



Second Update - January 2012
**Follow up to 'The Big Picture': Health & Wellbeing in
Wirral - Joint Strategic Needs Assessment (JSNA)
Event Report
(First Updated March 2011)**

1.0 Introduction

- 1.1 On Tuesday 13th July 2010 an event was held at Bebington Life Centre to engage Wirral's 3rd Sector with 'The Big Picture: Health & Wellbeing in Wirral' information bank (nationally known as the Joint Strategic Needs Assessment or JSNA). Invitations to the 3rd Sector were sent out via VCAW and the event was planned by the JSNA Engagement Group (made up of representatives from VCAW, LINK, NHS Wirral and Wirral Council).
- 1.2 This second update of the report highlights progress to date and what actions are being taken forward by a variety of colleagues including the JSNA Programme Lead and other partners from the information gathered on the day for attendees.

JSNA - Wirral's Joint Strategic Needs Assessment - Information and Knowledge

- Operationally managed by NHS Wirral Performance & Public Health Intelligence Team
- Two team members to concentrate their work solely on JSNA to progress the initiative
- Supplementary needs assessments informing any gaps in the JSNA
- There is a website for the JSNA (<http://info.wirral.nhs.uk/>)
- It is regularly updated, as and when new information is available
- JSNA Bulletins are available via email - with new information from a variety of local, regional and national sources

The role of community and voluntary organisations

The voluntary and community sector has a vital role to play in contributing to the development of the JSNA, by offering valuable input and insights to help shape 'The Big Picture'. This sector works very closely with the communities it serves and is, therefore, ideally placed to highlight gaps and identify health and social care needs.

Voluntary and community sector organisations can also access evidence from the information bank in order to highlight the need for their services, as well as use it to support funding applications. This has been apparent for example where JSNA has supported the recent Public Health Innovation Funding process.

There are a number of ways in which the voluntary and community sector are contributing to its on-going development. These could include:

- Assessing the accessibility of the JSNA - is it easy to understand?
- Advising on the accuracy of the information - does it resonate with you?
- Collecting additional evidence ordinarily not available to statutory bodies
- Ideas to enrich the information included - what types of information are missing?
- Participating in public consultation exercises

4.0 Original Workshop Feedback - July 2010 - Updates on actions since - March and January 2012

6 Breakout tables were tasked with finding 2 key issues each on how they would like to get involved and what type of involvement i.e. Events, Focus Groups, Steering group, quarterly meetings The feedback in tables 1-6 is detailed below with updates

Workshop Comments	Potential actions being considered	Update - January 2012
<p>Table 1 <i>Previous Involvement:</i></p> <ul style="list-style-type: none"> • The HIV assessment • Age concern, Bowel Cancer <p><i>Mechanisms:</i></p> <ul style="list-style-type: none"> • Easy to use • Buy in needed/shared understanding • Monitoring data for commissioned services; is it being captured and filtered into process, • Users of services able to access online • Incentivize <p><i>Issues/Risks:</i></p> <ul style="list-style-type: none"> • Data may lead to decommissioning, same aim, • Duplication • H&SC services not commissioned by PCT, • How wide was consultation initially? • Sharing outcomes, • Qualitative more difficult, • JSNA sounds strategic - capture what is happening on the ground. <p><i>Key Points:</i></p>	<p>JSNA Developments (March 2011)</p> <ul style="list-style-type: none"> • Joint Intelligence - reinvigorate Wirral Research & Intelligence Group to co-ordinate wider data collection, collation and provision. Also to support analysis and further specified research and evaluation. First meeting 30th March 2011. • Use of existing data - Monitoring information for current contract, procurement and commissioning of services is available but it would appear only to those particular organisations requesting the information. Need to understand and develop use of this 'other' data - collection, collation and presentation. Then data can be included in JSNA (where appropriate) and as added Surveillance. (<i>Also answers - Review monitoring from contracts and commissioning - how can it inform JSNA and partners?</i>) • Online access - developing online access after reviewing with known users their use of JSNA online and what interactive tools that would assist. Also need to get out and about to sell Instant Atlas and other opportunities (<i>Understand needs and use of website based JSNA</i>) 	<ul style="list-style-type: none"> • Wirral's Joint Intelligence Group has been meeting since March 2011 and has developed its collective and coordinated use of data amongst partners that include VCAW and Lairdsie Communities Trust. • In early 2012 there will be available a new online data warehouse that will carry much of the publically available Wirral data in one place - partners will be encouraged to add to this repository • JSNA will benefit from having this more widely shared and added to series of datasets to inform the different chapters in the JSNA (click this link to go to the JSNA Website) • JSNA website has been revamped over the year and will continue to be developed to be able to answer queries from Wirral partners and residents. Also JSNA team are available to help people access information, receive feedback on website and generally assist people to using evidence to inform their decision making

