

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

**Stakeholder Event – Shifnal 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?

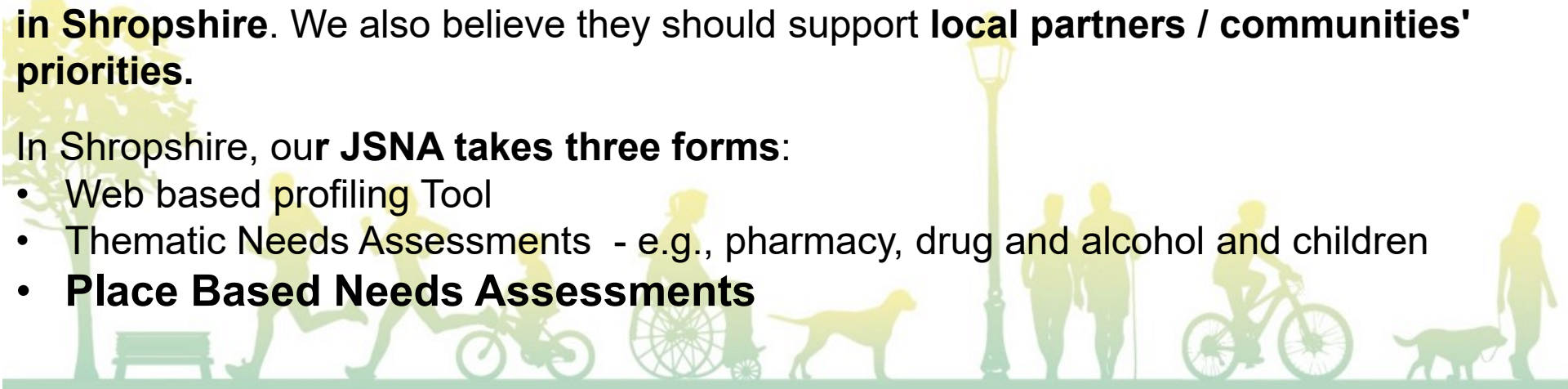
Local Authorities and CCGs (now ICS) have a legal Statutory Duty to undertake a Joint Strategic Needs Assessment (JSNA), through the Health and Wellbeing Board.

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.

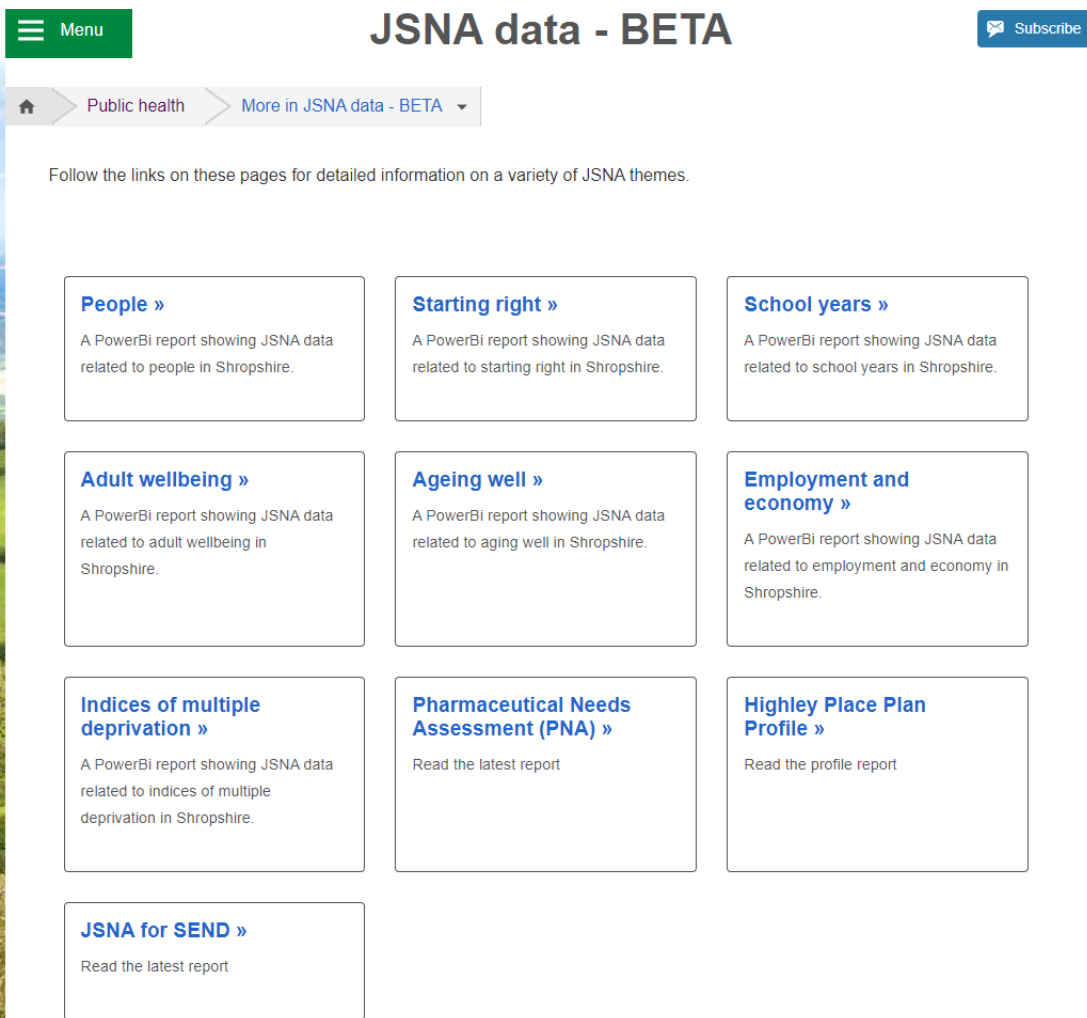
These priorities inform the **Health and Wellbeing Strategy** and **Integrated Care Strategy** as a basis for **commissioning health and social care services in Shropshire**. We also believe they should support **local partners / communities' priorities**.

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 interface. At the top, there is a green 'Menu' button and a 'Subscribe' button. Below the header, a breadcrumb trail shows 'Public health' and 'More in JSNA data - BETA'. A paragraph states: 'Follow the links on these pages for detailed information on a variety of JSNA themes.' Below this, there is a grid of nine cards, each representing a different JSNA theme. Each card has a title, a brief description, and a link to a PowerBI report. The themes are: People, Starting right, School years, Adult wellbeing, Ageing well, Employment and economy, Indices of multiple deprivation, Pharmaceutical Needs Assessment (PNA), and Highley Place Plan Profile. A tenth card for 'JSNA for SEND' is partially visible at the bottom left.

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/>

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	Shifnal North	Shifnal South and Cosford
Male Life Expectancy	81.9 years	83.1 years
Female Life Expectancy	85.3 years	85.4 years

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

JSNA Place Based Geographies

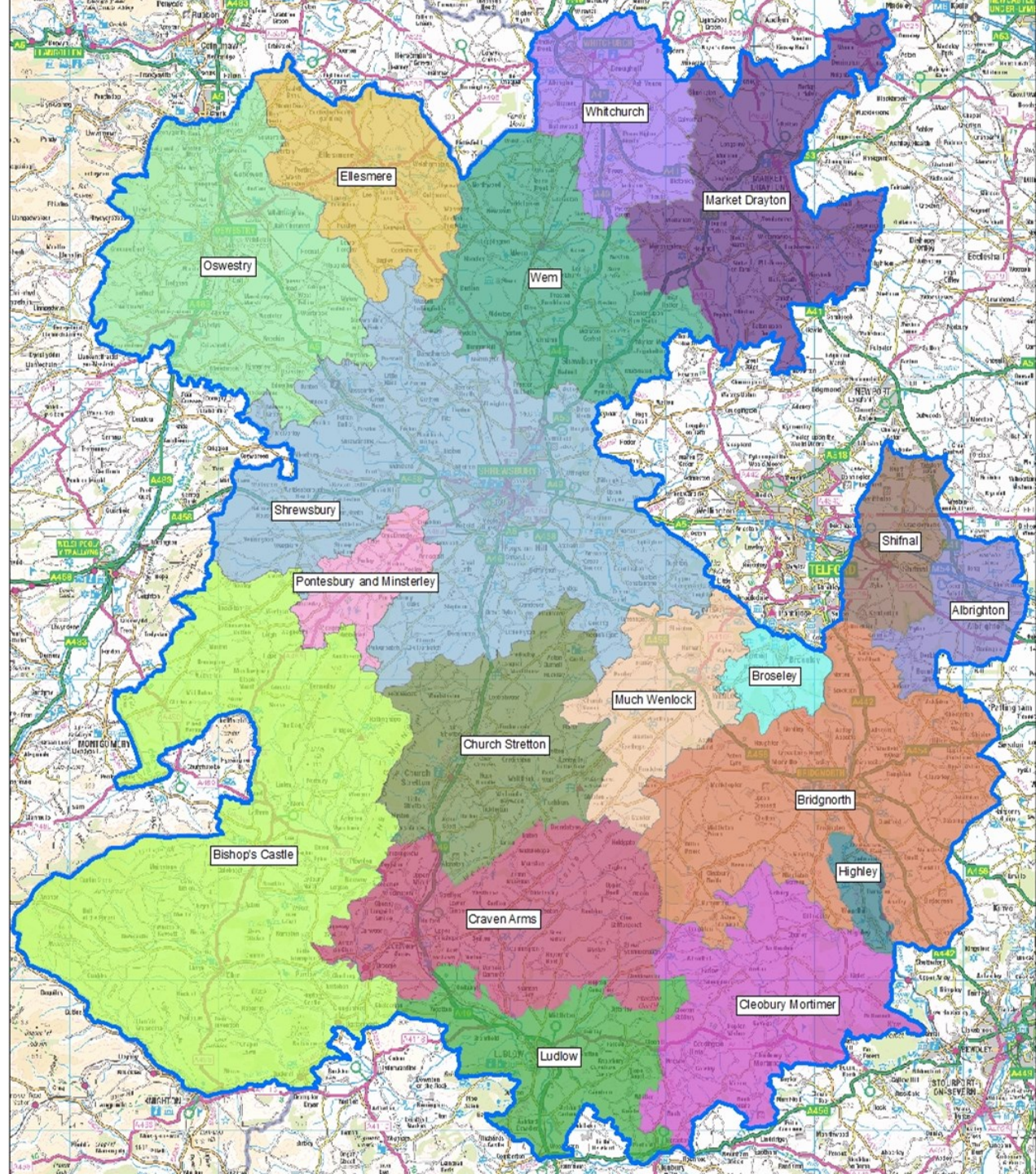
JSNA's for Shropshire and Place Plan Areas (PPA)

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

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

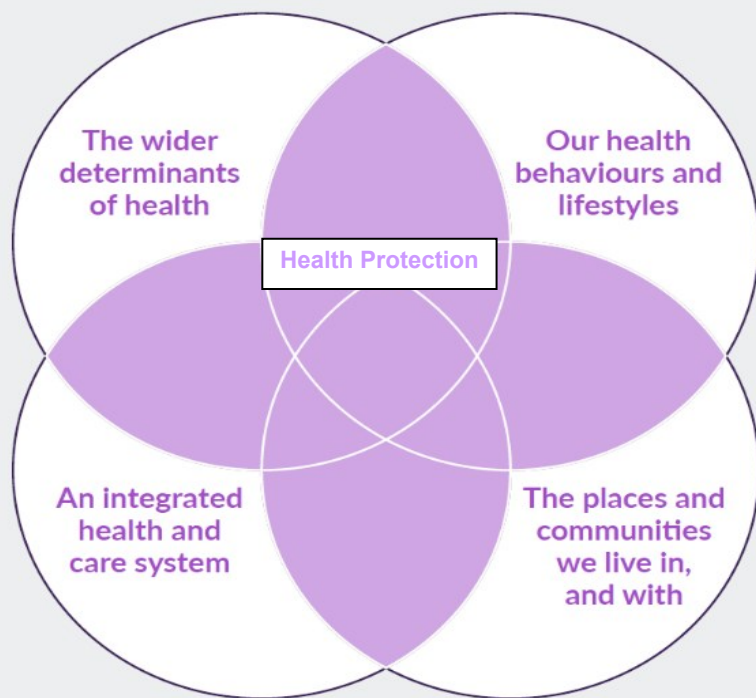
Capture the uniqueness of the areas in Shropshire.

Identify meaningful local differences and areas of need.



What makes us healthy?

Understanding and Addressing Inequalities
– taking a preventative approach



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

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

What makes us Healthy?



