

## Wirral JSNA Key Issues Survey 2013

### Suggestions with JSNA lead responses to question 12 - Do you have other ideas that could help to develop the JSNA in the future?

Ideas/suggestions from respondent	Response
A focus on one area per annum	The Health & Wellbeing Strategy provided by Wirral HWBB currently concentrates on 3 aspects - older people, mental health and alcohol. By taking such an approach, as you suggest, they are working to improve outcomes collectively over and above what and how their individual organisations and groups can undertake independently.
Accommodation to hold coffee and information mornings or even evenings so that the population of Wirral know what IS available and not write to the papers moaning about the lack of something that is in face existing.	With JSNA having to be predominantly and online resource for Wirral residents and groups it is not always simple to engage with a wide enough audience....if there are opportunities that you would like to know more about the JSNA and its content I am always willing to attend a group or have individual meetings.
Actually it is a great source of well-presented searchable information. Perhaps a better search methodology and some more infographics but overall a great resource.	We hope to develop over the coming months and make easier how people come into the core content ...we have Instant Atlas to provide the graphic views for the JSNA and other content but for a number of technical reasons this has not been functioning to its full capacity - we hope to fix this very soon
As concise as possible will encourage more people to read figures. Diagrams and pictorial format may also be beneficial when reporting figures. Less jargon and more resident input. Some positive feedback about work being done if possible?	
As well as producing a lengthy report there is a need for an easy to follow breakdown with graphics to illustrate this information to all regardless of background.	
Clear concise information which is easy to read	
I think it is well set out, but may benefit from some of the information being displayed in tables / using graphs.	
Answer complaints promptly	Thanks for letting me know, but I'm not aware of any complaints though would be happy to sort out any issues you might have please get in touch with me at <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a> Thanks

Ideas/suggestions from respondent	Response
I believe that everyone should be able to access complementary therapy professionals. We promote health by encouraging (and practising) integrative health practices. Holistic and individualised care, reflective practice and professionalism are also at the core of our practice.	Thanks for highlighting this as an option for individuals to consider. As the JSNA is asked to look at the overarching strategic story of need for an area this sometimes means options and opportunities such as you mention may not be highlighted.
Ask people when accessing services (eg in hospital waiting rooms) whether any earlier assistance or services could have reduced the severity of their condition or need for present help	This could be an option for colleagues in the hospital and other trusts and CCGs to consider - I will make them aware of all these responses and particularly this aspect
Attention to raising public awareness.	We do try to increase the profile of JSNA and its content...not an easy task given its content and tendency to be long and detailed, but we will continue to get out and raise its profile
I share with partners in other areas that the refresh process - via newsletter to a broad spectrum of people/agencies, used by Wirral's JSNA team is very positive way of communicating. This needs to continue, and additionally it would be great to develop a communication process of sharing good practice, both with other communities and with commissioners.	Thanks for the comments and ideas...we are setting off in January 2014 with a call for information from a wider group of local people, groups and organisations so they can be more involved in the process....we'll ask them to consider this approach...
Basic English - far to 'waffley' for some to understand.	Thanks for that view...it can get too complicated so we'll keep trying to make it simple....
Be more practical stop waffling	Thanks for that view...it can get too complicated so we'll keep trying to make it simple....
Better access, the size of the document sent as a link via e-mail nearly caused my computer to crash! A simple web-based access would be better than sending it out to an e-mail list.	Apologies if that happened. We do normally try to work using hyperlinks or PDF documents...we'll be more aware of this and avoid where possible
Better links to real life situations (e.g. following a "typical" Wirral resident through their life and seeing what happens to them "typically" at certain points).	Sounds like a good idea...we'll see how this can be done...

Ideas/suggestions from respondent	Response
<p>Bit more background information. It is a bit random to just present this questionnaire without any real introduction as to what it is about.</p>	<p>Appreciate it can appear to come from nowhere but there are underpinning documents to accompany the survey - that where possible should be read before starting.....though I do understand how vast and unconnected the JSNA can appear ...I'll take that on board should we decide to continue with survey next year...thanks</p>
<p>Find ways of encouraging more women from deprived areas to attend screening for Breast Cancer and Cancer of the womb. This could be done by volunteers visiting homes and speaking to those women who have not availed of the screening facilities. Such volunteers should reside in the areas in question and should themselves have been screened.</p>	<p>Thanks for the suggestions....i will pass on the ideas to the Clinical Commissioning Group</p>
<p>Change its name to something people would relate to more readily. eg something like Planning for our Community, Planning for our Future, Going forward with the people of Wirral</p>	<p>JSNA isn't that catchy a title i agree.....Joint Strategic Needs Assessment doesn't cut it either...t has been tried in the past but people seem to come back to JSNA. That said it should still be worth thinking about if we want it to appeal to more and more people as a resource they would use again and again...we'll keep your suggestion in mind.</p>
<p>Clearer indexing with direct links to support evidence sources.</p>	<p>Based upon the supplementary documents for the survey I think I will be more clear as to how they link and where within them you can access the detailed content...thanks for the suggestion</p>
<p>Closer co-ordination of a Contents/Index approach to make the document more accessible.</p>	<p>Based upon the supplementary documents for the survey I think I will be more clear as to how they link and where within them you can access the detailed content...thanks for the suggestion</p>
<p>community veg plots on a street scale - (would also solve the brown bin issue)</p>	<p>There are some villages and towns who have such plots in their area (add link)...I'll pass on ideas to Public Health colleagues to consider...</p>
<p>Consider the citizen's perspective = "why does this document matter to me?"</p>	<p>Good point....it does matter so we need to make this clearer when asking you and others to consider the content and what impact does that have...</p>