<ul style="list-style-type: none"> • VCS better placed to lead, knowledgeable and skilled in evidencing need. • Whatever the future of JSNA evidencing will need to continue. Commitment to approach - pooling resources and data. • Commissioned services - monitoring, Non-commissioned services (funded elsewhere) • Building relationships between commissioners and VCS • How reliable is data? 	<p><u>JSNA Developments (March 2011)</u></p> <ul style="list-style-type: none"> • Online data - Need to understand how users access information and in what circumstances do they need to know - this can then shape future presentation and access. Suggesting to ask previous, current and potential users • Quantative and qualitative - need to include reflective work to present 'colour and context' of issues and situations - use of existing monitoring data helps - but links to wider reference groups will also bring local experience and knowledge to the data 	<p><u>Update - January 2012</u></p> <ul style="list-style-type: none"> • The updating and improving of the JSNA website has been through asking users and non-users about their views of the website. This has given us many of the changes we have included and leaves us with a number to be implemented. But it doesn't stop then - we are always looking for feedback to make access to the site, and to the information, the best it can be for the variety of audiences who are interested in its content. • As JSNA chapters have been updated we have been trying to bring more qualitative data to the fore. This is not always easy as we need more of it so it can be included. We are working more closely with a variety of groups to bring their knowledge to this area - we hope to maintain and further the improvements we have made
<p>Table 2</p> <ul style="list-style-type: none"> • As a critical friend: Needs to be an on-going easily accessible process (difficult to keep people involved and interested unless they have a specific concern). • Use existing groups and forums • Every household should have the info - Bin days leaflet • Communication by email - remember not to neglect 	<ul style="list-style-type: none"> • JSNA Reference Groups Use existing groups and forums - JSNA section dependant - appropriate to detail/timing/expertise etc Use existing knowledgeable networks and groups LINK - Direct feedback on whole JSNA Create specific reference group to meet need but group is standing group that is called upon at intervals to input into refresh and guide analysis from widest perspective 	<ul style="list-style-type: none"> • We have encouraged the use of both wider reference groups and wider author groups during this year of reviewing and refreshing the JSNA • We have been encouraged by the level of involvement and willingness to add their knowledge - but again we will continue to update JSNA chapters and as such we can keep adding this needed 'colour and context' to the details

