

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

Stakeholder Event – Rural Shrewsbury

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**





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%		
(significantly)				< 66.7%					
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)	79.7	80.5	75.3 (Sundorne)	85.8 (Copthorne)
Life expectancy at birth, (Female)	83.2	83.6	79.5 (Sundorne)	89.6 (Clun)
Deaths all causes, all ages, SMR	100	96.7	65.4 (Copthorne)	145 (Worfield)
Deaths all causes, under 75, SMR	100	89.7	55.2 (Clun)	149 (Sundorne)
Preventable deaths, under 75, SMR	100	85.7	48.2 (Corvedale)	160.6 (Sundorne)

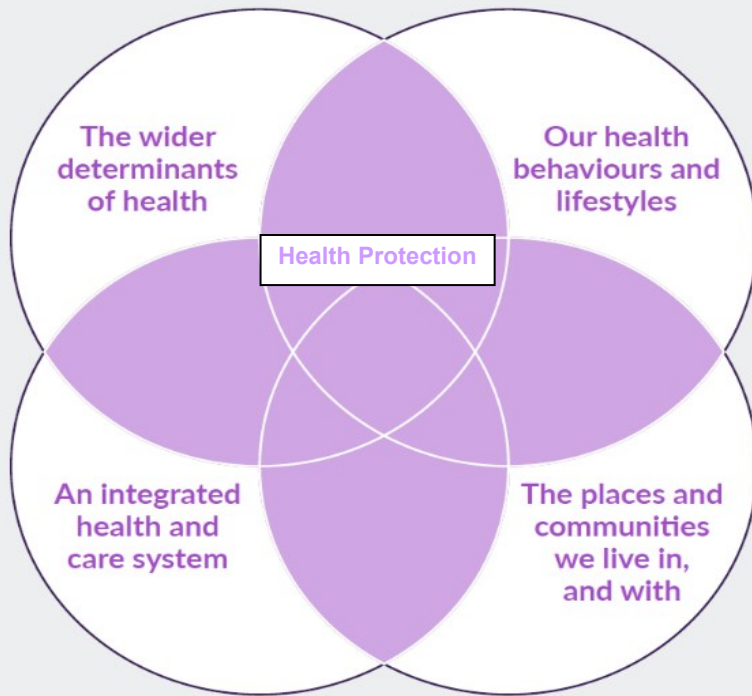
Indicator	Shropshire	England
Healthy Life Expectancy (HLE) Males	62.8	63.1
Inequality in HLE Males	5.5	9.7
HLE Females	67.1	63.9
Inequality in HLE Females	3.5	7.9

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?

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)

JSNA Place Based Geographies

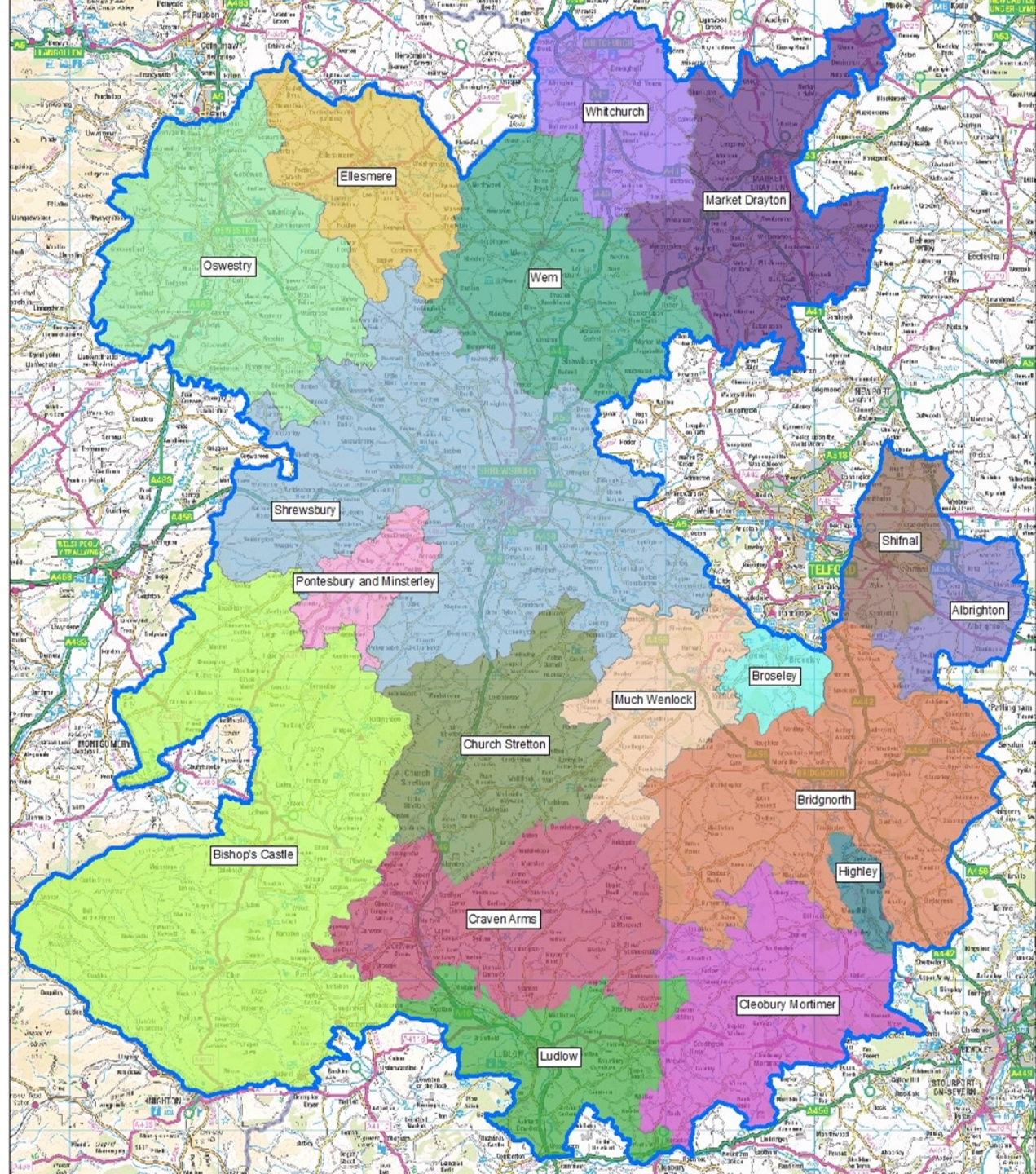
JSNA's for Shropshire and Place Plan Areas (PPA)

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

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

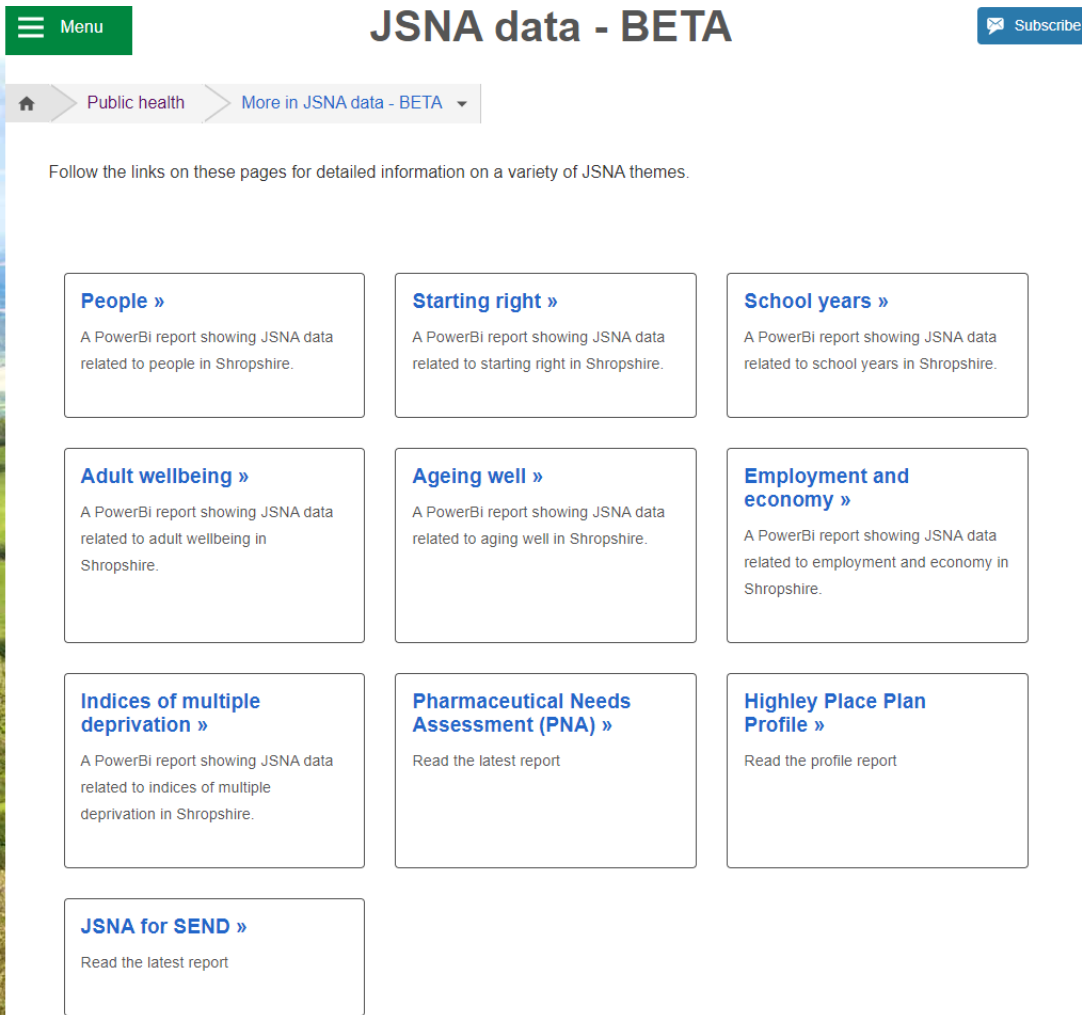
Capture the uniqueness of the areas in Shropshire.

Identify meaningful local differences and areas of need.



JSNA Web Based Profiler Tool

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



The screenshot shows the 'JSNA data - BETA' web page. At the top left is a green 'Menu' button. To the right is a blue 'Subscribe' button with an envelope icon. Below the main 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:

- 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.

Community Engagement

Stakeholder and Resident engagement via:

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



Shrewsbury Place Plan

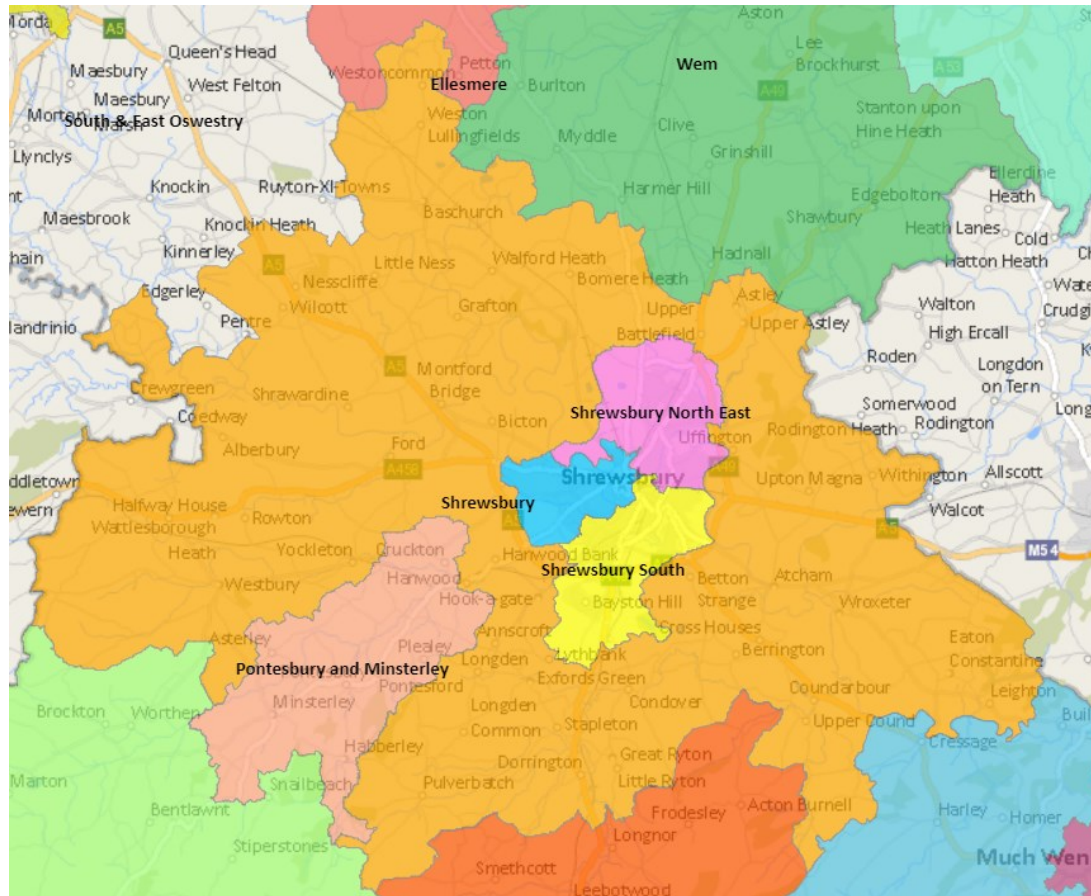
Examples of Key Health and Wellbeing Data



Shrewsbury Place Plan Area

Interactive map here:

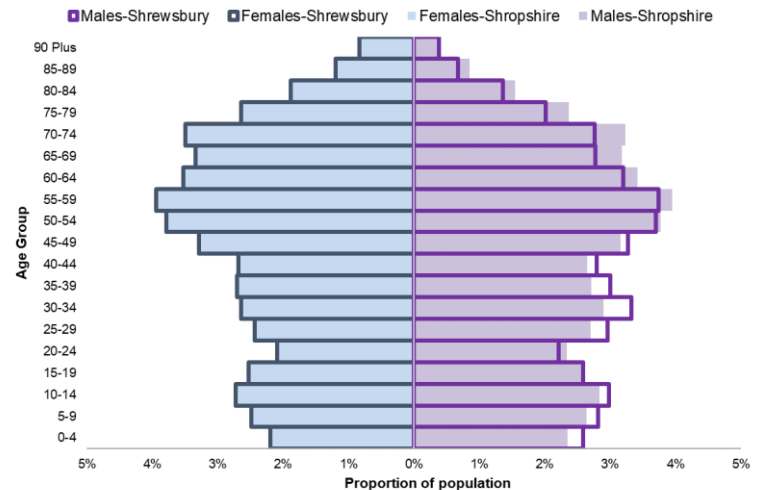
<https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e771451382533a854cce6a1e>



103,524
Population estimate
(all ages)

49% **51%**
Male Female

Population compared to Shropshire (2020)



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?

