

New approach to JSNA: online, interactive, engaging

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Background

- No JSNA work over COVID-19
- Minimal skills development
- Small, tired team
- Early priorities were health and wellbeing strategy and meeting the needs of the wider Public Health team
- Cambridgeshire and Peterborough move away from shared teams
- Last JSNA was the 'Core Dataset' completed early 2020

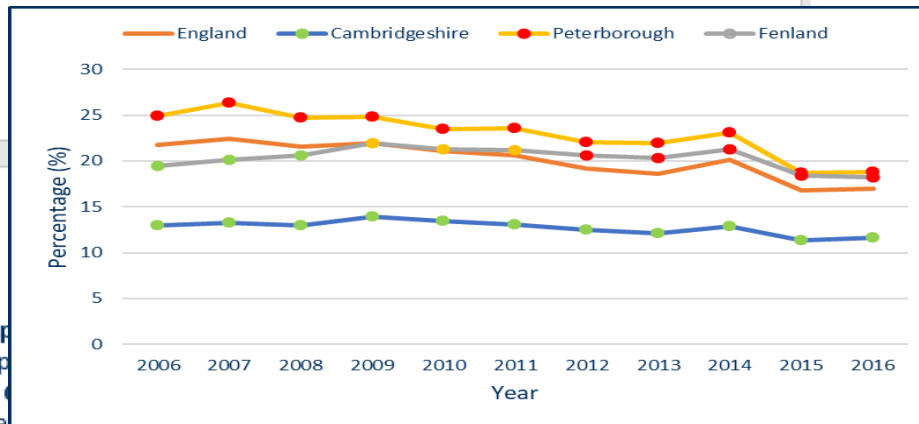
OVERALL EXECUTIVE SUMMARY

It should be noted that any summary is by necessity high-level, relatively crude, and cannot include the detailed differences and nuances of health and wellbeing across a large area like Cambridgeshire and Peterborough.

- Overall, **Cambridgeshire and Peterborough combined** tends to present a picture of a **relatively healthy place** when compared nationally. The area **compares generally well** with national health and wellbeing determinants and outcomes.
- However, independently, the residents of Cambridgeshire and Peterborough experience differing health experiences overall; **Cambridgeshire tends to compare generally well** with national health and wellbeing determinants and outcomes, whilst **Peterborough** appears to have **more widespread health and wellbeing issues**, where health determinants and outcomes are often more adverse than the Cambridgeshire, Cambridgeshire and Peterborough and national averages.
- Data also highlights **variance in health outcomes at a district level within Cambridgeshire**. In **Fenland** it is a priority to broadly improve health determinants and outcomes and to reduce health inequalities.

The **principal points** in this report can be summarised as follows.

- Life expectancy** in **Cambridgeshire** in men and women is **above national averages** and premature and overall **death rates** are **low**. However, life expectancy for **Peterborough** is below the rate for England, and overall **death rates** are **higher**. There are also **important differences** in life expectancy and mortality in **deprived areas of Cambridgeshire** compared with more affluent areas. This pattern is generally maintained for the principal causes of death.
- Levels of **disability** and **general ill-health** are generally **low in Cambridgeshire**, but are **higher in Peterborough** and also the Cambridgeshire district of **Fenland**.



- The general practice (GP) recorded **lower than the national average in** coronary heart disease, high blood pressure, and other conditions. GP recorded prevalence of coronary heart disease, high blood pressure, and other conditions in Cambridgeshire and below the national rate in Peterborough.

The previous report (from 2020) was 147 pages.

Considerable analytical work and time, but not a very engaging read.

Lots of screengrabs for graphs and data 😞

Area	Number	Recent trend	%	95% CI	
				Lower CI	Upper CI
Cambridge	2,460	→	14.3	13.7	14.8
East Cambridgeshire	1,425	↓	9.1	8.7	9.6
Fenland	3,255	↓	18.2	17.6	18.8
Huntingdonshire	3,295	↓	10.7	10.3	11.0
South Cambridgeshire	2,290	→	8.1	7.8	8.5
Cambridgeshire	12,725	↓	11.6	11.4	11.8
Peterborough	8,735	↓	18.8	18.4	19.2
England	1,707,835	↓	17.0	17.0	17.1

New approach

- Interactive
- Online
- Less text, but hopefully more engaging
- More comparisons with statistical neighbours
- Relatively easy to update when data changes – uses Fingertips API for much of the data

A GUIDED TOUR

Disadvantages of this approach

- Accessibility (disability, small screens, people who just don't like the format)
- More steps to QA during production
- Needed consistency in dashboards but with different authors
- Had to get over the 'hump' of learning PowerBI skills (and web editing skills!)
- Still not beautiful
- Content is vulnerable to anyone with a log in to edit Insight, or if Insight fails
- Some IG issues for dashboards using mortality data

** Successes **

- Proud of team for rising to challenge
- And not taking on too much
- Built a format, 'look' and skills that we can use to produce future JSNA work more quickly
- Developed writing / critical 'so what' skills across the team

What would we do differently?

- More pictures / design expertise
- More time; new things always take longer than you expect, even when you allow for this 😊
- More engagement with stakeholders
- More working in the office