Dahlgren and Whitehead 1991



Shifnal and Surrounding Place Plan Area

Key Health and Wellbeing Data

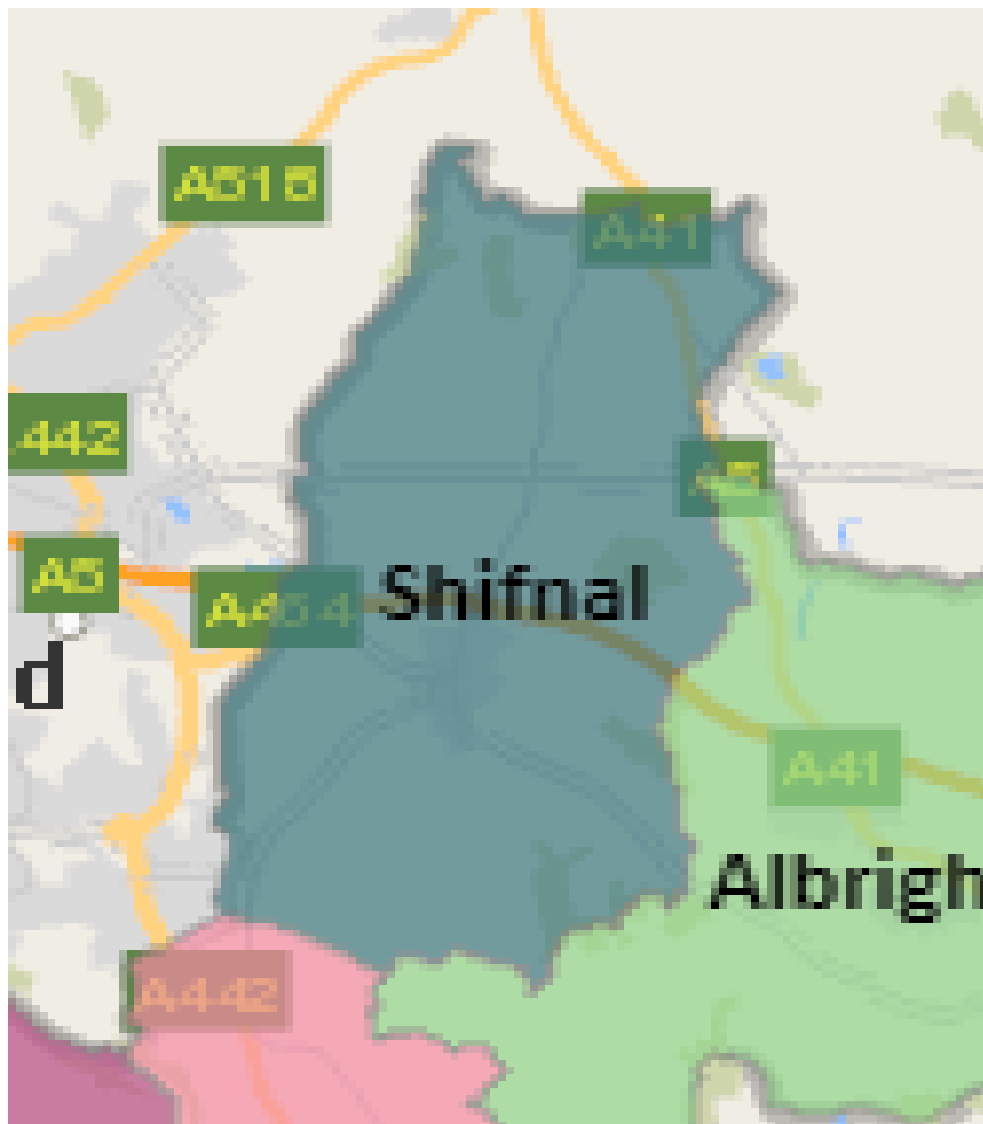


- Various local data indicators used
- Metrics based on nationally collected data where it is possible to break down to a smaller geography
- Same metrics have been used in the previous place plan areas to enable comparisons between areas
- Metrics will be revisited and expanded to consider further and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

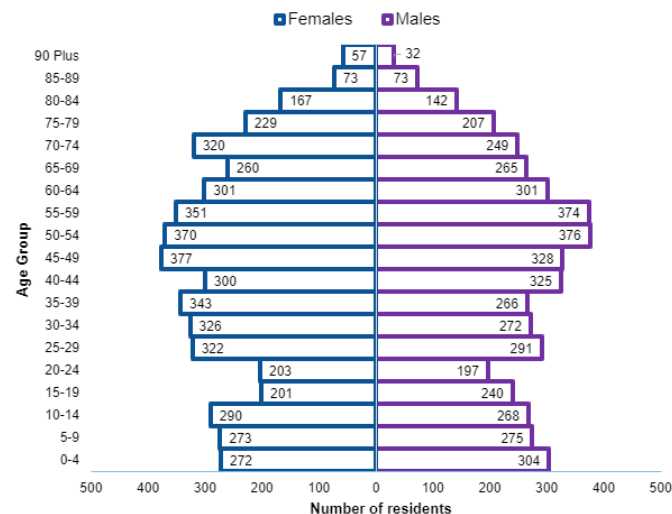
Shifnal Place Plan Area

Interactive map here:

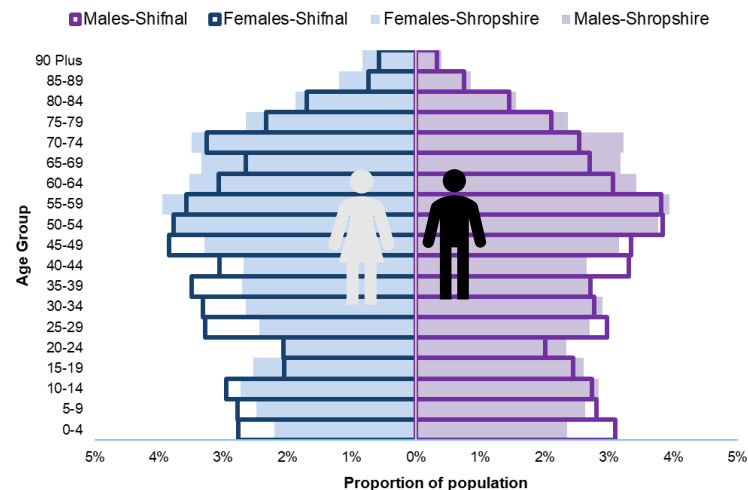
<https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e771451382533a854cce6a1e>



Population of area (mid year 2022)



Population compared to Shropshire (mid year 2022)



Shifnal Place Plan Area

Interactive map here:

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

Shifnal

10,737

Population

Mid year 2020

Shifnal



1.7 persons

per hectare

England



4.4 persons

per hectare

6,397

Hectares

14.1

Deprivation score
(2019)

£44,815

Median household
income

Rankings

14

out of 18

1 = largest

16

out of 18

1 = most deprived

5

out of 18

1 = highest

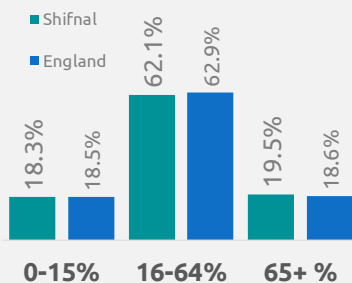


49%

Male

51%

Female

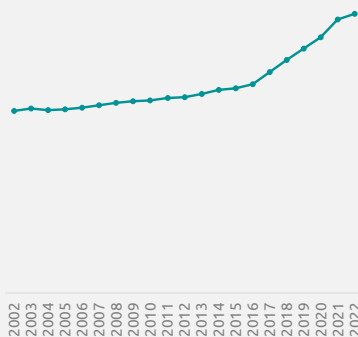


Shifnal

53.3%

Population change
2002-2022

Population over time



Life
expectancy
(2013-17)

Shifnal

♂ | ♀
80.7 | **84.3**

Shropshire

♂ | ♀
80.5 | **84.1**

Shropshire

15.5%

Live births
(2000-2019)

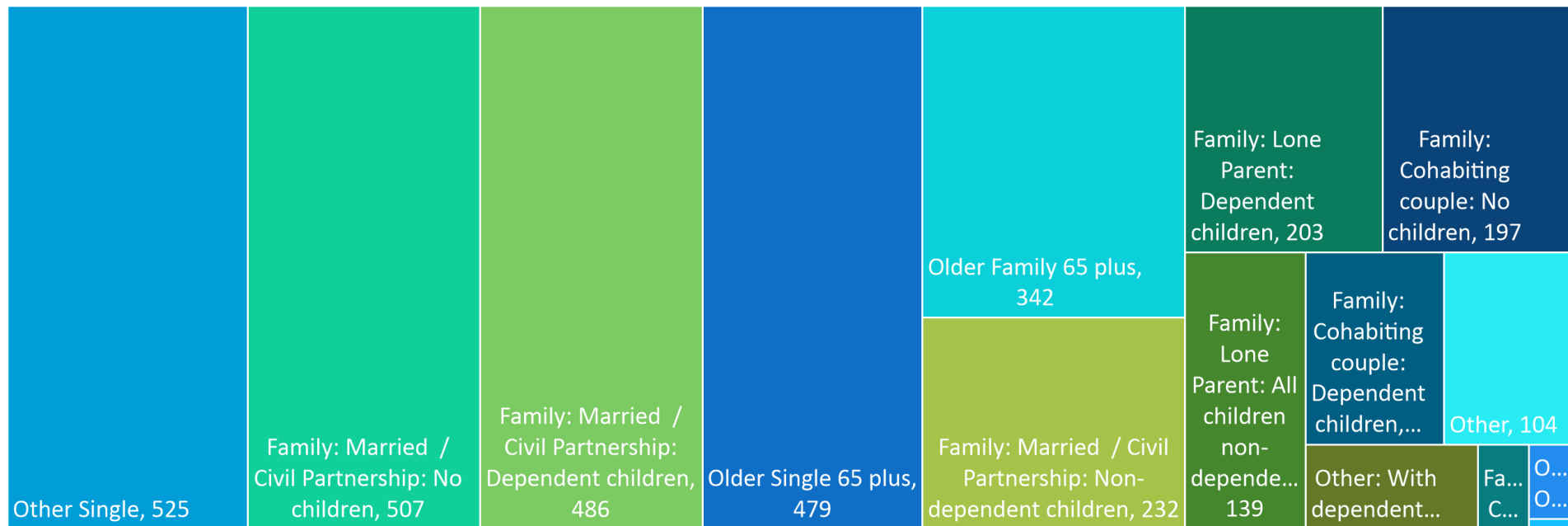
1,246

Live births

2%

of all births in
Shropshire

Household composition from 2021 Census



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 Shifnal compare to the other 17 areas?



Strengths

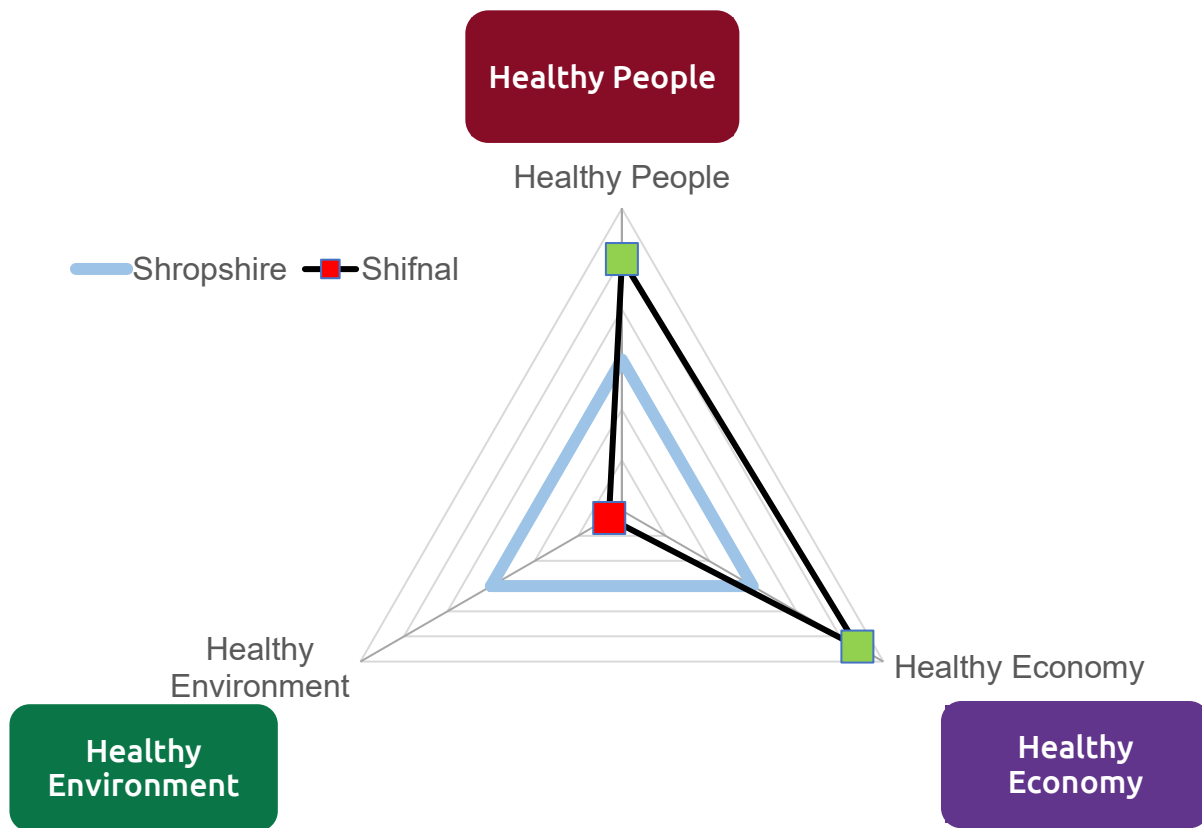
- Health
- Cost of Living Vulnerability
- Transport, Mobility and Connectivity
- Education and Learning Access
- Economy, Work & Employment

