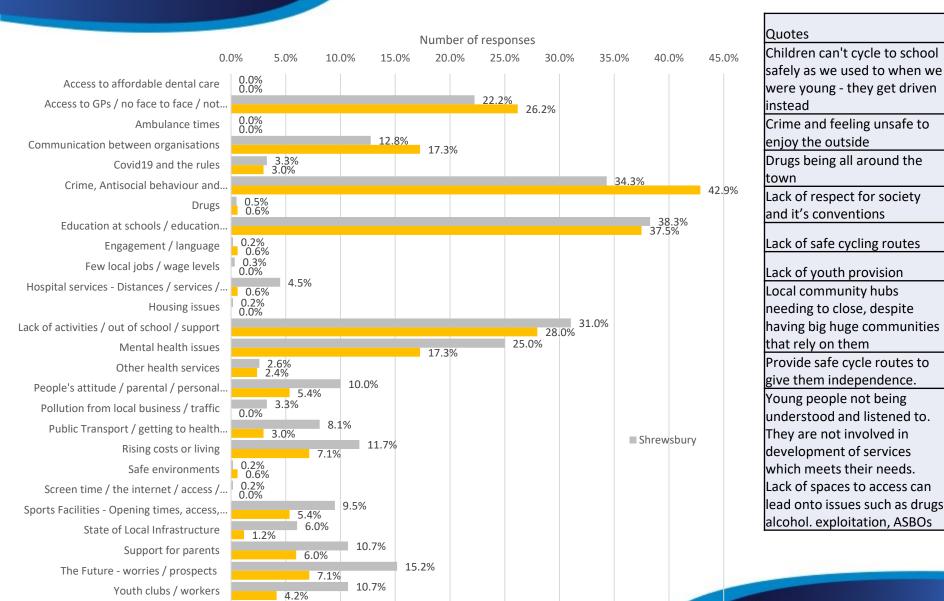


What do you think the biggest health issues are regarding health and wellbeing in your area v What do you think are the biggest health issues affect you and your family in North East Shrewsbury





What do you think are the biggest issues facing children and young people?

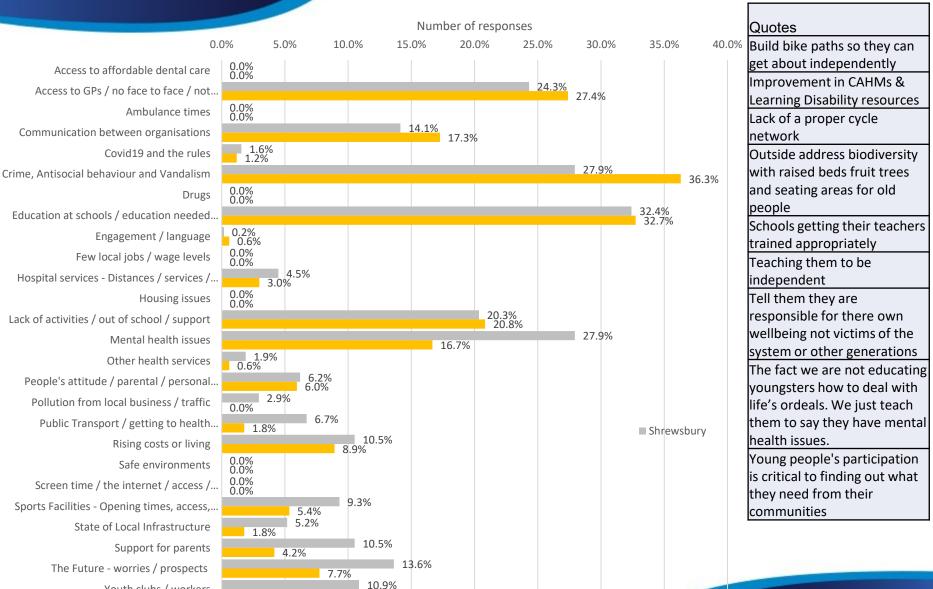




Youth clubs / workers

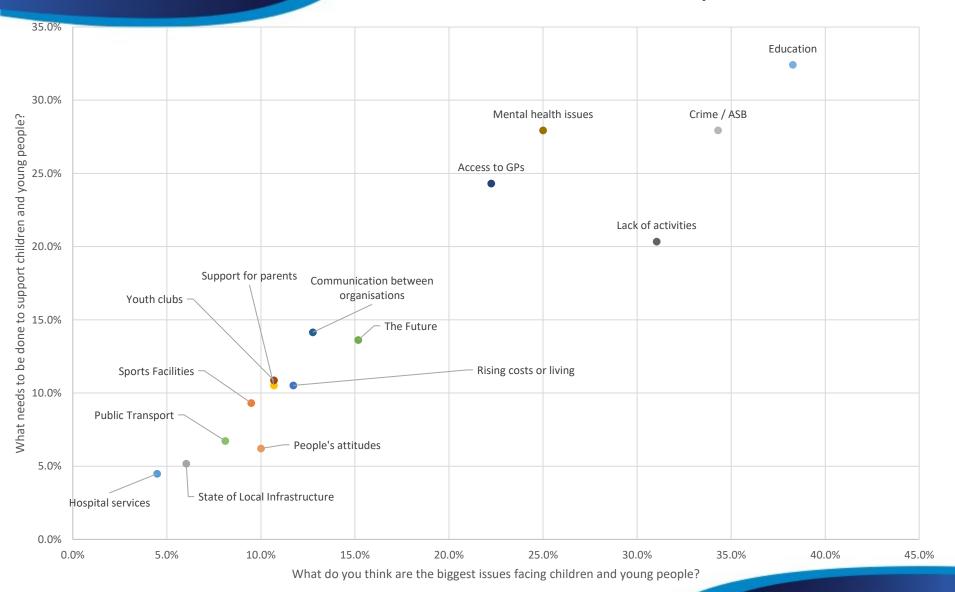
6.5%

What needs to be done to support children and young people?