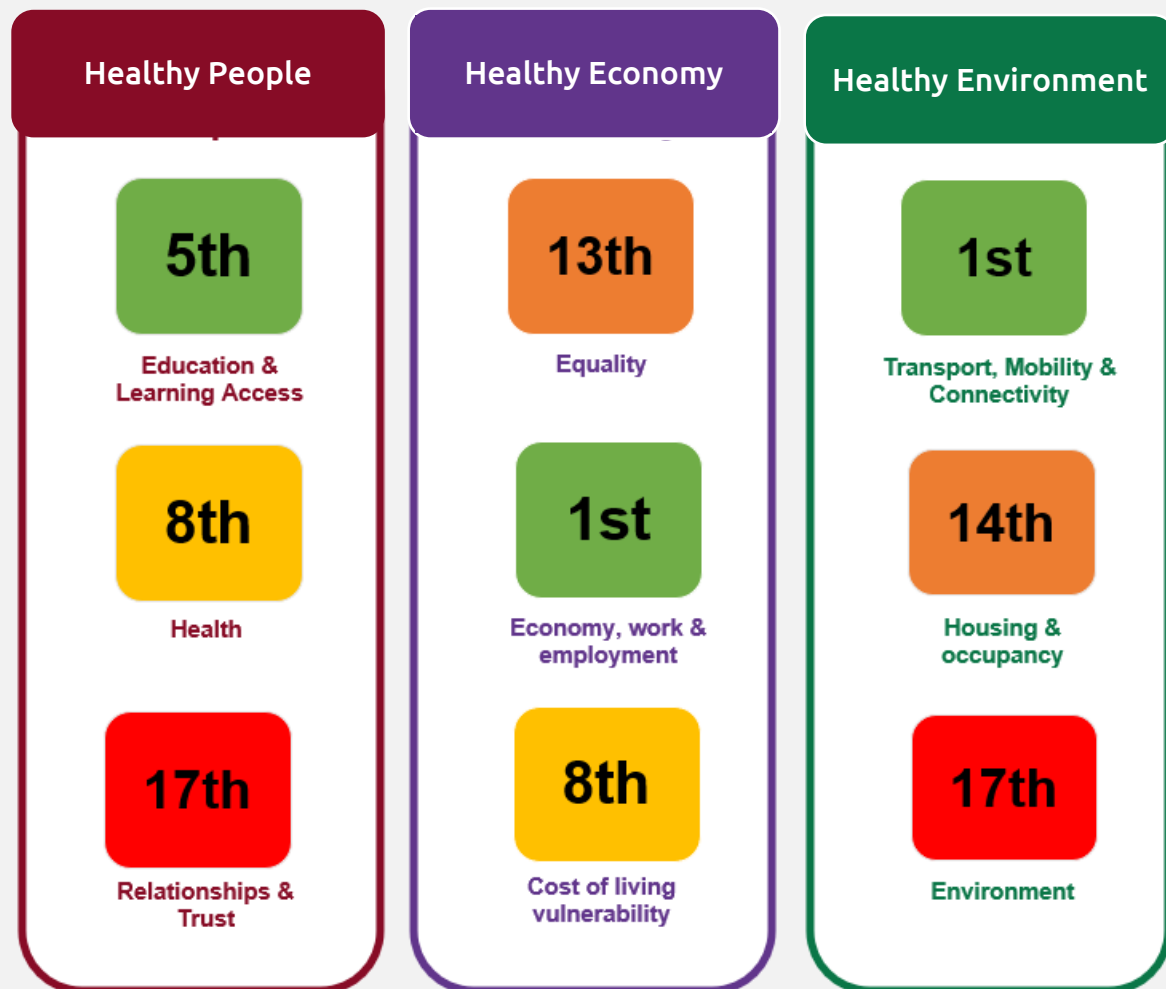
Environment

Do people have access to green space?

What is the air quality like?

How many road traffic accidents are there?

How does Shrewsbury overall compare to other areas?



Strengths

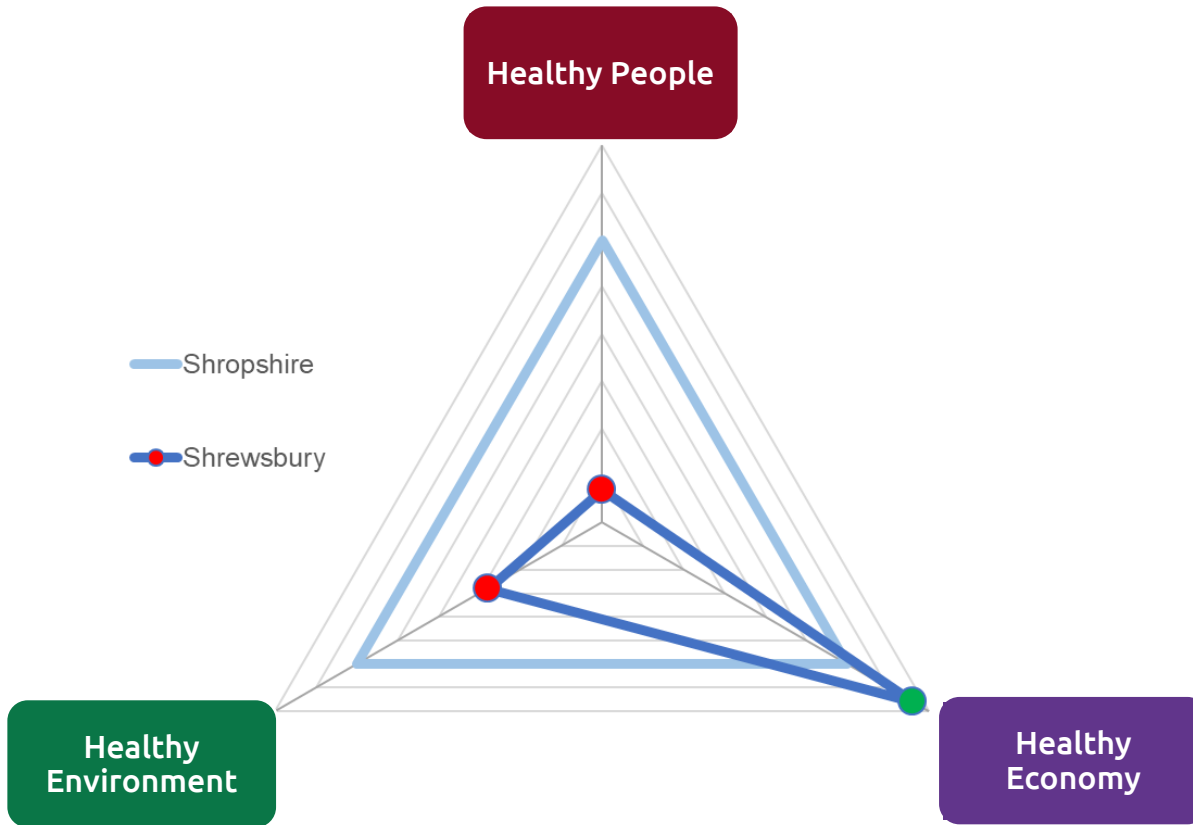
- Education and Learning Access e.g. Average journey time to Further Education
- Economy, Work and Employment e.g. Median Income
- Transport, Mobility and Connectivity e.g. Local Geographical barriers

Challenges

- Relationships and Trust e.g. Crime Rate
- Housing and Occupancy e.g. Affordability
- Environment e.g. Index of Multiple Deprivation, Outdoors Subdomain

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

Shrewsbury Health & Wellbeing Index: Overview



Compared to Shropshire average:

Better:

Healthy economy

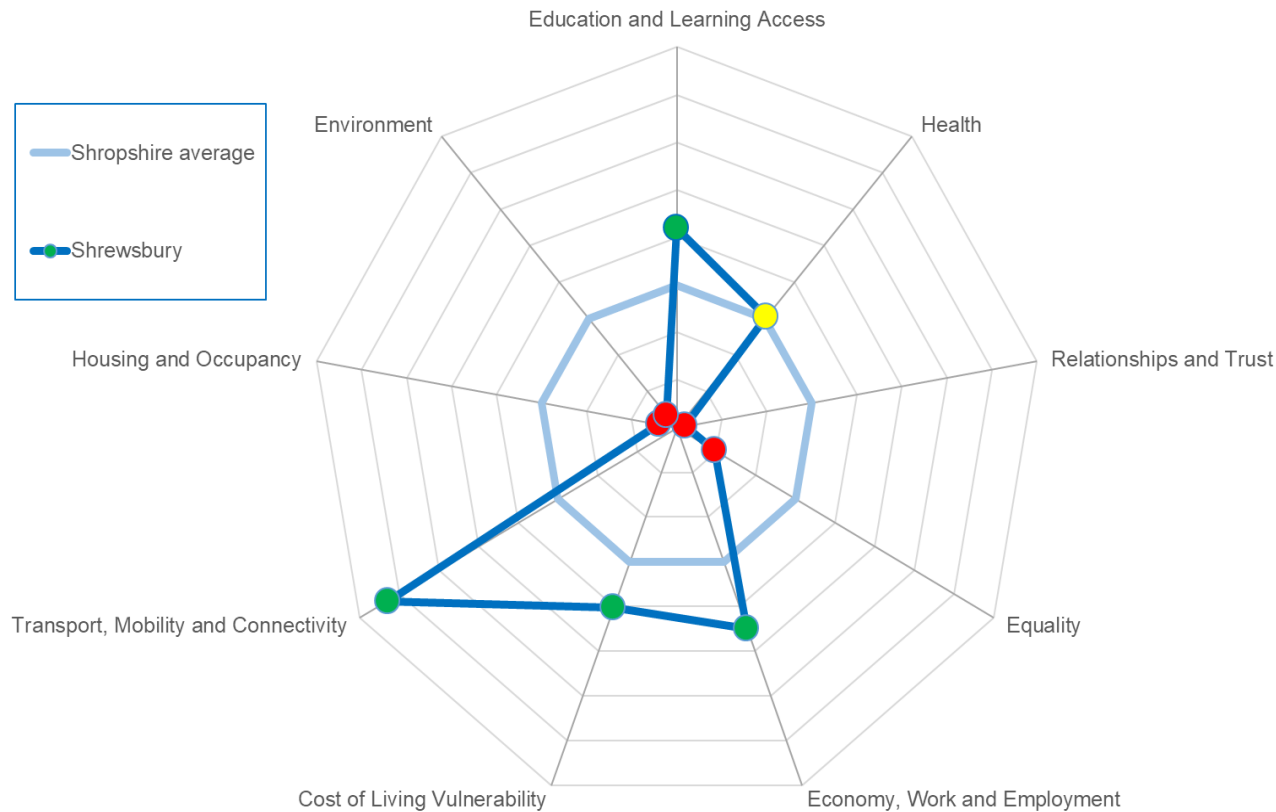
Worse:

Healthy People

Healthy Environment



Shrewsbury Health & Wellbeing Index: Sub-themes



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

Smoking at time of delivery

- Shrewsbury had 4,213 deliveries between 2017/18 and 2021/22, which is the highest of all place plan areas.
- 1 in 10 mothers were smoking at delivery for Shrewsbury, statistically similar to Shropshire's (10.7%)
- Shrewsbury West and Central had a **statistically lower rate** than Shropshire overall at 6.1%% overall.

Smoking at Delivery data for Shropshire and Shrewsbury 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
Shrewsbury Place Plan Overall	4,213	10.0%	Similar
Shrewsbury North East	1,739	14.3%	Higher
Shrewsbury Rural	713	8.0%	Similar
Shrewsbury South	923	7.0%	Lower
Shrewsbury West and Central	838	6.1%	Lower
Shropshire	9,626	10.7%	-
England		10.1%	

There are differences in disease prevalence within the Shrewsbury area:

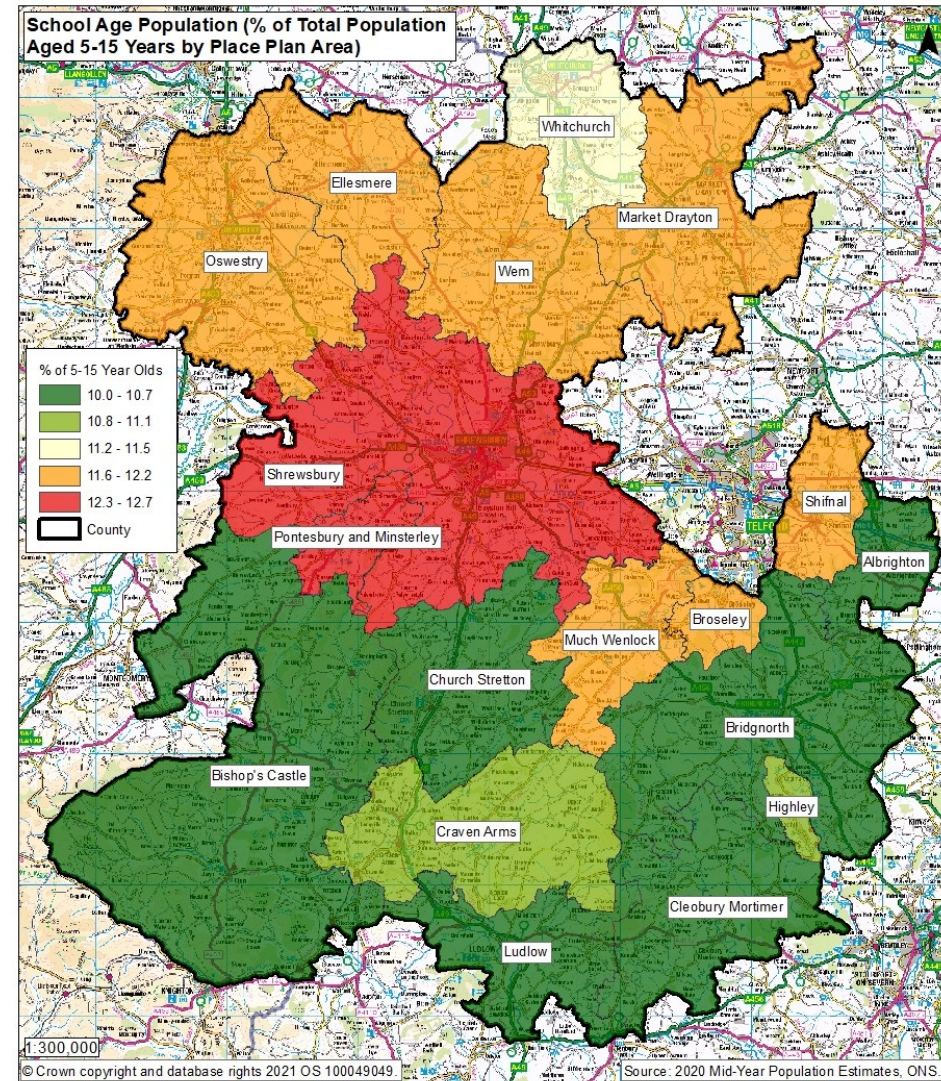
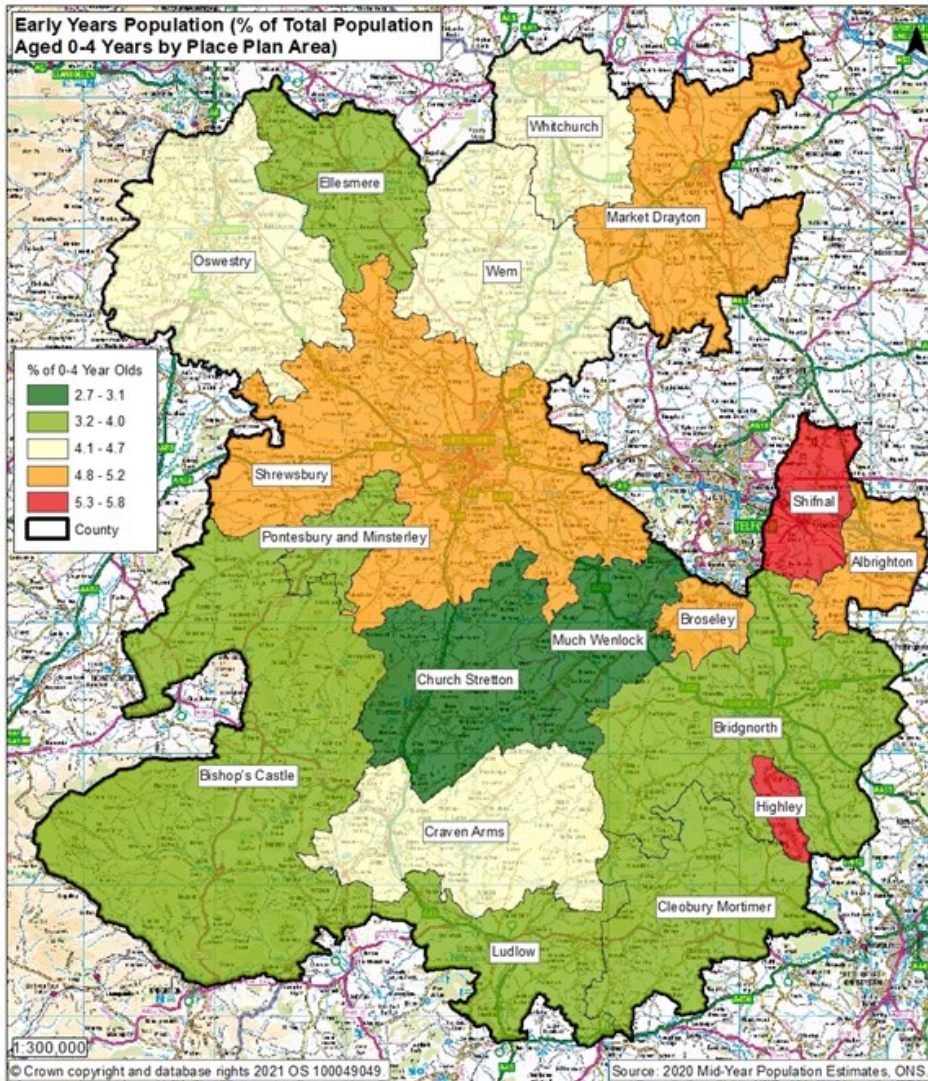
Disease or condition	Shrewsbury North East	Shrewsbury Rural	Shrewsbury South	Shrewsbury West and Central	Shrewsbury Place Plan Area	NHS Shropshire, Telford and Wrekin CCG	ENGLAND
Atrial Fibrillation Prevalence	2.2%	2.9%	2.7%	2.6%	2.6%	2.5%	2.1%
Asthma Prevalence (6+)	7.7%	7.6%	7.9%	7.5%	7.7%	7.1%	6.5%
CHD Prevalence	3.1%	3.6%	3.5%	3.4%	3.4%	3.5%	3.0%
COPD Prevalence	1.8%	1.6%	1.6%	1.6%	1.7%	2.0%	1.9%
Dementia Prevalence	0.9%	0.9%	1.1%	1.0%	1.0%	0.9%	0.7%
Depression Prevalence (18+)	15.3%	13.8%	14.1%	13.0%	14.2%	14.5%	12.7%
Heart Failure Prevalence	0.7%	0.9%	0.9%	0.8%	0.8%	0.9%	1.0%
Hypertension Prevalence	14.2%	16.8%	15.0%	14.6%	15.0%	15.6%	14.0%
Learning disabilities Prevalence	0.5%	0.6%	0.7%	0.5%	0.6%	0.5%	0.5%
Mental health Prevalence	1.0%	0.7%	1.0%	1.0%	0.9%	0.8%	0.95%
Obesity Prevalence (18+)	6.8%	6.6%	7.4%	6.6%	6.9%	7.3%	9.7%
Peripheral arterial disease Prevalence	0.9%	0.7%	0.8%	0.8%	0.8%	0.8%	0.6%
Stroke and transient ischaemic attack Prevalence	2.2%	2.5%	2.5%	2.4%	2.4%	2.4%	1.8%