<p>people without email</p> <ul style="list-style-type: none"> • Use existing networks where knowledgeable and willing • Who does the assessment and on what basis? • Go back to groups once needs have been identified - help us decide priorities • Link could be involved by asking members for feedback • Third sector (specialist networks) can act as conduit to general public • Could area forums (and public board meetings etc.) be used to disseminate and collect info? • How do people know when JSNA evidence is being gathered? • Do not want to be a tick box - How do commissioners want people to be involved? • Need to make it a higher profile - Publicity, Asking for priorities, Make it more clear how it fits in with other groups 	<p><u>JSNA Developments (March 2011)</u></p> <ul style="list-style-type: none"> • Newsletter and other media - asking colleagues, partners, public to subscribe for latest updates by email or other format if this can be accommodated • Area Forums - consider with AF leads how JSNA can be integrated into future planning processes for area plans • Schedule for JSNA - post online and through other means such as informing wider reference groups and VCAW of the process for review and refresh and how & when they can contribute - being an iterative journey input can occur throughout the year • JSNA and Commissioning - forging closer links with Commissioners to understand their use of JSNA and how they can shape future JSNA content to support and understand wider delivery and provision needs and issues • Profile - H&WB Board will be leading JSNA and its use in commissioning and service provision through H&WB Strategy. Still need to understand how people want to know about JSNA - use engagement task group to do this - VCAW reps on group 	<p><u>Update - January 2012</u></p> <ul style="list-style-type: none"> • Wherever possible we have used existing structures and networks to involve in the JSNA and not created contact out of local context. For example we have met and are working with LINK to develop JSNA content in the coming months • We created a JSNA Bulletin - and have over 200 subscribers who have seen the four updates we have produced since July 2011 - if you would like to receive this update then please email us at subscribe@wirral.nhs.uk • We have yet to be engaged with the Area Forum (AF) process but this is not surprising given the AF development work that has occurred in recent months - but we will support AFs to help them understand and articulate the issues affecting their areas • Reviewing and refreshing the JSNA has been an extremely complicated task - especially when we also looked at the same time to widen involvement in the process from a wider group of authors and reference groups - that said anyone can provide information, data, or questions to any chapter at any time as this is an iterative journey and we will look to update the JSNA as and when necessary - but in 2012 we intend to make people more aware of this process and how they can feel more able to contribute
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	<p><u>JSNA Developments (March 2011)</u></p>	<p><u>Update - January 2012</u></p> <ul style="list-style-type: none"> Health & Wellbeing Boards are now formed and we are moving towards the production of Wirral's first Joint Health & Wellbeing Strategy in July 2012. Through VCAW there are strong ties to this process - for the JSNA and wider resident involvement. We will be endeavouring to get the JSNA to more people in the coming months to validate or otherwise its key issues in order to provide the HWBB with a greater depth of understanding that in turn informs its priority setting process.
<p>Table 3</p> <ul style="list-style-type: none"> Not tokenistic Groups of residents but contribution has to be valued Parity of data Forums and focus groups are good mechanism Internet, blogs, forums, websites Listen and respond! Feedback is vital Don't continually do mapping, just map the mapping 	<ul style="list-style-type: none"> JSNA - Impacts & Outcomes - Reporting back on differences made is important. Agree appropriate methods to do so. Email newsletter (other formats) will support this. You said - It did! JSNA and reference groups - see above. Also need to use existing structures to present information/make available plus points of contact to ask questions or add perspective. Engagement Task Group to undertake this overview role JSNA Developments - looking at additional online tools and range of media points of contact - blogs, twitter, text etc that could help in this area. 	<ul style="list-style-type: none"> The review and refresh of the JSNA chapters has been a key priority for the JSNA team in 2011. We are nearing the end of that initial process now - we need to keep in touch with people so that from both perspectives we can share information - and keep informed. Through 2012 this will be important to achieve. Developing contact with wider group of people who want to contribute to the JSNA will be important. In 2011 we have concentrated on updating the content of the JSNA. In 2012 we will develop this approach.

	<p><u>JSNA Developments (March 2011)</u></p>	<p><u>Update - January 2012</u></p> <ul style="list-style-type: none"> ○ Review and refresh has been the focus - in 2012 for the HWBB we will be asking people about their views for JSNA - validating or otherwise the content - for the HWBB to help decide its priorities. In 2012 we will look at alternate methods such as twitter to widen the JSNA appeal
<p>Table 4</p> <ul style="list-style-type: none"> ● More interaction - Comments, ideas, complaints to be logged - IT forums ● Utilising technology more - Texts, blogs, Twitter ● Citizens panels reinstated or consultation panels to discuss/raise key local developments and issues for comment i.e. Building of Tesco ● Anonymity optional! ● Option of - Free post, free reference number, video box, touch screen in libraries/CAB etc, IT/Web, additional benefits to volunteering 	<ul style="list-style-type: none"> ● JSNA and Logging of contacts - considering system as to how to record and monitor contacts, requests and informing of outcomes ● JSNA Developments - looking at additional online tools and range of media points of contact - blogs, twitter, text etc that will help in this area. ● Area Forums - consider with AF leads how JSNA can be integrated into future planning processes for area plans 	<ul style="list-style-type: none"> ○ Given the review and refresh has been the priority then this aspect has not been followed up as yet. Though we do encourage contact and feedback on the website and JSNA content in general through the bulletins and other public contacts ○ We will be looking at alternative methods of contact - a number of standard approaches will be used to gather views and feedback on the JSNA ahead of the HWBB discussing local priorities ○ Again a variety of alternatives will be explored ○ It is clear that people want meaningful contact about the JSNA - two way and as an ongoing dialogue. This is what the JSNA want to encourage - by having such a working relationship then we all get more from the process

