

How do we encourage people to contribute to and make use of the Oxfordshire JSNA?

Feedback from JSNA Conference and response from JSNA Steering group

3 October 2018

Suggestions from [JSNA Conference June 2018](#) were discussed at the July and August 2018 JSNA Steering group meetings. The table below sets out the comments from the Steering group in response.

In summary, the conference wanted to see:

1. Wider publicity and a brand/image; JSNA champions
2. Smaller “nuggets” of more accessible information
3. More searchable information, more interactivity and more mapping
4. Including the end user perspective, case studies, qualitative information

These ideas have shaped the plan for work to develop the Oxfordshire JSNA over the next 3 years.

	Suggestions from conference plenary session June 2018	Response from JSNA Steering Group (July and August 2018)
1	Wider publicity of the JSNA - to more people and more organisations e.g. talks to Councillors e.g. team meetings e.g. short briefings	We plan to reinforce the cascade of the JSNA via the Health and Wellbeing Board and will recommend to the H&WBB (receiving the next JSNA in March 2019) that members share the JSNA findings at each of the 5 sub-partnerships. We will start producing regular short JSNA briefings/infographic reports and aim to share the production of short reports with analysts from partner organisations. Some JSNA briefings could be aligned to news pieces (eg data on obesity). Other publications will be focused on a place (like the recent profile of Wantage). Sharing the work on JSNA briefings and topics will be discussed at the Analyst Networking meeting in November 2018
2	Publish smaller data facts/nuggets to help people make more use of the JSNA	See (1) above

3	<p>Develop branding/image for the JSNA</p> <p>e.g. present the JSNA in a more interesting way</p>	<p>We would like to keep the JSNA name as this is the nationally recognised brand</p> <p>Suggested sub-title for the Oxfordshire JSNA is..</p> <p><i>Health and Wellbeing Facts and Figures</i></p>
4	<p>Develop chart of the month, for example amount of S.106 money by local developer</p>	<p>See (1) above</p>
5	<p>Link with schools – publicise with school children and share the content/communications</p> <p>Could then encourage volunteering, relevant data includes school census</p>	<p>Relevant JSNA briefings could be sent to schools (via schools news). Further discussion is needed about how best to organise this.</p>
6	<p>Develop the resources to be more interactive</p> <p>e.g. pop-ups asking “were you able to find what you were looking for?”, “was this page useful to you?”</p> <p>e.g. links for people working on topics such as falls</p>	<p>There are several options for developing interactivity. The current Oxfordshire Insight website uses Tableau dashboards. Implementing pop ups depends on web development and resources to develop this are not yet identified.</p> <p>It is technically possible to develop the content on the current Oxfordshire Insight website via collapsible webpages and data downloads (as well as in pdf form).</p> <p>We will need any new web content to be as simple to maintain as possible. Scope and resources to be defined and agreed.</p>
7	<p>Bring people together to focus on specific themes – develop partnership working</p> <p>Include the end user perspective</p> <p>Engage people to move out of silos</p>	<p>See (1) above</p> <p>We will introduce a new chapter in the 2019 JSNA which will summarise and signpost local qualitative research reports (with the end user perspective) produced by organisations in Oxfordshire over the past 12 months which are of relevance to the JSNA.</p> <p>The “call for evidence” for the 2019 report will be coordinated by Healthwatch.</p> <p>The JSNA June 2018 conference provided an opportunity to move out of silos and we hope to continue to organise an annual event like this.</p>

8	If Voluntary sector organisations can show in funding bids that they have used the JSNA, this should be a positive for their bid	There is already an expectation that evidence will be used to support funding bids, including evidence from the JSNA (see item 22 below with reference to data quality)
9	More mapping – integrate with ArcGIS to allow people to access the data and do their own analytics	See (6) above We will signpost websites that allow users to interact with data either on a map or in tables/charts (eg fingertips, Local Health)
	Other ideas	Response
10	Make it more easily accessible Accessible i.e. literally, via the OCC website, web format rather than PDF Accessible i.e. relatable, use of plain English, data presented in more friendly manner, in more manageable chunks	See (6) above The JSNA is not linked from the main Oxfordshire County Council website – this will be looked at.
11	New name for the JSNA – people don't know what it means	See (3) above
12	Broken down into manageable sets of data Specific themes/topics for briefings Booklet for each topic to explain context	See (1) above
13	Make data more easily searchable Create JSNA Wiki that breaks up sections, links to related topics, and includes a section on contacts of people/organisations working in that area	See response re interactivity in (6) above Analyst contacts are now available on the new Oxfordshire Analyst Knowledge Hub
14	Connections and correlations between topics	Already included in the JSNA and will continue to be developed
15	Case studies and qualitative data to apply data to real life Incorporate the service user voice, experts by experience, co-production, child's voice, etc. Case studies of when JSNA is used in practice for supporting a piece of work	Guidance will be published on how to evaluate the quality of research and qualitative data. A new chapter will be included in the next JSNA to summarise and link to relevant local research (see 7 above). We would welcome case study examples of how the JSNA is used in practice.

16	Make lower level data available so communities can use it	Already use data at the lowest possible geographical level
17	Train champions/super users of the JSNA Could then take ideas to the steering group to drive change	Training and sharing of knowledge is handled via the JSNA enquiry service jsna@oxfordshire.gov.uk The Analyst network is an opportunity to share ideas on development of tools and resources
18	Health and Wellbeing Board to cascade JSNA through organisations and make sure it is being seen and used	See (1) above with reference to the role of the H&WBB
19	Publicise enquiries contact Two-way communication – hear from people and help them understand the JSNA	Already have a “contact us” on the Oxfordshire Insight website Aiming to publish information about the JSNA and the enquiry service on the redesigned Health and Wellbeing page on Oxfordshire.gov.uk
20	Make more links to Health Inequalities Report, to HOSC	Already have strong links including the Annex of health inequalities indicators. Continue to develop.
21	Call for evidence from Voluntary sector	A new chapter will be included in the next JSNA to summarise and link to relevant local research, including from the voluntary sector (see 7 above). Healthwatch will coordinate a call for evidence for the 2019 report.
22	Outline of data quality principles – so small organisations know when they are using robust information Let people know that they can use the information and how – and what they can’t do	Data quality principles and guidance to be published. See Lincolnshire JSNA as an example.
23	Open proactive questions i.e. “what do we do about x, y, z?”	The scope of the JSNA is to provide data and not to recommend actions.