Wider determinants of health

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

Ward (2022)	In Place Plan Area	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
Abbey	Shrewsbury	34	58	54	54	5	53	40	31
Bagley	Shrewsbury	50	55	60	59	26	34	15	8
Battlefield	Shrewsbury	30	26	33	50	38	3	8	1
Bayston Hill, Column and Sutton	Shrewsbury	40	45	37	56	28	30	23	11
Belle Vue	Shrewsbury	44	31	30	52	45	55	47	25
Bowbrook	Shrewsbury	40	28	25	31	27	10	13	2
Burnell	Shrewsbury	61	61	61	44	45	62	43	38
Castlefields and Ditherington	Shrewsbury	1	2	4	4	2	5	20	26
Copthorne	Shrewsbury	63	62	63	63	45	17	30	15
Harlescott	Shrewsbury	2	15	9	26	5	4	9	35
Longden	Shrewsbury	44	40	37	12	15	49	35	48
Loton	Shrewsbury	19	3	3	3	13	8	55	12
Meole	Shrewsbury	44	23	21	51	45	24	28	21
Monkmoor	Shrewsbury	7	4	2	2	3	12	10	3
Porthill	Shrewsbury	57	59	56	62	30	33	18	39
Quarry and Coton Hill	Shrewsbury	34	51	34	15	36	25	52	13
Radbrook	Shrewsbury	51	49	45	55	45	6	33	9
Ruyton and Baschurch	Shrewsbury	54	59	62	61	33	2	36	28
Severn Valley	Shrewsbury	4	6	6	5	24	6	25	17
Sundorne	Shrewsbury	20	37	20	12	20	29	16	32
Tern	Shrewsbury	14	48	41	6	9	45	41	30
Underdale	Shrewsbury	16	10	8	19	9	21	17	59

Early Years and School Age Population



Community Engagement Survey Results

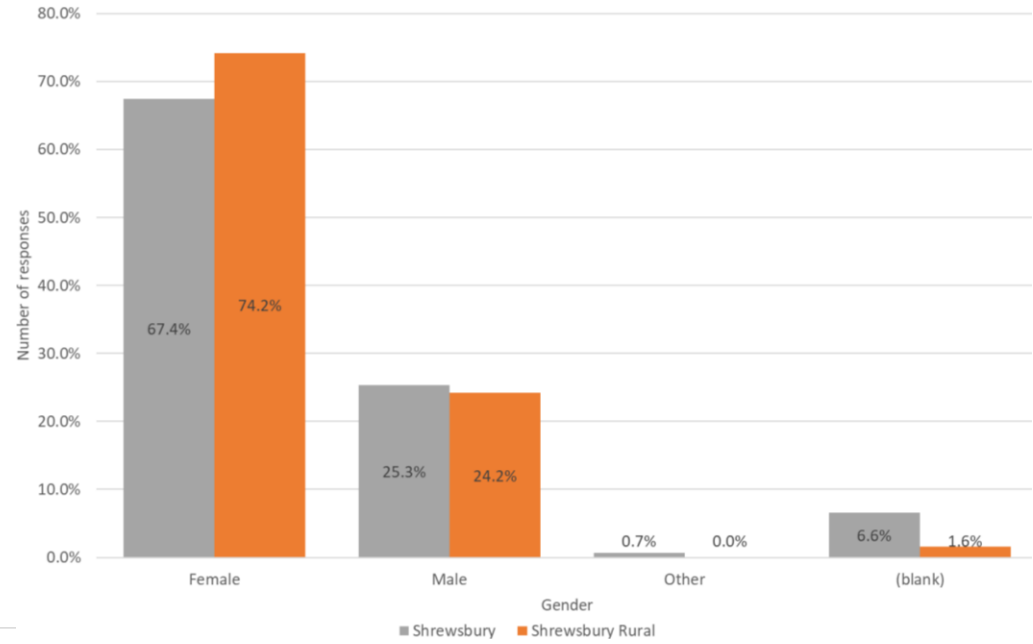
- 580 surveys completed across the whole of the Shrewsbury Place Plan Area during the consultation period (Spring 2023)
- The results of this survey DO NOT feed into the data metrics shown before, rather they are an ADDITIONAL source of information
- The postcode provided allows us to breakdown the respondent's home into the smaller Shrewsbury areas:

Wider Place Plan Area	Number of Surveys	
Shrewsbury North East	168	
Shrewsbury Rural Area	62	Including from wards: Burnell, Longden, Loton, Rea Valley, Ruyton & Baschurch, Severn Valley and Tern
Shrewsbury South	150	
Shrewsbury West and Central	135	
Postcode blank / unrecognised / out of Shrewsbury place plan area	65	

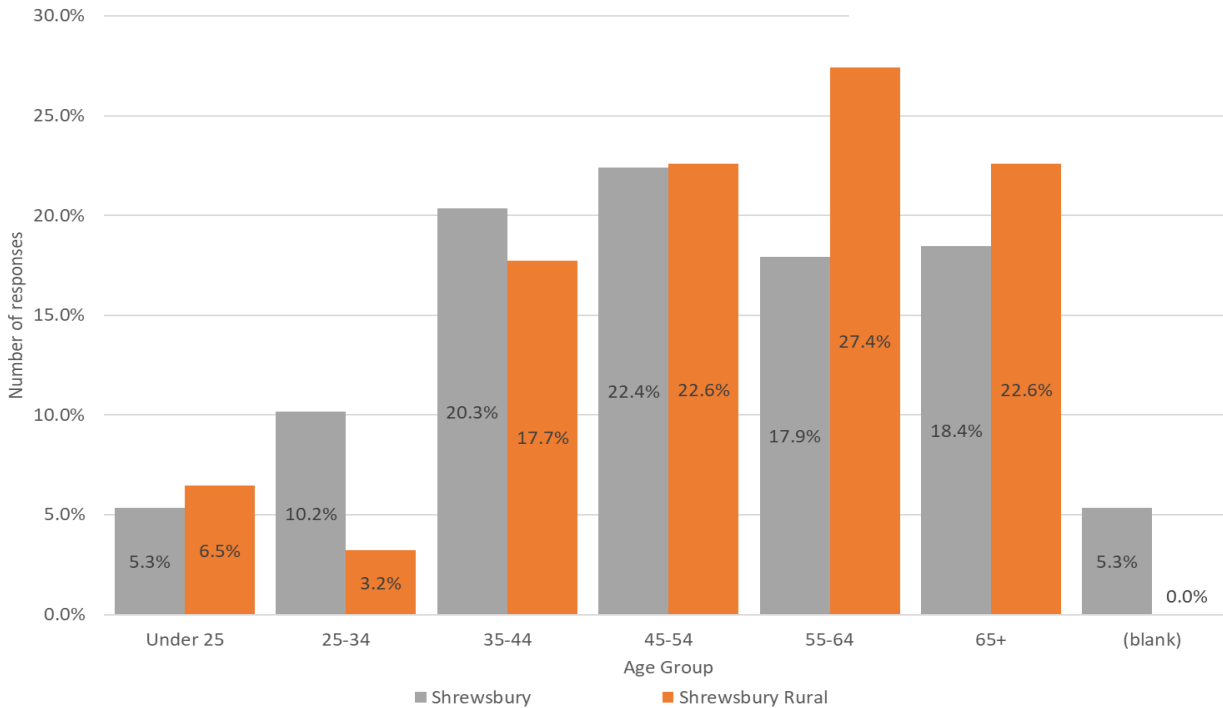


Demographics

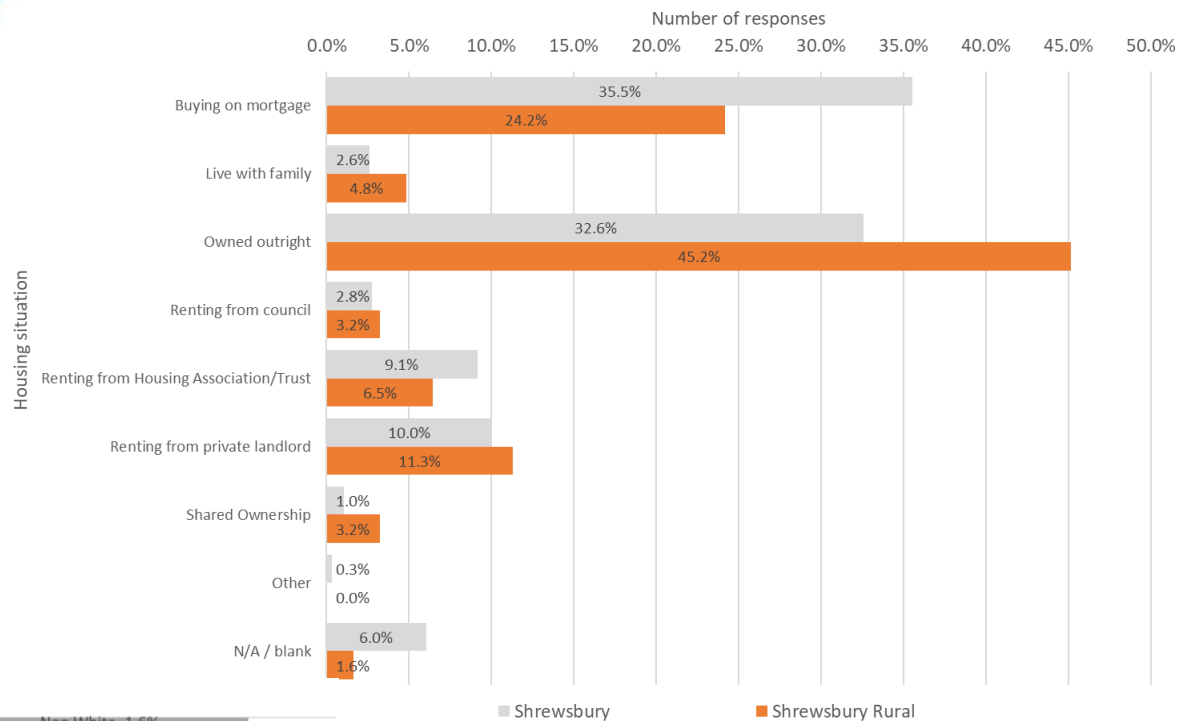
Gender



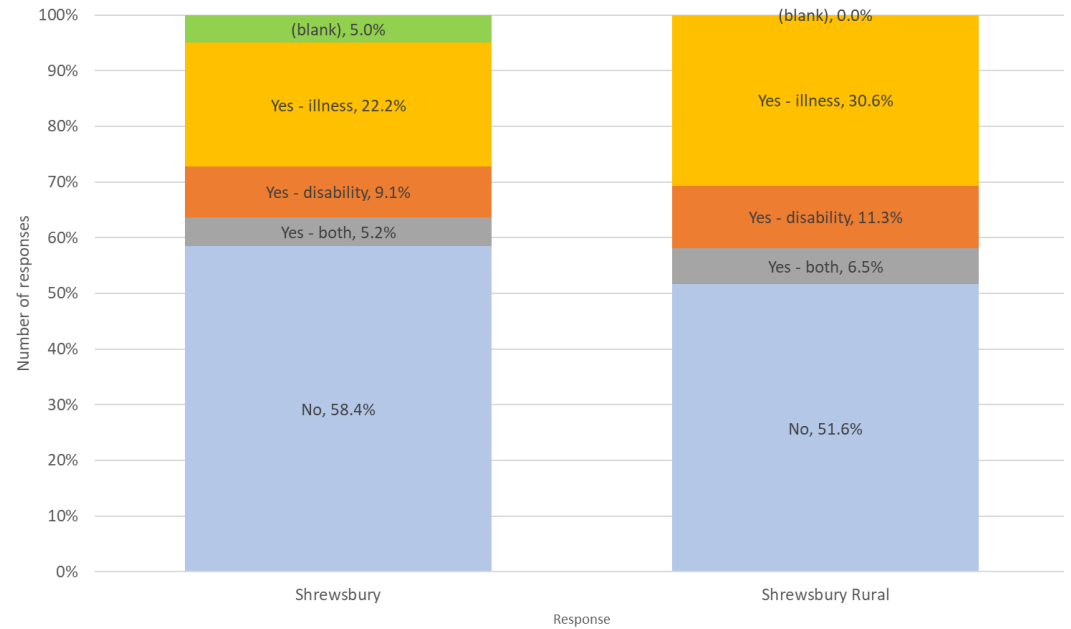
Age Group



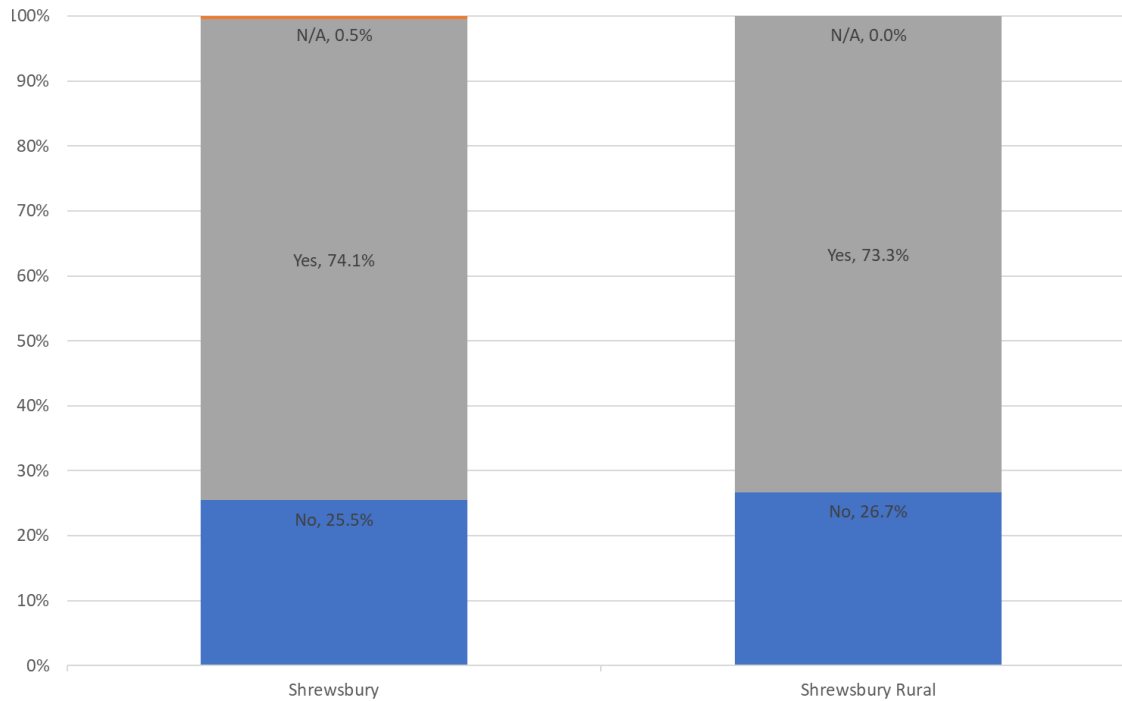
Demographics



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)