Challenges

- Environment
- 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

Healthy People

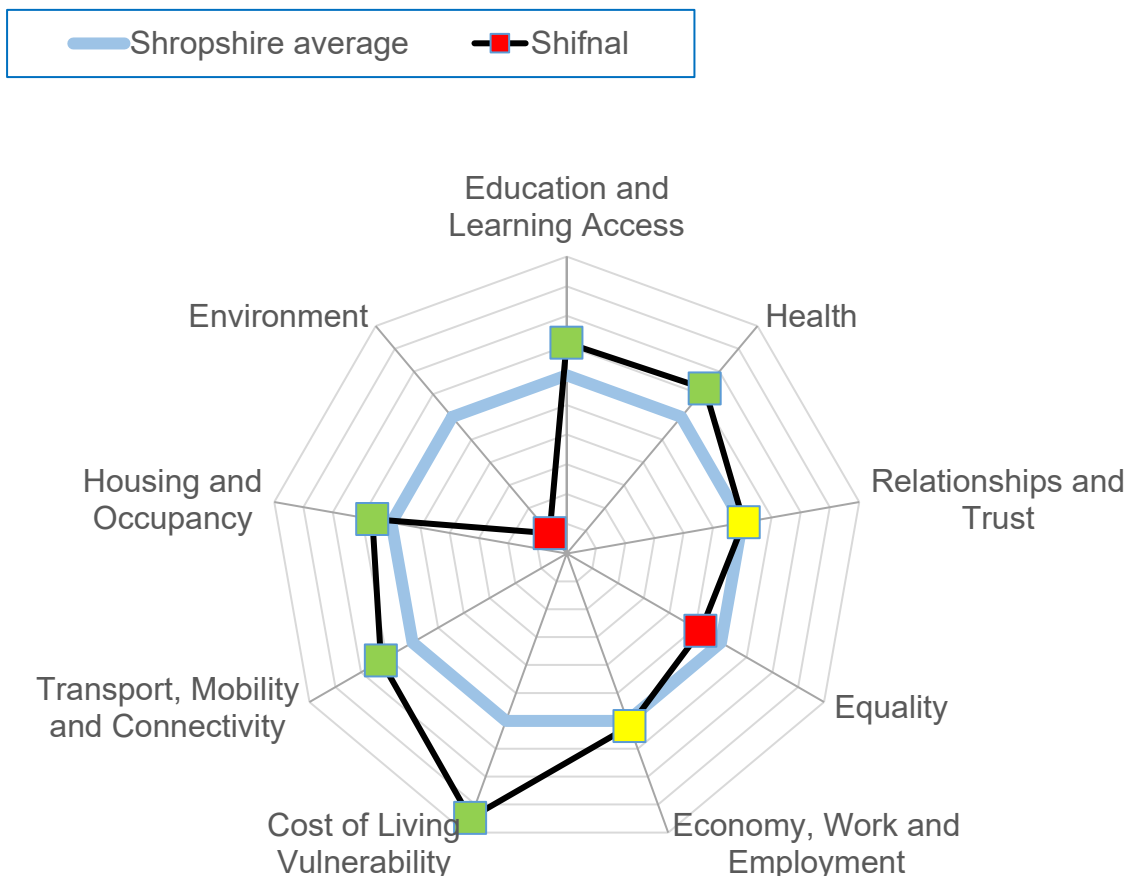
Worse:

Healthy Environment

(Compared to Shropshire average)



Shifnal Health & Wellbeing Index: Sub themes



Stronger:

- Education and Learning Access
- Health
- Relationships and trust
- Economy, Work and Employment
- Cost of Living Vulnerability
- Transport, Mobility and Connectivity
- Housing and Occupancy

Weaker:

- Equality
- Environment

Smoking at time of delivery

- Shifnal had 368 deliveries between 2017/18 and 2021/22, which is the 7th highest of the 18 place plan areas.
- However, the rate of smoking (4.3%) was the lowest place plan area, significantly lower than Shropshire's (12.3%)

Smoking at Delivery data for Shropshire and Shifnal 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
Shifnal Place Plan Overall	368	4.3%	Lower
Shropshire	9,805	12.3%	-
England		10.1%	

Disease Prevalence

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

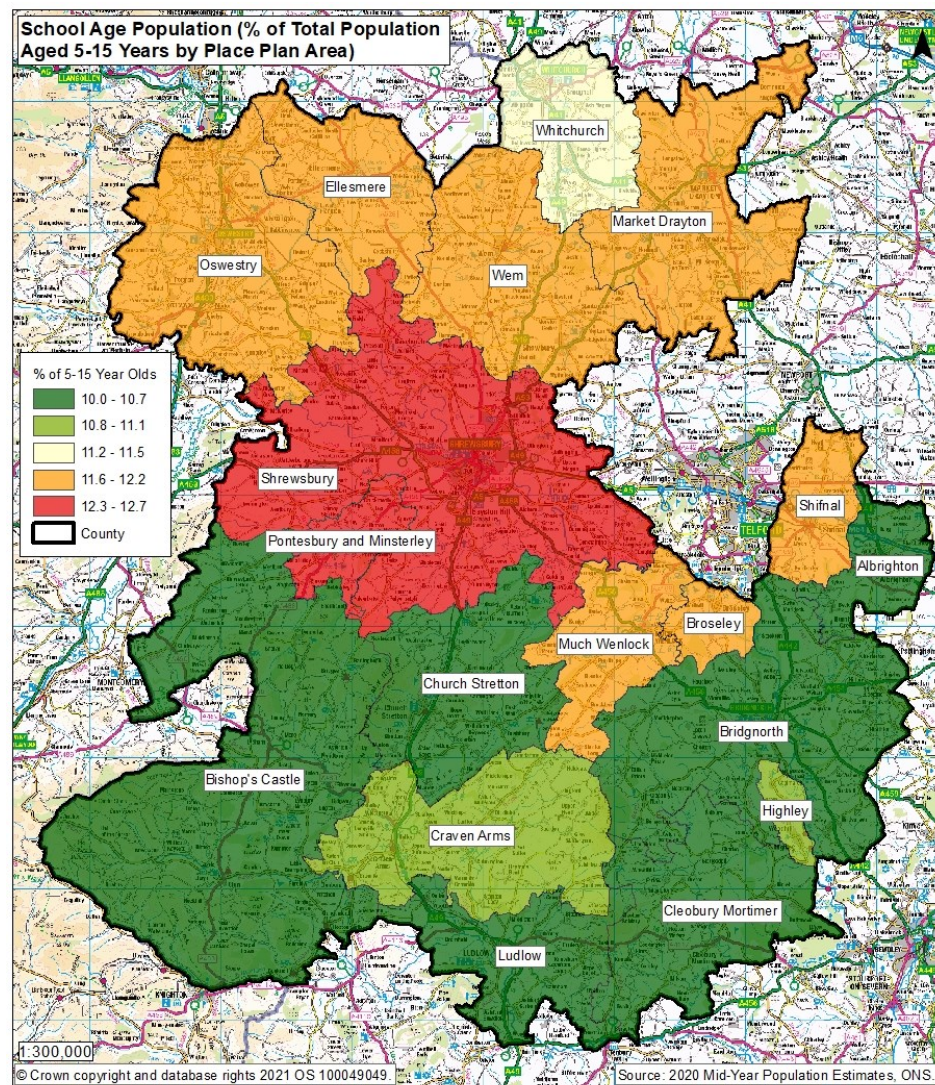
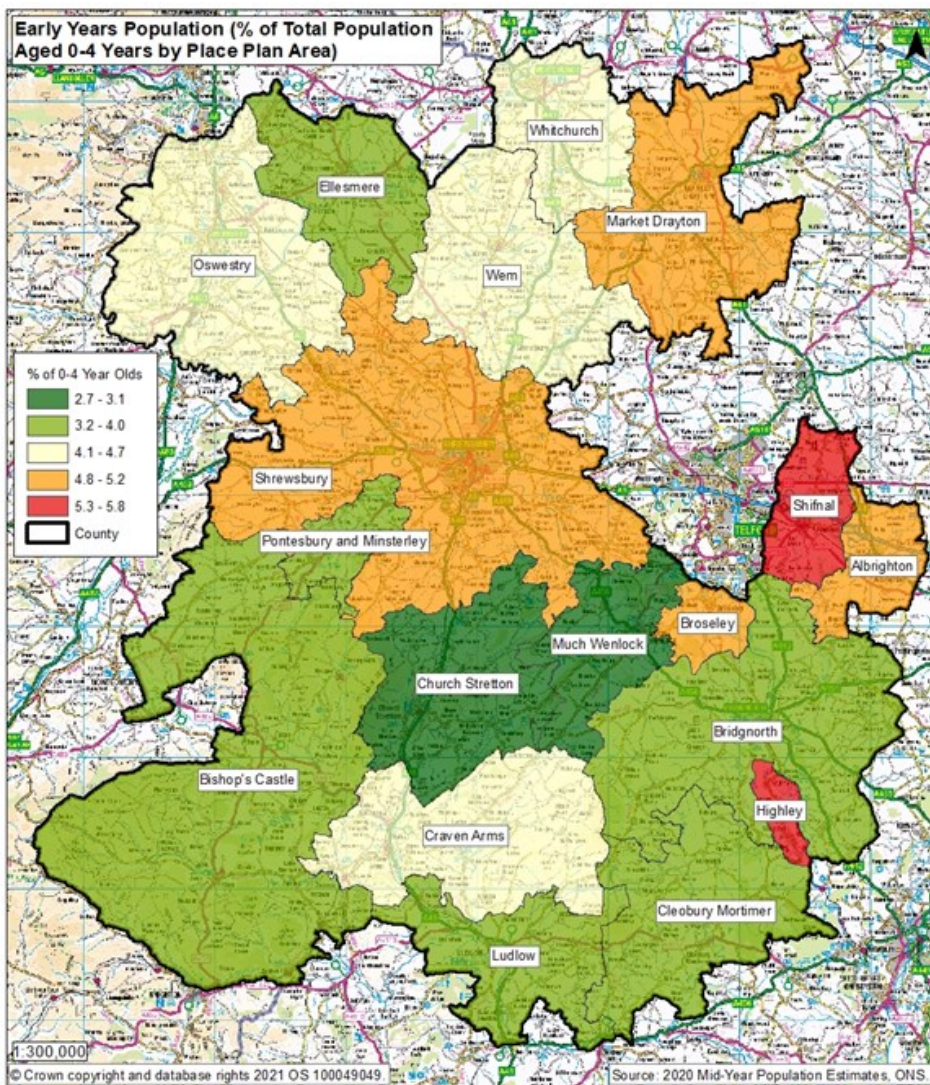
Disease or condition	Shifnal Place Plan Area	NHS Shropshire, Telford and Wrekin CCG	ENGLAND
Atrial Fibrillation Prevalence	1.7%	2.5%	2.1%
CHD Prevalence	3.1%	3.5%	3.0%
Heart Failure Prevalence	0.8%	0.9%	1.0%
Hypertension Prevalence	13.8%	15.6%	14.0%
Peripheral arterial disease Prevalence	0.7%	0.8%	0.6%
Stroke and transient ischaemic attack Prevalence	2.0%	2.4%	1.8%
COPD Prevalence	1.3%	2.0%	1.9%
Cancer %	3.6%	4.0%	3.2%
Palliative care %	0.1%	0.4%	
Dementia Prevalence	0.7%	0.9%	0.7%
Learning disabilities Prevalence	0.3%	0.5%	0.5%
Mental health Prevalence	0.4%	0.8%	0.95%
Asthma Prevalence (6+)	6.6%	7.1%	6.5%
Rheumatoid arthritis (16+) %	0.8%	0.9%	0.8%
Diabetes mellitus (17+) %	6.0%	7.3%	7.1%
Obesity Prevalence (18+)	6.6%	7.3%	9.7%
Chronic kidney disease (18+) %	3.5%	5.7%	4.0%
Depression Prevalence (18+)	10.9%	14.5%	12.7%
Epilepsy (18+) %	0.6%	0.9%	0.8%
Non-diabetic hyperglycaemia (18+) %	3.0%	4.6%	6.1%
Osteoporosis (50+) %	1.2%	0.9%	0.8%

Wider determinants of health

There are differences between wards within the Shifnal 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 attendance s in under 5 years old, three year average	Emergency admission s in under 5s, 2016/17 to 2020/21
Shifnal North	34	21	14	31	33	20	7	7
Shifnal South and Cosford	54	59	62	61	33	2	14	28

Early Years and School Age Population



Community Engagement

Resident and Stakeholder engagement via:

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



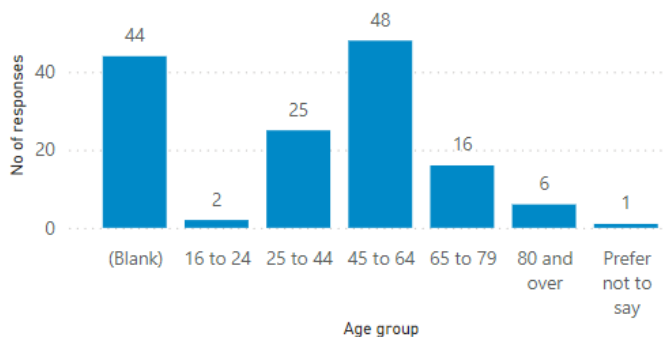


Survey Results

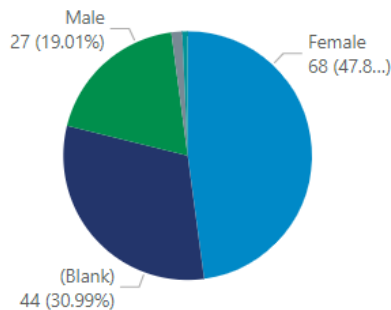
- **142 surveys responses** during the consultation period
Summer 24
- Survey results are unrelated to the previous data metrics
- However, used together can build a more detailed picture of the health and wellbeing situation and needs of our residents

Survey Respondents: Demographics

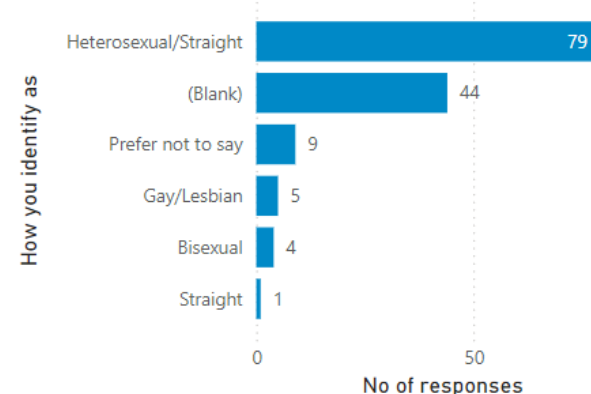
Age group



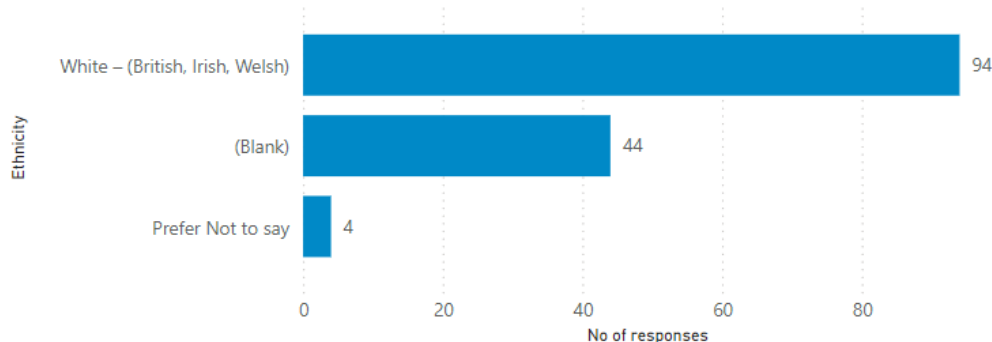
What is your gender?



