



LINK Event Report: North Tyneside Joint Strategic Needs Assessment refresh



**September
2010**

| Contents | Page |
|---------------------------|-------------|
| Introduction | 3 |
| What we did | 4 |
| What you said | 4 |
| What happens next | 5 |
| Evaluation | 5 |
| Thank yous | 6 |
| Appendix A: JSNA refresh | |
| Appendix B: priority form | |

1. Introduction

What is the Joint Strategic Needs Assessment (JSNA)?

The Joint Strategic Needs Assessment (JSNA) is a document that:

- "...pulls together a wide range of information about the current and future health and wellbeing needs of the local population. It provides an opportunity to look forward so that we can plan now to ensure that we are able to meet the needs of local communities in the future."
- "The assessment describes the future health, social care and well-being needs of the population so that the Council and NHS can take co-ordinated action to make improvements."
- "Information from the JSNA is already being used to direct the commissioning and planning of health and social care services in the borough."

Further information can be found on the JSNA website at <http://www.northtynesidejsna.org.uk/>

Background

The JSNA is refreshed on an annual basis. On the Monday 10 May LINK invited members to attend a workshop to learn more about the JSNA and its priorities for North Tyneside. Dr Fu Meng Khaw, Director of Public Health in North Tyneside presented information on the JSNA including its background, purpose and priorities. A question and answer session followed the presentation.

The second part of the workshop gave attendees the opportunity to discuss what they thought of the JSNA, whether they agreed with its priorities for their borough, and how they would like to be consulted in the refresh. A full report can be found on the JSNA website or at www.linknorthtyneside.org/useful-publications.html

All those in attendance felt that this had been a valuable exercise. The group were all keen that further involvement took place and to give feedback on the JSNA for its refresh in October.

2. What we did

On 24 September 2010 LINK invited members to attend the JSNA refresh. Dr Fu Meng Khaw, Director of Public Health in North Tyneside presented information on the JSNA refresh (see Appendix A) to 10 LINK individual and organisational members. An update on the engagement plan and the communication and participation plan was also shared and an email copy was promised so that the wider membership of LINK could be kept informed.

Also presenting was, Gayle Dolan, Specialty Registrar in Public Health, who highlighted the North Tyneside JSNA website which is soon to be launched. Topics will be linked to five themes (adults, children, health lifestyles, mental health and well-being and health inequalities) each of which will have their own page on the website.

The second part of the workshop gave attendees the opportunity to discuss what they thought of the JSNA refresh whether they agreed with its priorities for their borough, and how they thought others could be consulted.

3. What you said

Members appreciated Meng's report which explained how LINK member's feedback from their meeting in May had been discussed by the JSNA project board and incorporated into their future plans.

Points were raised by members present that information and intelligence gathering across the Community and Voluntary Sector could be undertaken by LINK because lots of organisations held evidence of people's experiences that could inform the development of the JSNA. They also commented that all strategies which affected the health of the community should dovetail together and agree. There was some concern that current strategies existed in isolation of each other rather than supporting a total approach.

Use of the website to consult and engage members of the community was discussed and thought to be a small part of how people might become involved – other routes were needed. One participant commented on the success of the Whitley Bay Area Forum where over 100 people had attended.

Members commented that they would like to see further detail for each of the topics which Meng referred to as topic summaries. There are thirty five in total. A general discussion took place about preventative initiatives and the difficulties of working with people to promote lifestyle change, when some may not want to take healthy living advice on board.

Further discussion followed on how to involve the wider membership in feeding back on the possible topic priorities detailed in Meng's presentation,

which could help inform commissioning priorities to support the JSNA the experience of individuals and organisations. Members present discussed the information they might need and referred to the template that Meng had used in his presentation which included cost benefits and numbers of people affected. The idea of a resident's group or panel of local representatives feeding directly into this process appealed to some members, whilst others worried about the political influences on commissioning and how this might be mitigated by public involvement.

Members felt to include more people in the JSNA it should have a more 'user friendly' title which would mean more to the general public. It was mooted that people may be more willing to meet on specific subjects that interest them rather than the entire JSNA. Members felt it was important that the JSNA captured subjective views and not just statistical information. It was suggested that, as long as confidentiality could be ensured, quotations from the public could be included.

4. What happens next

North Tyneside LINK is to include a prioritisation form in its October newsletter for members to rank in order the topic priorities of the JSNA to improve health and well being in North Tyneside.

North Tyneside LINK is arranging to visit local voluntary organisations to share the work of the JSNA with staff and members and support in topic prioritisation.

A North Tyneside JSNA website will go live in October which includes topic summaries in PDF form. It will also include feedback forms to allow the public to comment.

