

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

**Stakeholder Event – Ellesmere and  
Surrounding 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.

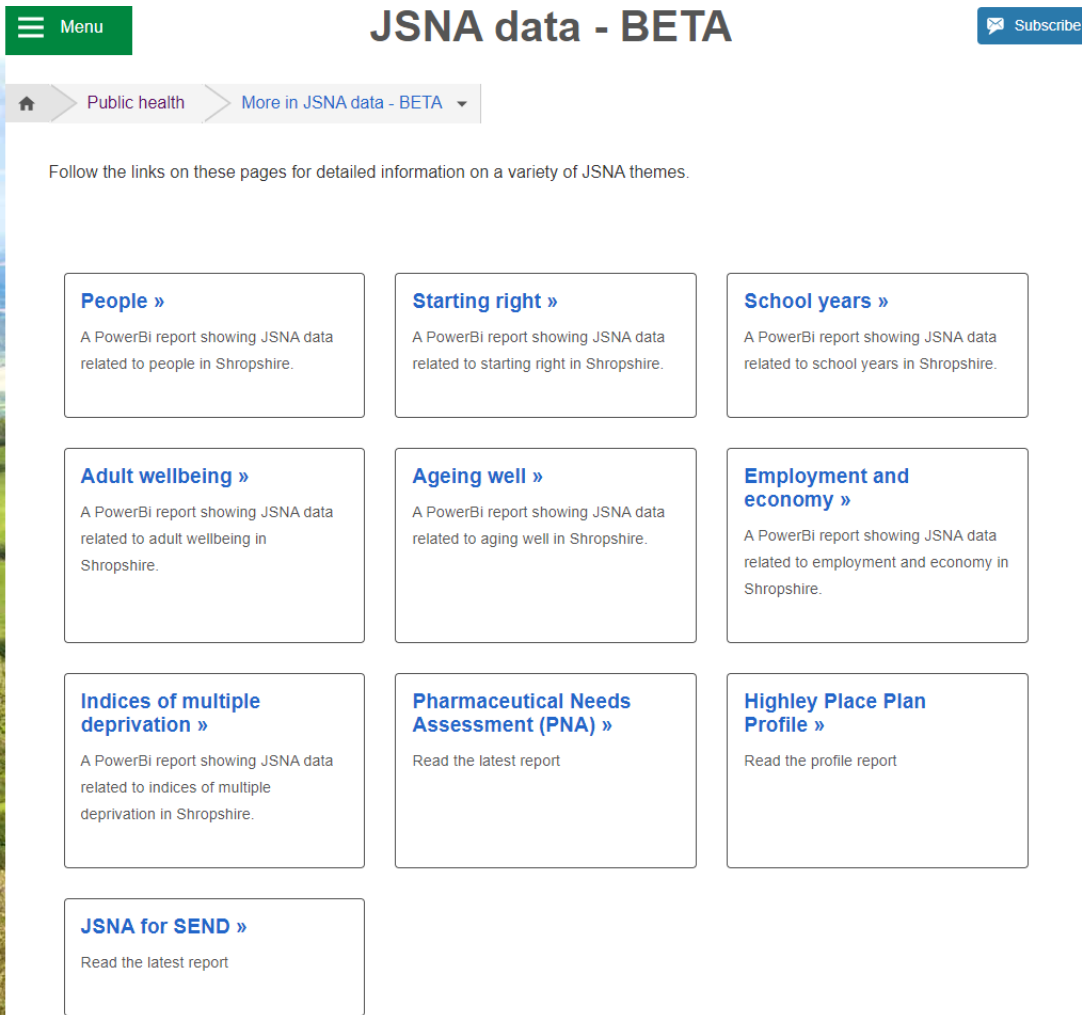
These priorities inform the **Health and Wellbeing Strategy** and **Integrated Care Strategy** as a basis for **commissioning health and social care services in Shropshire**. We also believe they should support **local partners / communities' priorities**.

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 ten cards, each representing a different JSNA theme with a title and a brief description.

**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
<b>Life expectancy and causes of death</b>									
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
<b>Injuries and ill health</b>									
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%		
(significantly)				< 66.7%					
<b>Behavioural risk factors</b>									
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%		
<b>Child health</b>									
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%		
<b>Inequalities</b>									
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		
<b>Wider determinants of health</b>									
Children in low income families (under 16s)	2016	↓	5,850	12.2%	20.3%	17.0%	31.8%		3.8%
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
<b>Health protection</b>									
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 (Cophorne)	37.6 (Harlescott)
Life expectancy at birth, (Male)	79.5	80.3	75.6 (Sundorne)	85.4 (Cophorne)
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 (Cophorne)	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	St Martin's	Ruyton and Baschurch
Male Life Expectancy	78.7 years	83.6 years
Female Life Expectancy	81.5 years	86.0 years

[Fingertips, Local Health, Public Health Data for small geographic areas](#)



## JSNA Place Based Geographies

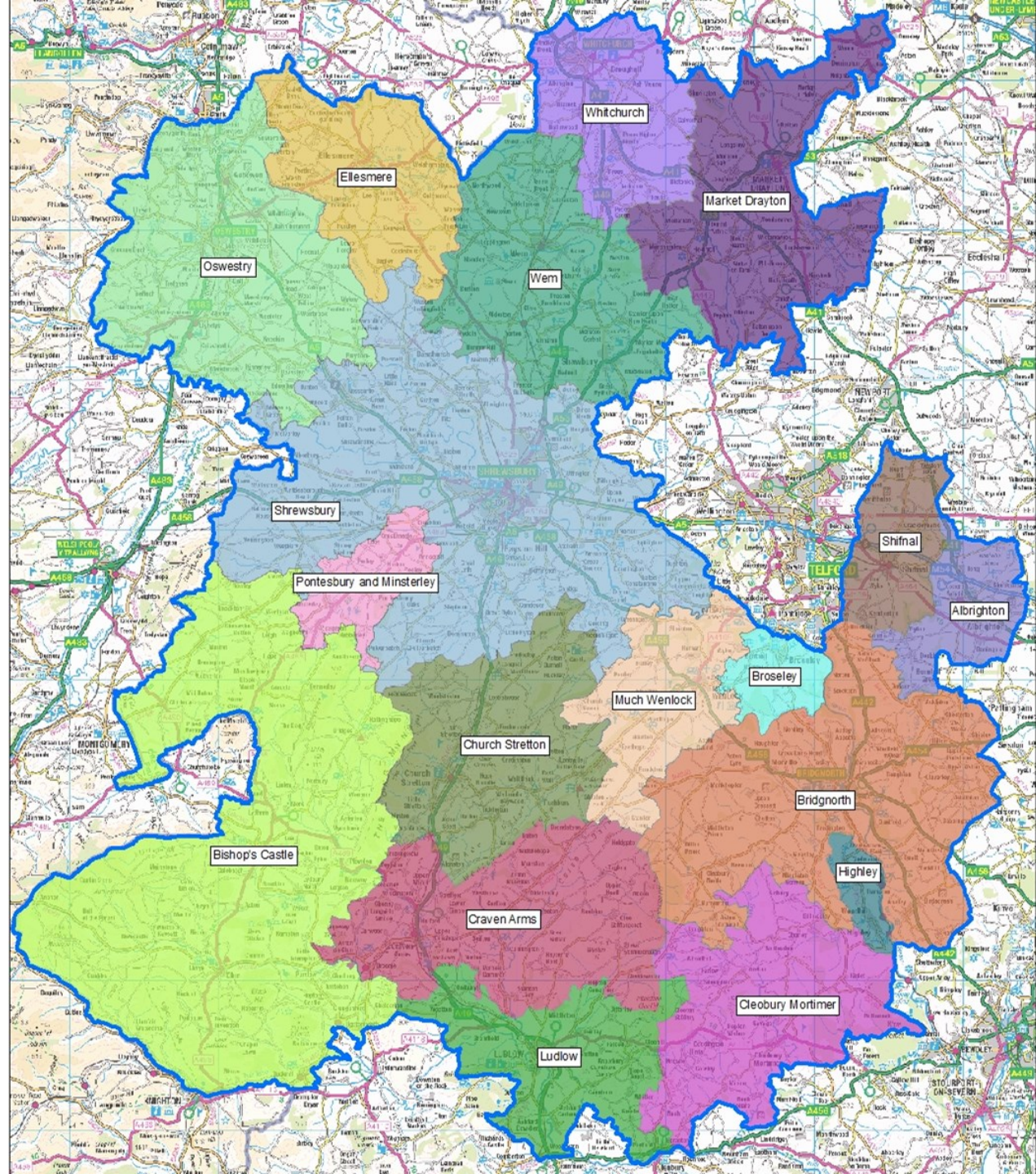
JSNA's for Shropshire and Place Plan Areas (PPA)

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.

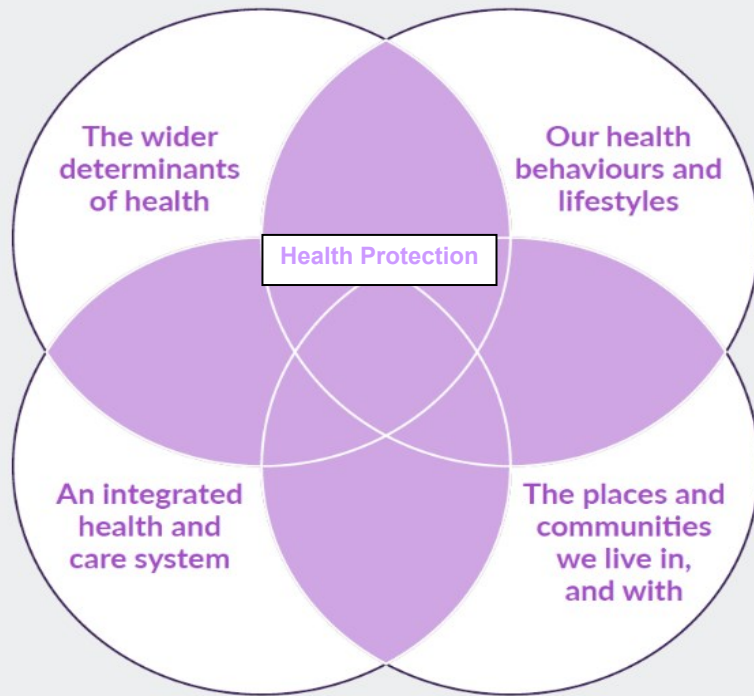




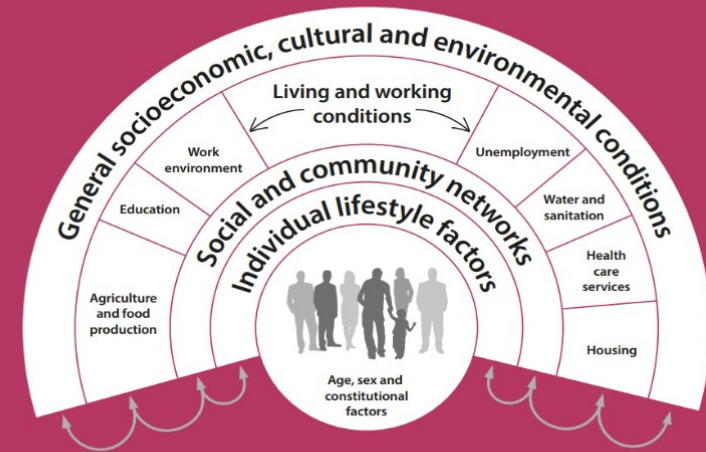
# What makes us healthy?