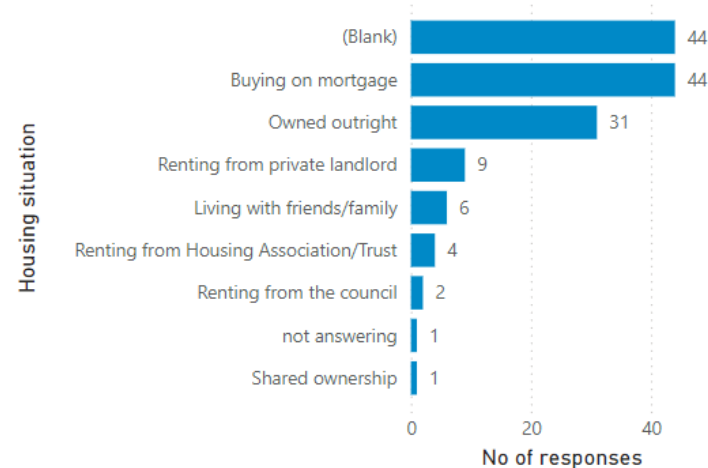
How do you identify as



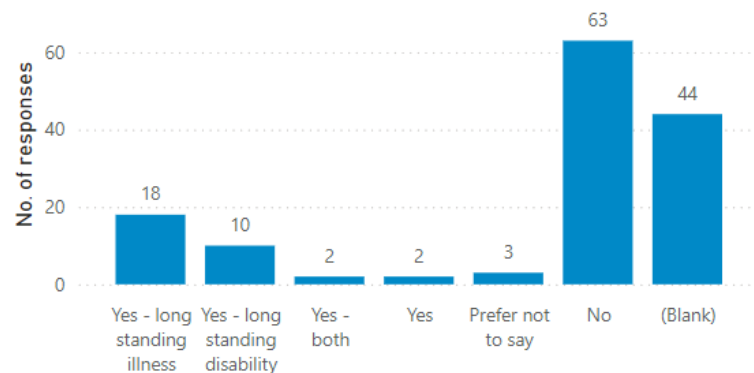
What is your ethnic group?



Which of these housing situations applies to you?

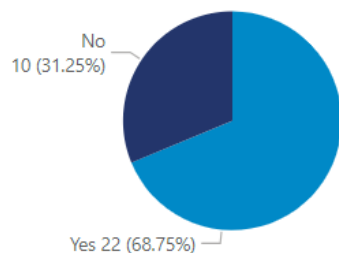


Do you have any long-standing illness or disability?

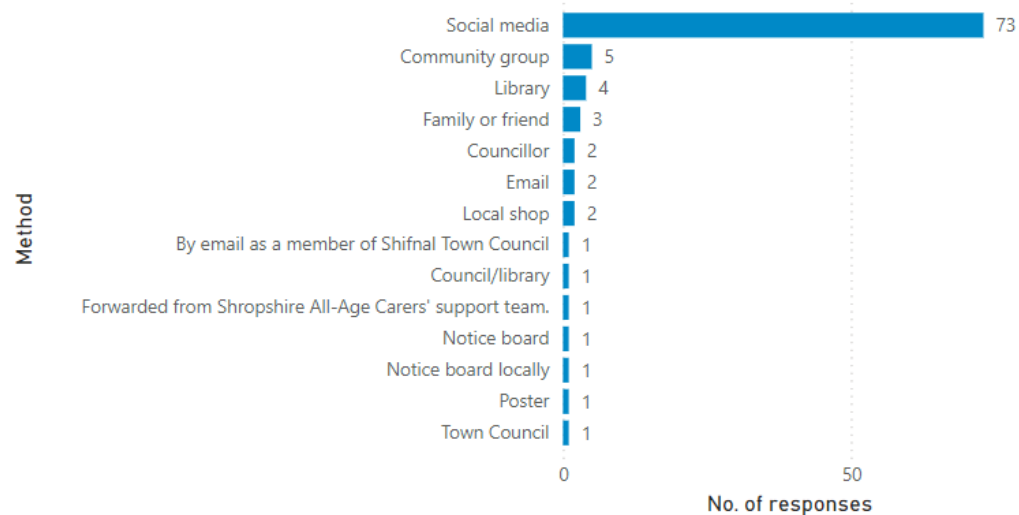


Do you have any long-standing illness or disability?

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

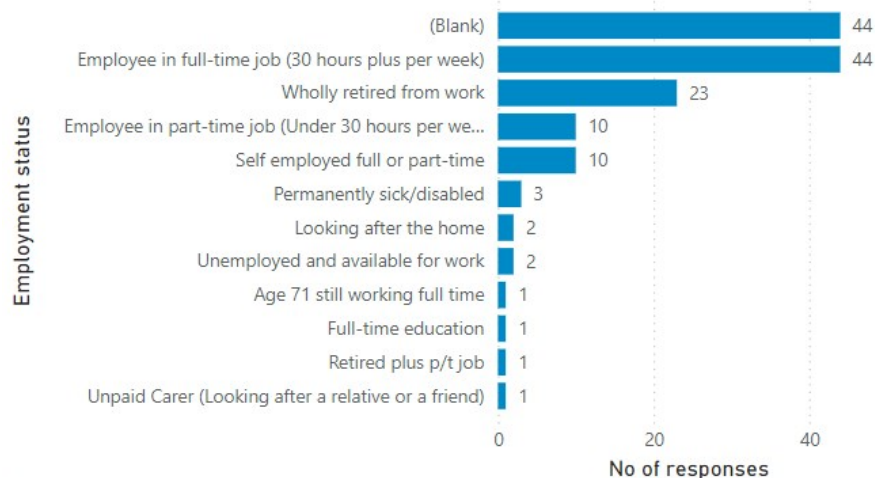


Please tell us how you heard about this survey

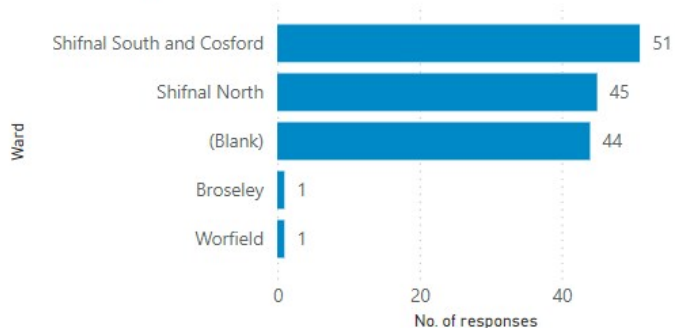


Survey respondents: Sources and area breakdown

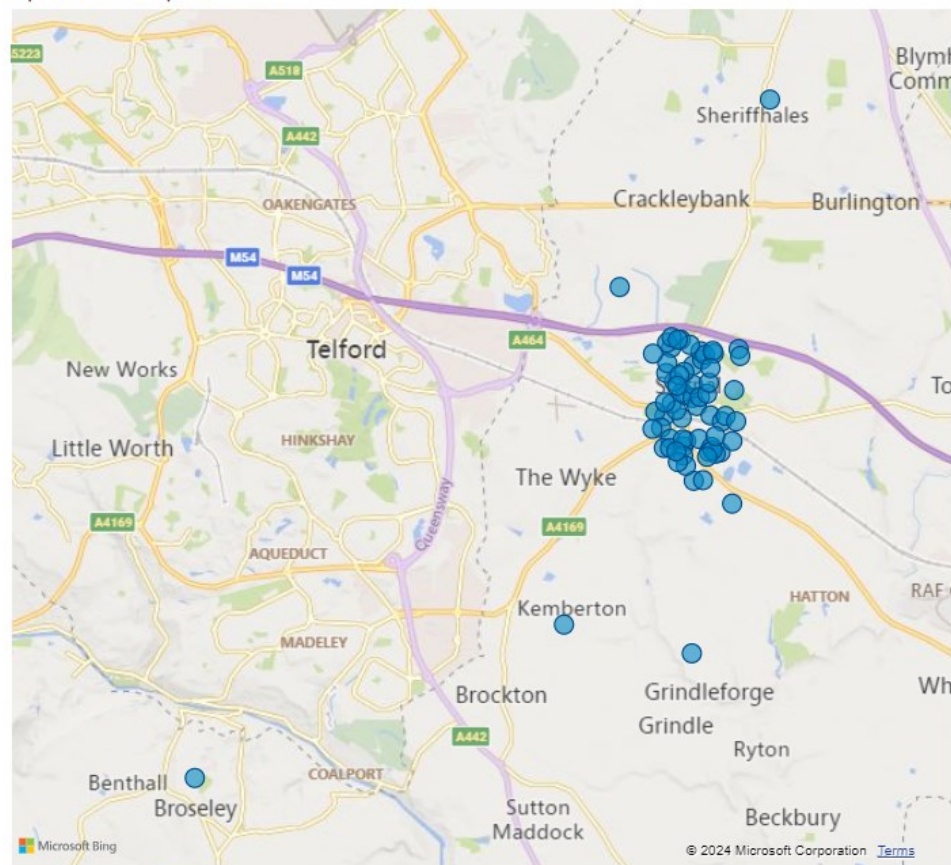
Employment status; which of these activities best describes what you are doing at present?



Ward of respondent

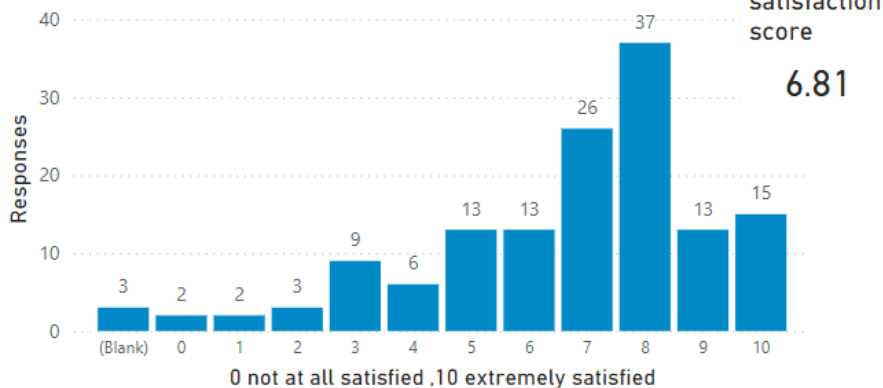


Spread of respondents

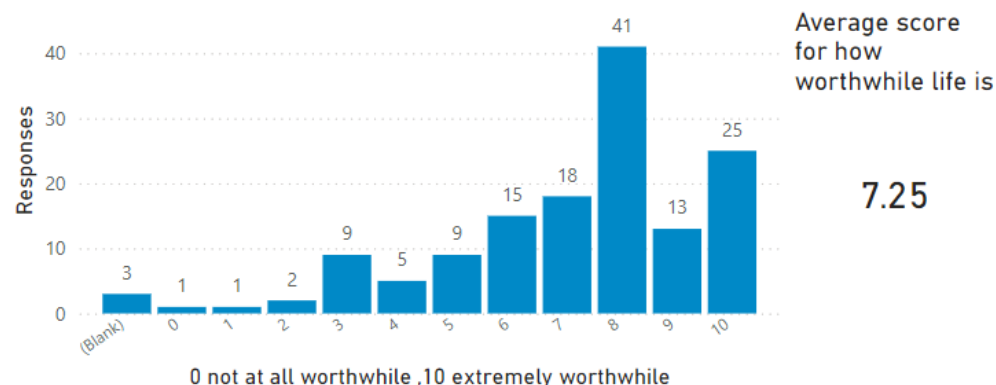


ONS Personal Wellbeing Questions

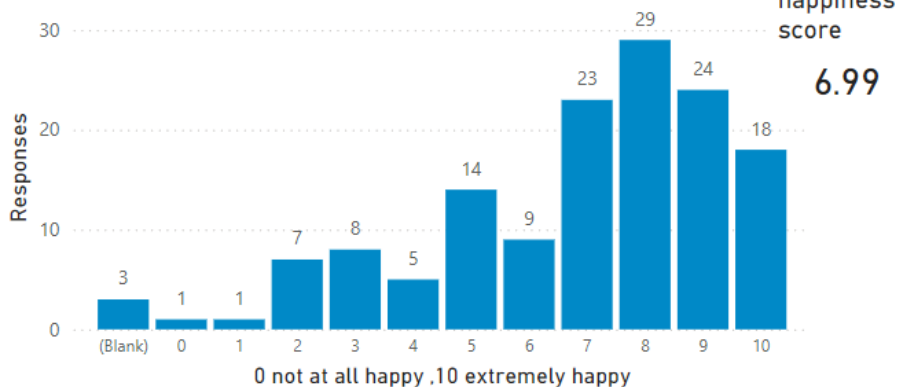
Overall, how satisfied are you with your life nowadays?



