



READING HEALTH AND WELLBEING BOARD

DATE OF MEETING:	18 March 2022		
REPORT TITLE:	Update on Joint Strategic Needs Assessment (JSNA)		
REPORT AUTHOR:	Sarah Shildrick	TEL:	0118 937 6083
JOB TITLE:	Public Health Intelligence Manager	E-MAIL:	Sarah.shildrick@reading.gov.uk
ORGANISATION:	Berkshire West Public Health		

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report provides the Health and Wellbeing Board with an update on the Joint Strategic Needs Assessment (JSNA) model, as agreed in Health and Wellbeing Board in October 2018.
- 1.2 The report provides the Board with an overview of enhancements that have been made to the Reading Observatory site since its launch in 2019
- 1.3 The report outlines a model of promotion and engagement using nominated Reading Observatory Super Users
- 1.4 Appendix 1 shows the new Reading Observatory site features in a series of screen shots

2. RECOMMENDED ACTION

- 2.1 For the Health and Wellbeing Board to note the progress made on the JSNA and the Reading Observatory to date
- 2.2 For the Health and Wellbeing Board members to nominate Observatory Super Users representing their organisations
- 2.3 For members of the Board to actively promote awareness, and use of the Reading Observatory; to provide any feedback on the contents of the website including recommendations for additional content

3. POLICY CONTEXT

- 3.1 In October 2018, the Health and Wellbeing Board agreed to progress the JSNA in line with a new model which provided a more cohesive and efficient approach to assessing the needs of the local population. The approach was built upon a new vision for the Reading JSNA. This views JSNA as an overarching process, incorporating the wide range of local population needs analysis undertaken by Health and Wellbeing Board member organisations as part of their duties. The new JSNA model was implemented throughout 2019/20 and consisted of three strands:

- 1) A digital resource of data to describe the demography and wider determinants of health of the Reading population in a way that is user-friendly and configurable;

- 2) A repository for detailed, service specific needs assessments carried out by internal and external partners with support from Public Health and Wellbeing officers;
- 3) Improved engagement with local research groups, focusing on qualitative and participatory research.

3.2 In September 2021, a process began to draw JSNA strands 1 and 2 into a single online space. The Reading Observatory had already been established as the home of a digital data resource (strand 1). The Observatory was, therefore, chosen as the logical place to host the outputs of service specific needs assessments (strand 2). This was to be further enhanced with additional site content and improvements.

4. CURRENT POSITION

4.1 The Reading Observatory

4.1.1 Since it's soft launch in 2019, The Reading Public Health and Wellbeing Team have promoted the use of the Reading Observatory internally, and to external partners. As a result of this, The Reading Observatory is already an established and valued data resource. During January 2022, there were 500 users who visited the Observatory site and over 1,500-page views.

4.1.2 The Observatory is a single website that consists of two elements:

- 1) Reports, maps, and data visualisations that are built from a comprehensive and fully automated National Data Service. This element is developed, managed, and provided by ESRI UK using Instant Atlas technology
- 2) Site content developed locally by, and on behalf of, Reading Health and Wellbeing Board member organisations

4.1.3 The first element of the site has become well established since the launch in 2019. The current stage of JSNA focusses attention on the second element: the locally developed content. This began with a re-brand of the site, away from generic colour scheme and logos, to reflect the Reading branding and colour scheme. This can be seen on the live site today [Berkshire Observatory – Reading – Welcome to the Reading Observatory](#)

4.1.3 The following have been added to the site in order to improve the user experience;

- 1) Support: incorporating 'Frequently Asked Questions', Video guides, and contact details;
- 2) Site news: to announce any new content that has been added to the site;
- 3) Site survey: to gain insight into users' purposes for visiting the site and for users to feedback suggestions for further improvements.

In addition to the above, the site menu has been re-orientated to help users navigate the site.

4.1.4 The following additional content has been created in order to draw together the JSNA strands 1 and 2 (as described under 3.1):

- 1) Needs Assessments and Data Resources: linking to service specific needs assessments and other local data and intelligence;

- 2) Covid-19 recovery report: this is the first of a series of locally produced custom reports built from the ESRI National Data Service. It includes key indicators for monitoring the local populations recovery from the Covid-19 pandemic;
- 3) JSNA Summary Report: brings together the data from the ESRI National Data Service and places it in the context of local assessments and plans such as the Local Plan and Health and Wellbeing Strategy.

