

Joint Strategic Needs Assessment Review and Relaunch **Communication and Engagement Plan**

1. Introduction and Background

The Health and Care Act (2012) (as amended by the Health and Care Act 2022) places a joint responsibility on upper tier local authorities and Integrated Care Boards (ICB) to prepare and publish a JSNA through the Health and Wellbeing Board (HWB), and to use the JSNA to inform decision making, commissioning, and the development of the Joint Local Health and Wellbeing Strategy (JLHWS). The JSNA provides the evidence base for the health and wellbeing needs of the local population. The JLHWS sets out the agreed priorities and joint actions for partners to address the health and wellbeing needs identified by the JSNA. Together, the JSNA and JLHWS are the vehicles for ensuring that the needs, and local determinants of health of the local population, are identified and agreed.

The County Council and the Lincolnshire ICB must have regard to the JSNA and JLHWS, so far as it is relevant, when exercising their functions. The Lincolnshire Integrated Care Partnership must also have regard to the JSNA when developing the Integrated Care Strategy. The strategy should include the key strategic priorities for system level actions required to address the needs identified in the JSNA and which complement work already being done through the JLHWS.

[Statutory guidance \(updated 2022\)](#) recommends HWB should consider the following in developing the JSNA:

- Demographics of the area, and the needs of people at all ages of the life course, including how needs vary for people at different ages;
- How needs may be harder to meet for those in disadvantaged areas or for vulnerable groups who experience inequalities;
- Wider social, environmental and economic factors that impact on health and wellbeing;
- What health and social care information the local community needs, including how they access it and what support they may need to understand it.

The importance of the JSNA lies in how partners use the resource locally. The ICB, NHS Commissioners and local authority plans for commissioning services are expected to be informed by the JSNA. Where plans are not in line with the JSNA, this will need to be explained. The policy intention is that local services which impact upon health and wellbeing will be based on evidence of local health and wellbeing needs so that services - and the way they are delivered - meet local needs.

2. Engagement Approach

The statutory guidance states that the HWB must work in partnership with a range of organisations to produce the JSNA. These include:

- District councils - districts can bring expertise on community engagement, gathering and using useful evidence for input to the JSNA
- Healthwatch and the voice of the local community – the process should enable the views and experiences of patients and public to be considered as part of developing the JSNA
- Other partners, to work closely with, will include (not an exhaustive list) the Police and Crime Commissioner, criminal justice agencies, local professional representative committees, and voluntary sector organisations.

The JSNA process combines work from partners across the system so that the JSNA is more collaborative and avoids duplication. Wherever possible, wider needs assessments and intelligence gathering exercises are ‘plugged in’ to the JSNA. Examples include, the DPH Annual report, Population Health Management information and the work already underway on health inequalities and the intelligence arising from the ICS system improvement and transformation programmes. Adopting this approach will add breadth to the JSNA as well as instilling collaboration as a way of working. This will ensure Lincolnshire has a robust evidence-base for all partners to use, and contribute to, on an ongoing basis.

The Public Health Division is responsible for facilitating the JSNA review, the lead officer for each of the factsheets has overall responsibility for collaboratively developing their topic area by working with relevant partners and stakeholders from the outset. This includes engaging with existing partnerships, groups or boards wherever possible.

3. Communication Stakeholders List

Who	Purpose / Key Message	Methods of engagement	Why	When
Health and Wellbeing Board	Progress updates	As part of chairman’s announcements	Statutory duty	As required
	Sign off & launch - Demo - Next steps - Invite feedback	Report Powerpoint/online demonstration		Dec 22 – March 2023
Health Scrutiny Committee	Progress updates	Reports	Assurance	As required
JSNA Steering Group (PHSLT)	Progress updates	Monthly SRO update Reports to PHSLT	DPH oversight	As required
JSNA Project team	Progress updates	Team meetings Emails Project documentation Sharepoint	JSNA Review management	Monthly
JSNA Authors/ Leads /SRO	Factsheet development & progress	Email / TEAMS meetings	To agree deadlines & provide support	Sept 22 – Sept 23
	Platform testing and thank you for involvement	Email including weblink	Final assurance & test new platform	Dec 22 – Feb 23
	Launch of product	Email	Raise awareness	March 23
Wider Stakeholders	Encourage involvement	Email / partnership meetings	Partner engagement	March-Sept 22
	Reminder/introduction to the JSNA and awareness that it is being updated	Glen’s ACCW Roadshows Public Health drop-in sessions	Raise awareness	Oct-Dec