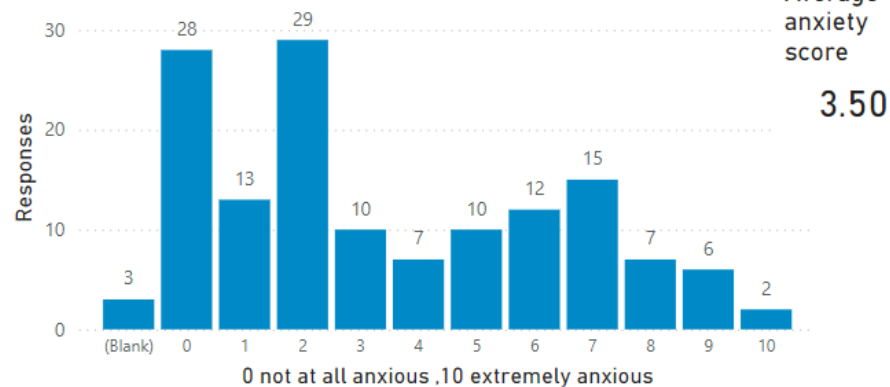
Overall, to what extent do you feel that the things you do in your life are worthwhile?



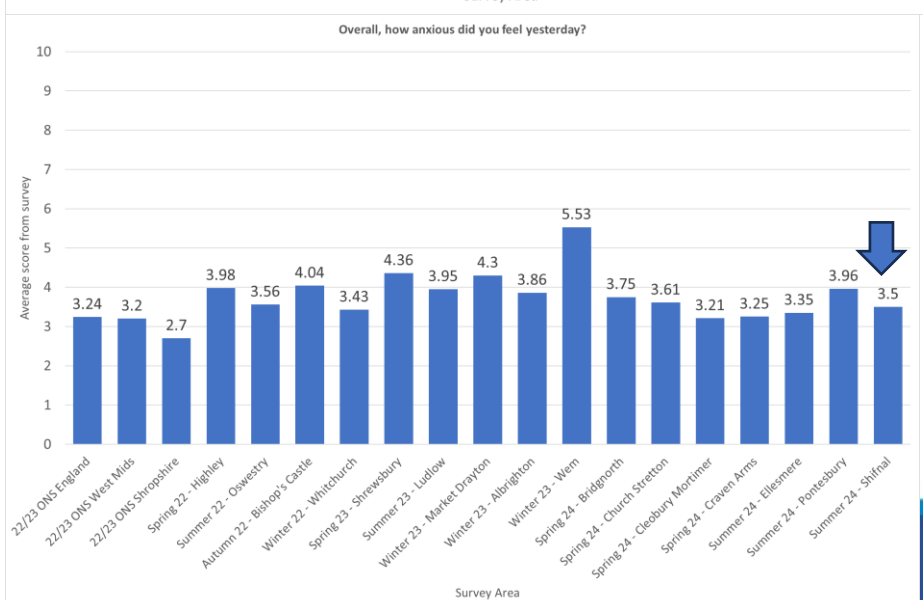
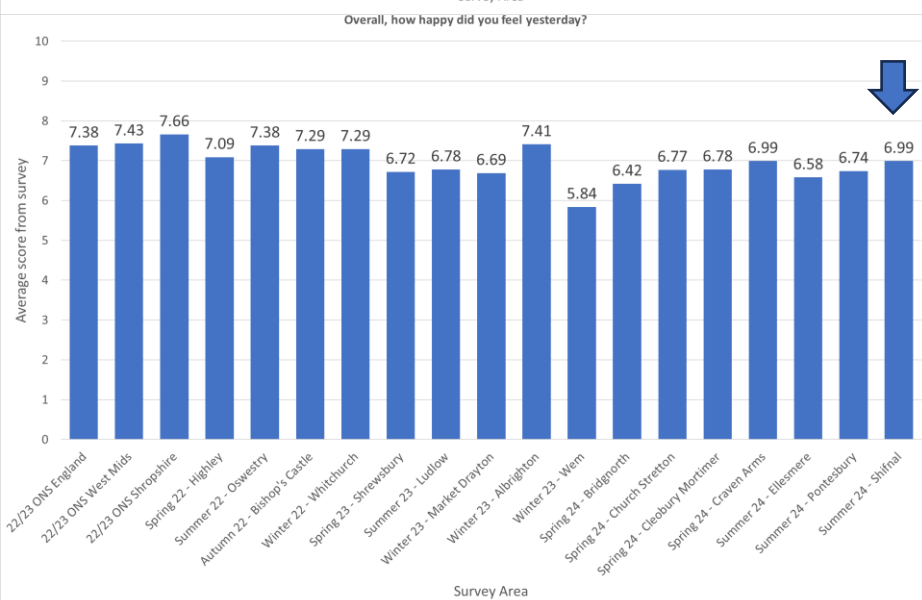
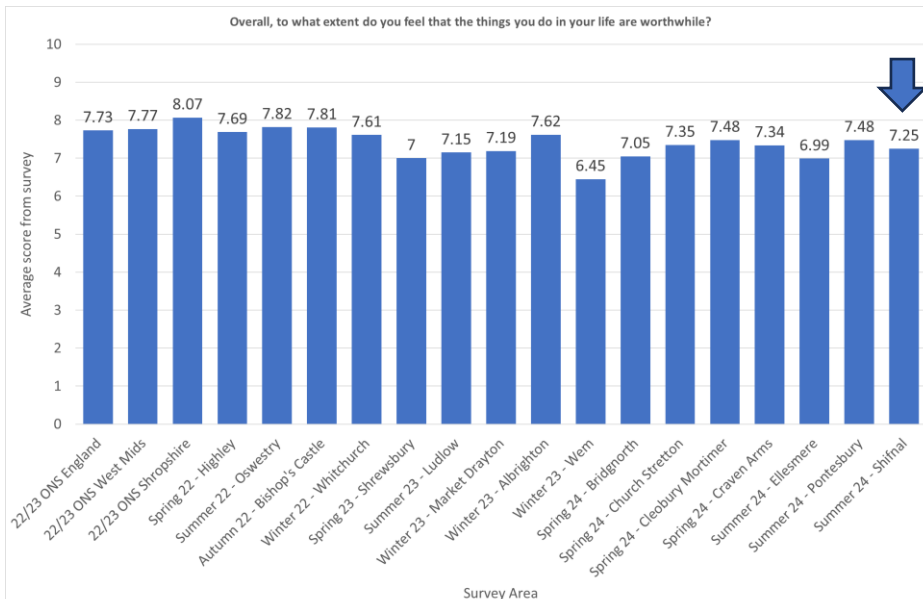
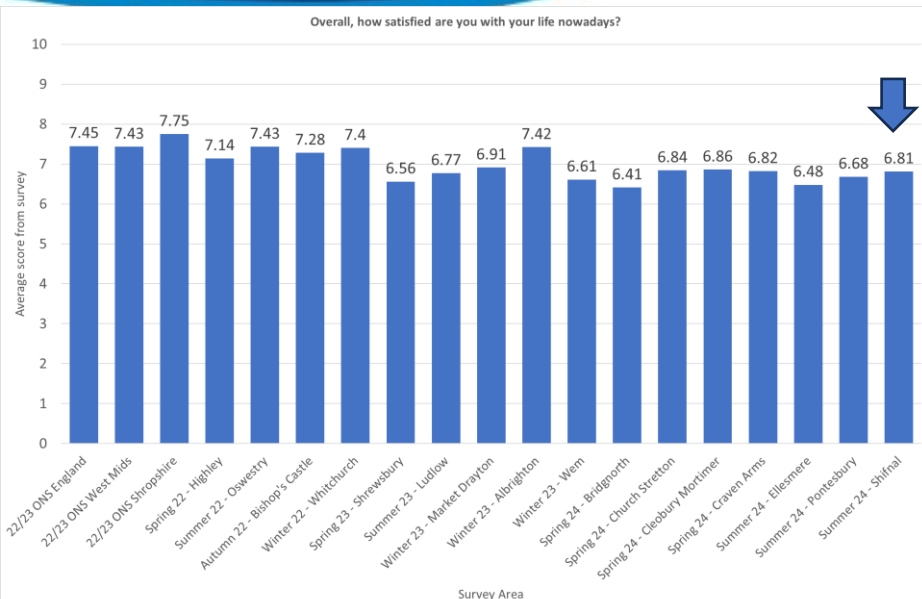
Overall, how happy did you feel yesterday?



Overall, how anxious did you feel yesterday?

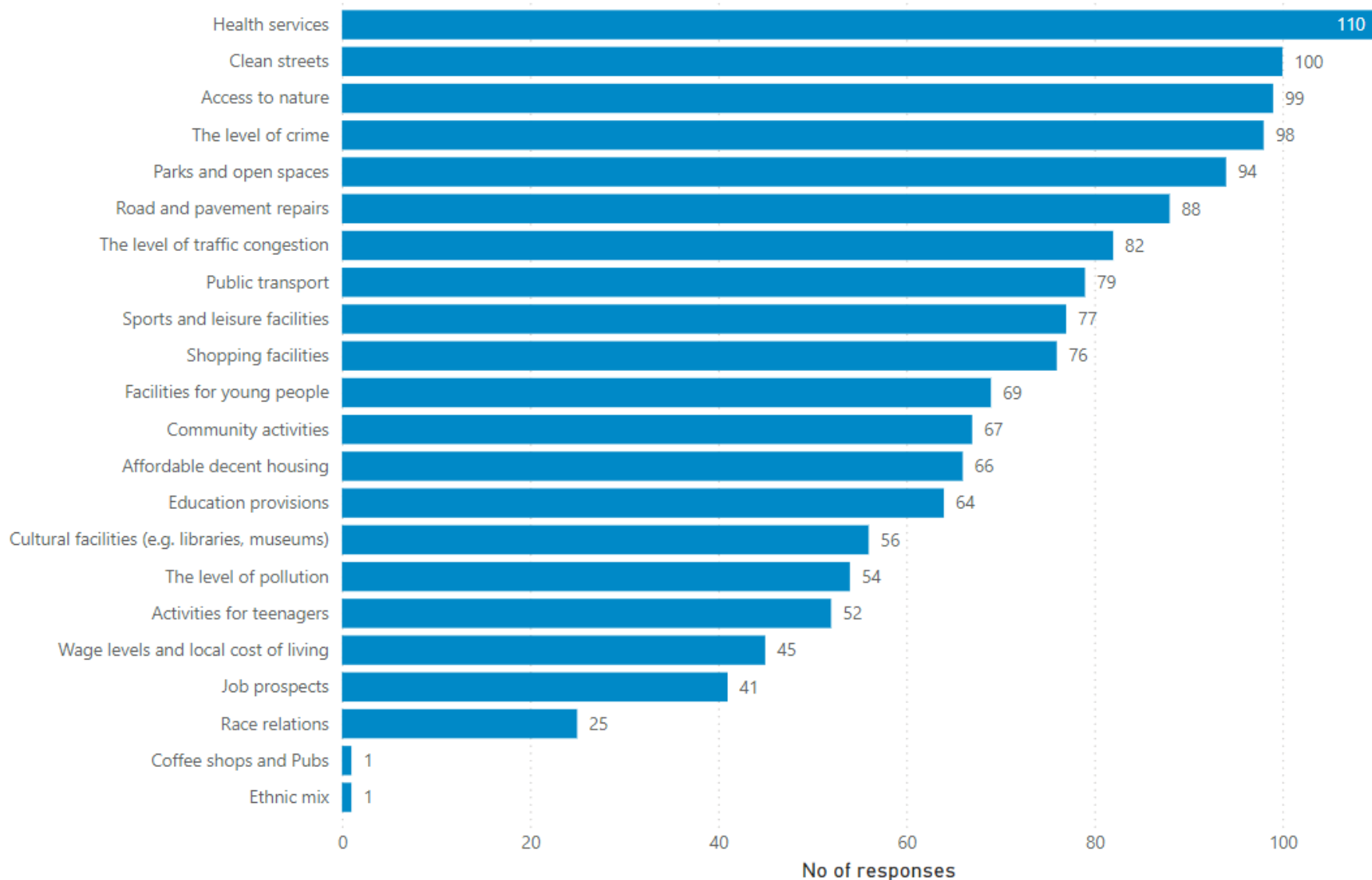


Comparison of ONS Survey scores against other completed place plan areas



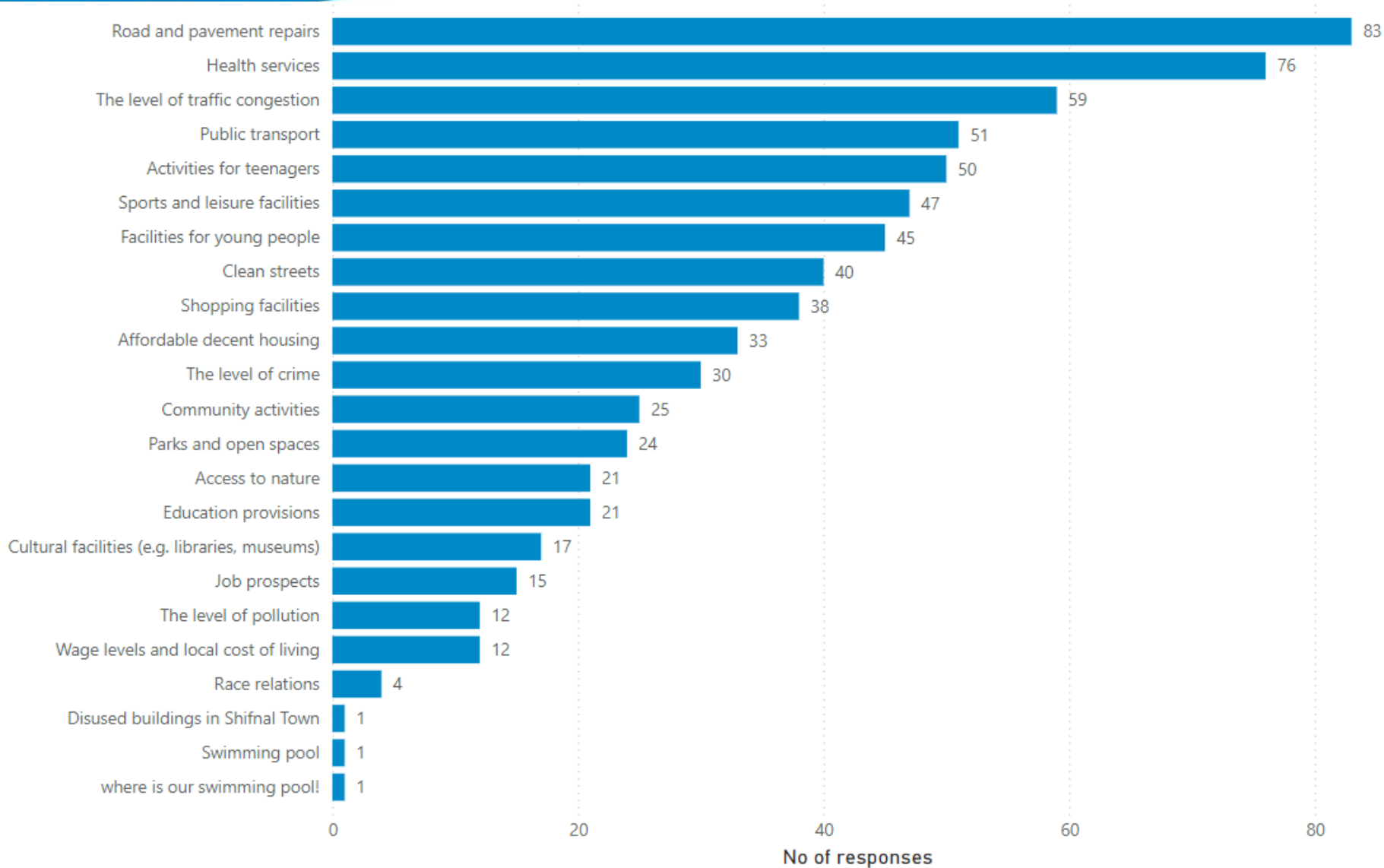
Thinking generally, which of the things below would you say are the most important in making somewhere a good place to live?