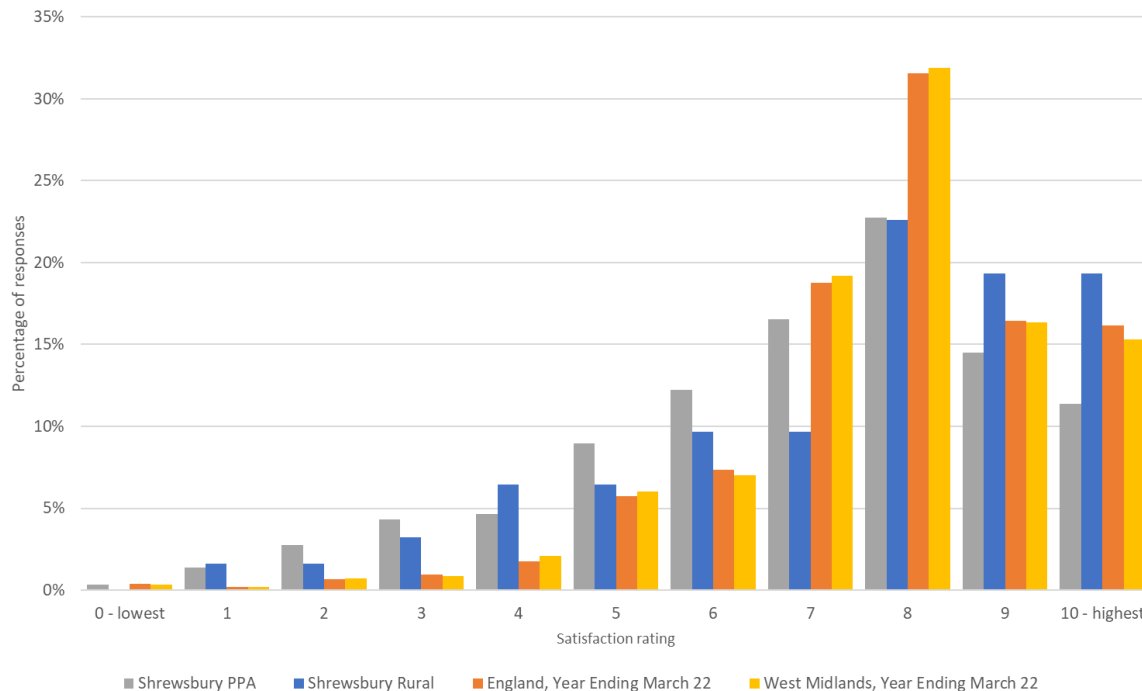
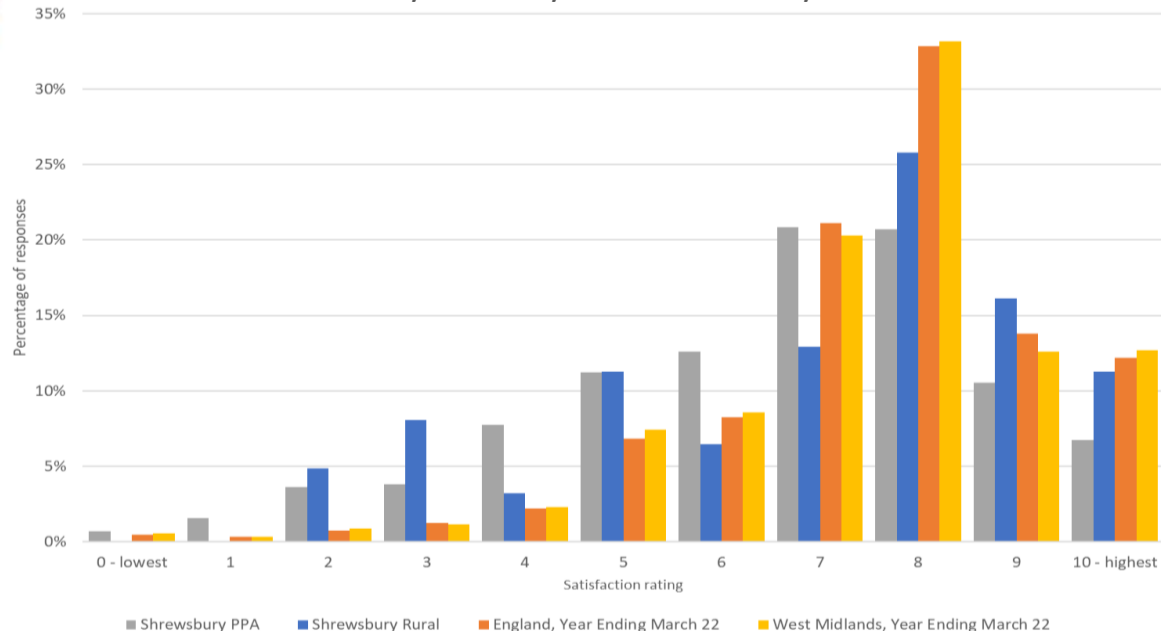
If yes, does this illness or disability limit your activities in any way?



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

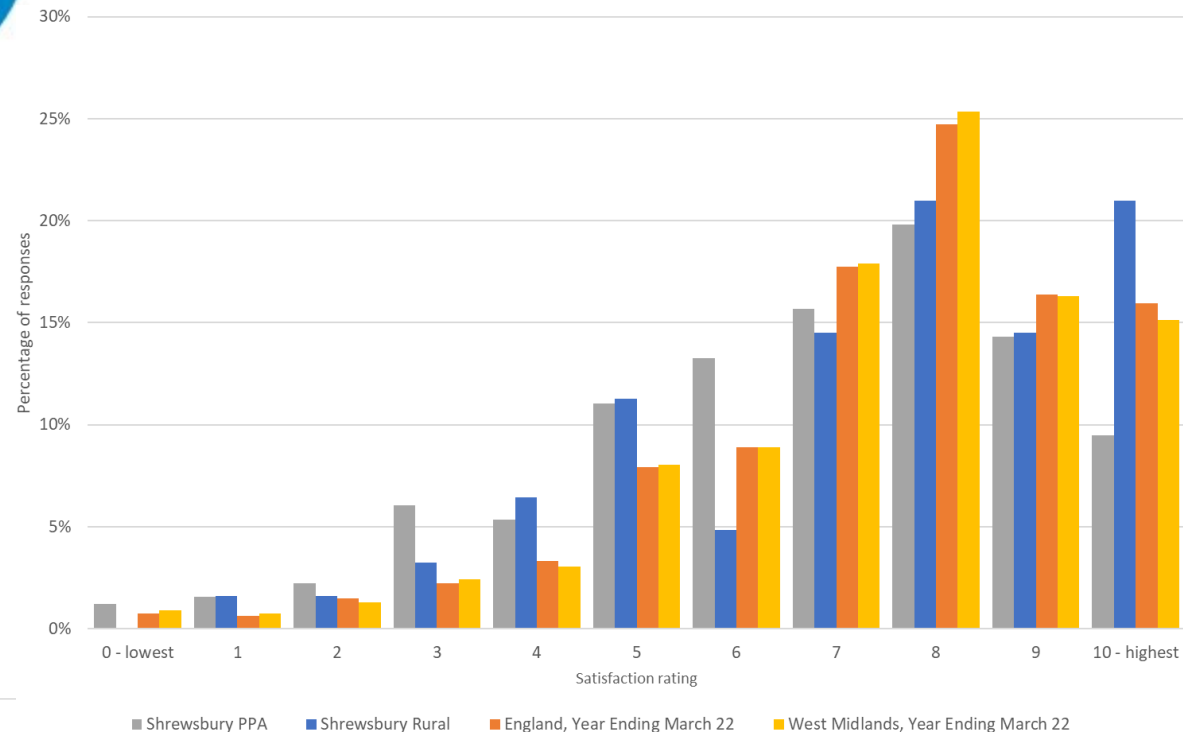
Shrewsbury figures from local survey

How satisfied are you with your life nowadays?



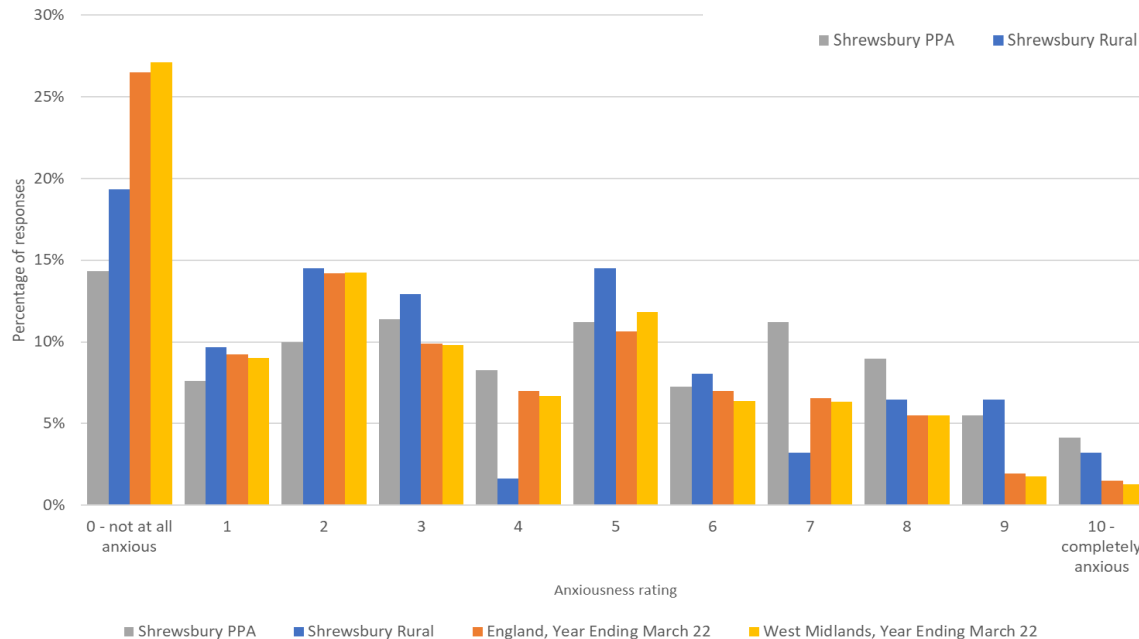
To what extent do you feel that the things you do in your life are worthwhile?

How happy did you feel yesterday?



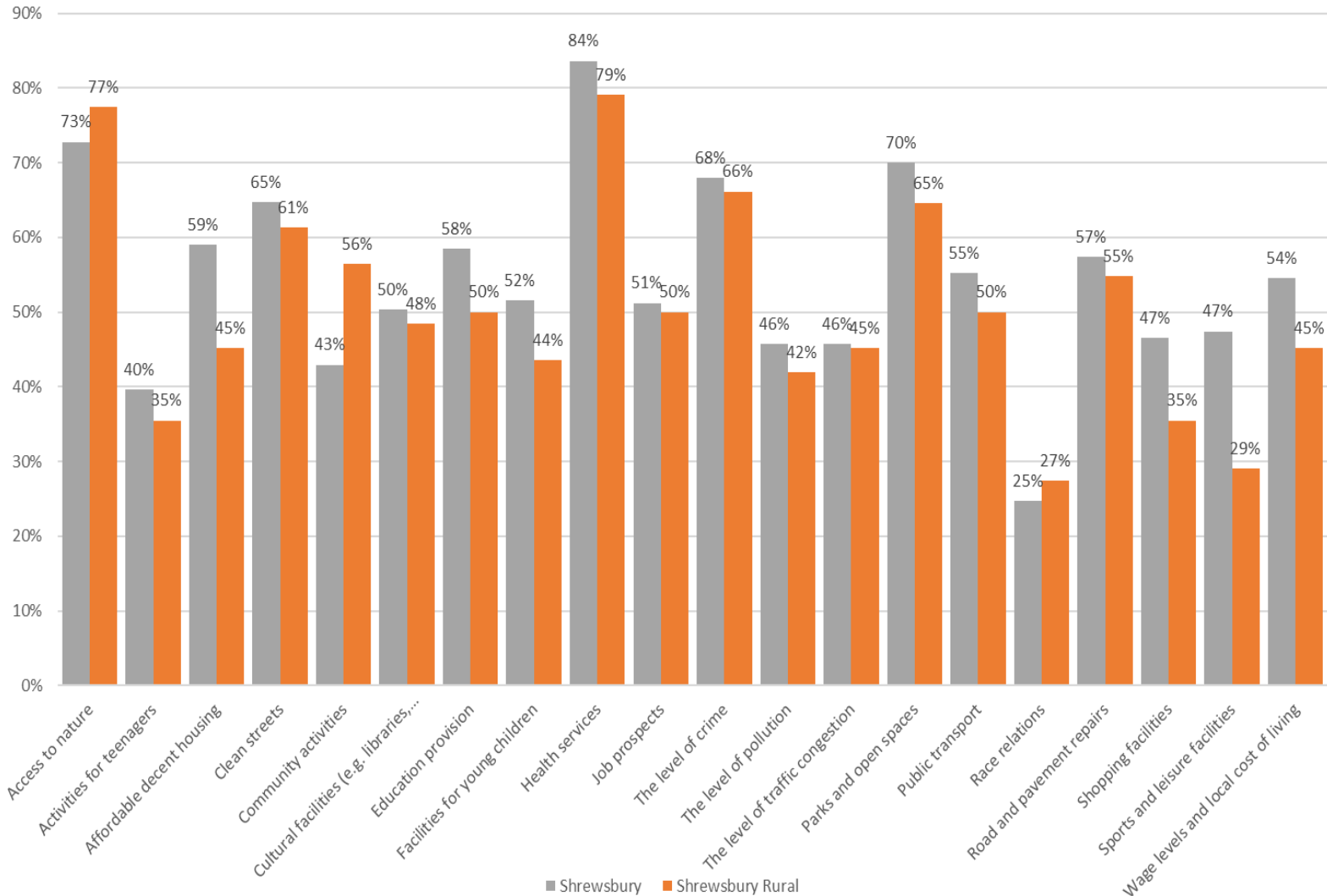
England and West Midlands figures from Annual Population Survey, ONS, for year ending March 2022

Shrewsbury figures from local survey



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?