North Tyneside Council's residents' magazine, Widening Horizons, will feature the JSNA in early November.

The Evening Chronicle's health supplement will run a double page spread highlighting the JSNA.

Any further comments concerning the JSNA and topic priorities can be sent to Dr Fu Meng Khaw.

5. Evaluation

Ten LINK members attended the meeting. The majority of attendees said that the meeting had been 'useful' and appreciated receiving up to date information on the JSNA and being able to contribute.

When asked what was beneficial about the event comments included: 'The presentation was very good'. Members also commented that it would have 'been good to have a larger number of attendees.'

6. Thank yous

LINK would like to thank Dr Fu Meng Khaw and Gayle Dolan for their presentations and taking time to answer LINK member's questions.

LINK would also like to thank its members for attending this meeting and sharing their views in the discussions.



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North Tyneside Joint Strategic Needs Assessment

Dr Fu-Meng Khaw
Director of Public Health

North Tyneside LINK
24 September 2010

Outline

- Overview of JSNA
- Response to LINK report on JSNA
 - Engagement plan
- Ongoing developments
 - Refresh
 - Topic summaries
 - Website
- Future work on prioritisation

What is the JSNA?

- Joint Strategic Needs Assessment
- Local Government and Public Involvement in Health Act, 2007
- Identifies the current and future health and wellbeing needs of the community
- Identifies inequalities

What is the JSNA?

- Joint responsibility of Director of Public Health, Director of Adult Social Services and Director of Childrens' Services
- Main responsibility lies with PCT and Local Authority, but partners can contribute
- Community engagement is a key component of the process

What is the JSNA?

- Aims to influence:
 - commissioning decisions
 - priority-setting
 - Sustainable Community Strategy
 - Local Area Agreement
 - NHS Strategic Plan
 - Council Plan

LINK Response

- Presentation to LINK members, May 2010
- Group Discussions
- Main concerns
 - Prevention (Domestic violence, alcohol abuse in >50s, personalisation and adult safeguarding)
 - Minorities (BME, migrants, LGBT, learning or physical disability)
 - Involvement (opportunities, voluntary and community JSNA board)

Response to LINK

- Feedback discussed by Project Board in June
- Action plan to address feedback
- Engagement plan developed

Engagement Plan Objectives

- To ensure an appropriate level of engagement by key stakeholders in the refresh
- Raise awareness of the JSNA
- Develop a process for wider engagement for people to contribute on an ongoing basis
 - explaining to stakeholders how their views so far have been taken into account
 - seeking their views on the draft JSNA

Engagement Plan Objectives

- Ensure that a range of mechanisms are made available to key stakeholders and members of the public to feedback their views
- To ensure that there is an efficient feedback process following the consultation and that copies of the JSNA are shared with key stakeholders and made available on websites etc.
- Inform all key stakeholders of the outcome of the engagement and the process for ongoing refreshment of the JSNA in line with the current approach to engagement across the borough, overseen by the JSNA and the customer and engagement boards.

Engagement Plan

Stakeholders

- Residents of North Tyneside via Widening Horizons
- Members of the local strategic partnership including all key stakeholders
- Community and voluntary sector through the above, VODA and the North Tyneside Local Involvement Network
- Practice based commissioning groups
- Local primary care providers
- Statutory organisations, NHS and local authority
- Elected members and the young major
- North Tyneside Council residents' panel
- Residents attending area forums

Engagement Plan Activities

- Communication to raise awareness and engagement process July - November
- Correspondence to key stakeholders – October
- Press release week of November on new website and reminder to key stakeholders
- Articles for Widening Horizons (North Tyneside) – 8 November
- Health supplement in Newcastle Chronicle – November (LINK event and website focus)
- Themed partnership boards

Ongoing Developments Refresh

- **Annual refresh ongoing**
- **Disaggregate JSNA into topics**
- **Align with commissioning themes and service delivery**

Developments

Topic summaries

- **What do we know (where relevant separate into adult and children and young people)?**
- *Facts and Figures*
- *Indicators and Targets*
- *Performance*
- *Local views*
- *National and local strategies*
- *Current activity and services*
- *Current investment*

Developments

Topic summaries

- **What is this telling us?**
- *What are the key inequalities?*
- *Is what we are doing working?*
- *What are the risks of not delivering our targets?*
- *What are the key gaps in knowledge / services?*

Developments

Topic summaries

- **What is coming on the horizon?**
- *Future investment*
- *Potential to improve efficiency*
- *Future initiatives and projects*



Developments

Topic summaries

- **What should we be doing next?**
- *Up to five key priorities and commissioning plans*