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)



# Ellesmere and Surrounding Place Plan Area

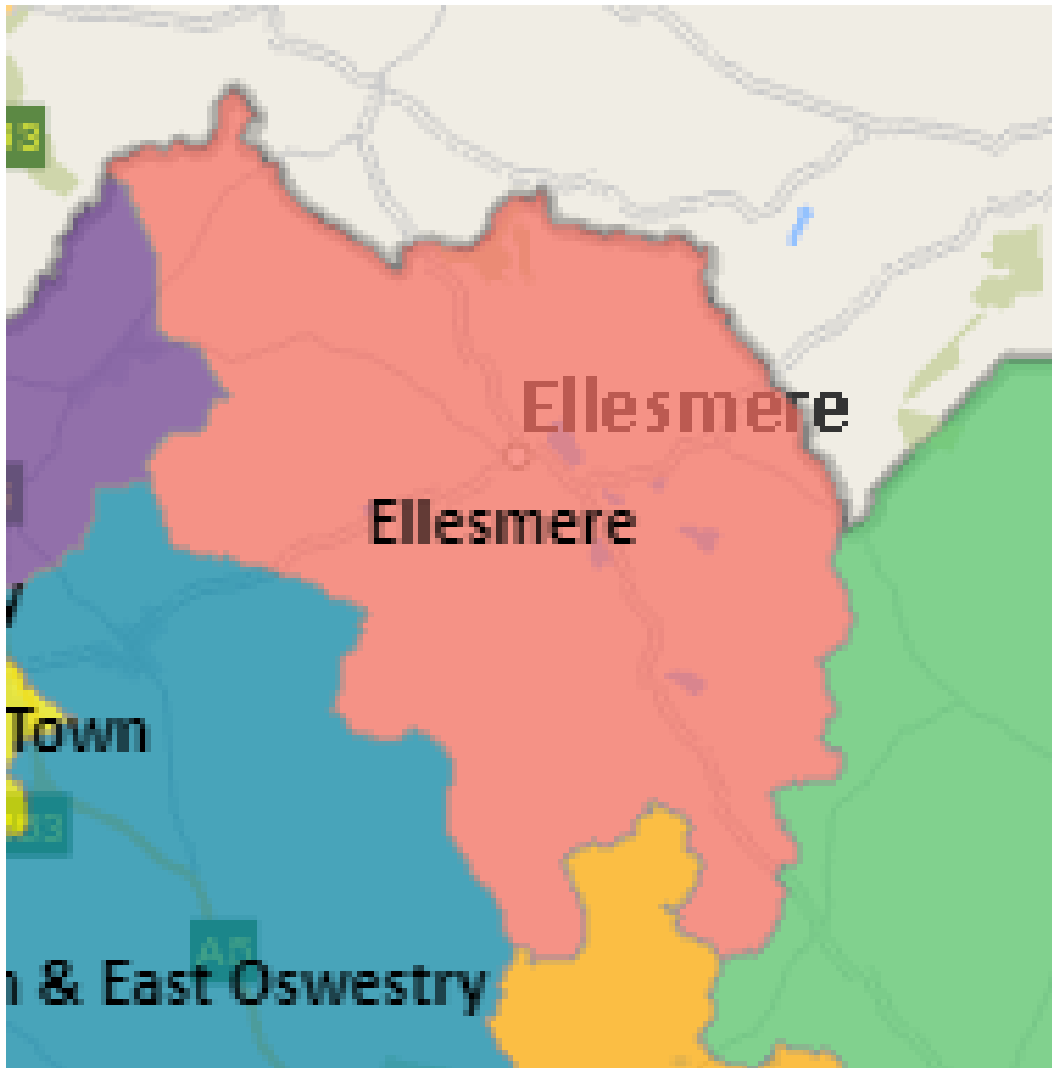
## Key Health and Wellbeing Data



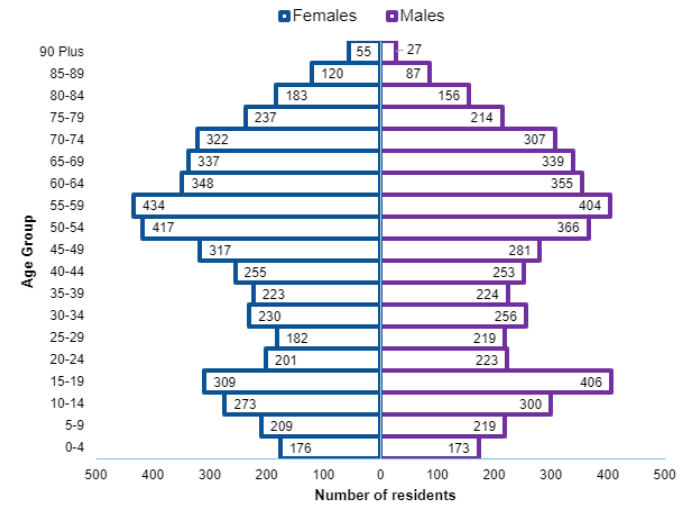
- Various local data indicators used
- Metrics based on nationally collected data where it is possible to break down to a smaller geography
- Same metrics have been used in the previous place plan areas to enable comparisons between areas
- Metrics will be revisited and expanded to consider further and 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

## Interactive map here:

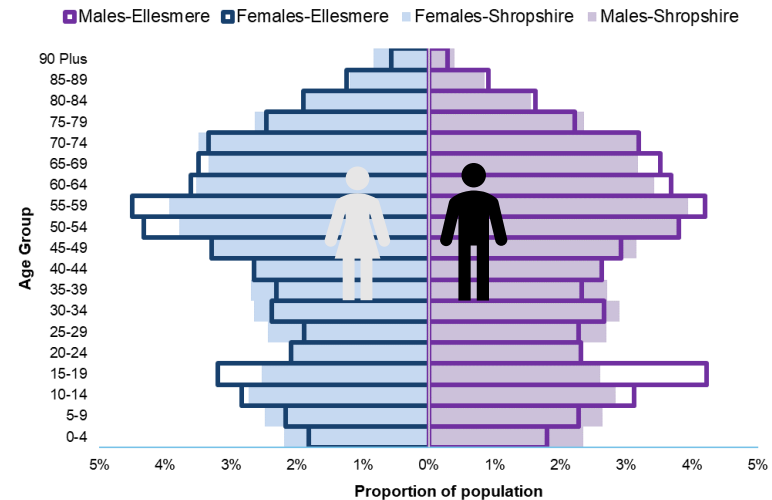
<https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e771451382533a854cce6a1e>



Population of area (mid year 2022)



Population compared to Shropshire (mid year 2022)



Interactive map here:

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

Ellesmere

9,437

Population

Mid year 2020

Ellesmere



0.7 persons

per hectare

England



4.4 persons

per hectare

12,843

Hectares

17.4

Deprivation score  
(2019)

£40,479

Median household  
income

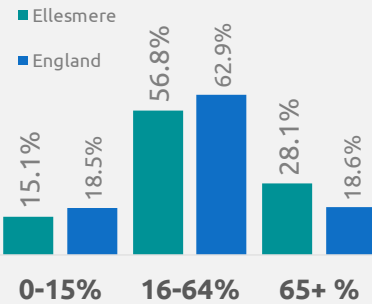


50%

Male

50%

Female



Rankings

10

out of 18

1 = largest

8

out of 18

1 = most deprived

14

out of 18

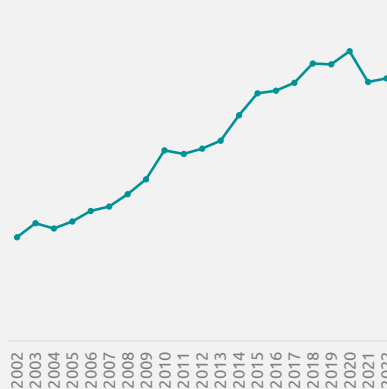
1 = highest

Ellesmere

14.1%

Population change  
2002-2022

Population over time



Life  
expectancy  
(2013-17)

Ellesmere



79.3



83.1

Shropshire



80.5



84.1

Shropshire

15.5%

Live births  
(2000-2019)

1,285

Live births

2%

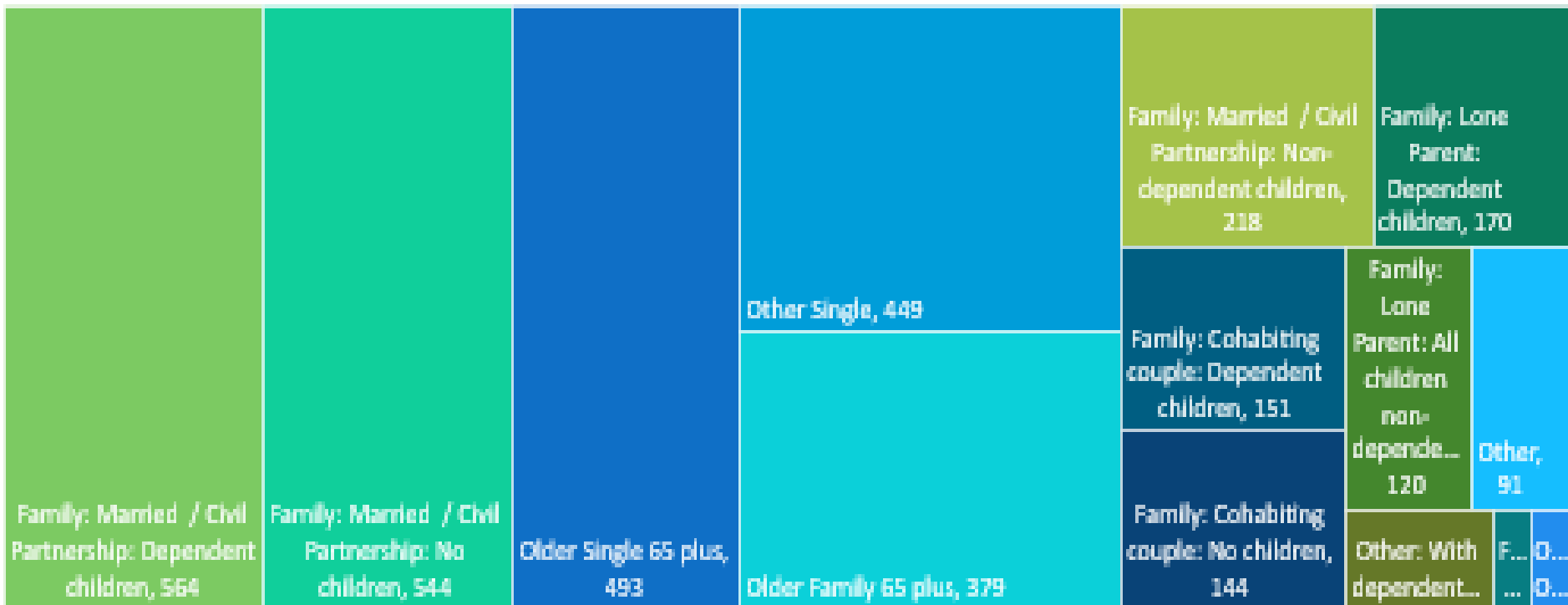
of all births in  
Shropshire



**Interactive map here:**

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

## Household composition



# 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 Ellesmere compare to the other 17 areas?



## Strengths

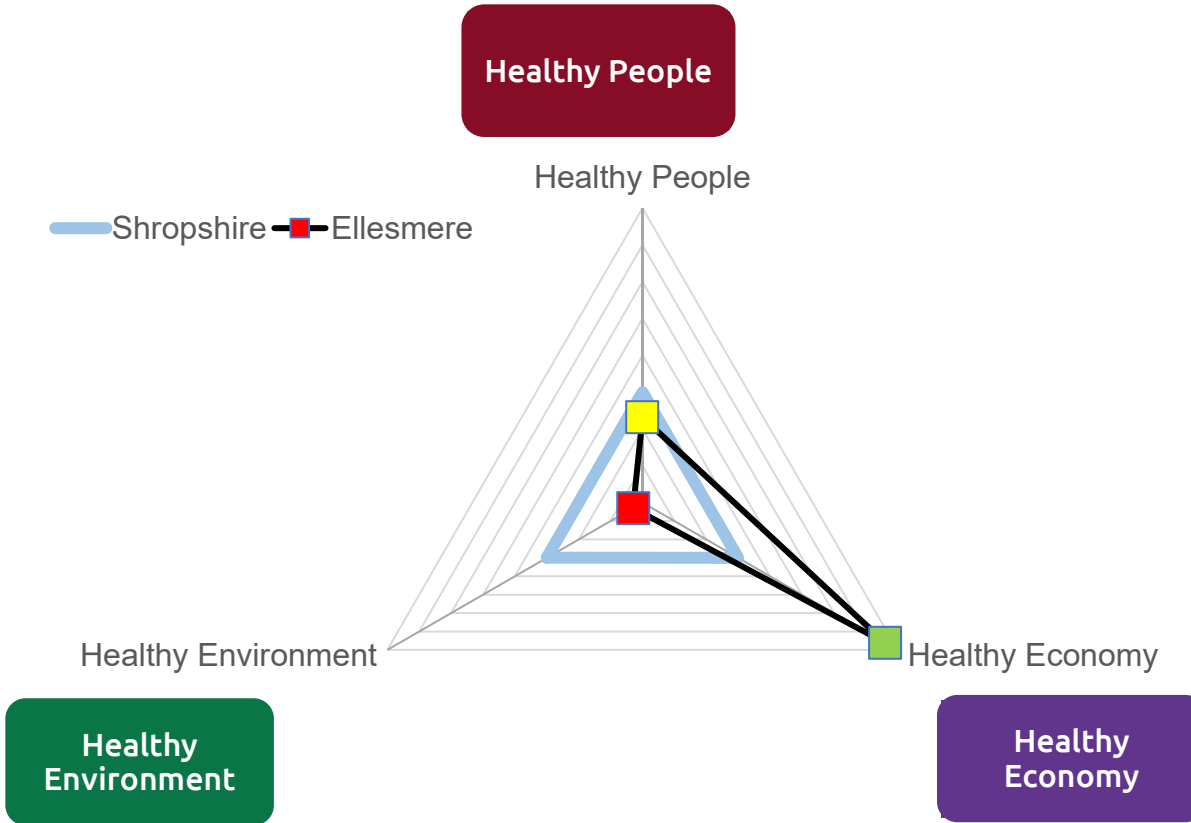
- Economy, Work & Employment
- Education and learning access
- Relationships and Trust