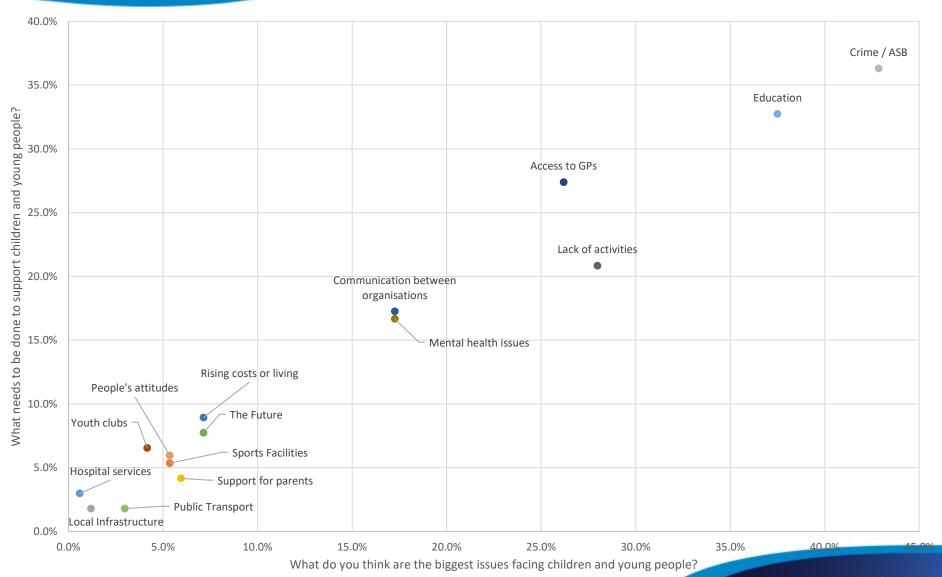


What do you think are the biggest issues facing children and young people v What needs to be done to support children and young people in Shrewsbury



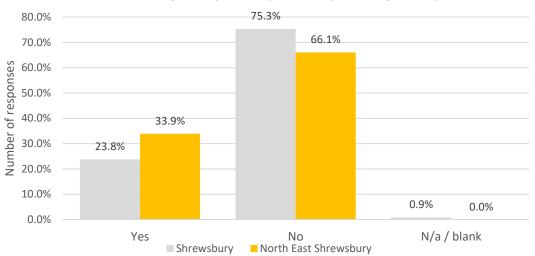


What do you think are the biggest issues facing children and young people v What needs to be done to support children and young people in North East Shrewsbury

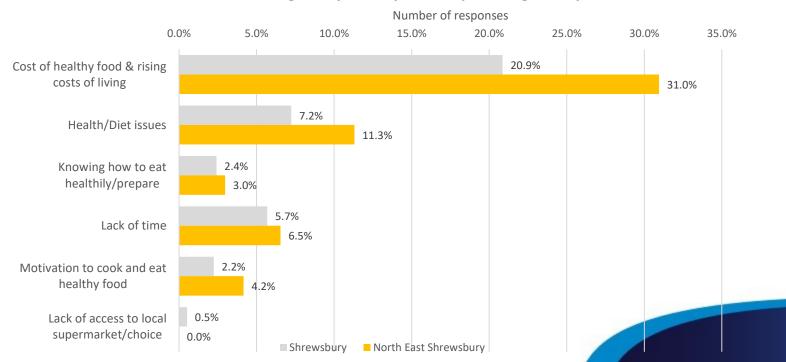




Are there challenges for you and your family in eating healthy food?

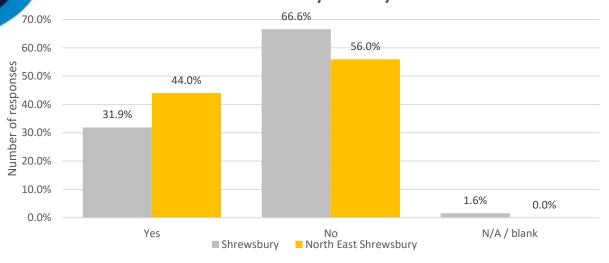


What are there challenges for you and your family in eating healthy food?





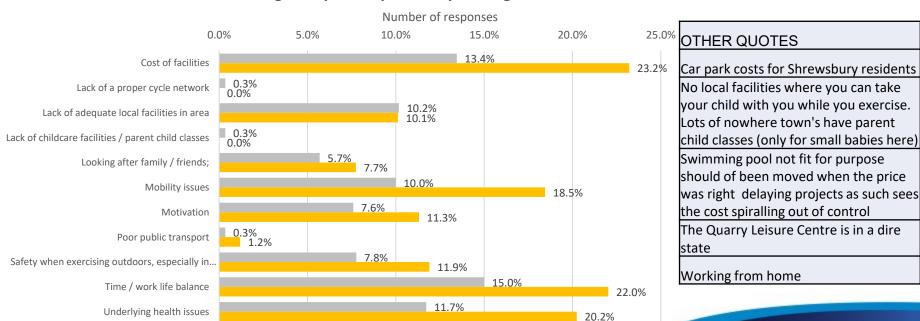
Are there challenges for you and your family with regard to being active in your daily life?



What are there challenges for you and your family in being active?

■ Shrewsbury

■ North East Shrewsbury





Group Discussion

- 1. What are the key themes for Shrewsbury North East Place Plan Area?
- 2. What is already happening around the key themes?
- 3. What actions do we need to take to improve the key themes?