Ideas/suggestions from respondent	Response
<p>Consultations and surveys are pointless and patronising to those motivated enough to respond, if the results are ignored or decisions have already been made as in the case of WBC's laughable consultation exercise earlier this year</p>	<p>I can appreciate this perspective...I have completed many surveys without ever knowing how my information was, or wasn't used...the fact that I've answered your query should show you my intent to respond to all aspects the survey generated....the results are used a) to inform the new Health &amp; Wellbeing Board about the public perception of the JSNA key issues, b) provide this board with the detail to amend or not their strategy and action plans and c) direct me to develop a better JSNA through your queries and comments ....the current strategy has three key topics - alcohol, mental health and older people and these were identified as priorities from this survey when carried out last year....so it can sometimes have the impact you hope for when you complete a questionnaire...(last year's results of this survey were circulated back to all those who took part and provided a contact point to receive the update, posted on the JSNA website and in bulletins...this year we will extend that circulation even further)</p>
<p>Continue to ask residents what they want</p>	<p>Will do...</p>
<p>Continue to work collaboratively in promoting the health and wellbeing agenda on Wirral and include housing as a key player.</p>	<p>Will do...recently updated the Housing and Homelessness content (<a href="#">click here</a>) and we are working with colleagues through Strategic Housing Partnership to develop content in the future....</p>
<p>I know this sounds extreme, but focus on the genuine health needs of the community not those manufactured by members of the population (both affluent and non-affluent!). I imagine those conditions such as chronic liver disease; lung cancer; obesity; addictive drug disorders cost the health system vast sums of money each year. People need to realise that they are making life choices by ignoring health warnings and that in financial terms the health service is not there to fund their compulsion. Perhaps if they were given warnings and then privately charged for treatment this may help encourage them to stop and enable NHS funds to invested in more important projects such as cancer research &amp; reduced waiting lists.</p>	<p>Thanks for your comments...I appreciate the points you make...and I think the approach of such needs assessments set out to highlight a) the issue, b) the population affected and c) inform service planners and commissioners of the aspects surrounding that group, that topic, that issue so they can instigate work to reduce levels of smoking, drinking and other behaviour related issues.</p>

Ideas/suggestions from respondent	Response
Continue with engaging with the public	Will do
Copies at hospitals and GP's surgeries	In normal circumstances that would be a good thing to do...but given the content runs over several hundred pages...the cost would be a lot and the keeping it up to date with the number of changes that occur would be a problem....we have put the JSNA desktop icon which provides direct access to the JSNA online on all partner PCs such as council, hospital and GP staff and are planning to have the JSNA icon put on all public library PCs so people can go into the JSNA when in the library or if they are without access.... That said we can always do more to increase people's access....so we'll think of more ideas to do this...thanks for the suggestions.
Don't just put a link on a webpage for the JSNA that doesn't work.	I couldn't agree more....let me know where that mistake was made and I'll rectify it...my apologies...
Easier to understand language content	Thanks for that view...it can get too complicated so we'll keep trying to make it simple....
Easy clear access	Thanks for that view...if anyone has had a problem getting access just drop me an email at <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a> and I'll do my best to sort it for you and so for others...thanks
Environmental matters, eg decisions on house extensions which raise disproportionate feeling between neighbours.	This can always cause problems regardless if they are dealt with as the process calls for...we are about to produce a climate change chapter that looks at the health impacts of our changing climate...but as for decisions on planning applications this is a little to specific for the JSNA though add link might be able to help
fewer authorities trying to put their arguments above others	We do try to provide an unbiased account of any given situation...but whether we succeed can only be in the view of the reader...if you feel this isn't happening let me know at <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a>