## Challenges

- Health
- Transport, Mobility and Connectivity
- Equality

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

# Health & Wellbeing Index: Overview



**Better:**

Healthy Economy

**Average:**

Healthy People

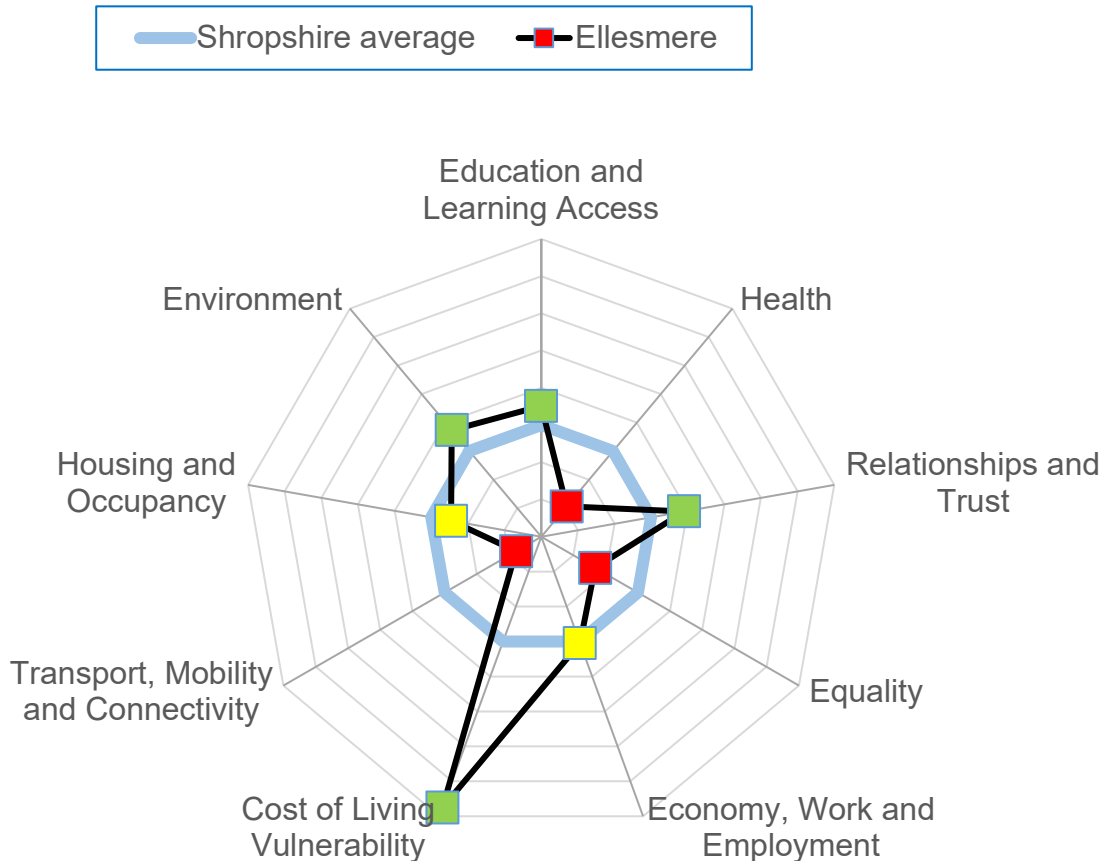
**Worse:**

Healthy Environment

(Compared to Shropshire average)



# Ellesmere Health & Wellbeing Index: Sub themes



## Stronger:

- Relationships and trust
- Economy, Work and Employment
- Cost of living vulnerability
- Environment
- Education and Learning Access




## Weaker:

- Health
- Equality
- Transport, Mobility and Connectivity
- Housing and occupancy

# Smoking at time of delivery

- Ellesmere had 152 deliveries between 2017/18 and 2021/22, which is the joint 3<sup>rd</sup> lowest of the 18 place plan areas.
- However, the rate of smoking (12.5%) was the 8th highest place plan area, significantly higher than Shropshire's (12.3%)

## Smoking at Delivery data for Shropshire and Ellesmere 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
Ellesmere	152	12.5%	
Shropshire	9,805	12.3%	-
England		10.1%	



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

Disease or condition	Ellesmere Place Plan Area	NHS Shropshire, Telford and Wrekin CCG	ENGLAND
Atrial Fibrillation Prevalence	5.2%	2.5%	2.1%
CHD Prevalence	3.8%	3.5%	3.0%
Heart Failure Prevalence	1.3%	0.9%	1.0%
Hypertension Prevalence	17.0%	15.6%	14.0%
Peripheral arterial disease Prevalence	0.9%	0.8%	0.6%
Stroke and transient ischaemic attack Prevalence	2.8%	2.4%	1.8%
COPD Prevalence	2.3%	2.0%	1.9%
Cancer %	4.3%	4.0%	3.2%
Palliative care %	0.6%	0.4%	
Dementia Prevalence	1.1%	0.9%	0.7%
Learning disabilities Prevalence	0.4%	0.5%	0.5%
Mental health Prevalence	0.7%	0.8%	0.95%
Asthma Prevalence (6+)	7.3%	7.1%	6.5%
Rheumatoid arthritis (16+) %	1.0%	0.9%	0.8%
Diabetes mellitus (17+) %	7.2%	7.3%	7.1%
Obesity Prevalence (18+)	10.8%	7.3%	9.7%
Chronic kidney disease (18+) %	5.4%	5.7%	4.0%
Depression Prevalence (18+)	15.8%	14.5%	12.7%
Epilepsy (18+) %	0.9%	0.9%	0.8%
Non-diabetic hyperglycaemia (18+) %	4.2%	4.6%	6.1%
Osteoporosis (50+) %	0.6%	0.9%	0.8%

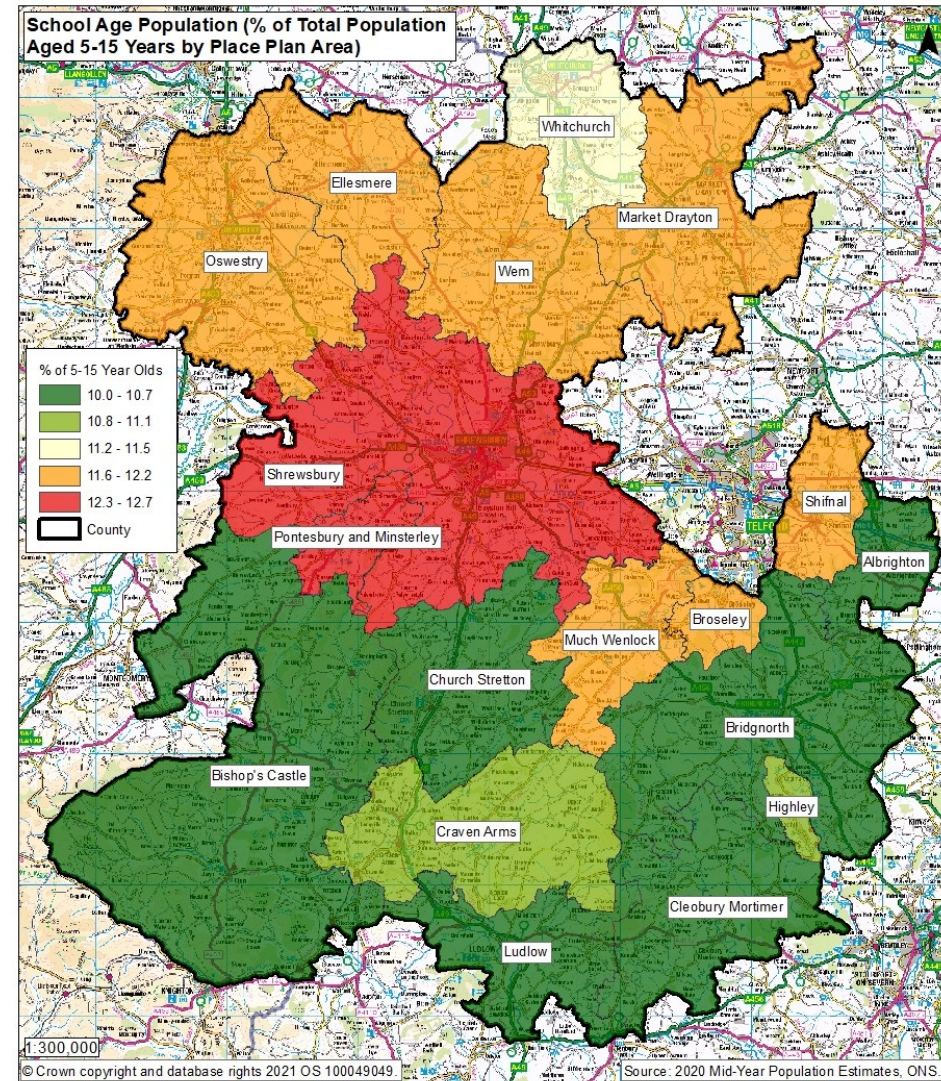
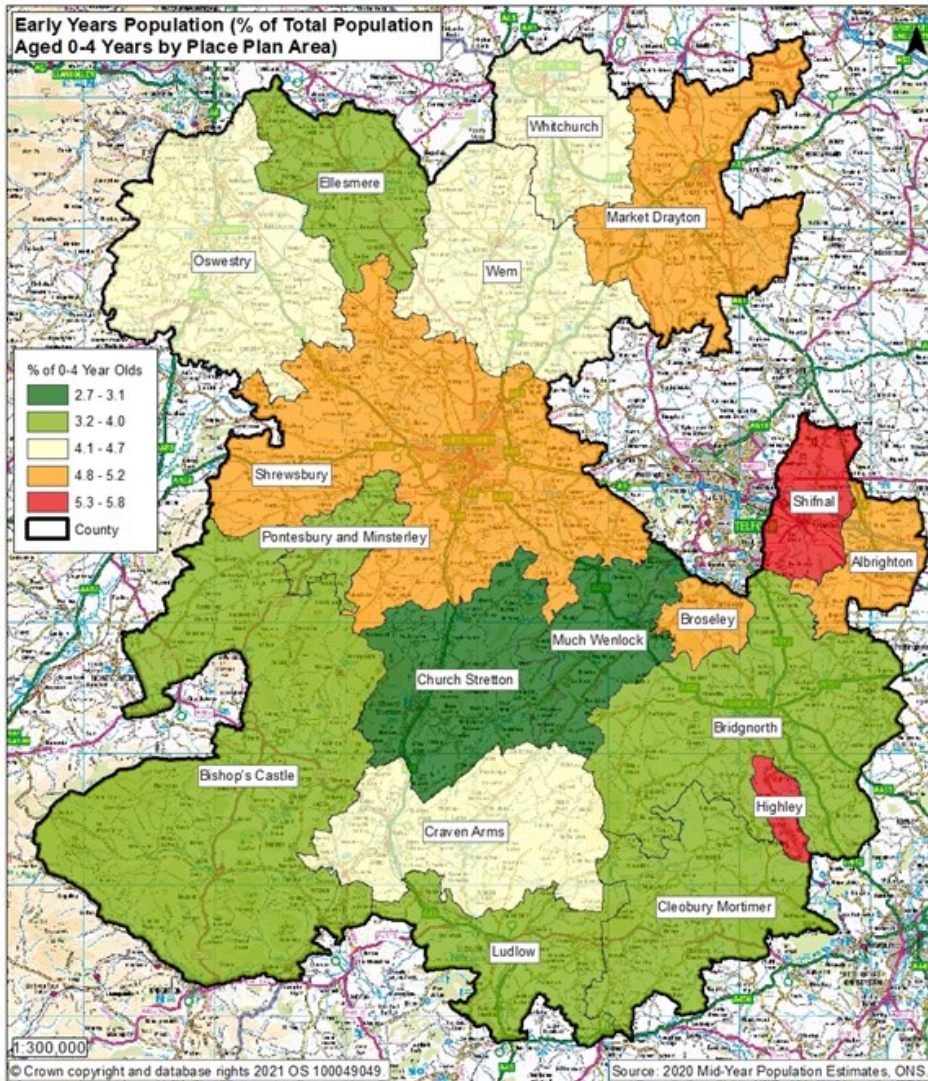
# Wider determinants of health