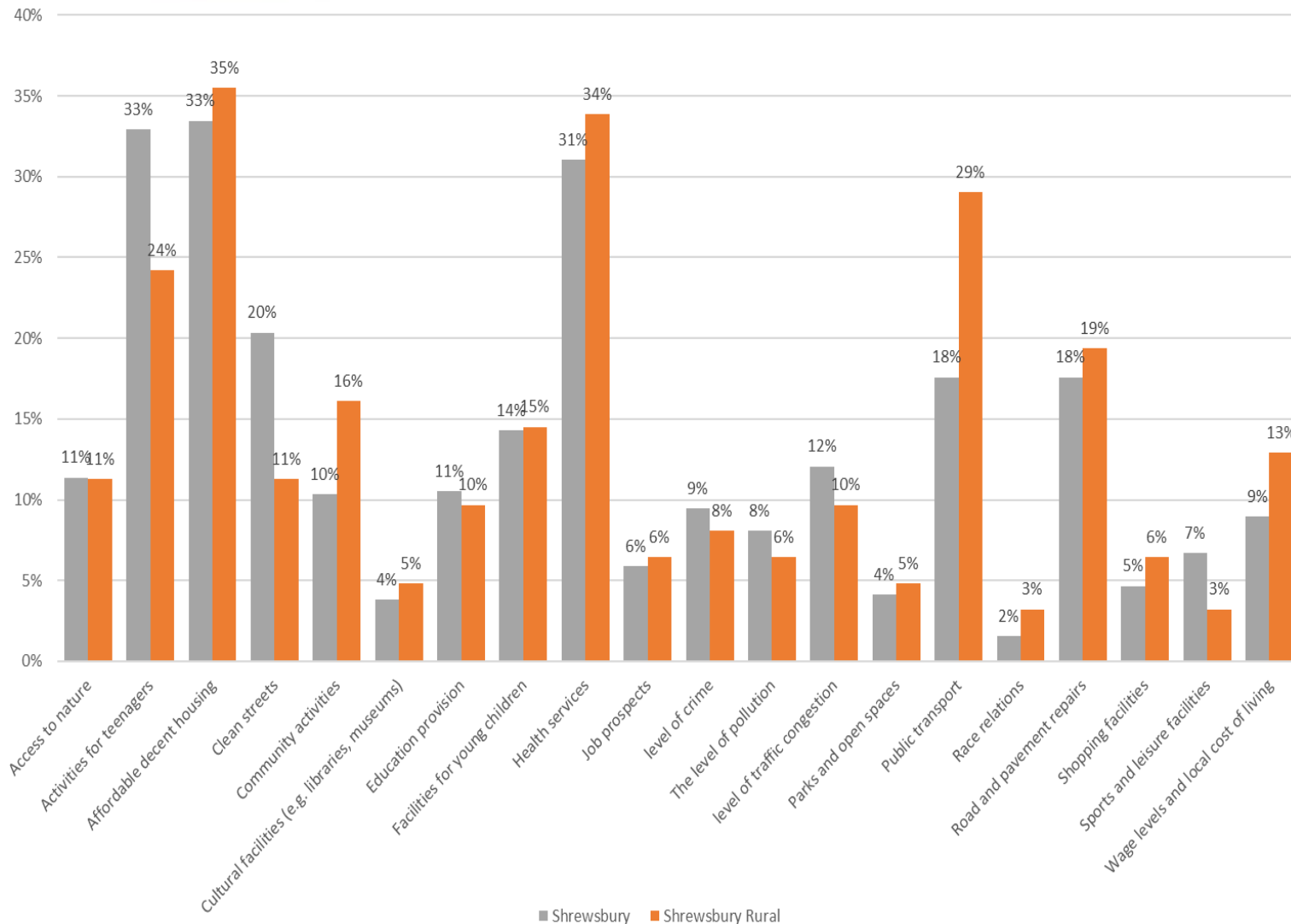
SOME QUOTES
Well funded mental health support
Wages need to be upped
Tight controls on development, new houses architect designed eco houses
Noise pollution of racing cars at night & out of season fireworks
Mental health services and homeless Outreach services
Good communication between local government and the people
Cycling network in Shrewsbury for all ages and abilities
Businesses like Nerdy Coffee Co that provide a safe, welcoming and affordable space for all people, especially vulnerable ones

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

SOME QUOTES

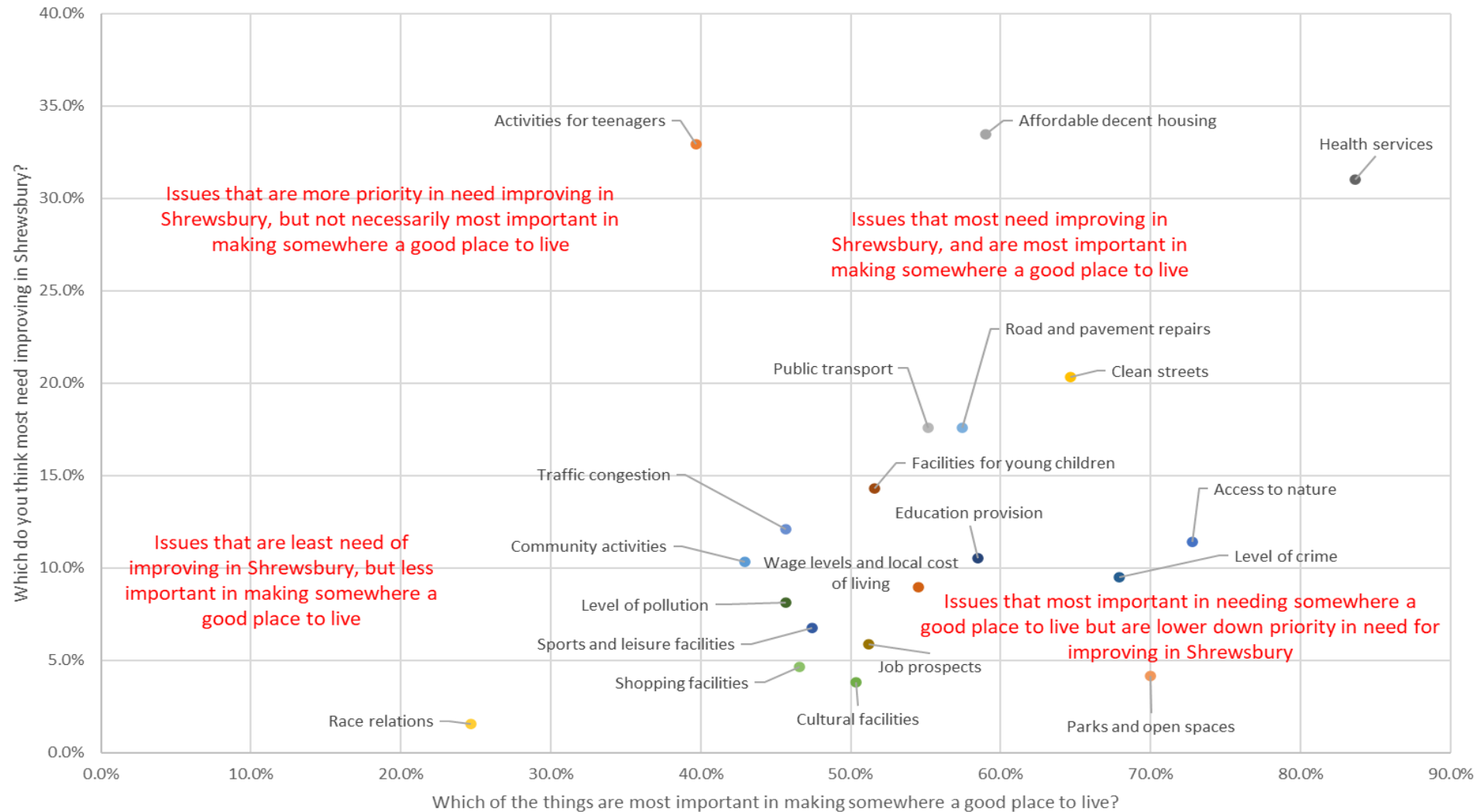
No defibrillators in Meole Brace or Meole Village
Traffic congestion at rush hour exiting onto Roman Road from both ends of Meole Village

Houses being built without adequate school places/ GP provision to support the increase in population.



■ Shrewsbury ■ Shrewsbury Rural

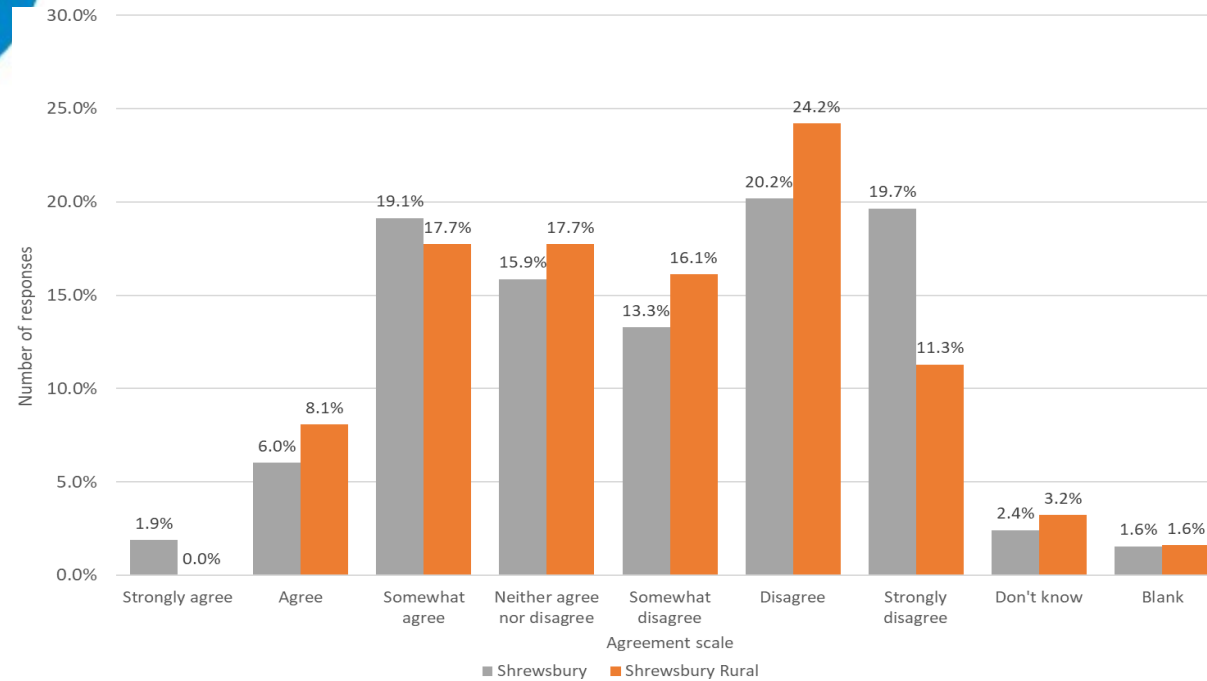
What are the most important factors in making somewhere a good place to live v What needs improving the most in Shrewsbury



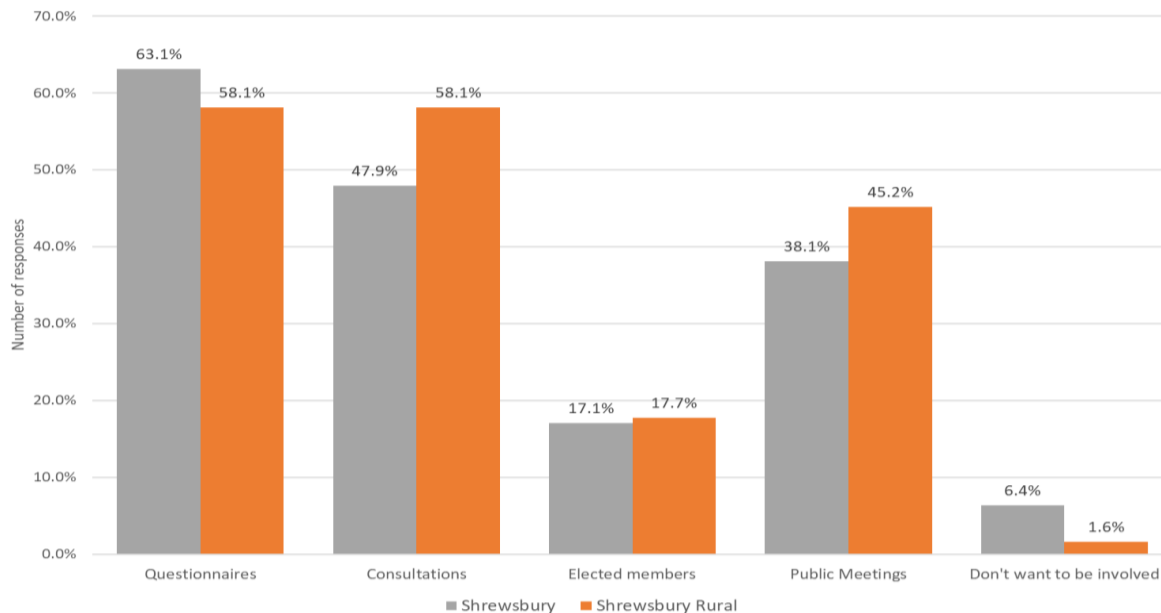
What are the most important factors in making somewhere a good place to live v What needs improving the most in Rural Shrewsbury



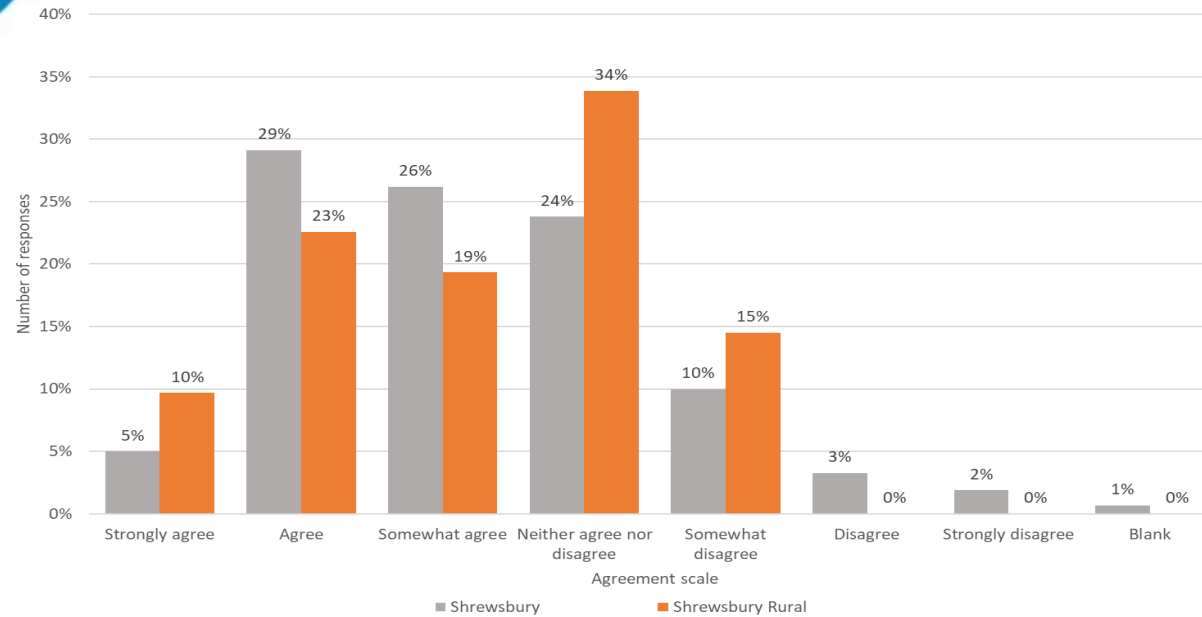
Do you feel you can influence decisions affecting your local area?



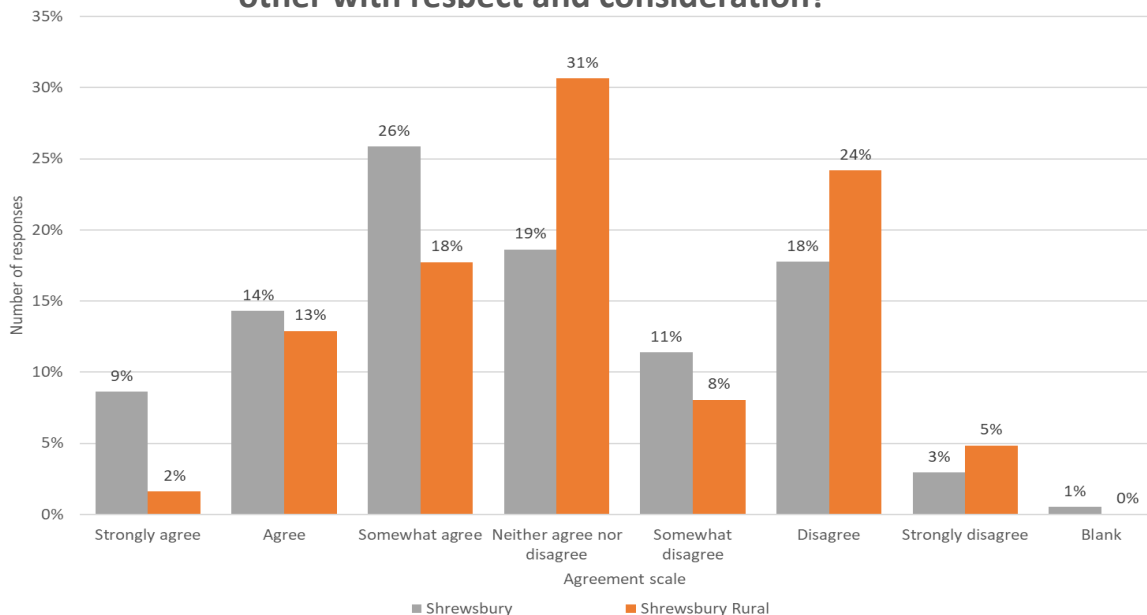
How would you like to be involved in decisions?