Ideas/suggestions from respondent	Response
Focus groups?	These can work...they tend to be used for understanding service provision but do have a good deal of success. We have some reports on recent focus group work ( <a href="#">click here</a> )...I will bear this in mind as we develop over the coming months. Thanks
Get somebody else to write the next survey.	That sounds like a good idea too....not that I expect it to suit everyone's taste I will have another look again at what I'm trying to find out and if it is presented helps in a way that helps people to answer those questions. Thanks for the pointer...
It would be helpful if they could perhaps comment on some positive areas or give links to where help could be found on the problem areas. People who read the report may find it useful if any sort of website was suggested as a starting point to getting further information.	I am conscious that just providing the potential negative outcomes and issues is not always a balanced approach but this is often what a 'needs assessment' provides....we do try and link to services where we can to direct reader to options and alternatives to the issues raised. We are not there yet with this but are trying to develop the approach...
Get the document checked by one of the literacy experts in the education department	Will do
get the draft read by the consumer or those like me with reading problems before you publish	Will do
Get things done rather than talking about them	The JSNA is not about the doing...it's about developing the information for those who undertake the doing with what the major and key issues are for our residents ....to go onto provide appropriate help, support or service...
Getting people to actually look at it, or be in a position to do so. A lot of the issues addressed relate to the very people least likely to be able to access JSNA information.	this might be the case....by providing some detail to the issues that disadvantaged communities and groups face does help service providers and others some knowledge on their approach ....but making it more available to a wider audience is very important so i will bear this in mind as we continue to develop the JSNA

Ideas/suggestions from respondent	Response
Give some unemployed people a chance to help, give them work experience which could look good on their CV	This could work if there is a specific piece of work to support...I will pass on the idea
Greater ability to access the performance of comparator authorities through the JSNA	We are looking to increase the detail that relates to other authorities and regions. We do carry a lot of comparative content - often to North West and England - though we will be looking to provide more in the future...
Have pointers instead of a long document	We try to do this in the Executive Summary document ...the headlines. The bigger issues...the detail behind this summary is very in depth and a lot to read....we will keep trying to direct people to the main points as you suggest. Thanks
Have some service users' look at it to make it more public friendly.	Will use this idea as we develop the content over the coming months...thanks
Higher profile so that more people have more interest and input in it	We continually strive to gain this....overtime I think it has improved and in the future it will become even more important to people and so with it the value of its content...please push it to people wherever possible and keep any feedback on it coming in...thanks
The issue of antisocial behaviour can be directly linked to 3 areas - alcohol, drugs and mental health. A high level of antisocial behaviour impacts directly on the mental health of residents, and can lead to a deterioration of the neighbourhood in terms of cleanliness and housing stock condition leading to further problems. Simplistically, the "broken window" study illustrates this to some extent	Thanks for the observation...we are currently working with members of the Community Safety team to develop our content around these areas...hopefully we can provide a greater depth of detail in the future.

Ideas/suggestions from respondent	Response
<p>How do you involve the public? At what stage? Would be best to involve from start-share benchmark data and evidence of impact of change and discuss how to prioritise with local communities. How do you involve 3rd sector in process?</p>	<p>All good valid points...tendency is to provide content for comment and development...though with changes to local area forums, new public service boards and Healthwatch Wirral I think there will be more opportunity to look at baseline data and for others to develop a range of collective answers... With the Voluntary, Community and Faith Sector we have a good working relationship and continue to develop how to gain insight and use the information...</p>
<p>I assume that the current data reports come from NHS/DWP/Local Authority statistics, would there be a way to provide more data from the "public" so give a more realistic data analysis which would perhaps enhance the services provided.</p>	<p>Often the collected and collated data is the first port of call for the JSNA content - though I am very mindful that this is not always all the detail ...we are planning an additional approach early in 2014 that looks to widen access to a greater body of local information.....keep watching out for the information ....</p>
<p>I do think you need to include elements of the economy and employment</p>	<p>We do carry the quarterly Economic Profile update on the JSNA website...here....though we can always look to provide more information where available...</p>
<p>I had never heard of it, it provides very interesting information about our area; the key points are easy to read and understand. It should be published in local paper, and then greater feedback would be given.</p>	<p>Thanks for the feedback.....i take your point about widening its appeal (and then feedback) through the local press....not sure we have a budget to do this but we can think creatively about how we bring it to the attention of more people .</p>
<p>I think wider distribution and discussion of the document within community settings would help as the community becomes more involved. This is the first time I have ever been asked to do this despite being in the health service in this community for 30 years</p>	<p>Many thanks for your insight and I wouldn't disagree that this could appear to be new to many people - including those within service provision - we will continue to widen its reach, increase people's knowledge and improve their involvement in its development.</p>