There are differences between wards within the Ellesmere 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
Ellesmere Urban	27	22	21	37	42	39	63	62
Ruyton and Baschurch	54	59	62	61	33	2	36	28
St Martin's	20	33	31	28	15	38	62	4
The Meres	29	20	18	28	33	37	51	61



# Early Years and School Age Population





# Community Engagement

## Resident and Stakeholder engagement via:

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

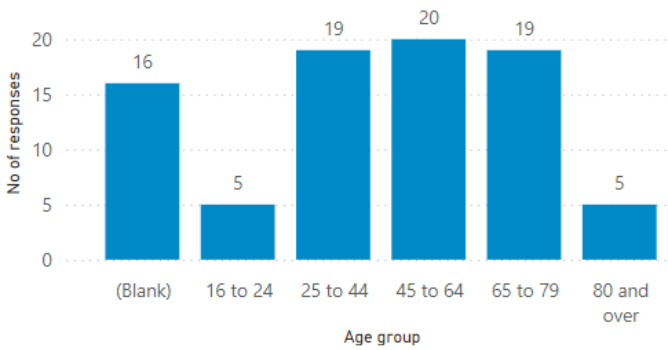




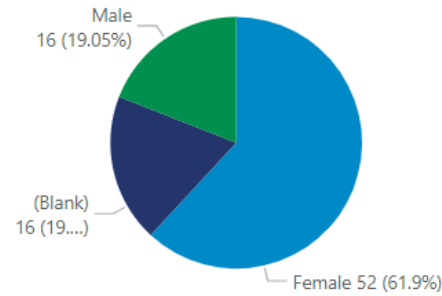
# Survey Results

- **84 survey responses** during the consultation period Summer 2024
- 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

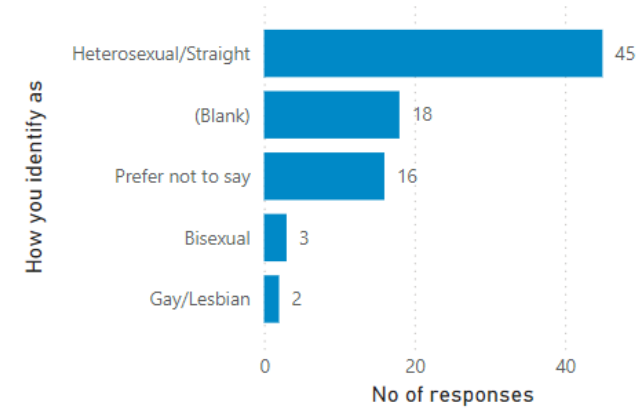
Age group



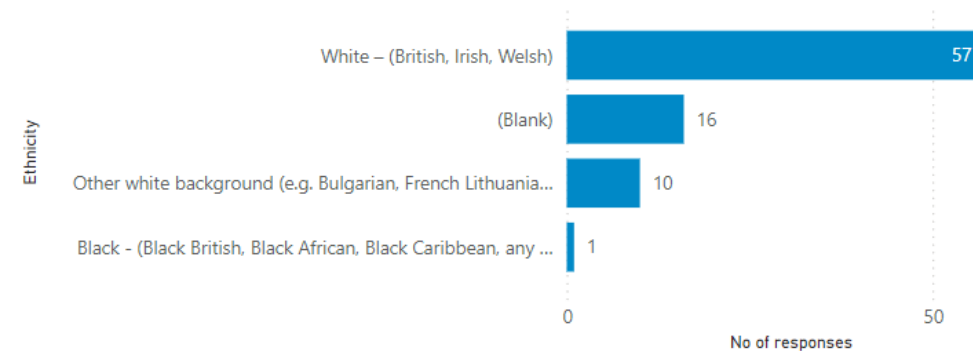
What is your gender?



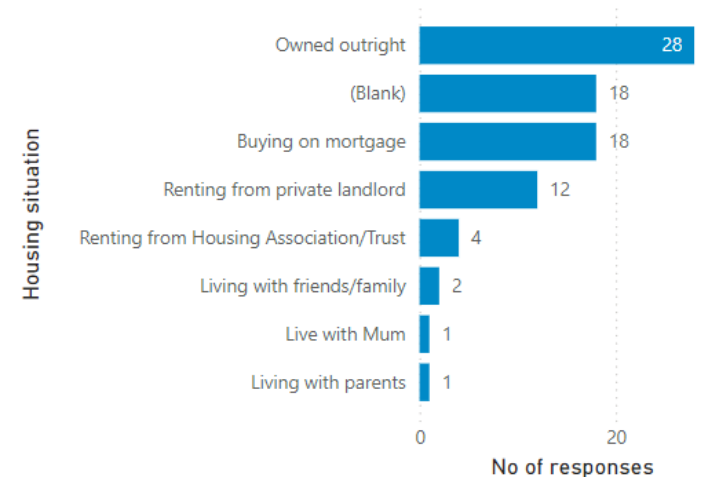
How do you identify as



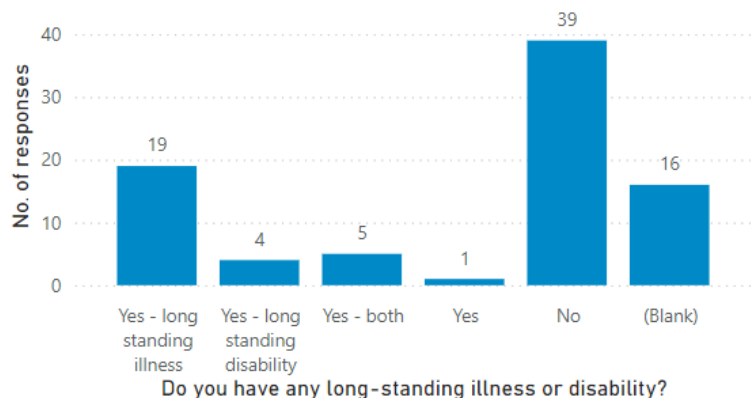
What is your ethnic group?



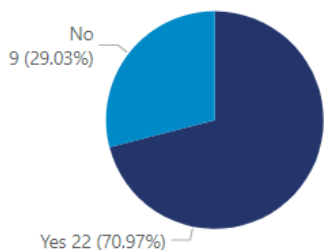
Which of these housing situations applies to you?



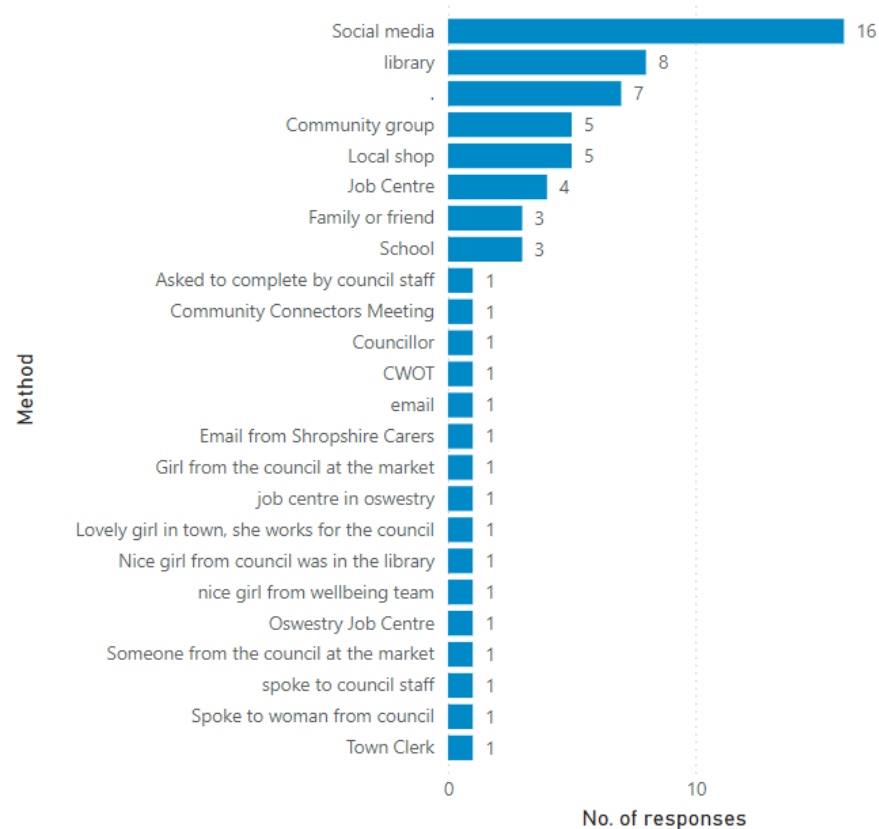
Do you have any long-standing illness or disability?



If you have a long-standing illness or disability, does it limit your activities in any way?