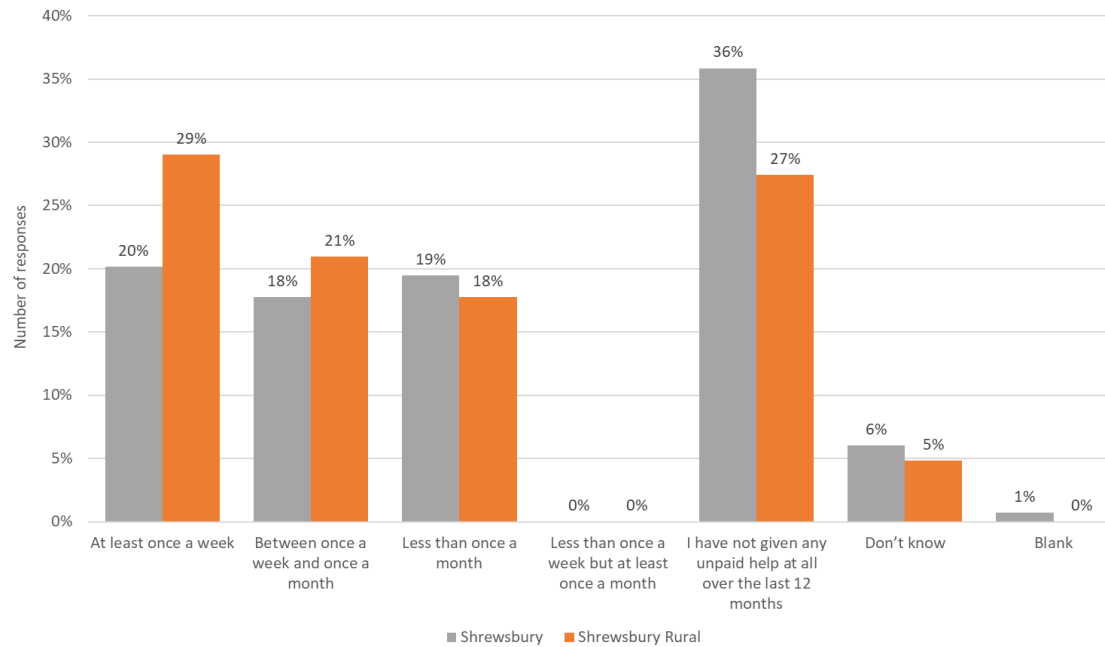
To what extent do you think that your local area is a place where people from different backgrounds get on well together?



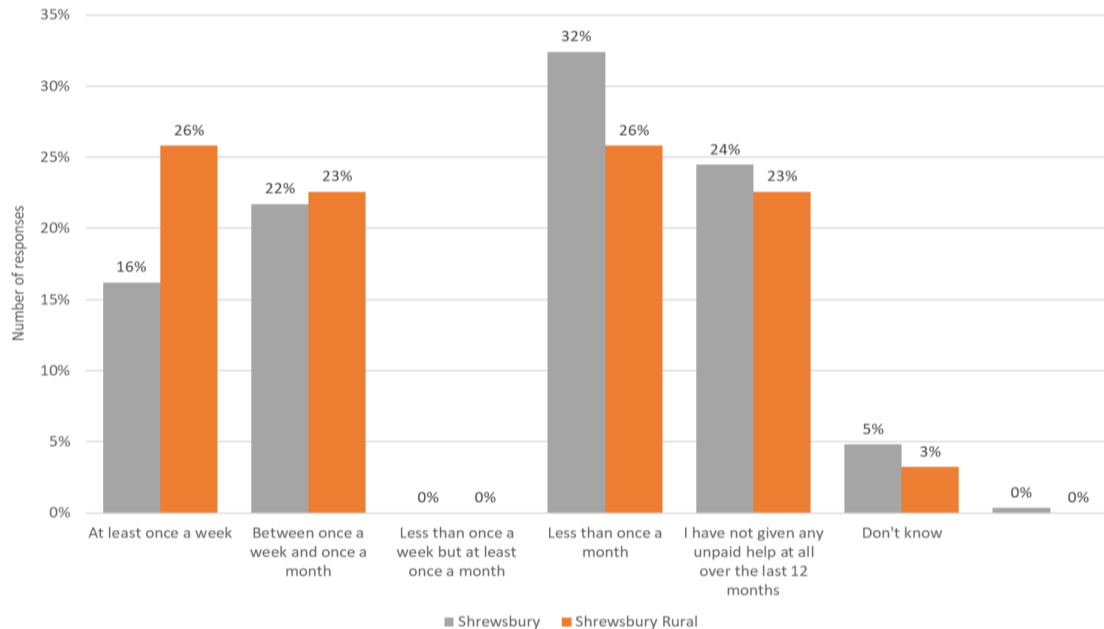
Do you agree that there's a problem with people not treating each other with respect and consideration?



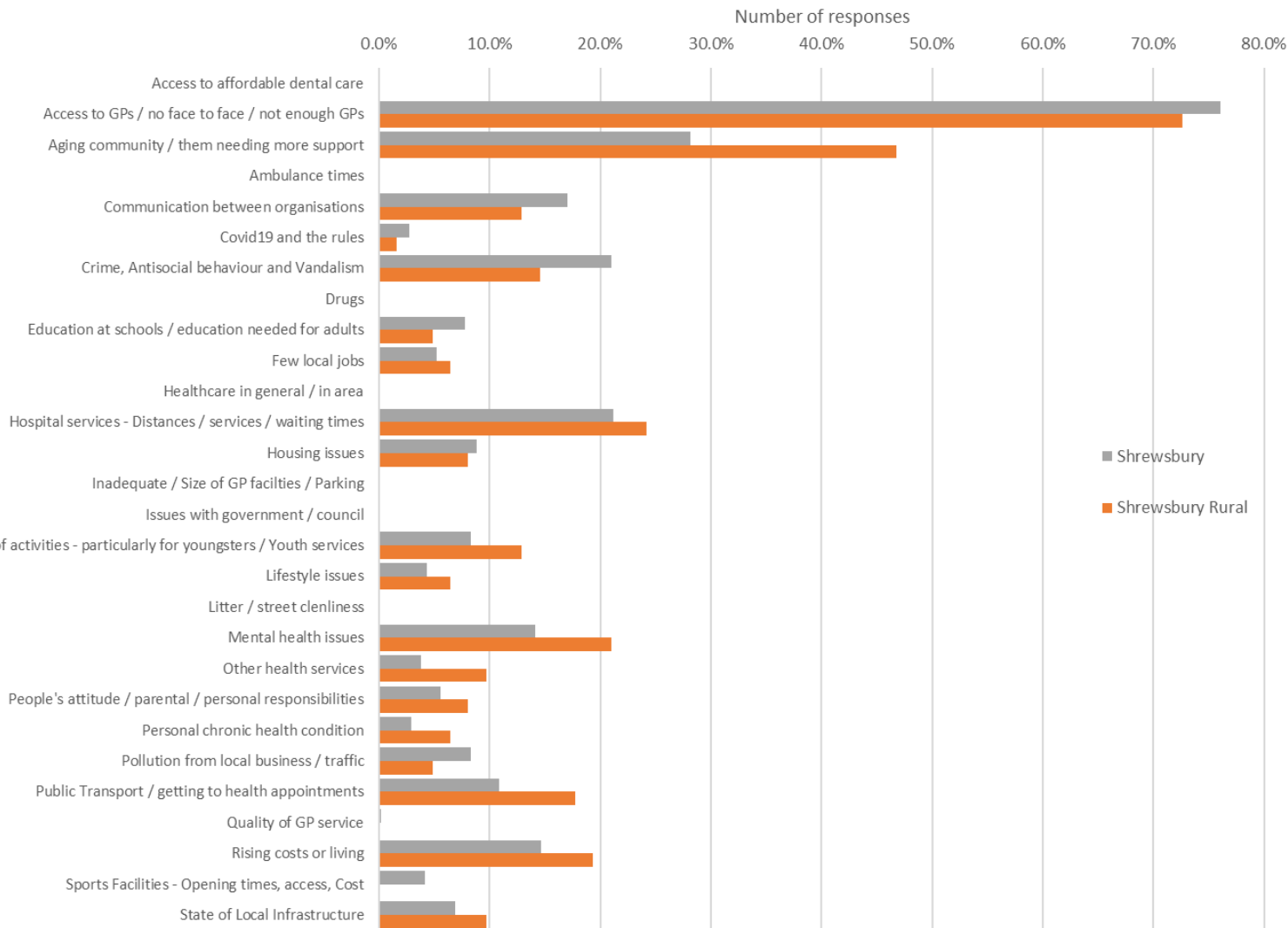
How often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? Only include work that is unpaid and not for your family



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

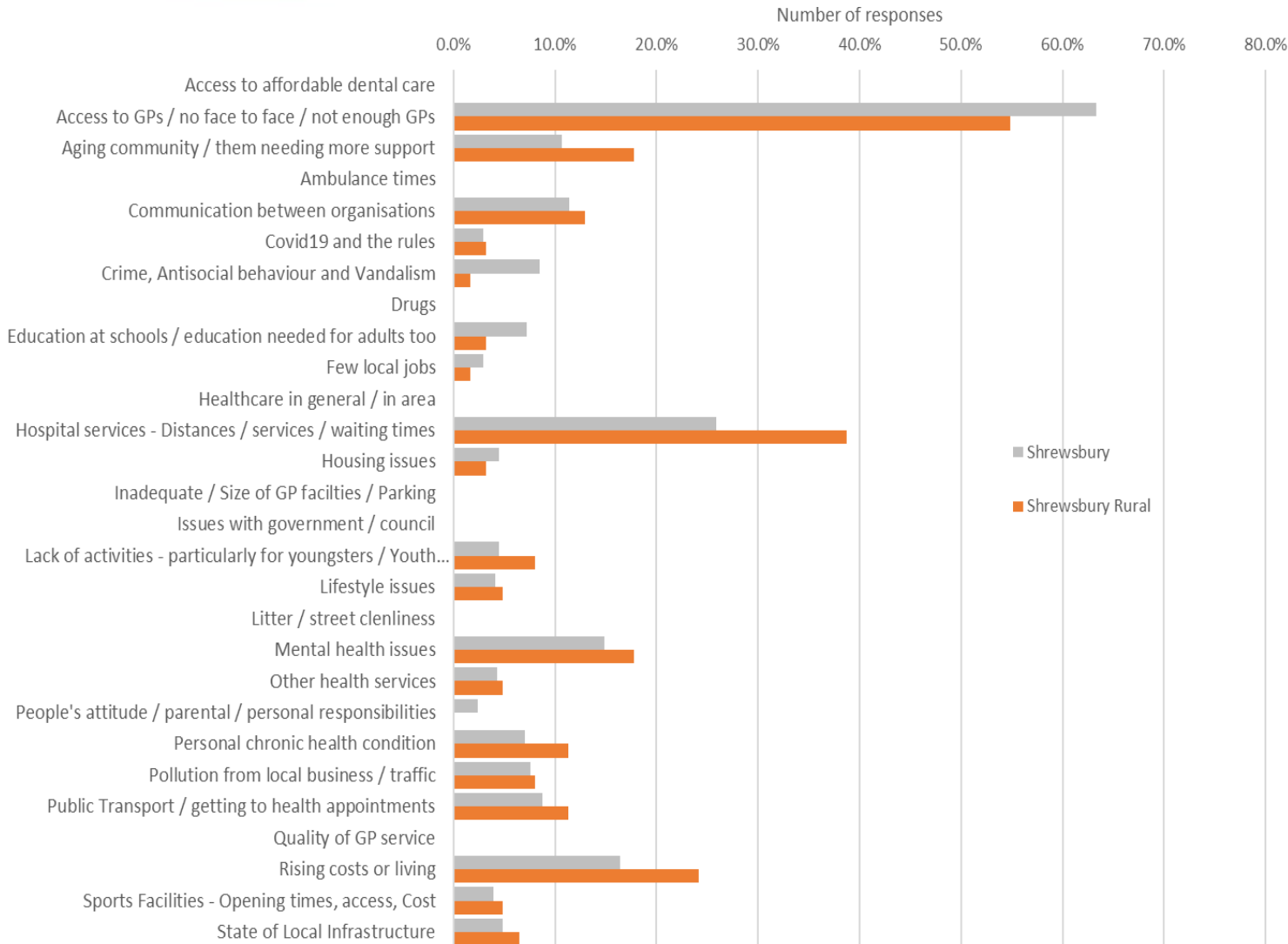


What do you think the biggest issues are regarding health and wellbeing in your area?



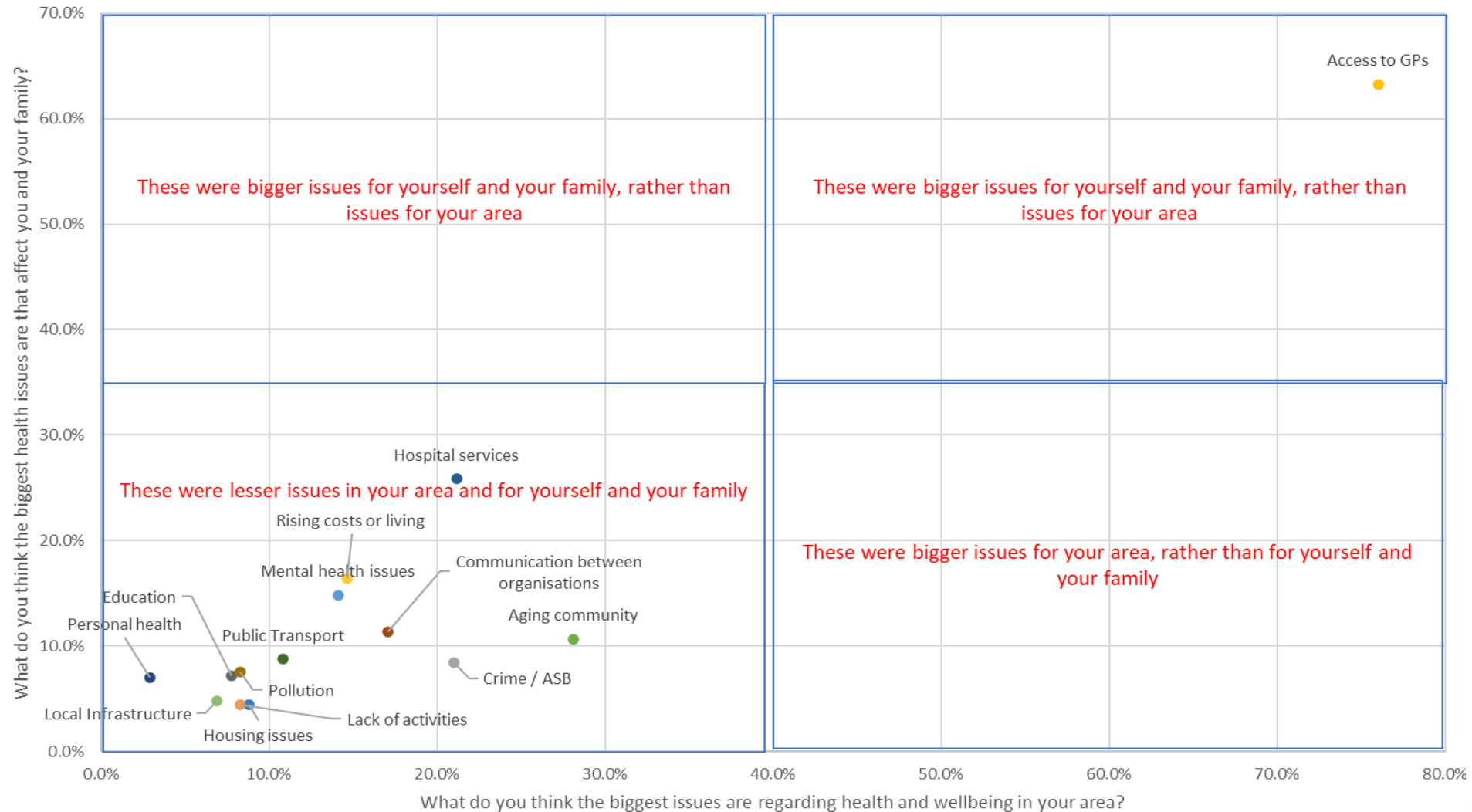
SOME QUOTES
Young people's access to Mental health services
Very poor quality of GP services
If people could include activity in their day eg cycling or walking they would be less sedentary.
Car dependency and lack of sustainable transport options
Car parking at RSH is abysmal, I had to miss an appointment due to nowhere to park. When I returned for the substituted appointment the situation was the same.
Better footpaths, better bike paths