Ideas/suggestions from respondent	Response
I think it could be more widely distributed so that residents can see the statistics and findings.	I will look into ways of doing this....if you have any detailed suggestions let me know at <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a> ....Thanks
I think it has great potential. But proof is in the eating and I'm not seeing any obvious links to solutions.	Solutions or recommendations can be difficult to provide.as they are often not given in the full knowledge of all that is happening locally....we do highlight and link to lots of best practice through the website...we can always do more and will keep looking to improve this aspect. Thanks
I think just keeping it up to date and uncomplicated	Will do....
I think the executive summary report should be linked to this questionnaire. It would make for an easier survey.	Thanks for comment....it truth it should have been so I'm not sure how it got separated for you....let me know at <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a> how this came about for you so I can try and prevent it happening on any future contact or survey....thanks
I would like to see the research done by an independent company, I trust this was not?	I understand the point made about how perceived 'independence' can give greater assurance to the reader and user of the content, of its source and its collation....but we are rigorous in our approach as to what we say, how we present this and how that is in turn interpreted by the reader....we can but try to present an unbiased view for all to use
If the areas of need have not enough funding to address them, then this is an entirely academic exercise; of interest only to future historians. All you're doing is documenting deprivation.	I appreciate your observation but hopefully it is of use to current service planners and service commissioners in their approach to how the money is spent now. Thanks
Input from local Care Homes - available as a source of Community / contact for all	Will bear in mind in coming months as we develop options to invite people to contribute to JSNA...thanks
Include balance between healthy and junk food suppliers	New local Public Health work with Environmental Health colleagues in relation to fast food outlets might be interesting to you ....
Include more about children	There is a chapter dedicated to children and young people ( <a href="#">here</a> ) and we are in the process of updating the content over the coming months

Ideas/suggestions from respondent	Response
Include physical activity and air quality	there is some content on these topics...but like many we could add so much more....we will bear this in mind as we have opportunities to develop in the future
Information on number of people diagnosed with Impaired Glucose Regulation and with CHD risk factors (e.g. hypertension, dyslipidaemia, etc.). Number of people with diabetes referred to structured education.	Will look into these options to see if we can collate the information and where it can be included appropriately...thanks
Internet communication works	Will keep looking to expand JSNA coverage through the range of internet options....Thanks
Having a Church School we know that children arrive at pre-school with little social and language skills. We run a tots group and yet it is very small and it is difficult to get families to come. This is a good place for a child to begin interacting with other children and for development which would help towards the issues which are then taken into pre-school. Is there something which the JSNA can do to encourage young parents to take advantage of such tots groups so that we can contribute towards breaking these issues which leads to later development and educational issues?	I am conscious that just providing the potential negative outcomes and issues is not always a balanced approach but this is often what a 'needs assessment' provides....we do try and link to services where we can to direct reader to options and alternatives to the issues raised. We are not there yet with this but are trying to develop the approach...we will look to direct to such opportunities where we can...
Is it read by those in deprived areas? Could the report be made more accessible? Do residents appreciate that small changes to lifestyle can make a difference to their quality of life without costing more?	We would like to be more widely considered across all communities...especially disadvantaged areas....many of the services that do work in these areas are users of the content and contributors where they can be...so it does inform those who work with local communities...though we will keep trying to widen its appeal...Thanks
It is dry, but to make it less so, will reduce its importance. What it has to say, is of so much concern that some friends and I are attempting to set up a charity to give help and support to the people of Bidston & St James.	Appreciate your awareness....admittedly it isn't a good bedtime read but it is important for a number of reasons...great to hear of your work and that JSNA has in some way helped...Thanks

Ideas/suggestions from respondent	Response
It is only available on line and some people do not have access to or know how to use computers so it is missing a large section of the community	I understand ...unfortunately it has so much content, that is moving constantly, that any hard copy would be out of date very quickly and too heavy to move ....we are putting the JSNA icon on a range of public PCs such as library PCs but we haven't cracked this one yet so if you do have any ideas let me know at <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a>
It might be an idea to split into short, medium and long term frames, e.g. some issues are likely to become more pressing others less so	Will look at this idea....thanks
It needs to be led and directed effectively if it is to be of use. Otherwise it is just another report with statistics	Hopefully this is the case but we will continue to widen its audience appeal, its strategic use and the increased active involvement of new contributors
It needs to be presented in a more easily understood, and quicker and easier to read way. The title itself is enough to put anyone off!	Will keep looking to develop the title and its presentation.....thanks for comments
JSNA isn't really a nice title! Consider an alternative	Will keep looking to develop the title and its presentation.....thanks for comments
JSNA should stop trying to lecture the 'deprived' people of Wirral in such a patronising manner. If they want to smoke, drink or be obese, that is up to them.	Absolutely....and likely they will continue regardless of the JSNA pointing out to them the negative health impacts....though if it is 'lecturing' we will bear this in mind to ensure that we present only the facts and not in any undue way...
Just keep sending out the reports and emails, information and updates.	Will do
just stick to the items keeping them short but full of important items, that are easy to understand	Will do