Who	Purpose / Key Message	Methods of engagement	Why	When
	Launch of product - What is the JSNA - Demo - How it could be used JSNA contact details if they wish to provide further input	Emails Powerpoint – partnership meetings / network events Briefing for PH colleagues (written or via MTs PH update) Internal / partner comms Short videos and infographics	Raise awareness	March 23
	Overview of the JSNA	Video on homepage	Raise awareness	Jan 23
	Introduction to life course sections	Animations on landing pages	Raise awareness	Jan 23
Elected Members	Launch of the product	Briefing paper Cllr Statement	Promote & raise awareness	March 23
Public	Launch of the product - What is the JSNA - Introducing the 'New look'	Social Media County News	Information	March 23 onwards

4. Communications management

What outcome do we want to achieve?	<ul style="list-style-type: none"> To promote the new JSNA so a broad range of partners and stakeholders are aware of the portal. To help users to use the new portal and search for information To provide a range of useful tools and products To inform the development of Joint Local Health and Wellbeing Strategy, the Integrated Care Strategy and commissioning plans across the health and care system.
Who are the audiences we need to communicate with?	<ul style="list-style-type: none"> The groups listed in section 3: Using channels of engagement used by the council. Partners will be encouraged to disseminate details within their organisation
When should communication take place to maximise the chances of the outcome being achieved and minimise risks?	<ul style="list-style-type: none"> Communications to be issued in line with the expected timescales detailed in the table in section 3.
How will communications be coordinated?	<ul style="list-style-type: none"> Communications will be coordinated by the JSNA Project Team in conjunction with the LCC Communications team, ICB communication and Comms leads of partner organisations. Emails will be drafted and approved by the JSNA SRO and/or Chair of the HWB and will be issued from JSNA@lincolnshire.gov.uk.

What outcome do we want to achieve?	<ul style="list-style-type: none"> • To promote the new JSNA so a broad range of partners and stakeholders are aware of the portal. • To help users to use the new portal and search for information • To provide a range of useful tools and products • To inform the development of Joint Local Health and Wellbeing Strategy, the Integrated Care Strategy and commissioning plans across the health and care system.
What are our key messages?	<ul style="list-style-type: none"> • What the JSNA <u>is</u>. • Why the JSNA has been refreshed. • The life course approach – and how to navigate the resource. • Promote the launch
Which channels of communication should we use?	<ul style="list-style-type: none"> • As listed in section 3
What are the risks associated with the issue?	<ul style="list-style-type: none"> • Lack of engagement and lack of awareness meaning the JSNA is not used to inform planning or commissioning of services
How will we know if we've been successful or not?	<ul style="list-style-type: none"> • Key stakeholders have been involved in reviewing and developing the new JSNA • Renewed awareness of the JSNA • JSNA used to inform the refresh of the JLHWS and the Integrated Care Strategy • Statistics on the number of people visiting the JSNA webpages

5. Feedback consideration

Feedback will be collated by the JSNA project team and will be used to inform future improvements and reviews of the JSNA.

6 Timeline

Sept 21 – Oct 22	Engage JSNA Leads, partners & any relevant strategic groups/partnerships to develop new factsheets
November 21 – Jan 23	Develop new web platform
Jan 23 – Feb 23	Test new web platform
March 23 onwards	Launch and promotion