Developments

35 topic summaries

- Carers
- Learning difficulties and disabilities
- Physical Impairment
- Sensory Impairment
- Falls in older people
- Domestic Violence
- Older People
- Autistic Spectrum Disorders
- Dementia
- Improving Children and Young Peoples mental and emotional wellbeing
- Child Poverty
- Child Adult Transition
- Secondary prevention of cardiovascular conditions
- Sexual Health
- Obesity
- Alcohol
- Smoking
- Breastfeeding
- Cancer Prevention, screening and treatment
- Diabetes
- Management of coronary heart disease and stroke
- COPD
- Pregnancy and maternal health
- All Age all cause Mortality
- Unintentional Injury (0-16yr)
- Urgent Care
- Offenders
- Housing
- Migrant Health
- Substance Abuse
- Excess Winter Deaths
- Teenage Pregnancy
- Anxiety and Depression
- Severe mental illness
- Oral Health



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North Tyneside Joint Strategic Needs Assessment Website

Gayle Dolan
Specialty Registrar in Public Health

LINK meeting, Oxford Centre
September 2010

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AIM

- To disseminate findings of the JSNA in a range of accessible formats
- Enable engagement with communities to supplement existing information

Website development

- Scoping of web development options
- Consideration of existing resources
- Taxonomy:
 - Individual pages for each of the 5 themes with links to specific topics
 - Supporting documents
 - Search facility
 - Feedback

Home

A profile of North Tyneside ▶

Demographics/population

Births

Ethnicity

Mental health & well-being

Healthy lifestyles

Adults & older people

Children & young people

Health inequalities

Supporting documents

North Tyneside JSNA board

Useful links

 [Full JSNA document](#)

 [JSNA executive summary](#)

 [JSNA summary](#)

Home > A profile of North Tyneside

A profile of North Tyneside

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Prioritisation

- 35 topics
- 35 x 5 commissioning priorities
- Finite budget
- How do we prioritise across topics?
- What methods can we use?
- Who decides?

Summary

- LINk response incorporated into workplan
- Engagement plan developed
- Engagement activities planned
- JSNA topic summaries being compiled for current refresh
- Website has been developed
- Prioritisation across topic areas is a challenge



Improving health and wellbeing in North Tyneside

What is important to you?

North Tyneside Council and the Primary Care Trust want to know what is important to the health and wellbeing of local residents.

You can help by telling us which of the topics listed on the back of this page are important to you and the people of North Tyneside, and which topics you feel are less important.

The information you give will be used to decide the health and wellbeing priorities for North Tyneside and will be included in the Joint Strategic Needs Assessment (JSNA).

The JSNA tells us what residents' health and wellbeing needs are now and what they will need in the future. It is produced jointly by North Tyneside Council and Primary Care Trust in consultation with residents and local organisations.

Find out more about the Joint Strategic Needs Assessment and health and wellbeing priorities for North Tyneside by going to our website www.linknorthtyneside.org.uk.

Or contact North Tyneside LINK:
Phone 0191 200 1429
Email link@voda.org.uk

Improving health and wellbeing in North Tyneside: What is important to you?

North Tyneside Council and Primary Care Trust want to know what is important to the health and wellbeing of local residents. You can help by telling us which of the topics below are important to you and the people of North Tyneside, and which topics you feel are less important.

Please give your score for each topic:

- | | |
|-----------------------------|------------------------------|
| 1 Not very important | 2 Quite important |
| 3 Very important | 4 Extremely important |

| Score | Possible priority | Score | Possible priority |
|-------|---|-------|--|
| | Carers | | Diabetes |
| | Learning difficulties and disabilities | | Cancer prevention, screening and treatment |
| | Physical impairment | | Management of coronary heart disease and stroke |
| | Sensory impairment | | Chronic obstructive pulmonary disease |
| | Improving mental and emotional wellbeing of children and young people | | Preventing and reducing accidental harm of children under 16 years |
| | Autistic spectrum disorders | | Improving life expectancy |
| | Dementia | | Pregnancy and maternal health |
| | Falls in older people | | Urgent care |
| | Child poverty | | Offenders |
| | Transition from teenage to adulthood | | Secondary prevention of cardiovascular conditions |
| | Housing | | Migrant health |
| | Sexual health | | Substance abuse |
| | Obesity | | Preventing winter deaths |
| | Alcohol | | Teenage pregnancy |
| | Smoking | | Anxiety and depression |
| | Breastfeeding | | Severe mental illness |
| | Oral health | | Local pharmacy services |

Please send your completed form to **Freepost NT LINK**

You do not have to give your name but it will help us let you know what is decided.

Your name _____ Phone _____

Your organisation (if you represent one) _____