Ideas/suggestions from respondent	Response
The issues are so complex, although clearly described; it is difficult for the layman to improve on what you are doing. To contemplate two more years of the same level of cuts is horrifying, there will be no services at all left. You could advertise for people to join 38 degrees, a pressure group on issues like cuts health etc. or do anything to protest about the unfairness of the cuts while the richest people aren't feeling any pain at all.	Many thanks for your comments...where we can we'll continue to improve the description of our local story of need...providing a range of audiences with the insight and opportunity to develop new options
Keep it simple	Will try to
Keep it simple - short and to the point	Will try to
Keep it simple!!	Will try to
Keep it to two pages	Will try to ....we are trying to limit content but this is not always easy given the wide and varied amount of detail about certain topics or conditions and how that might affect people...though going too far will mean people won't read it...so I will bear this in mind as we keep on developing ...Thanks
Let me know if you'd like to consult with a group of young people. As well as PSHCEE we also teach Health and Social Care.	Will do. Thanks
Links to other local services that do complementary work. Eg with unemployed people	I am conscious that just providing the potential negative outcomes and issues is not always a balanced approach but this is often what a 'needs assessment' provides....we do try and link to services where we can to direct reader to options and alternatives to the issues raised. We are not there yet with this but are trying to develop the approach...
Listening to people & try to take their ideas on board	Will do...
Make instant atlas easier to "read" and use	Will pass your comments on...
Make it more concise	Will try to...
make it more widely available to the general public, e.g. in libraries, OSS, community centres etc. so people become more familiar with it	The best way of doing this is through these centres and their public PCs.We have started and will continue to spread the word....

Ideas/suggestions from respondent	Response
Making sure people who use services are kept informed	This could be an option we should explore more...using those services who come into contact with people to tell them about the JSNA....we will look into that idea...Thanks
Maybe a summary of content as is quite wordy.	There is an Executive Summary....but even this can appear long....though we will try and keep it to a minimum....we do have easy read versions which could be helpful...
Meaningful consultation with children and young people, and voluntary community and faith sector organisations	For the JSNA we should carry any public voice content that the range of local groups and organisations gather ...we don't always get to know or hear about this....but it would be good to provide all this information through the our site...we will keep trying to do this...
Monitor activity levels in all age groups as level of activity has a significant effect on various aspects of health and wellbeing.	Public Health colleagues are working on this aspect amongst others....as you point out this is important to know ...
More awareness campaigns about the dangers of drinking alcohol.	I will pass this information onto the alcohol lead
More engagement with those trying to provide services	wherever we can - then we should be doing this....we are planning an additional approach early in 2014 that looks to widen access to a greater body of local information from service providers and others....keep watching the JSNA website and bulletin for updates on this or email me at .... <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a>
More engagement with users not just organisations that claim to represent users	wherever we can - then we should be doing this....we are planning an additional approach early in 2014 that looks to widen access to a greater body of local information from service providers and others....keep watching the JSNA website and bulletin for updates on this or email me at .... <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a>
More involvement from local people. Perhaps a regular column in the local paper/radio or other media.	Will look into this option...Thanks

Ideas/suggestions from respondent	Response
More local services away from hospitals, i.e. in Health Centres. More availability of GPs	Will pass this comment onto the Clinical Commissioning Group lead
More public information events/conference etc.	Will look into this option. Thanks
Design it, bring it to life a little more, demonstrate the care which you have for the people of Wirral by showing some perhaps, it would warm it up help dismiss the feeling that can come from this type of report... that people are just numbers and statistics, which doesn't reflect how much as authorities you actually value them and the contribution you need to encourage them to make.	Good point...we'll look at alternatives to take some of the issues and see how that can be presented for the reader ....
More widely publicised eg Community Safety Partnership members as an observer member colleagues seem to be aware but we don't seem to review it	Will look into this option. We are working with Community Safety partners to develop this area of content in the JSNA...
Most have been adequately addressed	Thanks
Needs to be accessible by a screen reader/ controller for visually or physically impaired	Will look into this option. Thanks
No - good work keep going	Thanks
Not currently but I am very interested in the role of Healthwatch Wirral and attending an information day on 18th June and would like to be involved in Task and Finish group activity in the future.	Thanks for comment and I hope you were able to be involved as you describe.
No it's a good report	Thanks
No except someone act on it - tell you one thing very which solve all your problem in one go - children should finish school at 5 - between 3 and five they do sport -	Thanks for comment. Hopefully people are acting on the vast majority of the detail....and I will pass your idea onto colleagues in the Children and Families Department of Council...thanks