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

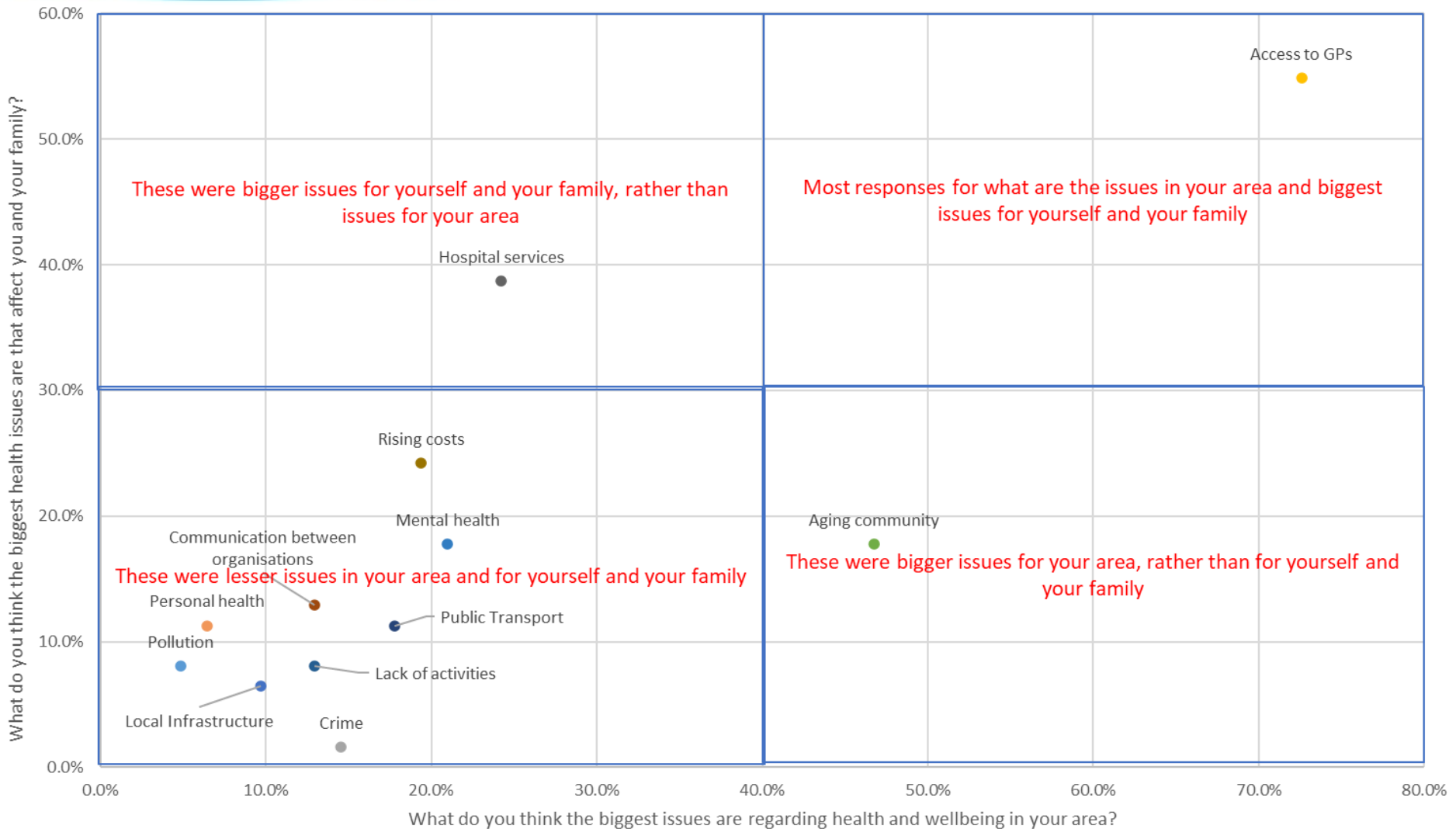


SOME QUOTES
Work stress
Why has the large pool at the Quarry leisure centre still not reopened?
Vaping as above
Supermarket shopping, unhealthy and expensive food
Lack of support for elderly e.g district nurse
Lack of a proper cycle network
Key workers worn down during/since covid.
Finding it hard to walk around the local area to stay active
Access to CAHMS

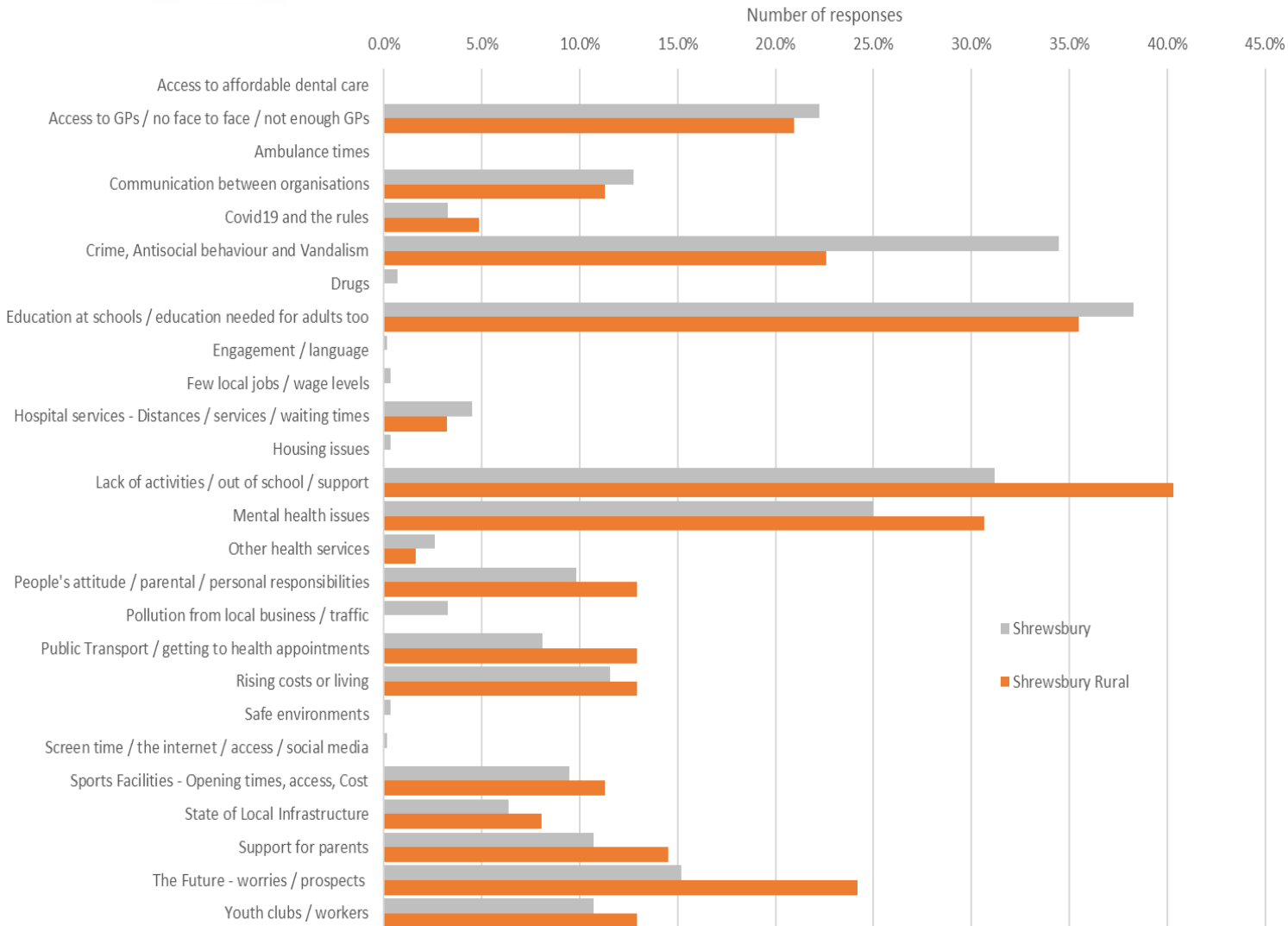
What do you think the biggest health issues are regarding health and wellbeing in your area v What do you think are the biggest health issues affect you and your family in Shrewsbury



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 Rural Shrewsbury

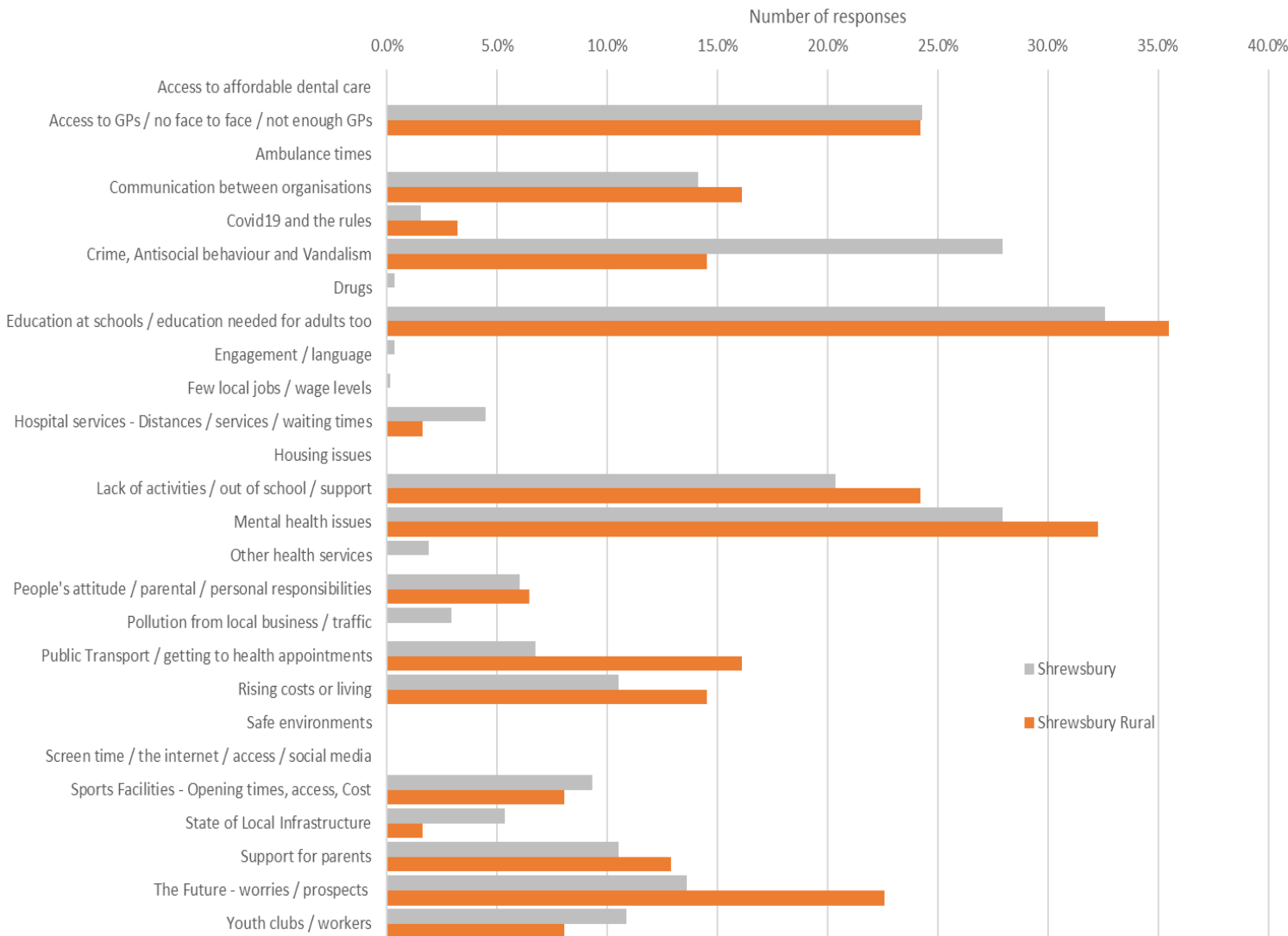


What do you think are the biggest issues facing children and young people?



Quotes
Children can't cycle to school safely as we used to when we were young - they get driven instead
Crime and feeling unsafe to enjoy the outside
Drugs being all around the town
Lack of respect for society and it's conventions
Lack of safe cycling routes
Lack of youth provision
Local community hubs needing to close, despite having big huge communities that rely on them
Provide safe cycle routes to give them independence.
Young people not being understood and listened to. They are not involved in development of services which meets their needs. Lack of spaces to access can lead onto issues such as drugs alcohol. exploitation, ASBOs

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



Quotes

Build bike paths so they can get about independently

Improvement in CAHMs & Learning Disability resources

Lack of a proper cycle network

Outside address biodiversity with raised beds fruit trees and seating areas for old people

Schools getting their teachers trained appropriately

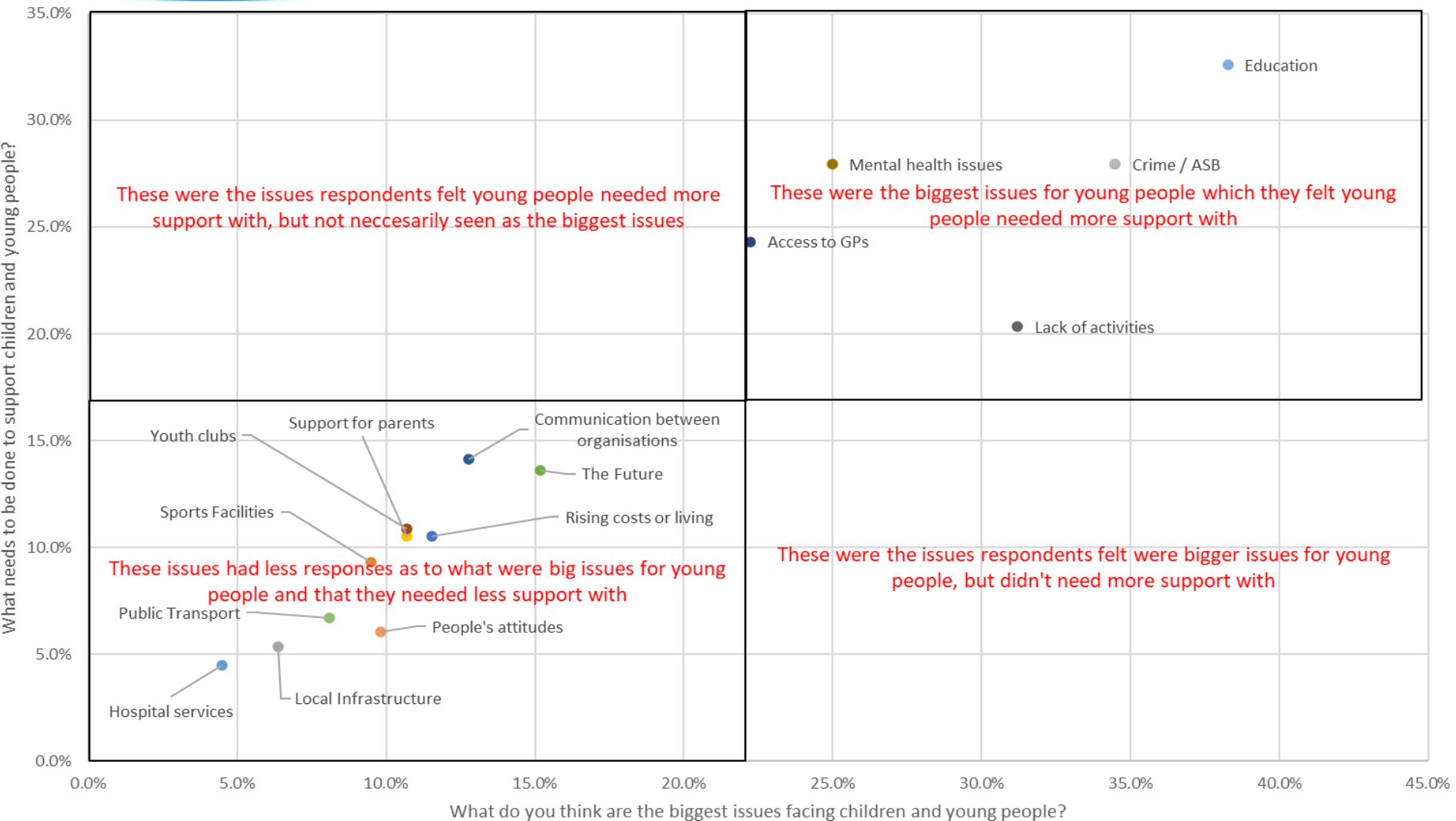
Teaching them to be independent

Tell them they are responsible for there own wellbeing not victims of the system or other generations