Most important things in making somewhere a good place to live



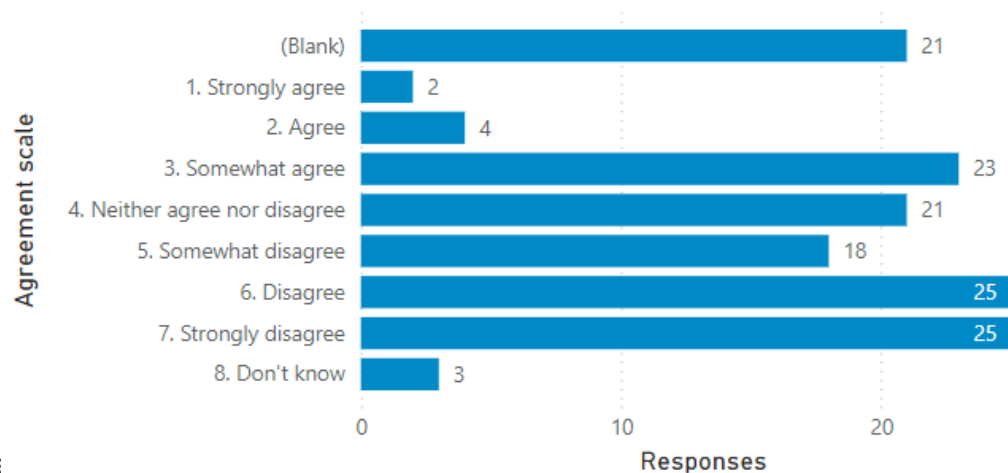
Thinking about this local area, which things do you think most need improving?

Things that most need improving in your local areas

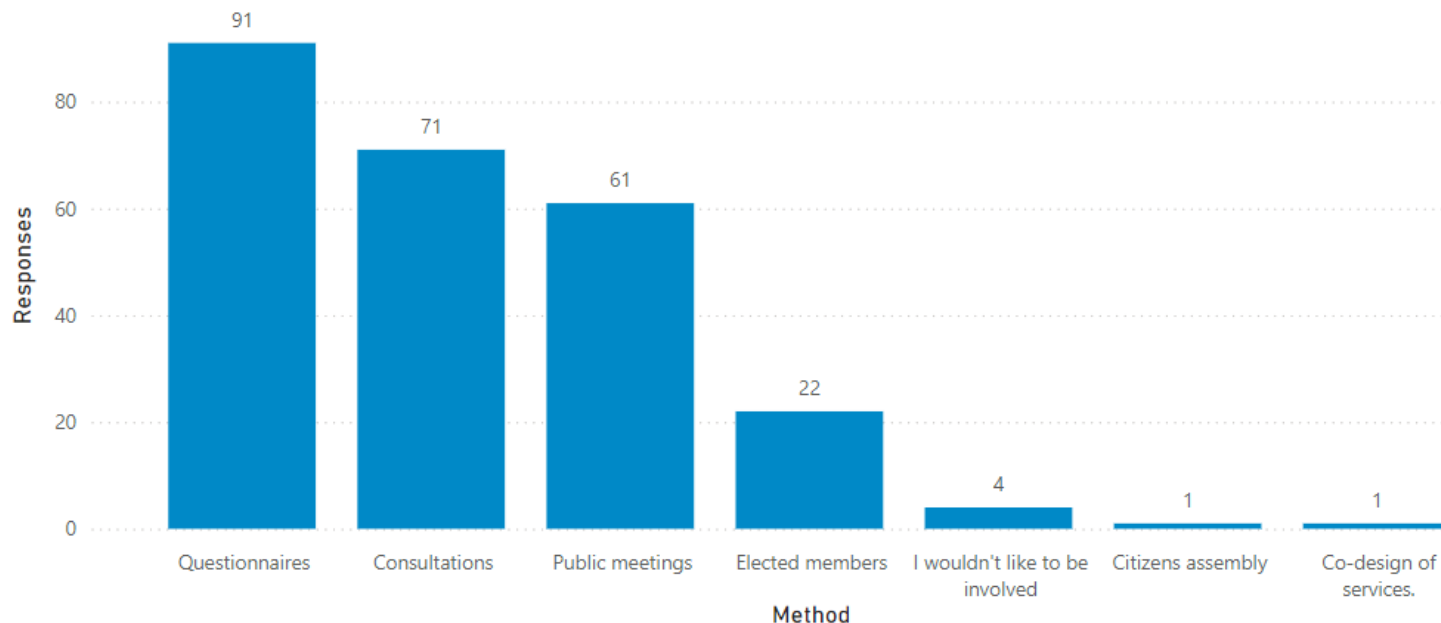


Survey responses: Influence / involvement in decisions

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



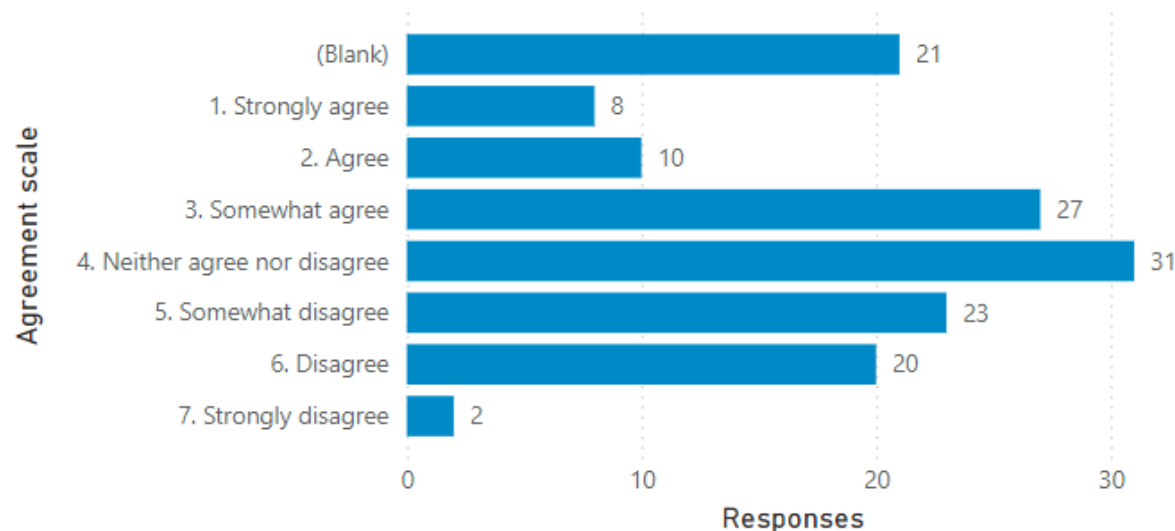
How would you like to be involved in decisions affecting your local area?



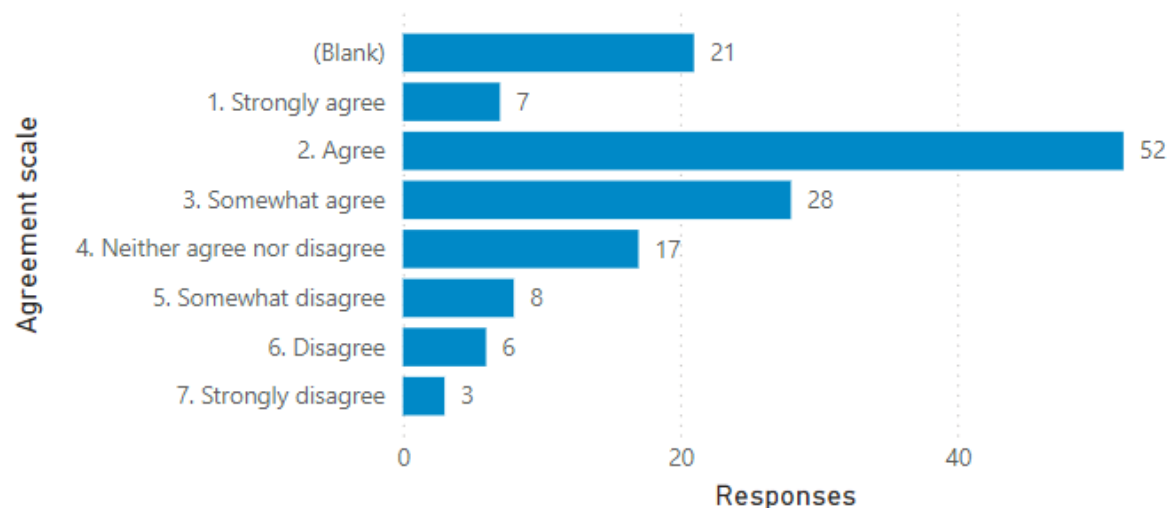


Community Spirit

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



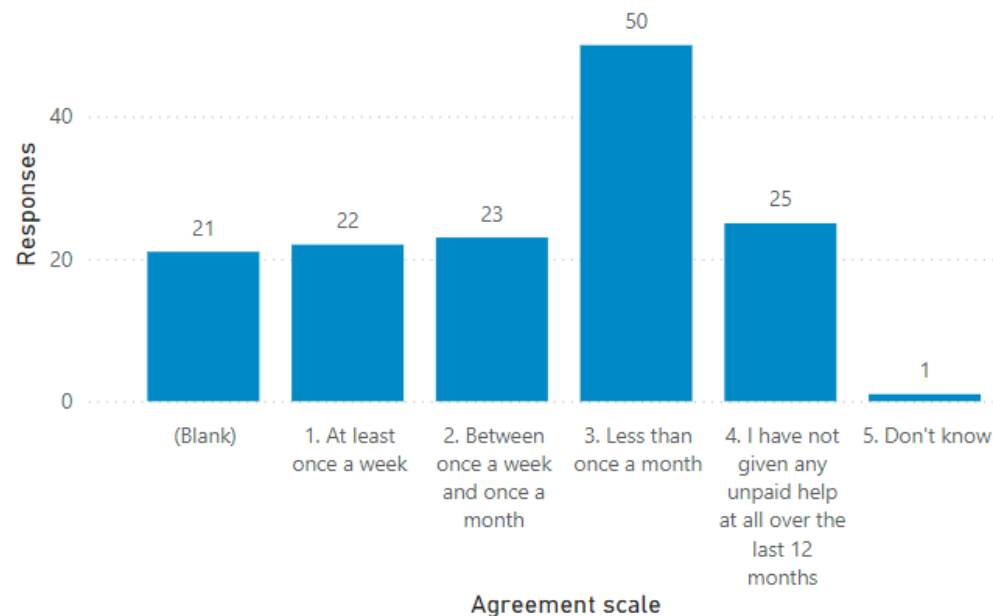
To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