Ideas/suggestions from respondent	Response
<p>Make it available more widely and in its unadulterated form            Currently most residents of Wirral only get to see the press/journalists version of these reports. These are usually negative and bleak and sensationalist then tell people what you are going to do about it - have a plan in place that addresses the needs and is not restricted by budget. By limiting money for some services you are selecting out who can be healthy and who doesn't matter; the underfunded groups are being consigned to a unhealthy lifestyle and potentially an early death</p>	<p>Thanks for your comments...the survey and immediate associated documents provide an overview of the details in the JSNA. Through the website the depth of detail increases. Through such approaches as the JSNA Bulletin and attending a variety of meetings and events we are trying to provide access and knowledge of the detail...but we can always find new ways and methods....The plans you mention are those provided by the Council, the new Clinical Commissioning Group and other local partners...where the evidence helps them consider what might need to be done...choices about what to do about the local needs have, and will, always be apparent and this is very obvious in todays period of austerity. I do believe that issues around health, where they are known, are considered and ways and means put in place to alleviate or mitigate for that situation.....an argument for every health issues could likely be made to increase funding. Often this can be to the detriment of other needs....</p>
<p>No confidence in surveys responses are cherry picked to support actions already decided if Wirral Council is involved</p>	<p>I can appreciate this perspective...I have completed many surveys without ever knowing how my information was, or wasn't used...the fact that I've answered your query should show you the intent to respond to all aspects the survey generated....the results are used a) to inform the new Health &amp; Wellbeing Board about the public perception of the JSNA key issues, b) provide this board with the detail to amend or not their strategy and action plans and c) direct me to develop a better JSNA through your queries and comments ....the current strategy has three key topics - alcohol, mental health and older people and these were identified as priorities from this survey when carried out last year....so it can sometimes have the impact you hope for when you complete a questionnaire...(last year's results of this survey were circulated back to all those who took part and provided a contact point to receive the update, posted on the JSNA website and in bulletins...this year we will extend that circulation even further) They can be viewed <a href="#">here</a></p>

Ideas/suggestions from respondent	Response
No its so depressing to read - gives a feeling of hopelessness	I appreciate this view completely.....needs assessments are traditionally a deficit or negative approach...work is carrying on about 'assets' or things that work for people in their area....you would have seen a question about this in the survey....look out for the results of this question and other work that is going on....or email me at <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a> so i can point you in the right direction for the information
No, i think the report covers the detail very well	Thanks
No, I'll leave that to the people that are paid to do the job!	Will do...
No, not really. It would be good to hear about initiatives that are succeeding in tackling some of our problems, particularly relating to alcohol and tobacco, but that is somewhat out of the remit of the JSNA.	Thanks.....I am conscious that just providing the potential negative outcomes and issues is not always a balanced approach but this is often what a 'needs assessment' provides....we do try and link to services where we can to direct reader to options and alternatives to the issues raised. We are not there yet with this but are trying to develop the approach...we will look at how we might do this will drugs and alcohol services. We do have evaluations of The Quays Projects on the JSNA website...as a start...
No, other than perhaps holding "events", say in the Pyramids to make residents more aware of what you are trying to do.	Will look into this option. Thanks
Not at present but on reflection maybe!	Thanks
Not at this stage	Thanks
Be more specific of detailing exactly how key outcomes will be achieved rather than uses of phrases such as promote "awareness of issues" Also be more specific in estimating percentage of successful outcomes, not everyone will suddenly make the correct choices to adopt a healthy lifestyle.	The strategic story of need a JSNA sets out to provide can often be drawn close to the question "so what is happening about this'....this is where the evidence moves from strategic to operational and how it informs decision makers to take action. The performance management of those actions is now far more robust for the local authority and Health & Wellbeing Board and this is where the outcomes are expected to be achieved....we will make sure in the JSNA we direct readers to this information so they can follow progress...