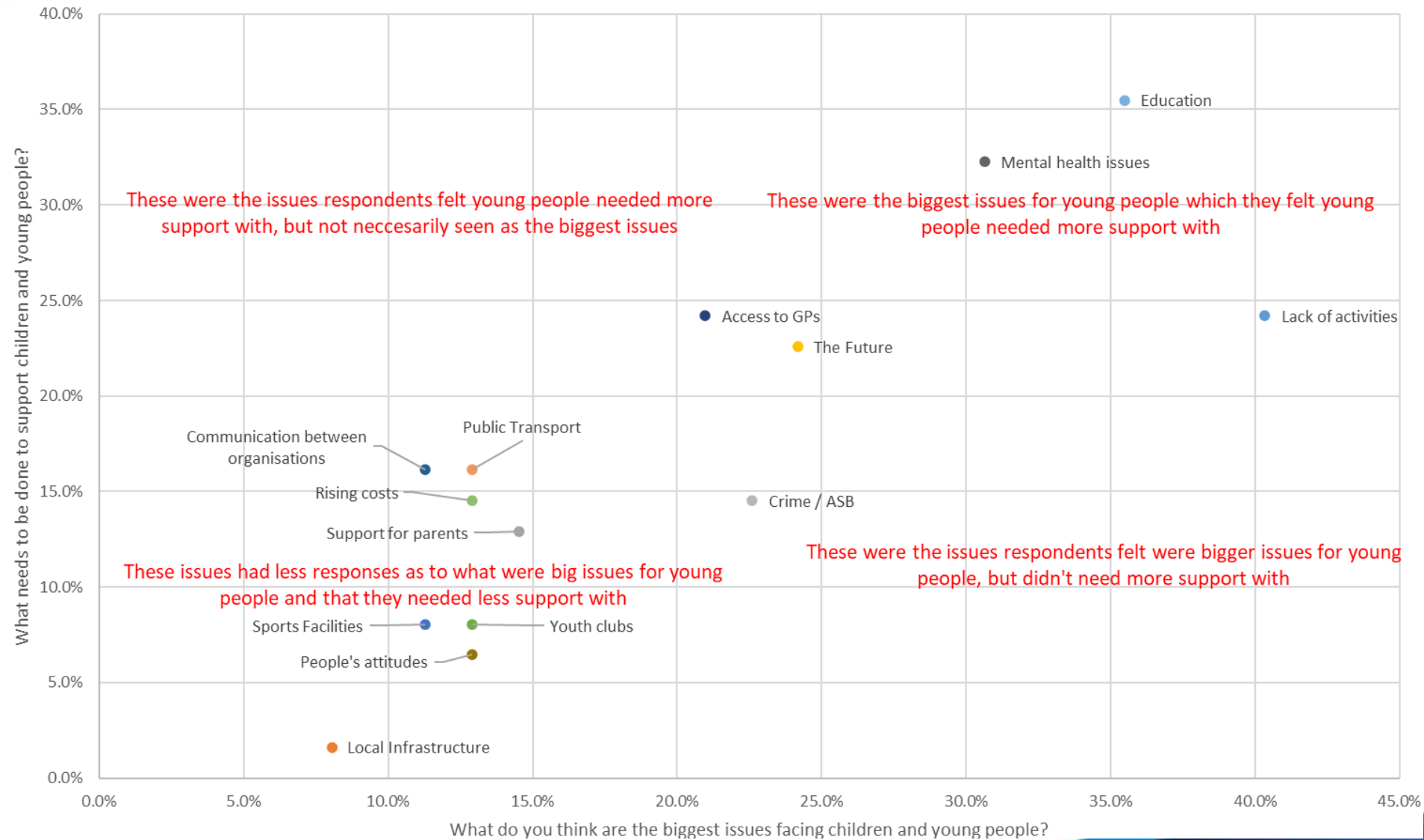
The fact we are not educating youngsters how to deal with life's ordeals. We just teach them to say they have mental health issues.

Young people's participation is critical to finding out what they need from their communities

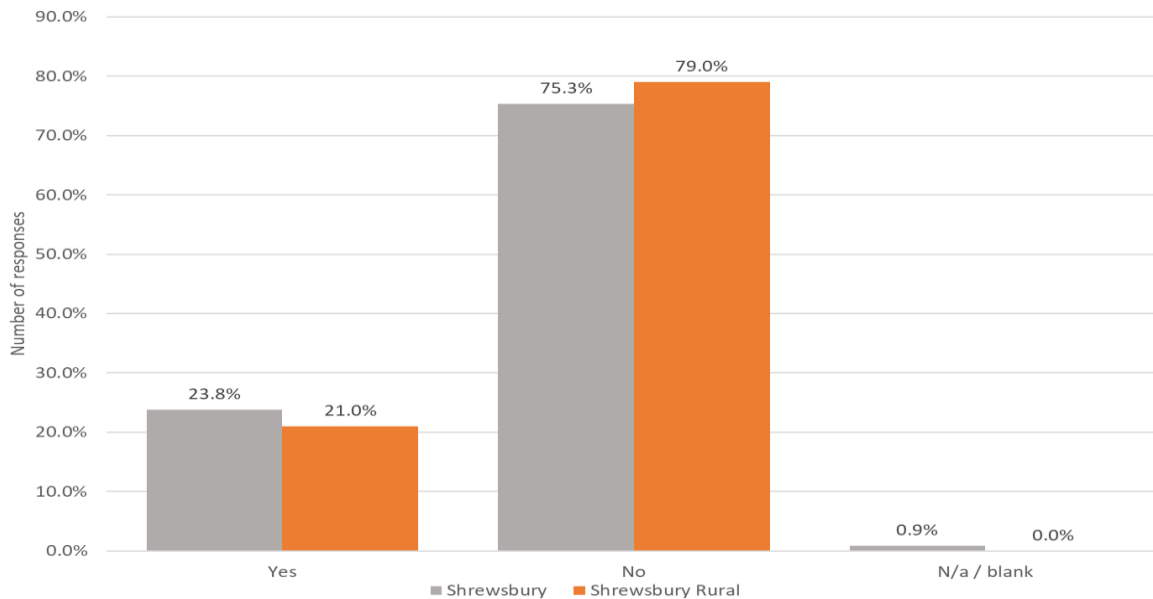
What do you think are the biggest issues facing children and young people v What needs to be done to support children and young people in Shrewsbury



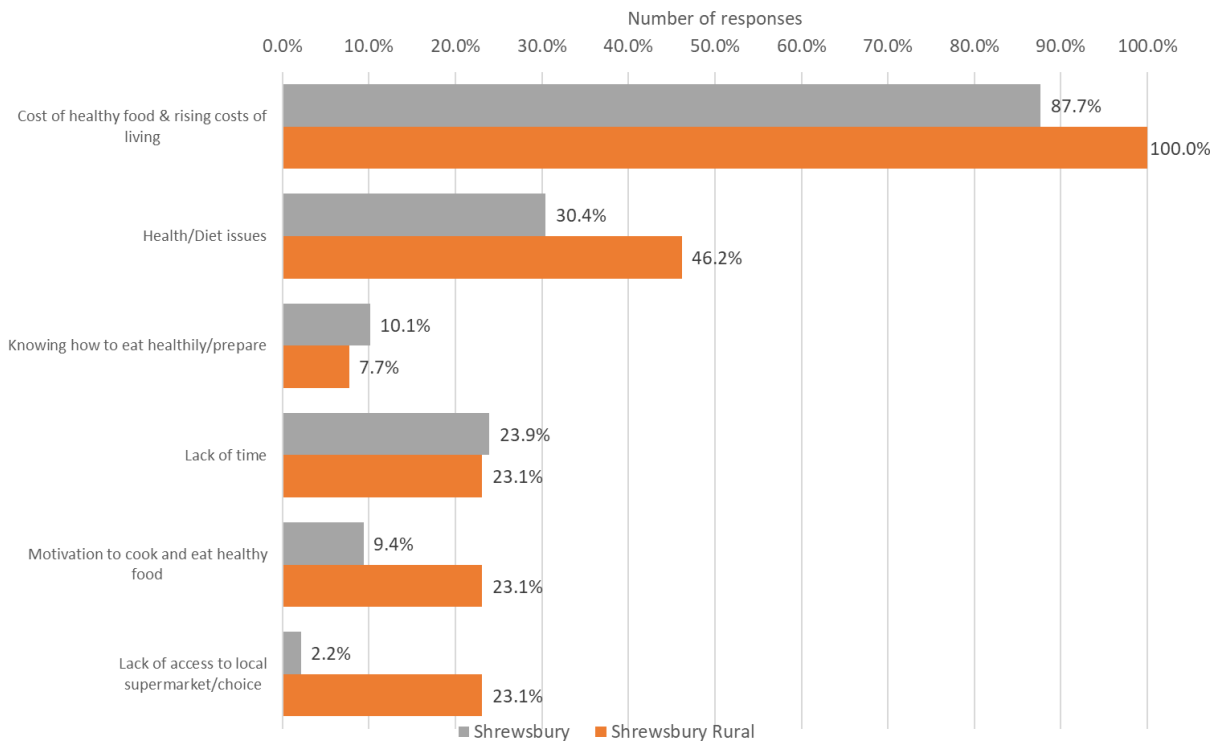
What do you think are the biggest issues facing children and young people v What needs to be done to support children and young people in Rural Shrewsbury



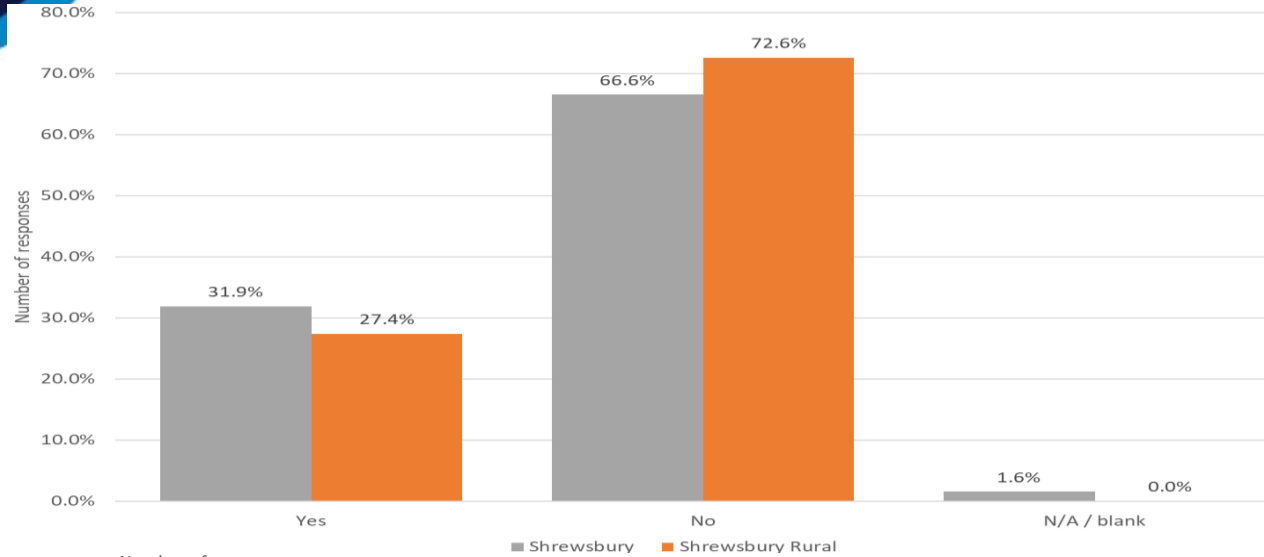
Are there challenges for you and your family in eating health food?



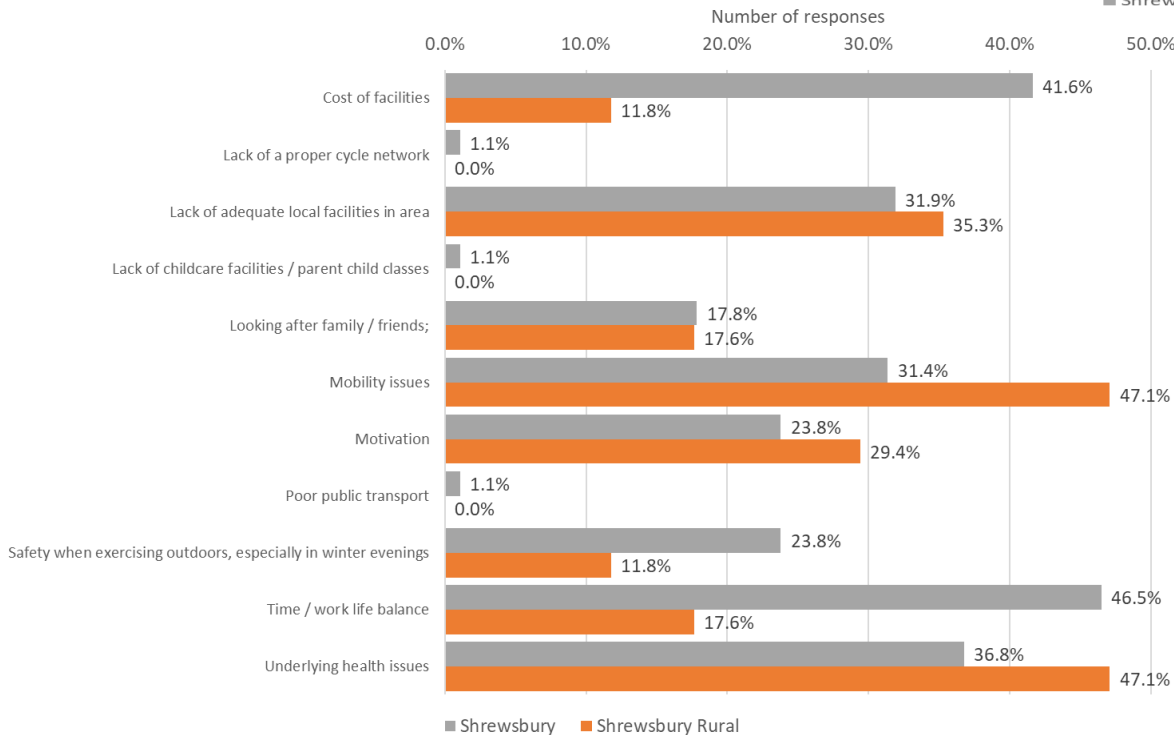
What are there challenges?



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



What are there challenges?



OTHER QUOTES

Being able to walk around our local area and feeling safe

Lack of a proper cycle network
No childcare facilities

Lack of a proper cycle network
No childcare facilities

No local facilities where you can take your child with you while you exercise. Lots of nowhere town's have parent child classes (only for small babies here)

Safety on the roads when cycling

The Quarry Leisure Centre is in a dire state

The same Traffic regulation orders I've previously mentioned

Working from home



Summary



Healthy People

Education - 5th

People have to travel further compared to the rest of Shrewsbury

People don't feel it needs improving

It is seen as key to supporting young people

Health – 8th

Similar to the rest of the county for disease prevalence

There is an older population with additional needs

Access is a key issue

Relationships & Trust – 17th

People do not need feel crime is a key issue

More older people living alone

It is a supportive community

Healthy Economy

Equality – 13th

There are large
difference in
income
between wards

Difference in
financial need
across the area

Economy – 1st

High
unemployment
& low wages in
some areas

Some areas are
highly affluent

Jobs prospects
not a priority?

Cost of living

Some areas at
high risk of
being impacted

It is impacting
how people eat
healthily

It is a growing
concern for
residents

Healthy Environment

Transport & mobility

Mobility issues impact people's ability to be active

Access to services is a greater issue

It has a greater impact on younger people

Housing

There are more people who own their home outright

Affordable housing was less of a priority

There are more older people living alone

Environment

People value the green space available

People are able to be active due to access to green space

Group Discussion

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