4.1.6 The outputs of the work described under 4.1.4 and 4.1.5 are currently within a demo site with the 'go-live' date aimed for April 2022.

4.1.7 Appendix 1 provides screen shots of the new features

4.2 Promotion and engagement

4.2.1 The original Reading Observatory was soft launched in 2019 with promotion work beginning shortly afterwards. The Covid-19 pandemic interrupted further progress on promotion of The Health and Wellbeing Board's vision for JSNA and the full launch of the site. Therefore, a key aim of the continued development of JSNA on the Reading Observatory centres on promotion and engagement.

4.2.2 The overall aim is to ensure that the Reading vision for JSNA is shared widely, and to support others to use the Observatory site. Where possible, partners will be encouraged and guided to contribute to the library of resources contained within the site. This shall be done through nominated Super Users who are representative of the Health and Wellbeing Board member organisations and their departments.

4.2.3 Super Users will be guided to become expert users of the Observatory site in order that they can help others to use the site for their purposes. They will promote the JSNA vision within their own department, ensuring that any needs assessments are included as part of the JSNA library of resources. This is in order that such needs assessments can be used for wider purposes, and by wider audiences, and to further evidence the assessment of need which is been conducted on behalf of the local population. Super Users will act as a feedback mechanism for wider users to suggest further site improvements.

4.2.4 Public Health and Wellbeing officers can further support development of needs analyses that enable commissioning activity and consider vulnerabilities and inequalities.

4.2.5 The first in a series of webinars was delivered by Public Health on the 31st January. This series will continue, showcasing the Observatory to a wider range of audiences.

5. CONTRIBUTION TO READING'S HEALTH AND WELLBEING STRATEGIC AIMS

5.1 The JSNA contributes to the Health and Wellbeing Strategy by providing a basis on which to identify the health and wellbeing needs of the population.

5.2 The enhancements to the Reading Observatory site allow us to monitor progress against the strategy with the JSNA summary report specifically designed around the five strategic aims. Key needs assessments are included within the site that support specific aims. Namely, Berkshire West Children and Young People's Mental Health, Berkshire Suicide Prevention, Berkshire West Assessment of Children and Young people aged 0-19.

6. ENVIRONMENTAL AND CLIMATE IMPLICATIONS

6.1 There are no environment and climate implications arising from the contents of this report.

7. COMMUNITY & STAKEHOLDER ENGAGEMENT

- 7.1 Consultation and engagement has previously taken place between Public Health and Wellbeing officers and internal teams and external organisations to promote the usage of the Reading Observatory data tool within Reading. This engagement will continue during, and after the launch of the refreshed site. Engagement activities will include a series of webinars and workshops. Users are encouraged to comment on the site by using the site feedback form.
- 7.2 A demonstration version of the site will be made available to named individuals for comment prior to go-live.
- 7.3 In addition, there is ongoing communication with partner organisations and with the community during the production of Needs Assessments that contribute to the library of resources that will be housed on the Reading Observatory site. This includes public consultation.

8. EQUALITY IMPACT ASSESSMENT

- 8.1 An Equality Impact Assessment is not required for this report as no groups will be disproportionately affected by the JSNA model. Through improved engagement with local research groups, the JSNA will incorporate viewpoints of under-represented groups.

9. LEGAL IMPLICATIONS

- 9.1 Preparing a JSNA, in partnership with local CCGs, is a legal requirement for local authorities. Under the Local Government and Public Involvement in Health Act (2007) and the Health and Social Care Act (2012), Reading Borough Council has a legal duty to prepare a JSNA and a strategy for meeting the needs described in the assessment (the Health and Wellbeing Strategy) in partnership with its partner CCG.

10. FINANCIAL IMPLICATIONS

- 10.1 There are no financial implications related to this report as the procurement of the Reading Observatory tool has been funded by the existing flat rate contribution Reading Borough Council make to the Public Health Hub on an annual basis.

11. BACKGROUND PAPERS

- 11.1 There are no background papers attached to this report.