Ideas/suggestions from respondent	Response
<p>High benefits = Alcohol &amp; Cigarettes Boredom lots free time = Drink, Drink = Sickness, Sickness = Health issues, Health issues = Doctors, hospital &amp; medication costs. Eg. Mental health, lives alone, takes home £970 net per 4 weeks. But no council tax to pay, no rent, not travel costs to work, no prescriptions to pay, and no dentist costs. Just food and utilities. Eg £124 per month with sky as this is a must if on benefits. Food £120. Total £244. So £726 to party with or blow. Bored so use it to drink, smoke, and some drugs perhaps. Mental issues so they cannot be expected to manage money and have dependent issues on things. Are we helping them or creating more issue. I say not helping them we are creating a life style of comfort and destruction. Solution reduces benefits to a 3 tier level. Mental issue level at bottom level 3. Pay £100 per week and give food stamps of £50 per week. In The Netherlands they pay one amount and you have to manage all your own cost, housing, prescriptions, everything from it. If you don't manage it properly that's your fault but the DHSS can educate you on managing households are on the phone, on line or they can take courses. So take a look at what they do.</p>	<p>Thanks for the detailed response and your views....I think where the JSNA sits within this, and where we can continue to develop in the future, would be about the local needs and population issues associated to the health related behaviours you highlight...in terms of how society responds then some of your suggestions could inform the local MPs and others to consider in light of the changes occurring with the new Universal Credit offer.....</p>
<p>Not currently. It is very informative and comprehensive.</p>	<p>Thanks</p>
<p>Not everyone has a computer .so why not have area forums quarterly.</p>	<p>Good idea....we have just produced a 'Constituency Profile' for each of the four new Constituency Committees that have superseded area forums (and this covers wards)...they are being considered in November and then again in the future....<a href="#">here is a link to them</a></p>
<p>NHS Staff should show their customers, by example, that they exude Health &amp; Wellbeing. i.e. that they all conform to a BMI that shows that they are not obese or smoke in the broad confines of the hospital they work in. (Too many people working in the Health business, in all its facets, are obese.)</p>	<p>From a JSNA perspective the populations needs around healthy weight and managing subsequent conditions is useful to provide ...this will affect many individuals and how they manage this situation and how services are positioned to support those people.</p>

Ideas/suggestions from respondent	Response
Not really. It appears a good job is being done by those already involved	Thanks
Ask people using social services especially with older family members what they think could help to improve the long drawn out process when older people leave hospital and need assessing as it is too long winded which causes unnecessary stress on the family/next of kin	The issues you highlight I will forward to colleagues in adult social care to be aware of....
Not really. I'm not sure what initiatives are in place already, or what finances are available. Perhaps increased opportunities for youths to experience work placements and give them a flavour of different types of employment.	Thanks ....we'll pass on your ideas...
Not sure if you do but it would be very useful to contact ALL charities in Wirral to ascertain the level and type of help they give relating to JSNA issues/interests so a broader more detailed picture is obtained.	We are planning an additional approach early in 2014 that looks to widen access to a greater body of local information from service providers and others...and this will include charities....keep watching the JSNA website and bulletin for updates on this or email me at .... <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a>
Not that I can think of at present	Thanks
Only - as above - closer integration with the local authority and police etc. BUT ONLY if this is allied to a willingness to enforce (e.g.) licence and planning regulations to support health and well-being.	Thanks ....we'll pass on your ideas...
Perhaps look at some positives not just the negatives.	Thanks.....I am conscious that just providing the potential negative outcomes and issues is not always a balanced approach but this is often what a 'needs assessment' provides....we do try and link to services where we can to direct reader to options and alternatives to the issues raised. We are not there yet with this but are trying to develop the approach....

Ideas/suggestions from respondent	Response
I feel that many residents who are likely to respond to this survey are unlikely to be from the key issue areas of the Wirral. To gain a true response from ALL residents more should be done to target key areas. Whether it is setting up sessions in doctor's surgeries or supermarkets.	Thanks for your insight and it is quite right ...those more likely to respond to surveys are least likely to be experiencing issues as described in the JSNA....this survey was targeted at a range of people and groups to draw out a wider response and view...the result of the map analysis does suggest a good spread across Wirral including areas traditionally thought less advantaged...but we will carry on and try to widen its coverage with the groups you mention.
Perhaps more summary comments, as the doc is so large.	Will look into this option. Thanks
Possible inclusion of plans to prevent / limit the estimated increases in those problematic areas shown and once agreed track the plans against estimated increases in order to show what is working and what is not - allowing for managed change.	Thanks.....I am conscious that just providing the potential negative outcomes and issues is not always a balanced approach but this is often what a 'needs assessment' provides....we do try and link to services where we can to direct reader to options and alternatives to the issues raised. We are not there yet with this but are trying to develop the approach....we are also trying to direct the reader to local performance information which might help with your suggestion...
Yes, look at improving social cohesion and integration in communities; look at access healthy living provision as an indicator of good practice; look at "revolving door" statistics for hospital admission, discharge and re-admission; look at availability of GPs and service provision satisfaction surveys	In a number of the areas you mention we do provide such content - though it can always be more detailed - we will look to develop the range through better links to existing online content about Wirral that can often be disparate or spread across a number of sources
Public meetings	Will look into this option. Thanks
Put it into Easy Read	There is an easy read version on the JSNA website....i will make more of this option in any future survey or documents...Thanks
Radio Merseyside has a great open debate with Roger Phillips. Local papers, most people have ideas but don't hear about surveys and feel left out. Good publicity needed.	Will look into this option. Thanks