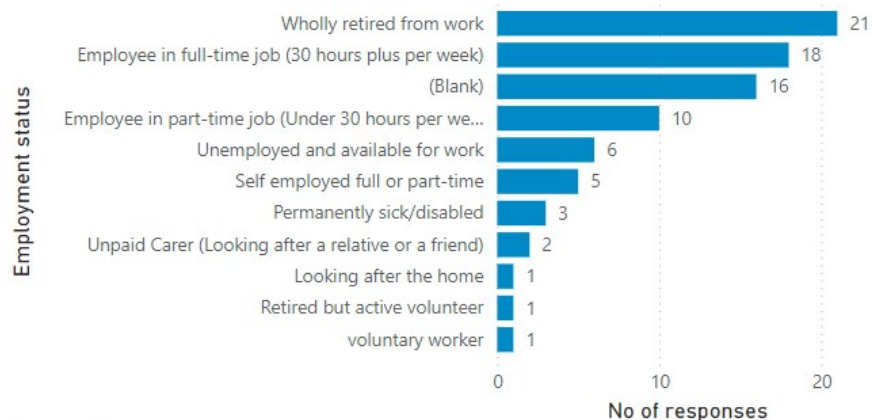


Please tell us how you heard about this survey

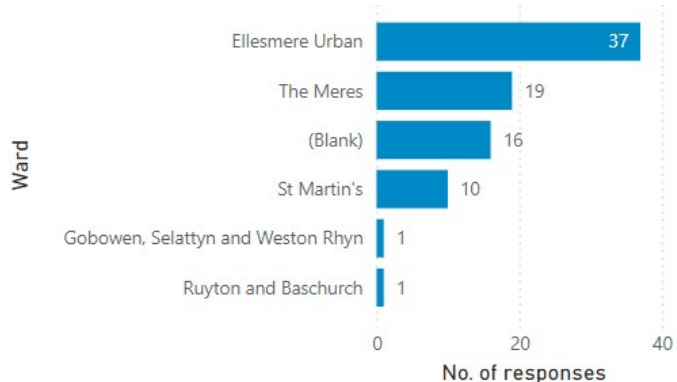


# Survey respondents: Sources and area breakdown

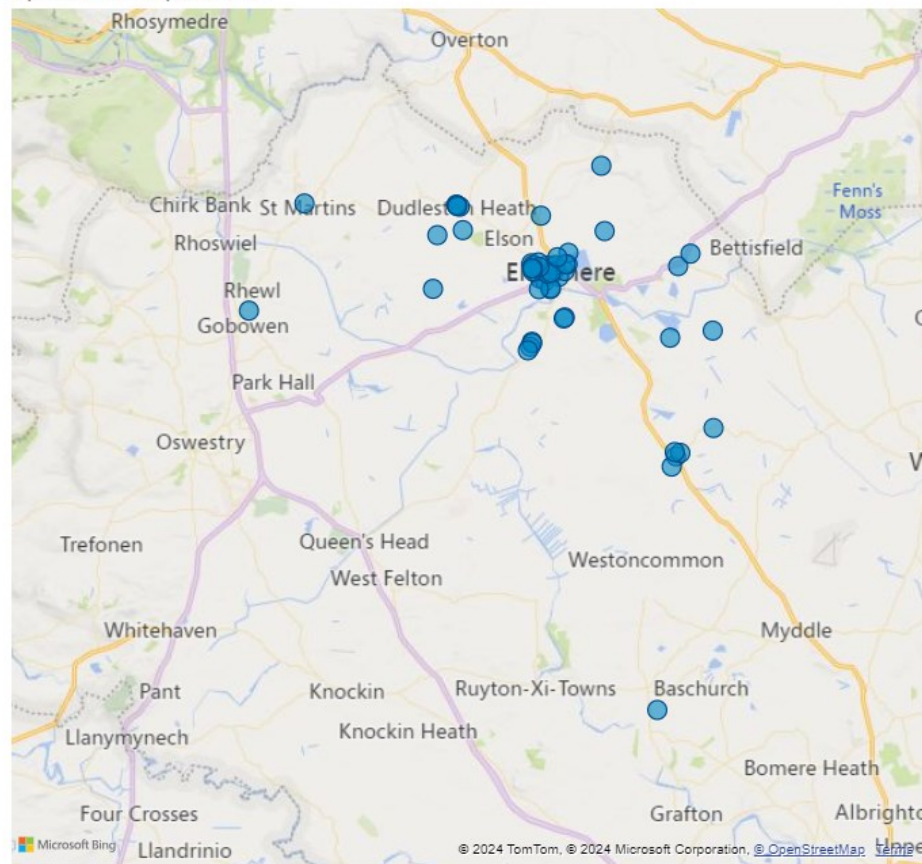
Employment status; which of these activities best describes what you are doing at present?



Ward of respondent

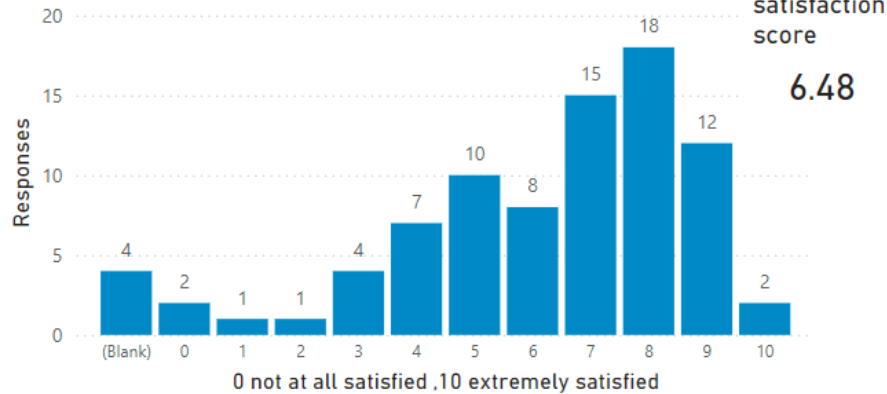


Spread of respondents

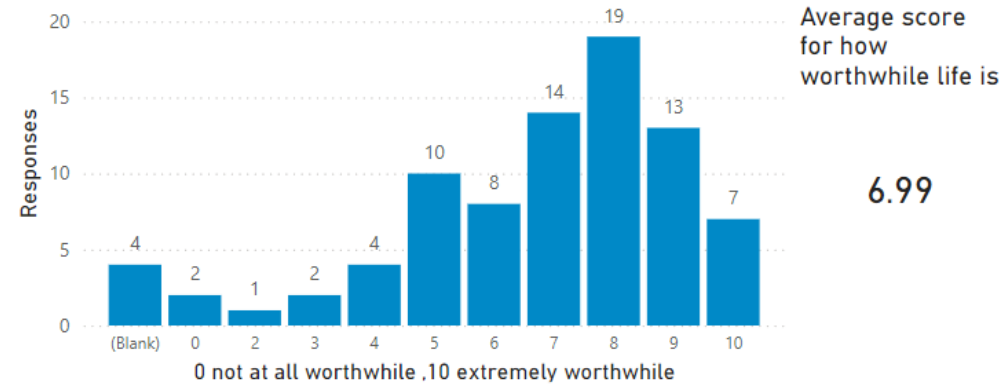


# ONS Personal Wellbeing Questions

Overall, how satisfied are you with your life nowadays?



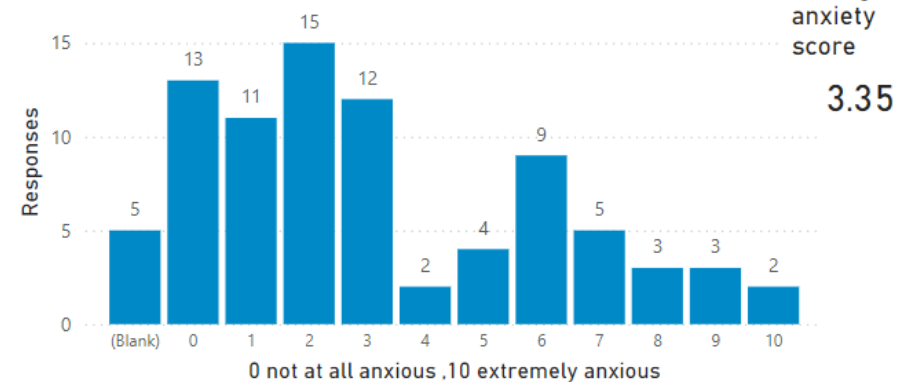
Overall, to what extent do you feel that the things you do in your life are worthwhile?



Overall, how happy did you feel yesterday?



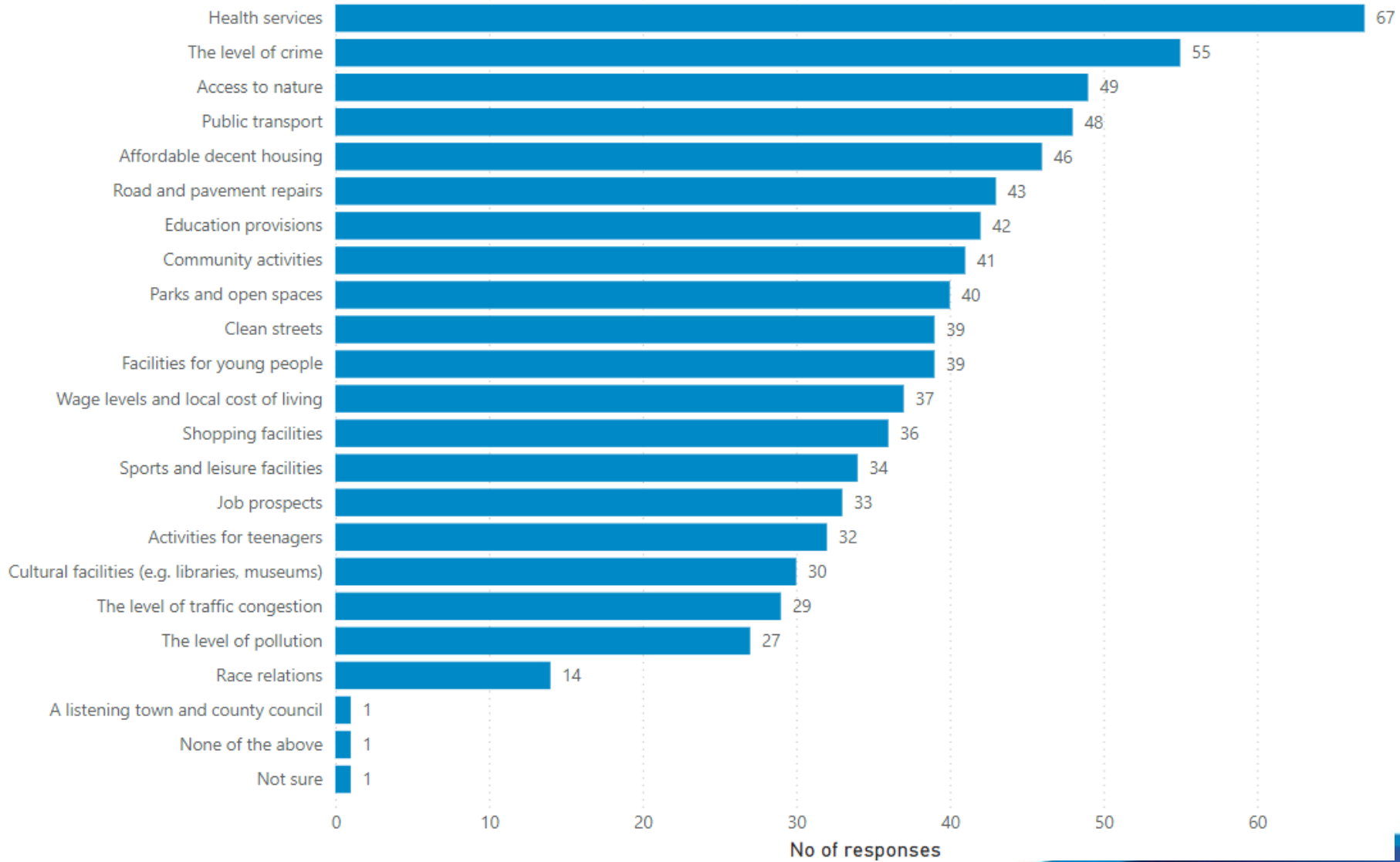
Overall, how anxious did you feel yesterday?





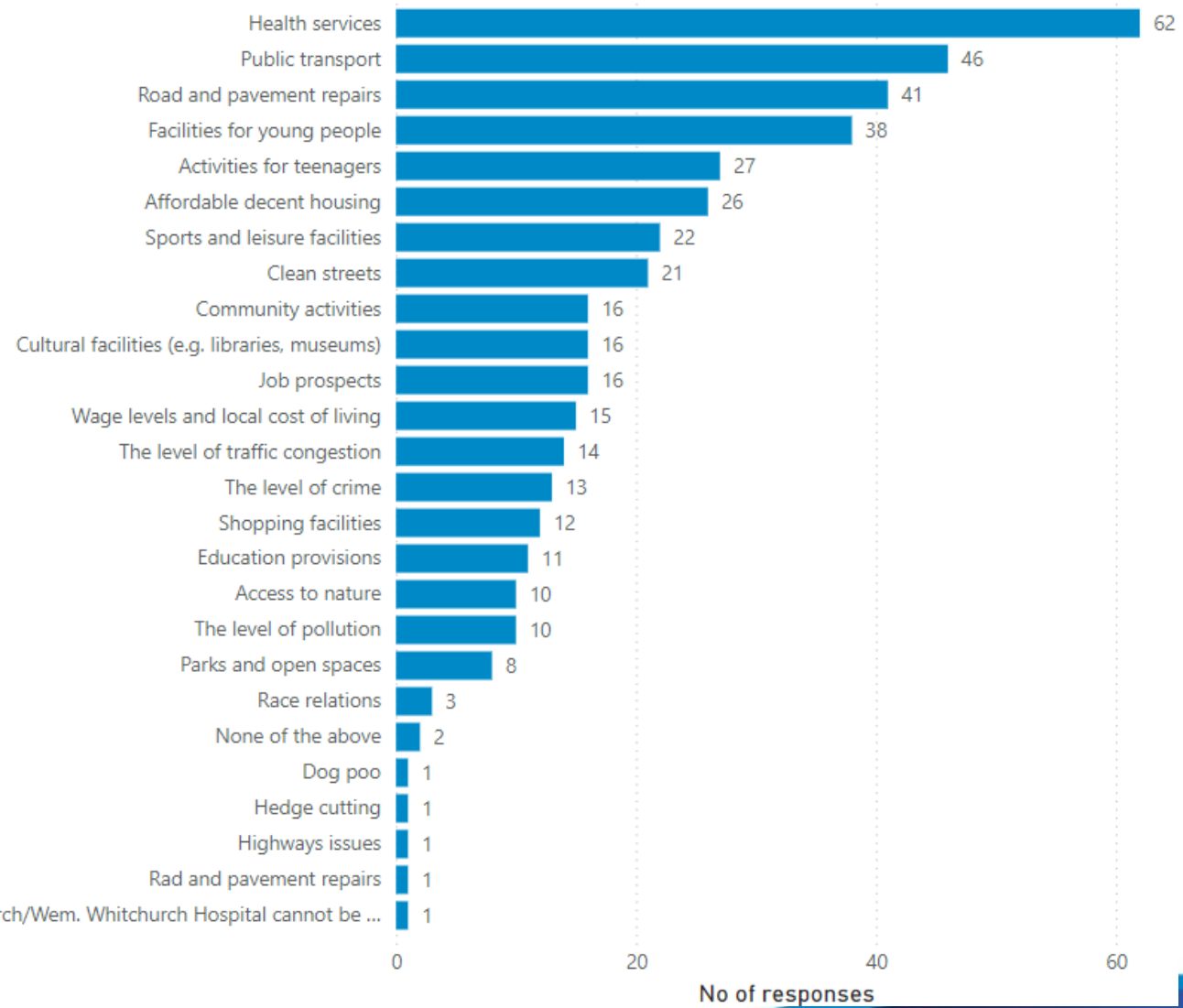
# Thinking generally, which of the things below would you say are the most important in making somewhere a good place to live?