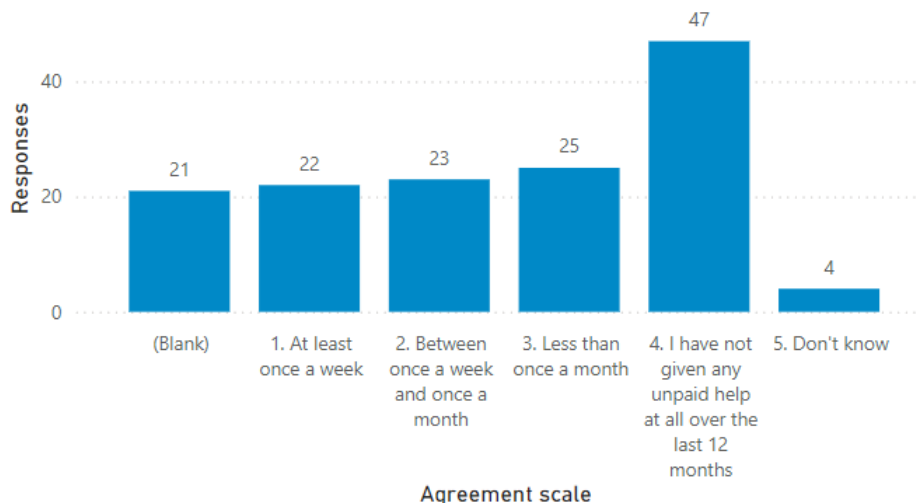


Community Spirit

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



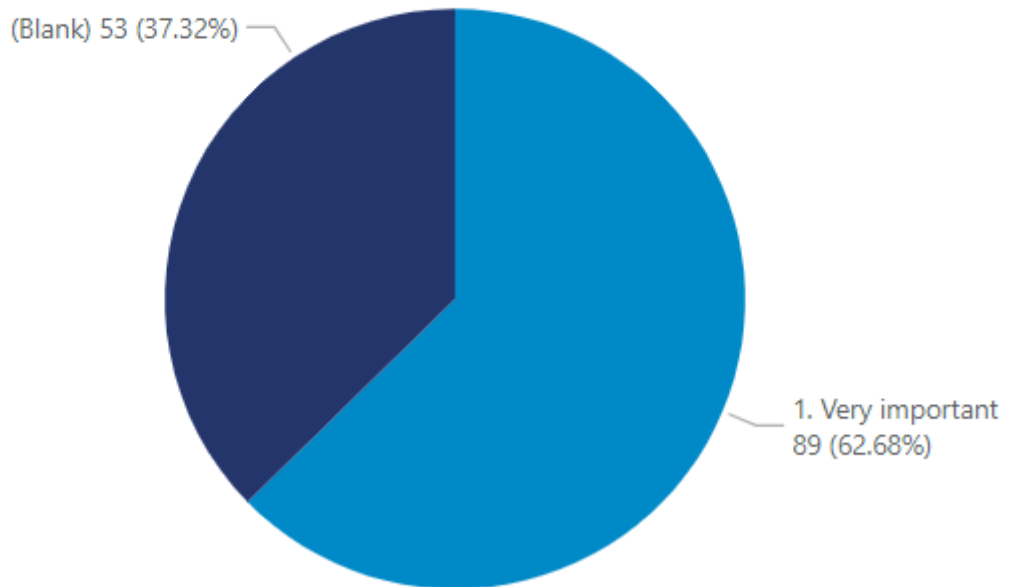
Overall, about how often over the last 12 months have you given unpaid help to any groups, clubs or organisations? Please only include work that is unpaid and not for your family.



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

All responses

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



Tell us more about your local health services, what could be better

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

"Surgery is hard to get to from bottom of town. Cannot get appointments in Shifnal which is difficult as I don't drive and am 81 years old"

"Able to easily access GP The Doctors surgery respond to complaints"
"Communication between all health professionals needs to improve!"

"Hospital care and midwifery services poor. Home birth is severely discouraged. Huge waits at A and E. I would not touch a local hospital unless critically ill or injured."

"There needs to be a pelican crossing or traffic lights on the main road leading to the doctors surgery - new one"

"Ridiculous wait time and triage system, midwives unable to identify clear tongue ties for both children in the hospital, zero NHS dentists in the local area."

"More doctors appointments Blood tests at surgery"

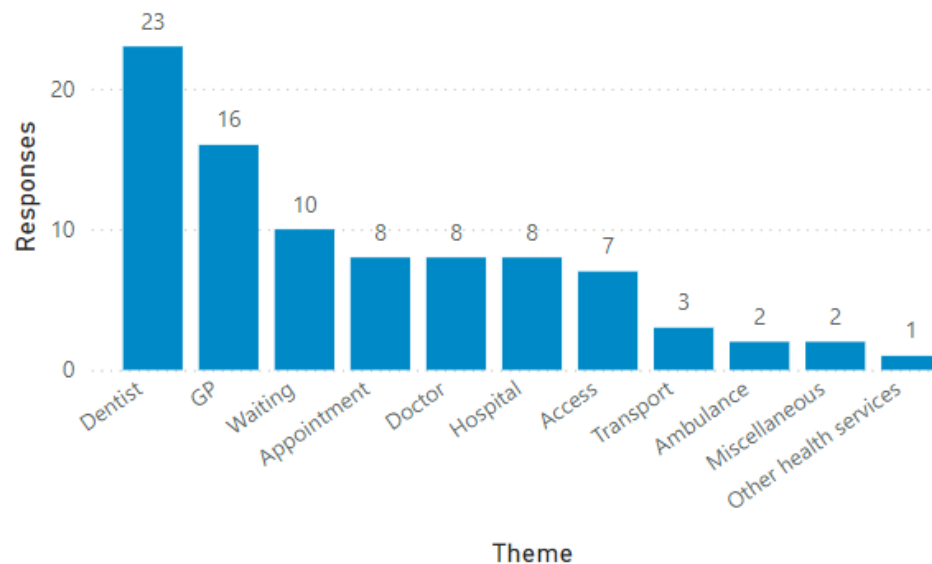
"Too much reliance on phone consultations; waiting times for appointments also too extended. More need for personal interviews - I do not know who my doctor is and have not seen a doctor for many years! This is good if not ill, but poor if advice is needed on a health issue. "

"NHS dentist Access to adequate Mental health support for young people and adults A&E to remain in Telford and Shrewsbury We have accepted the unacceptable in terms if A&E and ambulance services (not the staff but politically)"

Keywords



Main Theme



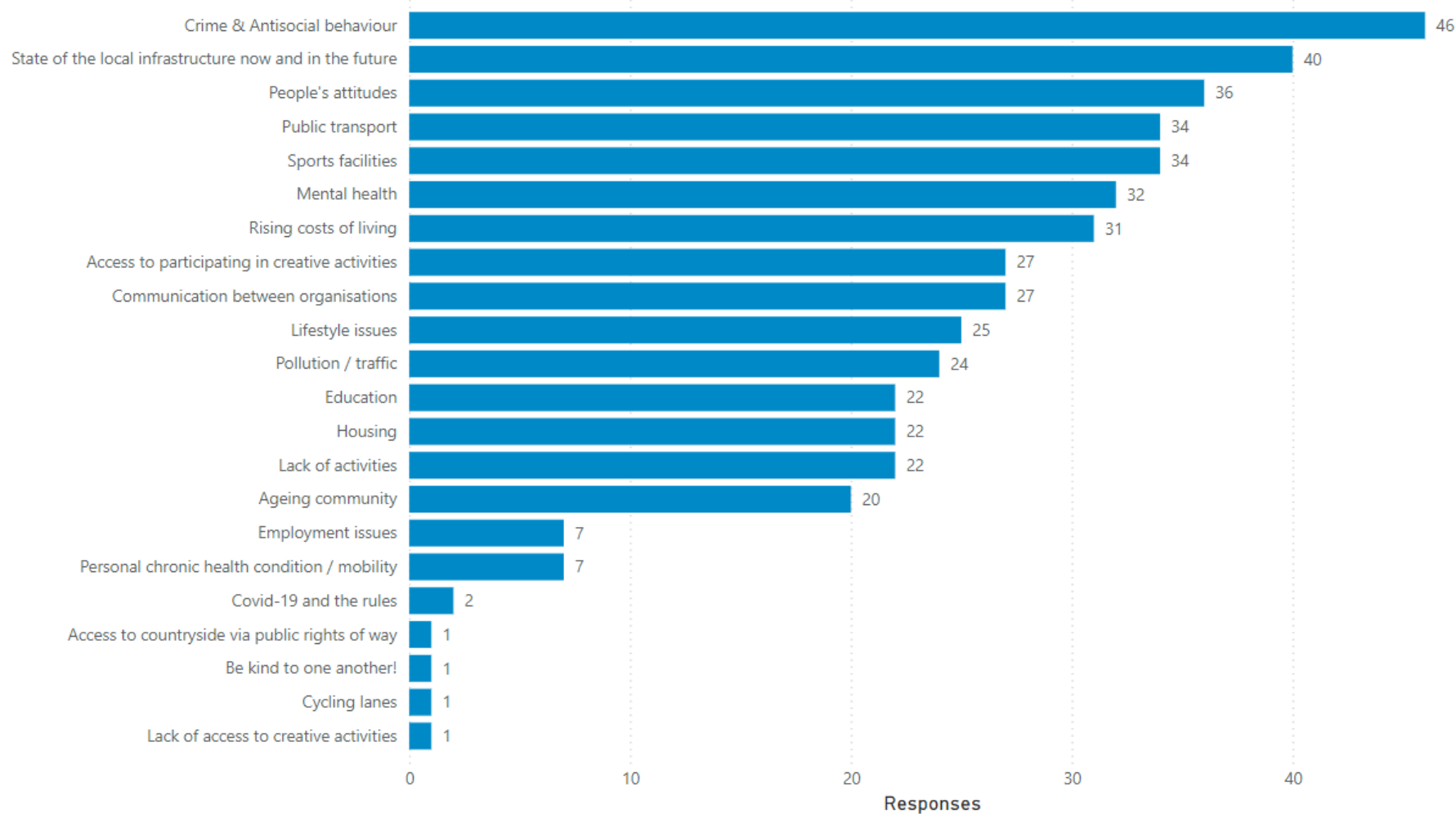
"The system is overwhelmed and inefficient. Social workers have too many cases and the elderly get lost. Without a friend or relative to fight their corner, they are invisible."

Category	Responses
Social	7
Support	5
Miscellaneous	2
Staff	2
Communication	1
Hospital	1

Theme

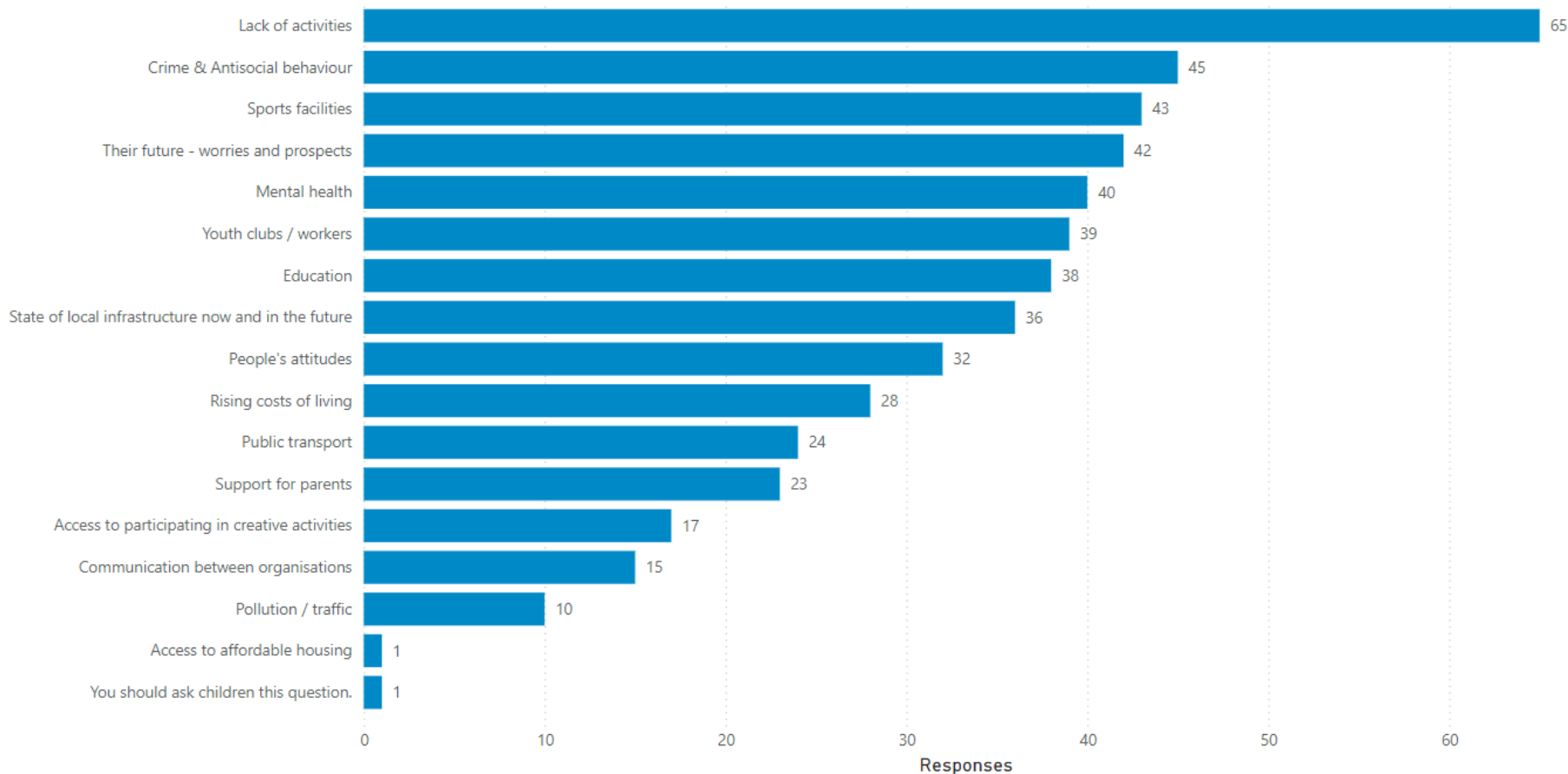
Not including health services, which things do you think are most important to your health and wellbeing in the place where you live?

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?

Issues facing children and young people's health and wellbeing



What issues most need to be addressed to support children and young people?

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

"Lack of financial help for families on low incomes. FSM entitlement does not cover the cost of a meal at secondary school. No local support with uniform costs. "

"Access to confidential support Opportunity to focus on activities and interesting activities "

"Mental health, social media, body image, self esteem "

"You need to talk too and listen to children and young people directly. "

"We have a lot less access to sport facilities than residents in Telford despite just being a few miles away. Better support for schools is also required. Teachers are distracted from teaching having to constantly deal with mental health issues."