Ideas/suggestions from respondent	Response
Report some positives. I'm sure I saw a report that more Wirral people have signed up to some kind of sport/fitness than other areas?	Will do.....I am conscious that just providing the potential negative outcomes and issues is not always a balanced approach but this is often what a 'needs assessment' provides....we do try and link to services where we can to direct reader to options and alternatives to the issues raised. We are not there yet with this but are trying to develop the approach....
Show a map of the Wirral and people can press on the areas to see how well or bad it is for certain issues. This way, both you and the public can see which areas are bad and good. So more effort is needed to the bad areas to improve it	We do have an option called 'Instant Atlas' which has maps that you can change the details on to highlight different issues ....the link is here....we will make this option more obvious on future content...Thanks
Social media	Will look further into this option. Thanks
Stop reporting statistics from 2 years ago, as it currently means nothing now	We would like to have everything up to date...all the time...but refreshing as often as possible is the best we can do...so some data can be older....many of the issues do remain the same and persist over time....though I acknowledge we should try to keep as much as possible up to date...Thanks
Take guidance from the GPs - they witness the medical fall out from social and economic factors.	Wirral GPs now have the lead, with Wirral Council, to make sure we have a JSNA...so hopefully they are at the heart of its content...though always trying to get better....
Talk to LGBT people and engage with the issues	There has been a LGBT Needs Assessment. But as any information this needs to be kept up to date and current to be most useful....i am aware of colleagues working towards this outcome...hope to have this updated soon...
The results delivered in a hard hitting style to motivate and engage businesses and the wider community	Will look further into this option. Thanks

Ideas/suggestions from respondent	Response
There is lots of good work going on in Wirral. All good practice needs to be accessed and shared to help develop the JSNA in the future. I am happy to be part of that process	Good idea.....we will look further into this option. Thanks
There is need JSNA to have a clear understanding of Wirral population by conducting a study in participation from different community groups.	We are planning an additional approach early in 2014 that looks to widen access to a greater body of local information from service providers and others....keep watching the JSNA website and bulletin for updates on this or email me at.... <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a>
To publicise the summary reports and key information in local press.	Will look further into this option. Thanks
Too much jargon make it simpler	Will keep trying to reduce any that exists....appreciate the comments.
Training of staff and officers to actually refer to the JSNA and properly consider it in policy making. I do not feel this currently happens as budget options are taken which undermine the JSNA.	Hopefully this is the case that the JSNA does underpin many service planning and commissioning decisions.....though this can always be improved....we will keep on trying to ensure that this happens more and more...thanks for comment..
Try being more open and less bombastic	Not sure we've met but hopefully I'm not like that at all.....I'll bear in mind when presenting the information...thanks for completing the survey....
Use a direct link rather than having to post it into the browser which is not easy if you are not familiar with web interfaces	Will do...apologies if it was a problem to use....
Use plain English what are LSOAs IMDs etc.?! Much of the content is statistically based with what confidence rates are these projected to be accurate?	Will do...apologies if it was a problem.....

Ideas/suggestions from respondent	Response
Visual charts or diagrams to show statistics. At present it is a narrative document and could possibly attract further interest if it included visual descriptors or pictures.	Will look further into this option. Thanks
Why instigate change for change sake? If it`s not broken... don`t fix it!	Noted...
Wider and more public distribution with ongoing opportunity to comment.	Will look further into this option. Thanks
Wider consultation although this may already have been done.	We can always look to do this more. Thanks
Wirral attitudes to health survey to compare the facts with the perceptions of the residents in Wirral	Will pass this idea onto Public Health colleagues to consider...thanks
Working with community groups, including going into youth groups and speaking to residential homes.	Will look further into this option. Thanks
Working with people who are at grass roots, who engage with the communities combating their needs at their level, within their surroundings. We are able to offer the bigger picture within the local communities across Wirral.	.....we are planning an additional approach early in 2014 that looks to widen access to a greater body of local information from service providers and others...and this will include charities....keep watching the JSNA website and bulletin for updates on this or email me at .... <a href="mailto:johnhighton@wirral.gov.uk">johnhighton@wirral.gov.uk</a>
Write it in plain and simple English to encourage more people to read it	Will try to
Yes write it more simply.	Will try to
Yes, create a livelier public document from the facts - agree with local and national politicians that these issues need to be aired and discussed. And get the document out to individual and communities - through every available channel possible	Will try to
You could put in named leads and their contact details on different areas so if you have a suggestion, you can contact the lead person direct	Will look further into this option. Thanks