Most important things in making somewhere a good place to live



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

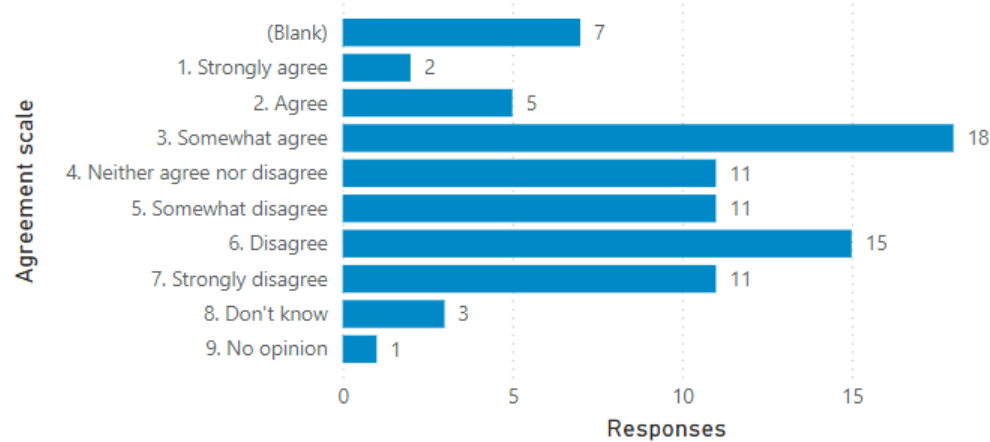
Things that most need improving in your local areas



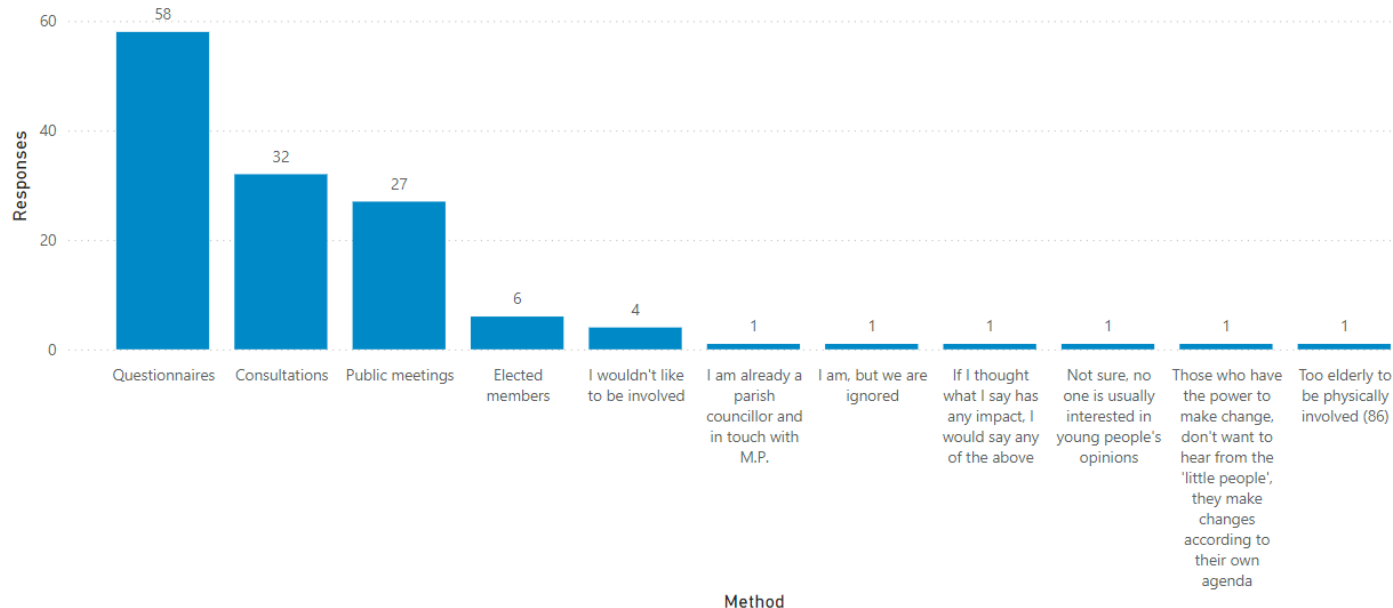


# Survey responses: Influence / involvement in decisions

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

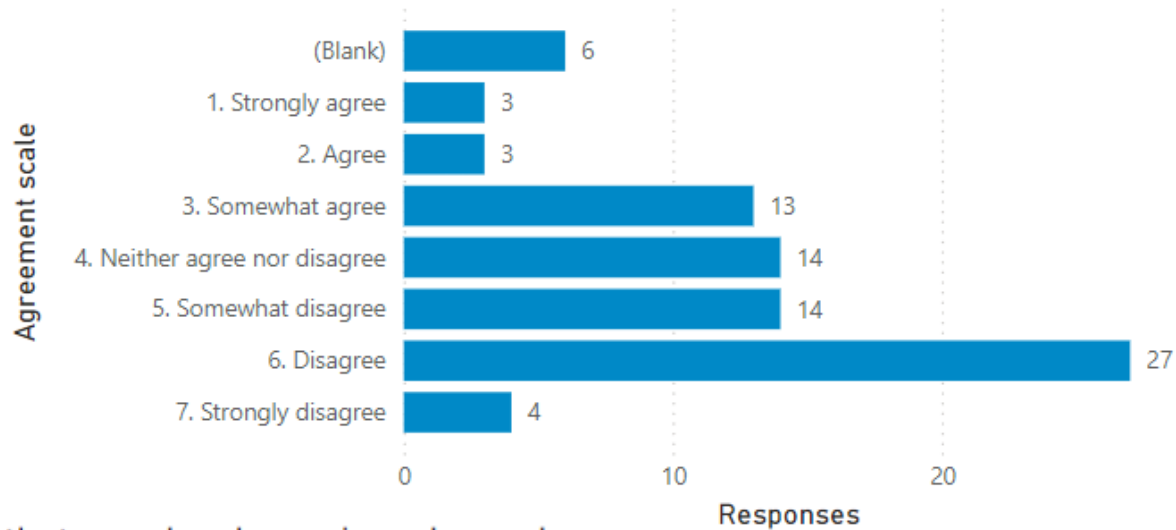


How would you like to be involved in decisions affecting your local area?

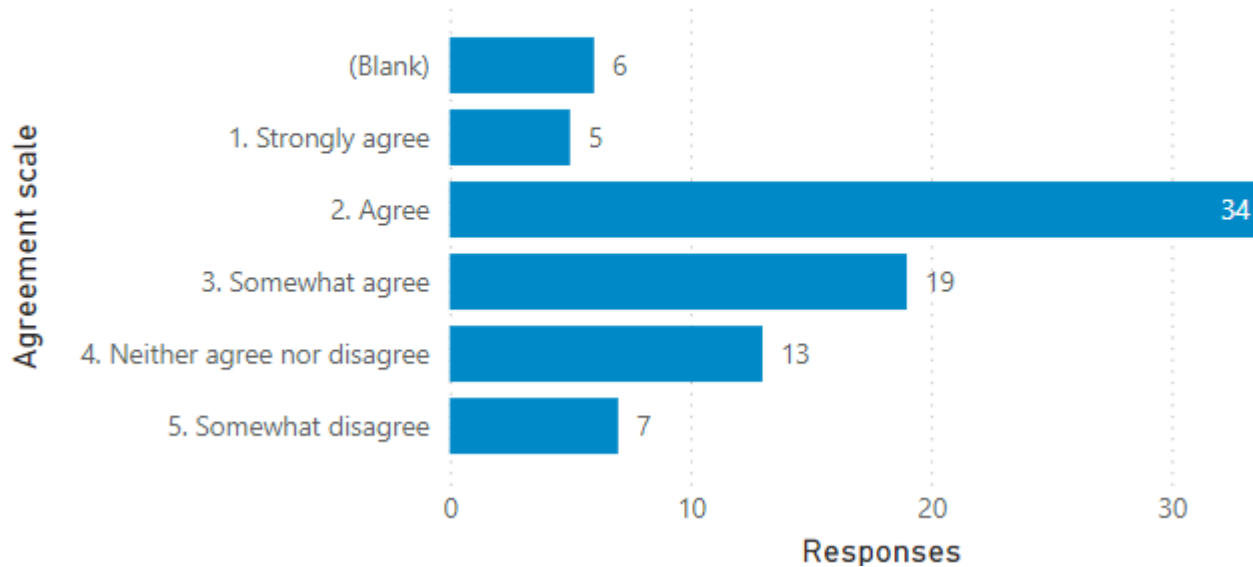


# Community Spirit

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



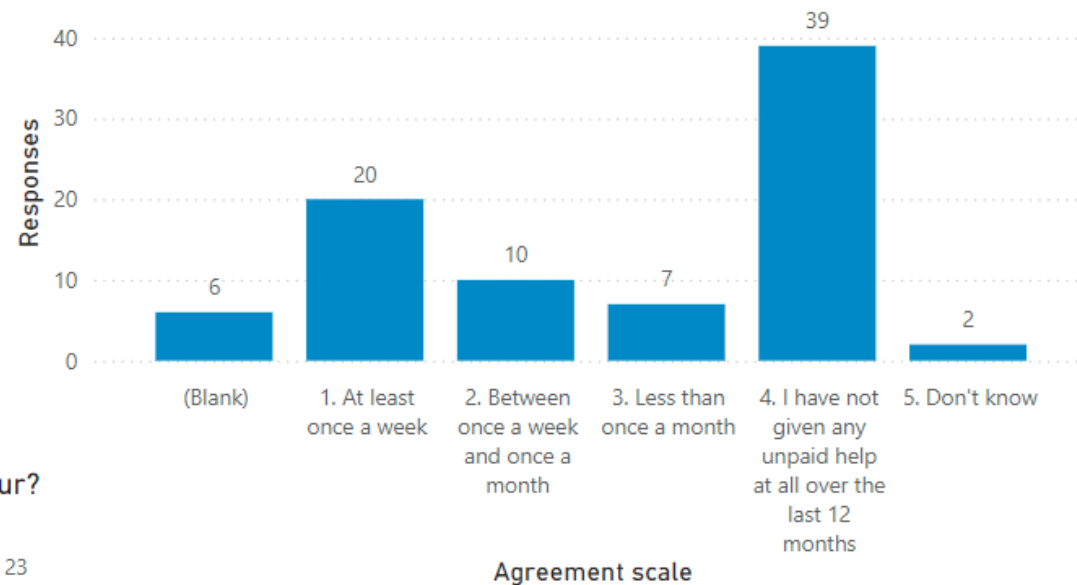
To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