"Mental health services are vital for the Smart phone post covid generation. Anxiety and depression is next epidemic. "

"For special need children and their families- they need more support. More creative activities, access to youth workers/ youth clubs"

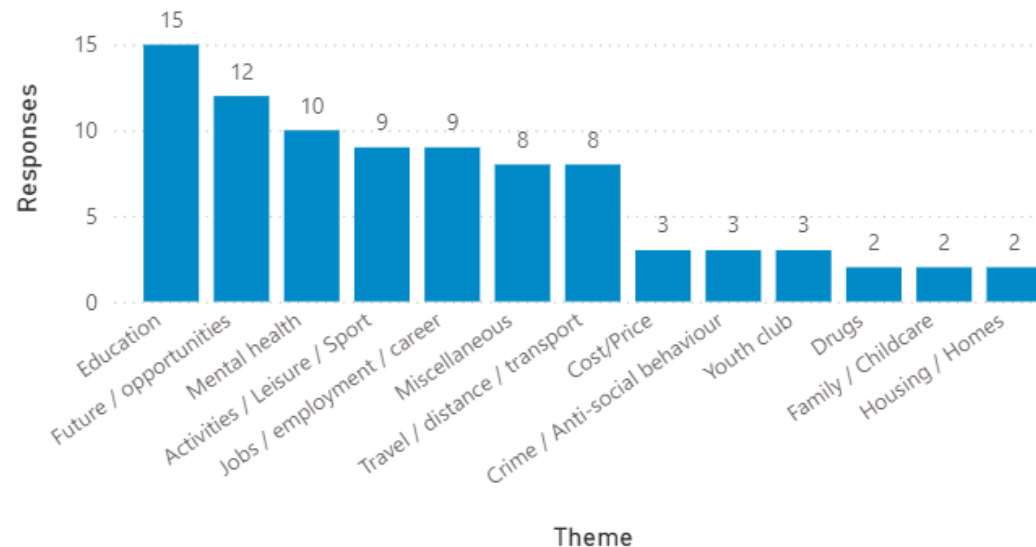
"Secondary education in Shifnal is poor. Mental health support for young people before crisis points reached"

"Shifnal has an underlying issue with soft drug use: there are areas where kids could play (woods, etc.) that are used by youths smoking weed, and seemingly nothing is done to address it, despite it being a well-known problem."

Keywords

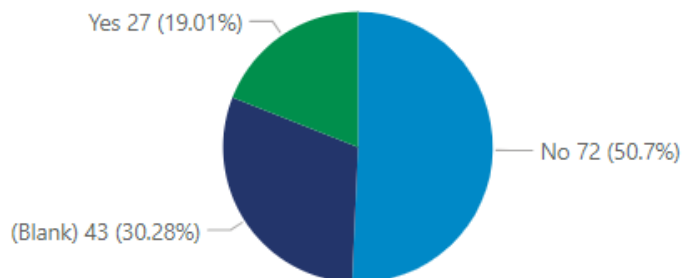


Main Theme



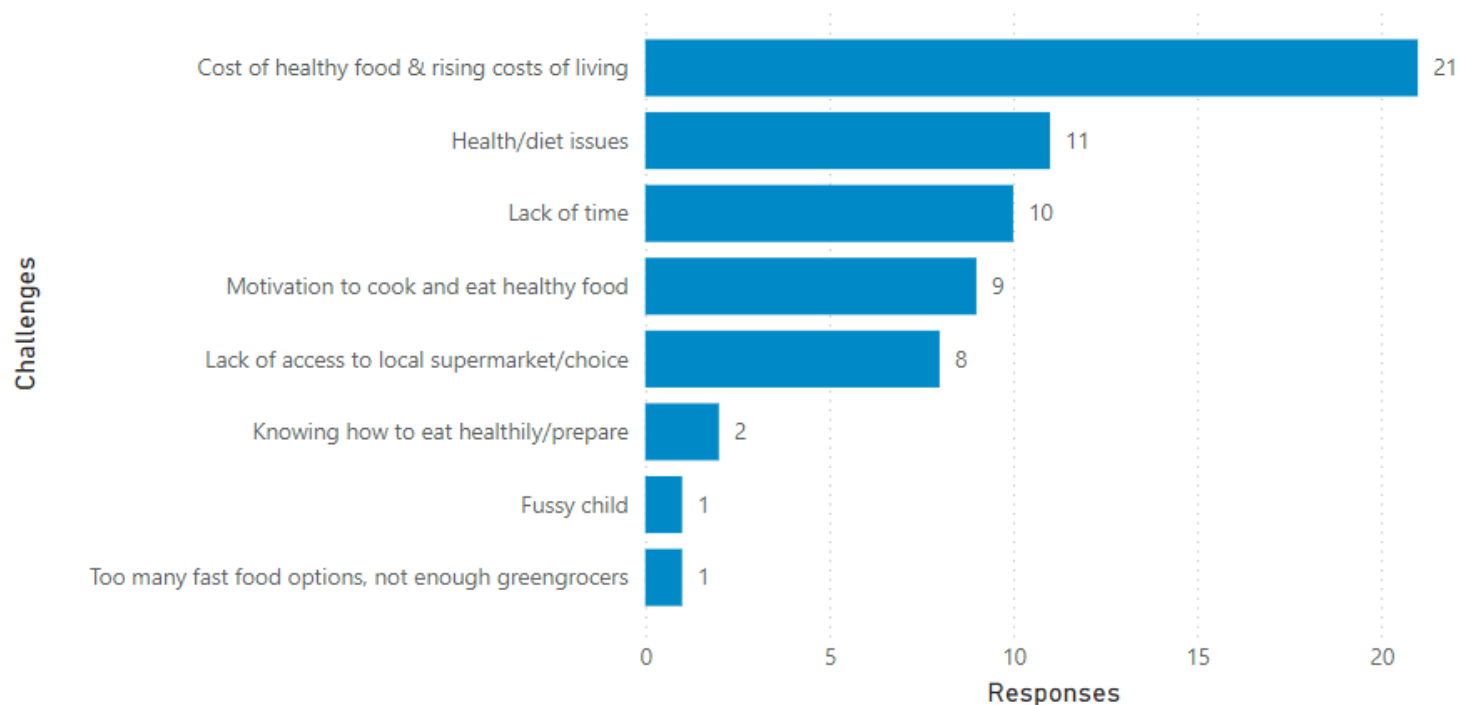


Are there challenges for you and your family in eating healthy food?



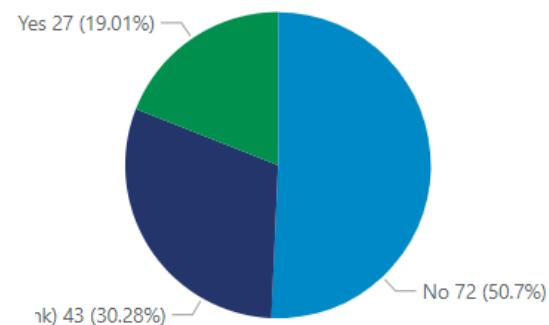
What are the challenges to eating healthy food?

Does not change with age selection



Health activity

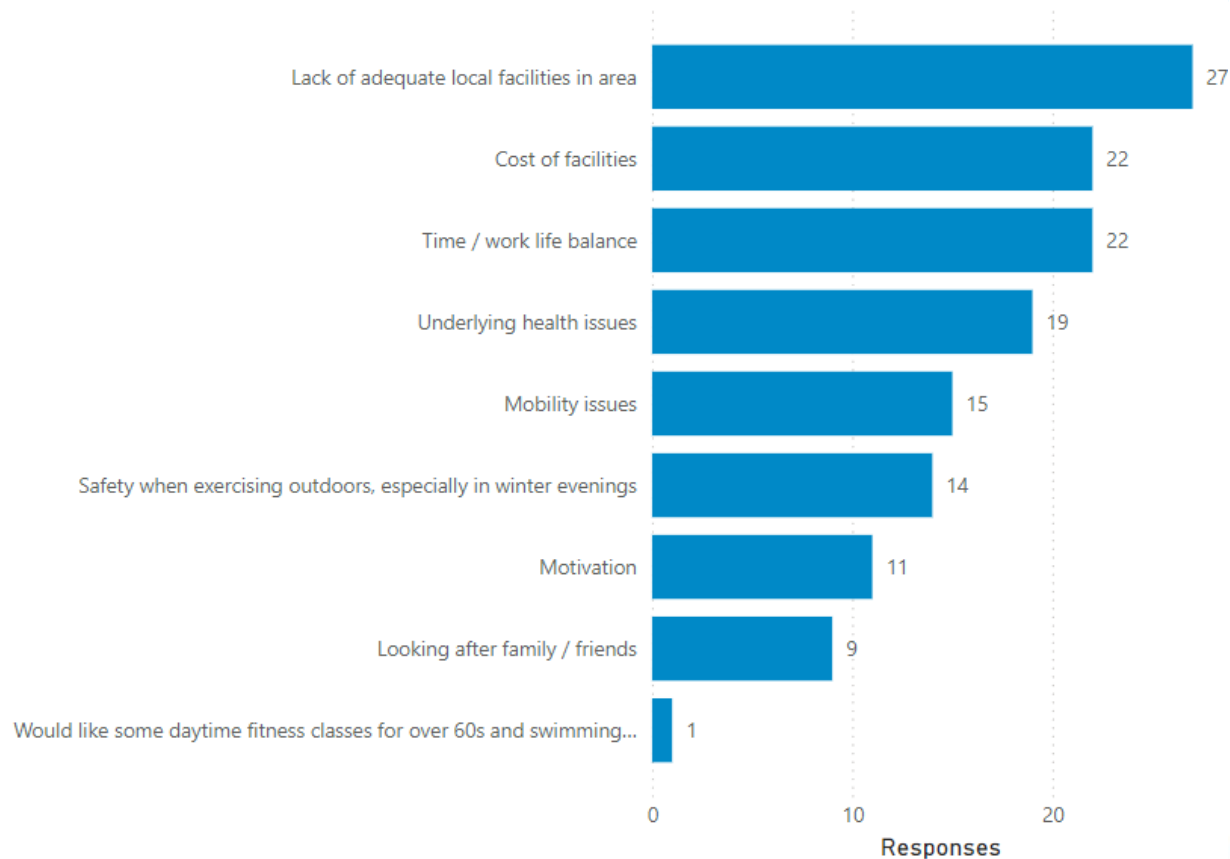
Are there challenges for you and your family in regard to being active in your daily life?



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

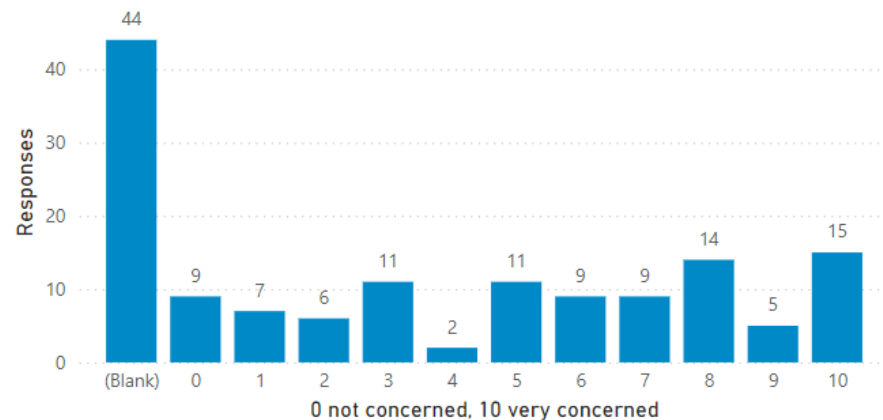
Does not change with age selection

Challenges

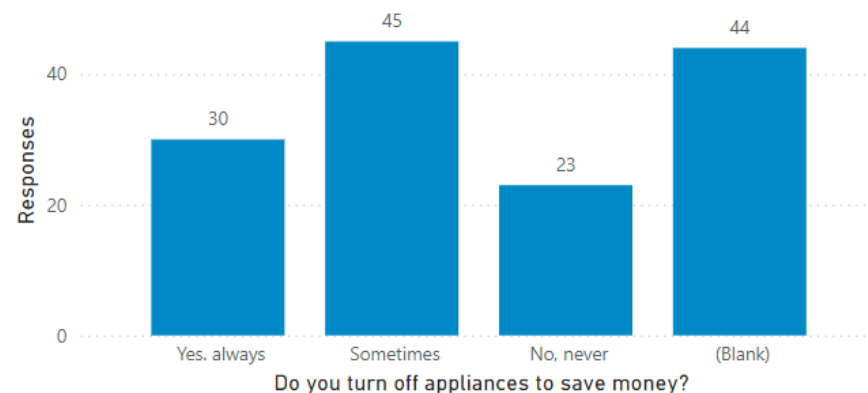


Energy use

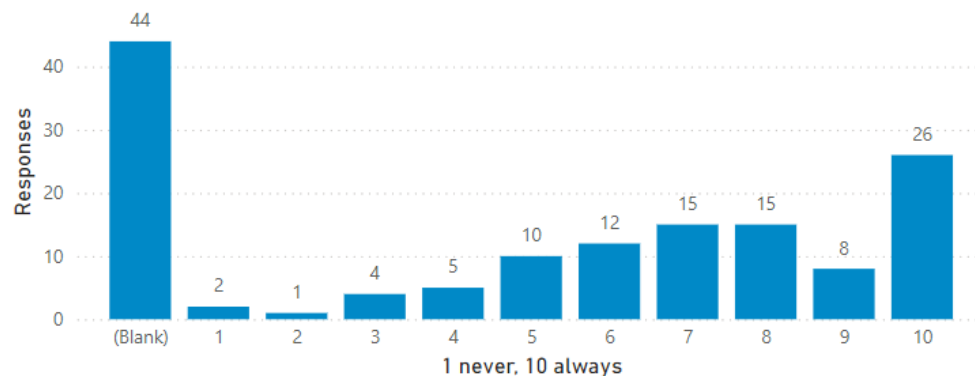
How concerned are you about paying for energy and staying warm at home?



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 Shifnal 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?