

**TO: HEALTH OVERVIEW AND SCRUTINY PANEL
12 MARCH 2015**

**UPDATE ON JOINT STRATEGIC NEEDS ASSESSMENT
AND HEALTH & WELL-BEING STRATEGY
Interim Director of Adult Social Care, Health & Housing**

1 PURPOSE OF REPORT

- 1.1 To summarise progress on the development of the Bracknell Forest Joint Strategic Needs Assessment (JSNA) and the suite of related, web-based services.
- 1.2 To provide an update on work underway to refresh the local Joint Health & Well-Being Strategy (JHWS)

2 RECOMMENDATION(S)

- 2.1 **That the panel NOTE the development of the JSNA and work to date towards refreshing the Joint Health & Well Being Strategy.**

3 REASONS FOR RECOMMENDATION(S)

- 3.1 The production of a Joint Strategic Needs Assessment and Health & Well-Being Strategy is a statutory responsibility of Health & Well-Being Boards and is a function led by the council in partnership with local and social care partners.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 None

5 SUPPORTING INFORMATION

- 5.1 The Health and Social Care Act 2012 (The Act) amends the Local Government and Public Involvement in Health Act 2007 to introduce duties and powers for health and wellbeing boards in relation to Joint Strategic Needs Assessments (JSNAs) and Joint Health and Wellbeing Strategies (JHWSs).
- 5.2 The purpose of the JSNA and JHWS is to improve the health and wellbeing of the local community and reduce inequalities for all ages. They are not an end in themselves, but a continuous process of strategic assessment and planning with the core aim to develop local evidence-based priorities for commissioning which will improve public health and reduce inequalities.

Joint Strategic Needs Assessment (JSNA)

- 5.3 At the time of the transfer of Public Health to local government there was a general consensus that previous iterations of the JSNA has been high level clinical summaries, which have not been able to focus on telling the "local story".

Unrestricted

- 5.4 A plan was developed for a web-based JSNA that was more accessible and engaging. The Public Health team worked with colleagues across the council, the CCG and other partner agencies to produce a new set of over 150 chapters. These were organised within a 'life course' framework – allowing users to quickly access chapters of most relevance to them or the people they deliver services to. The JSNA website can be visited at www.bracknell-forest.gov.uk/jsna
- 5.5 Alongside the main JSNA chapters, a suite of additional features were developed with the aim of making the JSNA a more innovative and engaging product. It was hoped that this, in turn, would encourage a wider range of people into the dialogue on local health and well-being. The new JSNA features include:
 - 5.5.1 Public Health News: A monthly 'blog' that discusses topical issues related to Health & Well-Being, usually with a focus on recent data or research.
 - 5.5.2 JSNA Summary: An overview of the JSNA that sets out key themes and issues for Bracknell Forest.
 - 5.5.3 Self-Care Guide: A set of animated guides to health conditions or issues aimed at the general public.
 - 5.5.4 Public Health Survey: A report based on data collected from over 1800 Bracknell Forest residents, providing a localised and up to date view of health status, health related lifestyle issues and healthcare service use.
- 5.6 Monitoring of the use of the JSNA has been undertaken since October 2014. Since then, the site has received nearly 15,000 page views, with no evidence of any decrease in visits over time.
- 5.7 The Public Health team has recently been promoting the JSNA via social media (mainly Twitter). Monitoring statistics indicate that the effect has been not only an increased number of visits to the website, but also a significantly increased length of visit time and number of page visits per user. This suggests that the use of social media (and particularly the use of direct page links) has enabled users to better locate the information they want within the JSNA and, which in turn has encouraged them to explore the website more fully.
- 5.8 The analysis within the JSNA, combined with consultation work, has led directly to key commissioning decisions. An example is the identification of falls related injuries among older people as a local priority and the development of a new, community based falls advisory service. More generally, it directly feeds into the development of the Better Care Fund Programme and the Joint Health & Well-Being Strategy (discussed below).
- 5.9 The JSNA was presented at the national Public Health England Conference and was a key factor in the nomination of the local team for the national 'Local Government Chronical' Public Health Award.
- 5.10 Future plans for the JSNA include the production of new chapters on issues such as Female Genital Mutilation (FGM) and Child Sexual Exploitation. There will also be an expanded range of sections within the self-care guide aimed at offering advice around the wider determinants of health (such as social isolation).

Joint Health & Well-Being Strategy (JHWS)

- 5.11 The data presented within the JSNA, together with in-depth consultation work, provides the basis for the Joint Health & Well-Being Strategy (JHWS). This strategy sets out the areas of work and action that council, the CCG and other partners intend to prioritise in relation to improving health and well-being.
- 5.12 As such, while the JSNA aims to describe local need, the JHWS sets out the action that will be taken to address that need.
- 5.13 In 2012/13, the Health and Wellbeing Board developed the first Health and Wellbeing Strategy titled "Seamless Health". This identified a number of areas where it was thought that further work between relevant partner organisations might be needed to make sure that people living and working in Bracknell Forest have the best possible opportunities to look after their health and wellbeing, as well as have the right services when they need them.
- 5.14 Since "Seamless Health" was published, the Health and Wellbeing Board has:-
- Consulted with the public to see what they think about the "look and feel" of the strategy, and whether they think the priorities are the right ones.
 - Taken into consideration the views of the public given during the consultations on the Joint Commissioning Strategies. Recent consultations include those related to people with dementia, learning disabilities, autism and carers.
 - Developed the Joint Strategic Needs Assessment (as described above).
 - Gathered detailed information on progress within work programmes that had originally been identified as possibly needing more attention. This will help give clarity on where organisations will need to collaborate to improve services, and therefore support better outcomes for people.
- 5.15 The information about what was happening to improve or develop services in the areas that were thought to be important showed that there were a lot of things happening, but that the Health and Wellbeing Board were not necessarily aware of everything. Some things could be done better if organisations did them together, whilst others were just being developed or were very new.
- 5.16 On the basis of all of the information listed above, the Bracknell Forest JHSW will be refreshed with a draft version available in July 2015.
- 5.17 Areas of work will be identified as priorities on the basis that they are a) an area of significant current need and b) an area in which substantial development is required for that need to be met.
- 5.18 As such, the JHWS will not be intended as a comprehensive list of every issue that is important to the health and wellbeing of our residents. Rather, it will be focused towards those areas most in need of development and improvement, guiding action and providing a framework for evaluating the impact of that action.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

Borough Solicitor

6.1 The relevant legal provisions are contained within the main body of the report.

Borough Treasurer

6.2 There are no financial implications within this report for the Council

Equalities Impact Assessment

6.3 The Health and Wellbeing Board will need to meet the Public Sector Equality Duty under the Equalities Act 2010 and consideration will be given to this throughout the process of refreshing the JHWS. Both the JSNA and JHWS address inequality directly and in detail.

Strategic Risk Management Issues

6.4 None

Other Officers

6.5 None

7 CONSULTATION

Principal Groups Consulted

7.1 Residents, Community Groups, Professional Groups.

Method of Consultation

7.2 Meetings, presentations and workshops for consultation.

Representations Received

7.3 None

Contact for further information

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