<p>Table 5</p> <ul style="list-style-type: none"> • Feedback is essential • Key partners right across community • Website - convert to speech so fully accessible • Large print CDs are easier to read • Different formats to meet individual needs • Focus groups for service user groups • Tenants and resident associations would like an input • Nominated contact for JSNA • One size does not fit all • Outreach centres and support to access website 	<p><u>JSNA Developments (March 2011)</u></p> <ul style="list-style-type: none"> • JSNA Reference Groups - See above - Use of reference groups and dissemination to wider context groups • JSNA website access - other formats - review current and possible future options for cost and possible use - consider what parts of site may be more ready made to this option. • JSNA Reference Groups - See above - where possible use existing service user groups for reference and author and other qualitative data • JSNA Reference Groups - How do we communicate with Tenants & Residents Groups? • JSNA website access - where are community access points and how can JSNA inform/be informed via these routes? 	<p><u>Update - January 2012</u></p> <ul style="list-style-type: none"> ○ Given the review and refresh has been the priority then this aspect has not been followed up as yet. Though we do encourage contact and feedback on the website and JSNA content in general through the bulletins and other public contacts ○ It is clear that people want meaningful contact about the JSNA - two way and as an ongoing dialogue. This is what the JSNA want to encourage - by having such a working relationship then we all get more from the process ○ Reviewing access alternatives and costs associated to that ○ Through Strategic Housing Partnership we have reviewed and refreshed the JSNA Chapter ○ We have begun to develop some short presentations and learning sessions on the JSNA that people can ask us to present - please contact us on subscribe@wirral.nhs.uk ○ We will continue to seek your views on the best way to communicate
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<p>Table 6</p> <ul style="list-style-type: none"> • More outreach and communication from statutory bodies • Important to engage and commission at neighbourhood level • Fair and transparent commissioning • Commissioners need to know who is out there in neighbourhoods to deliver services • VCAW to link on behalf of Third Sector organisations • Need for smart intelligence 	<p><u>JSNA Developments (March 2011)</u></p> <ul style="list-style-type: none"> • JSNA Reference Groups - See above - where possible use existing partner groups for reference and author and other qualitative data. Improves opportunity for partners to promote access and how they have used/have informed JSNA process • JSNA Area Forums and Area Based Plans - consider with AF leads how JSNA can be integrated into future planning processes for area plans. Is it an area based JSNAs or more so support for local plans? • JSNA and review of Council Commissioning - currently under review via corporate services. Element of commissioners being able to use JSNA identified priorities to inform provision required but also knowing via VCAW who can provide. VCAW have knowledge of deliverers matching to commissioners 	<p><u>Update - January 2012</u></p> <ul style="list-style-type: none"> ○ Commissioning is a major beneficiary of a well presented, formed and detailed JSNA. On Wirral the commissioning of services continues to develop across partners and will have a significant development in 2012/13 with the onset of Consortia Commissioning Groups (CCGs). The JSNA is already a fundamental element of their process and will continue to be in future years ○ VCAW are key link to whole of voluntary and community and faith sectors - CEO is chair of JSNA Engagement Group, a member of JSNA Executive Board and a member of Wirral's shadow Health & Wellbeing Board ○ Where JSNA helps, informs, or directs people will be an important element in 2012 - as we look to describe where the use of JSNA has contributed to deter decision making - this helps others see the benefits and how to make that step to evidence based decision making
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5.0 Follow up and future work

Since the original event in July 2010 there have been a number of developments and these include:

- JSNA Programme Lead and Senior Analyst in post from February 2011
- Health & Social Care Bill and its potential impacts and developments on the provision of local services, the structure that provides services and the key drivers for change, such as
 - Local Health & Wellbeing Boards
 - New Consortia Commissioning Groups for Wirral
 - New Cluster Consortia Commissioning Groups for Cheshire, Warrington and Wirral
 - Public Health moving to the Local Authority
- JSNA website has been updated and improved based upon feedback from a variety of sources - this is a continuous process and comments are welcomed at any time
- JSNA Chapters have been reviewed and refreshed - plus this is now a continuous process of updating as new, appropriate information and data become available
- Chief Executive of VCAW is chair of JSNA Engagement Group and a member of JSNA Executive Board and Wirral's shadow Health & Wellbeing Board
- JSNA will underpin the production of the first Joint Health & Wellbeing Strategy in Summer 2012

Next steps

- Develop approaches that ask Wirral residents about the key issues from the JSNA
- This intended community reflection, comment and feedback will help the approaches of the shadow Health & Wellbeing board when agreeing the key priorities for the Joint Health & Wellbeing Strategy
- As part of this reflection on the key issues - there will be a series of various contact opportunities for people to add their views to the process. This could include attending meetings, providing presentations, small workshops, being at events, online surveys, websites and content in newsletters with ways of returning your comments
- Developing combined approach to engaging across sectors - using existing networks and routes amongst others - to raise awareness of JSNA, its content, its suggested key issues, and how appropriate these are.