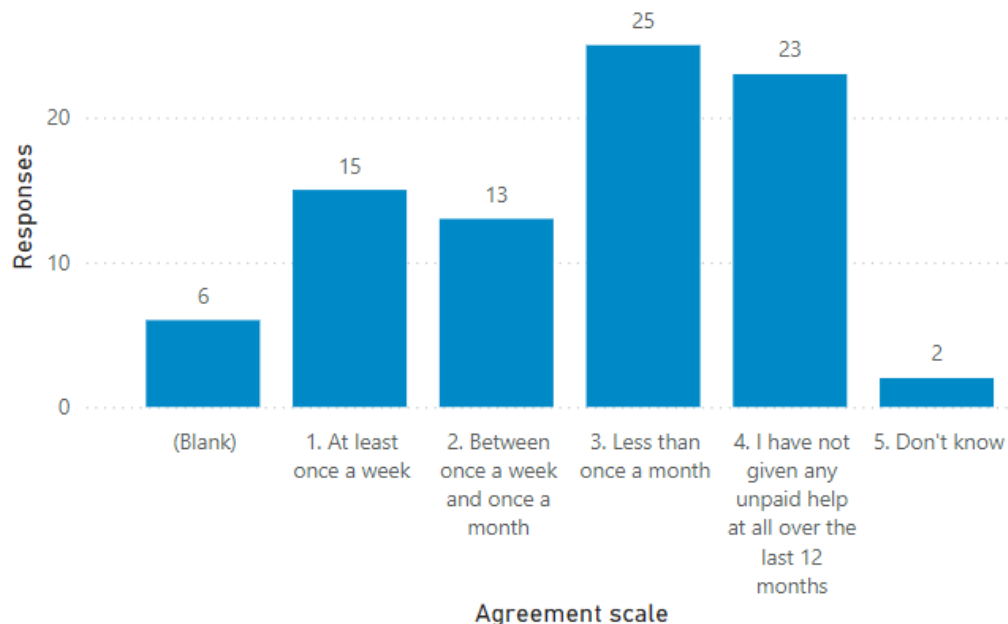


# Community Spirit

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.



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





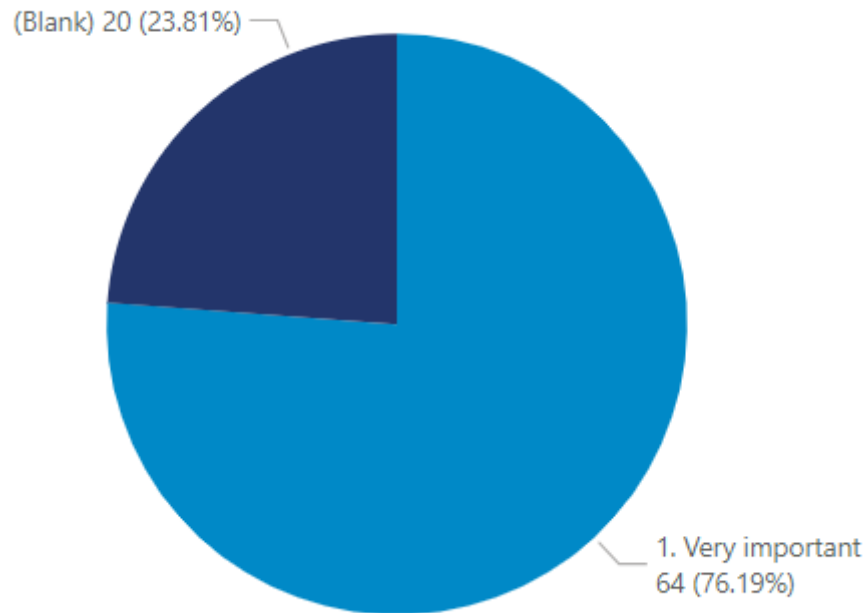






# How important are health services for you to be healthy and well?

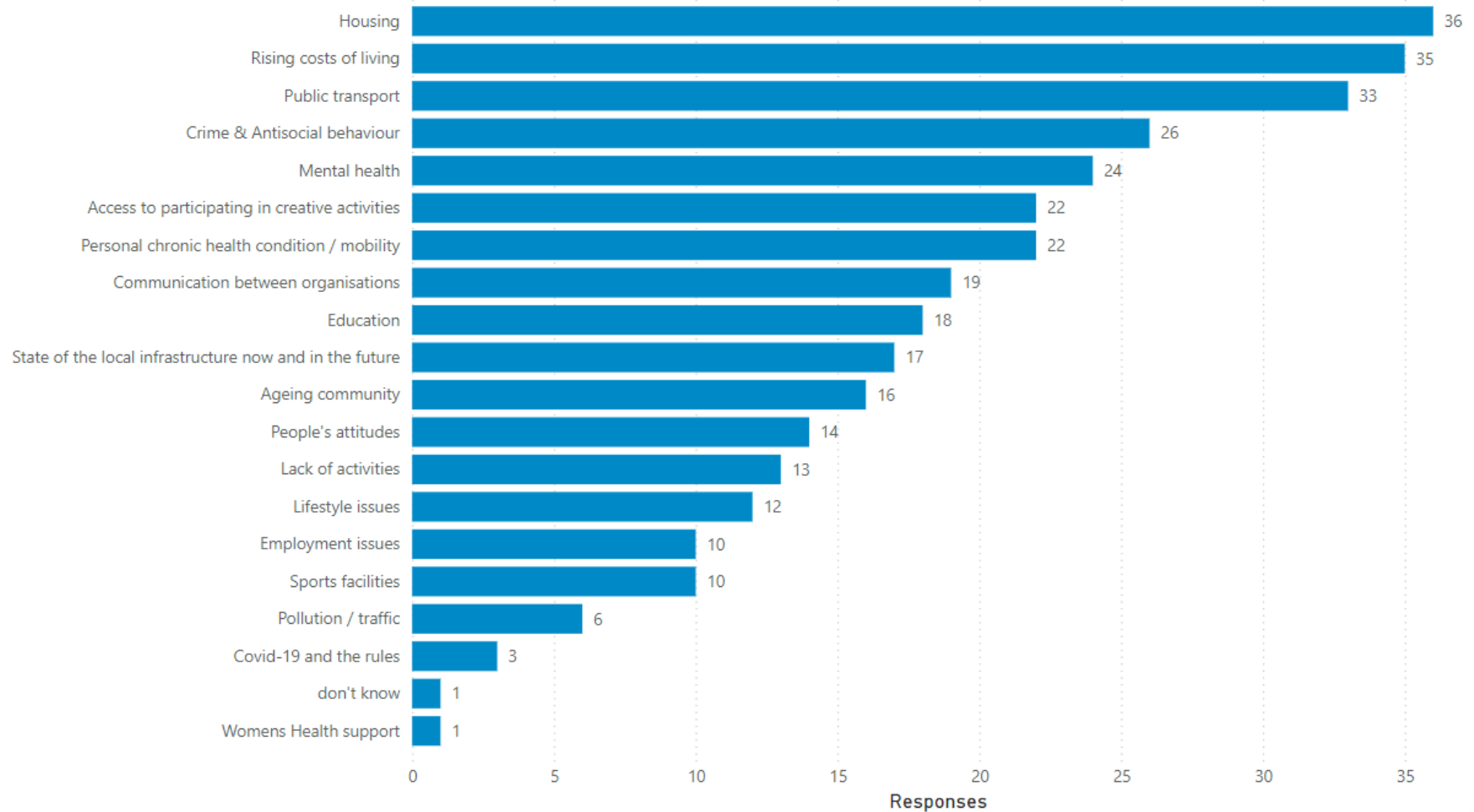
All responses





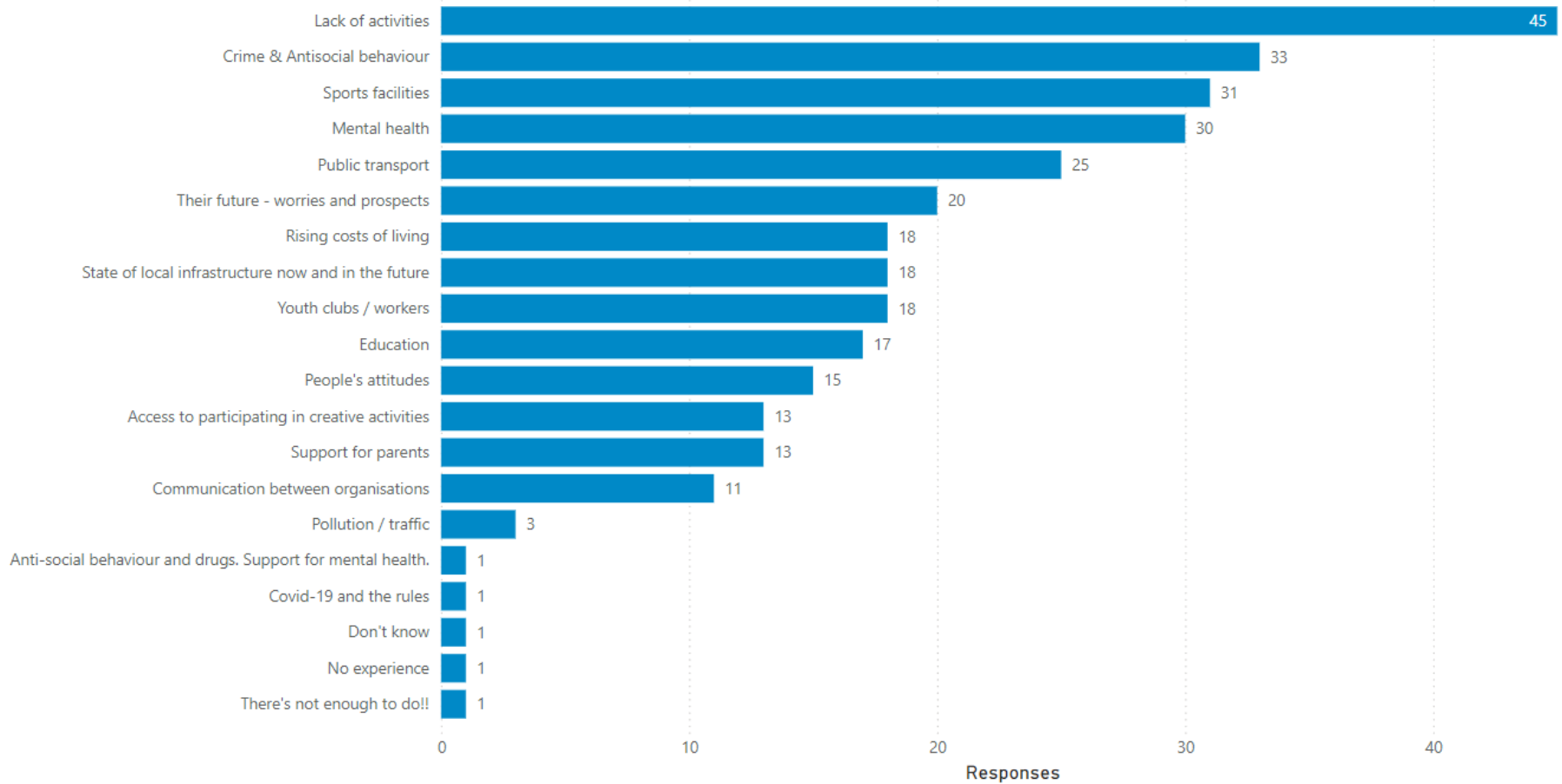
# Not including health services, which things do you think are most important to your health and wellbeing in the place where you live?

What besides health services, is important to your health and wellbeing?





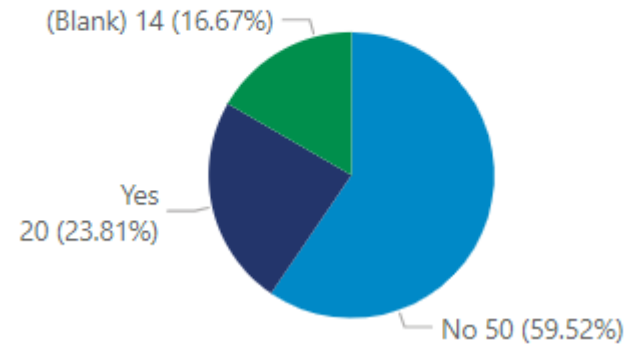
# Not including health services, which of the things below do you think are the biggest issues facing children and young people's health and wellbeing where you live?





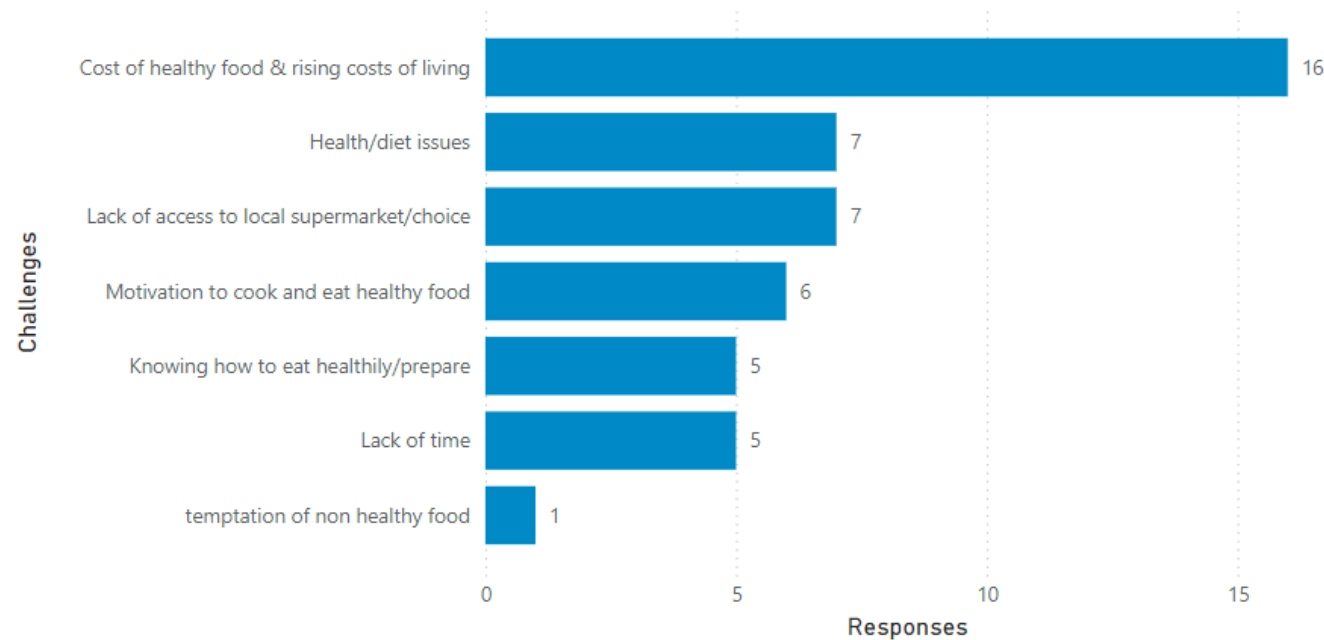
## Health eating

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



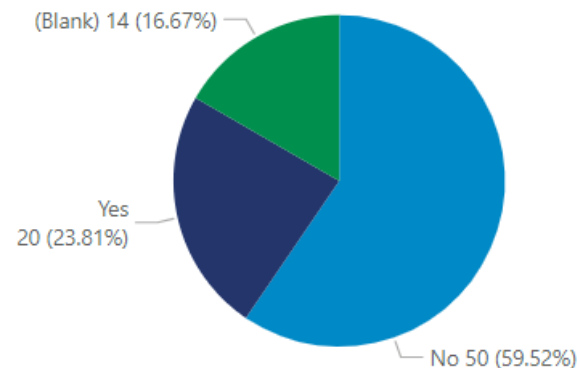
What are the challenges to eating healthy food?

Does not change with age selection



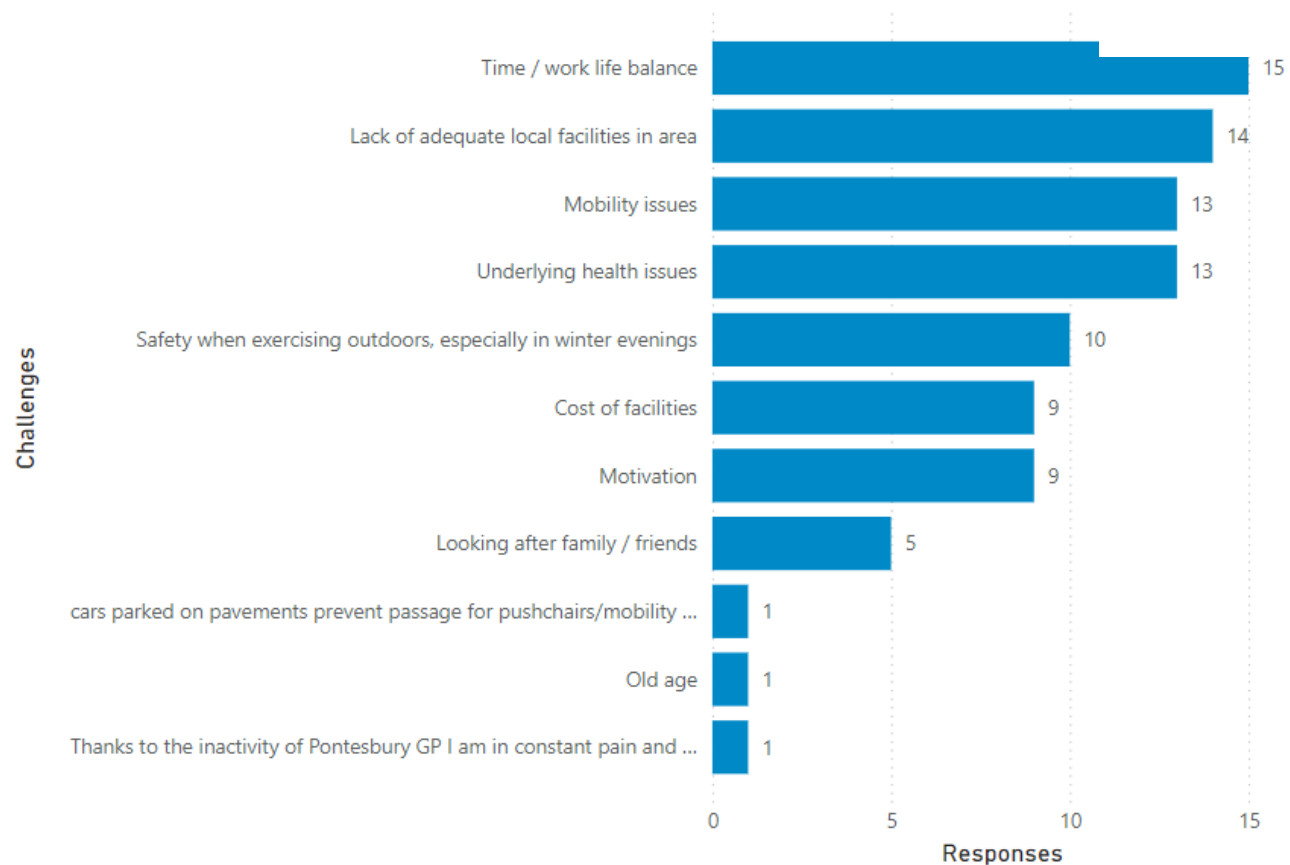


Are there challenges for you and your family in regard to being active in your daily life?

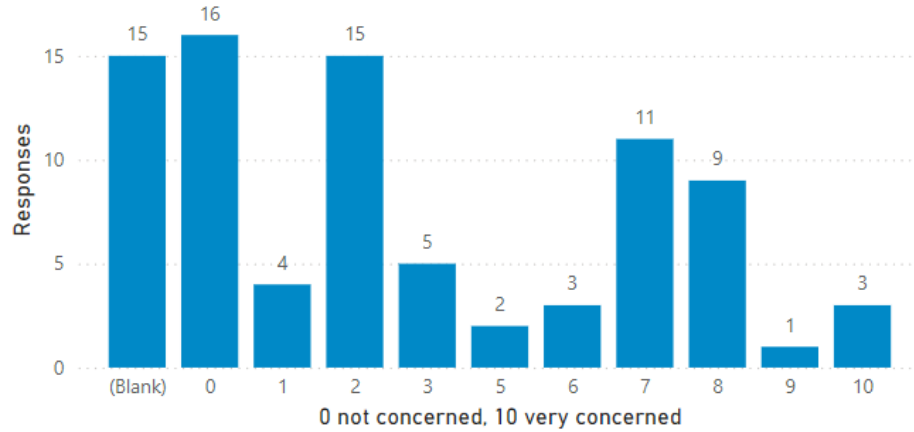


## What are the challenges to being active in your daily life?

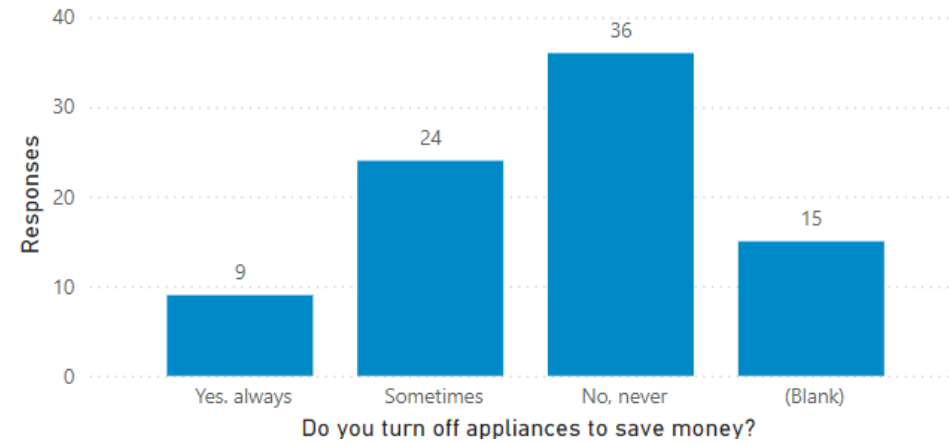
Does not change with age selection



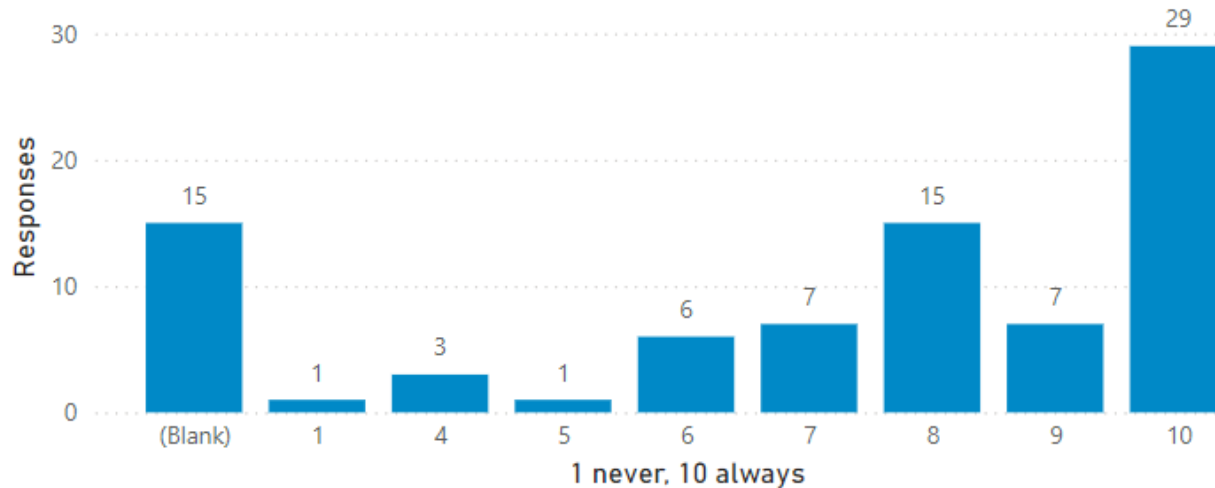
How concerned are you about paying for energy and staying warm at home?



To save money, do you turn off heating / appliances even if it means feeling chilly or cold?



How often are you able to heat your home to a comfortable temperature in cold weather?





## Preparation for Group Discussion:

1. What are the key themes for the Ellesmere 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?