

Taking stock

An evaluation of JSNA health fayre programme



Purpose

Summarises the evaluation of the Joint Strategic Needs Assessment (JSNA) presentation, workshop and Health Fair process delivered to local community areas.

Scope

Two structured debriefs were held in May and June 2010 with participating staff from NHS Wiltshire and selected representative Community Area Board Managers respectively. These sessions reviewed the programme in its entirety and a structured debrief report for each session were completed. The results were evaluated and are summarised below.

Summary of Evaluation

The programme has raised the profile of the health and wellbeing agenda and opened the gateway for real and proactive change to be incorporated into local area plans.

Local JSNA content is highly valued by Community Area Boards and the delivery of individually tailored information is vital to ensure this is a truly joint and effective piece of work which is owned by the local population and Community Area Board.

A variance in attendance was recognised across the county, with several community areas experiencing a lower public response. Choice of venue, differing public needs and coincidence with other events were all noted as possible contributing factors and a review of delivery was suggested to readdress this balance

Despite initial confusion over organisation and exact content the overall response was extremely positive. Several participants recognised that this was the first time the NHS, local authority and Community Area Boards had been brought together to collaborate on such a project.

Next Steps

Early liaison is being arranged between NHS Wiltshire, Wiltshire Council and Area Boards to establish the clear aims, and plan a detailed schedule of events which will meet the needs of each individual community area.

This will include a review of Health Fairs re-focussing on maximising public attendance including ideas such as utilising other well attended events, gaining a captive audience i.e. schools and parents or using the Wiltshire Council campaign bus to target individual areas directly.

Ensure the programme does not lose momentum and utilise the good work already started of recognising the importance of the health and wellbeing agenda. Ensure local JSNAs are owned by their respective community areas and are written and tailored with local area specific information accordingly to ensure this remains a live issue and is not lost amongst other competing priorities.

COMMUNITY AREA HEALTH FAIR & WORKSHOP REVIEW COMMUNITY AREA BOARDS STRUCTURED DEBRIEF REPORT

Debrief Overview

A structured debrief to review the planning and delivery of Health Fairs and Workshops to the Community Area Health Boards was held at 1000hrs on 9 June 2010.

The aims of the debrief were:

1. To allow each participant to reflect on the positive and negative aspects of the planning, delivery and outcomes relating to the community area health fairs/workshops.
2. To identify personal experiences and learning.
3. To collate information in coordinated manner allowing evaluation of the process to inform future event planning.

Participants

Vicky Welsh	Steve Milton
Kath Dew	Jo Howes
Sally Hendry	Peter Thomas
Jane Vaughan	
Elly Townsend	Facilitator: Debbie Haynes

Key Themes and Summary

Several clear themes became apparent throughout the debrief process, these included:

- Community Area Boards were very unclear about the overall objectives and confused by the differing types of delivery i.e. health fairs, workshops and presentations.
- A much more structured process is required to plan, schedule and prepare for events. Far more time is required to plan events and named individuals need to be clear what their responsibilities are.
- Attendance figures varied significantly and some events were not planned around the needs of the local community.
- Effort versus benefit did not always appear balanced.
- Local JSNAs are valued and some initial reservations have been overcome by the recognition that the health of the local community is an important issue for all.
- The idea of a health fair alone does not always encourage the public to attend, a review of how, when and where to stage these events needs to take place.
- The process has provided an invaluable opportunity for cross-agency collaboration and opened the doorway to a closer working relationship between the council, NHS and local communities.

Topics Area Responses	
<i>Event Aims & Objectives</i>	
Negative	Positive
<ul style="list-style-type: none"> • Aims and Objectives of the whole piece of work were unclear. Didn't totally understand what we were trying to achieve. • Not sure what we hoped to achieve. • Outcomes not clearly agreed and confusion over 3 elements of health fairs, workshops and presentation. • Initial plans to bring JSNA to Area Boards became confused with idea to introduce health fairs. • Not sure that Wiltshire Council staff see JSNA as 'joint' and embedded into council structures as much as NHS. • Lack of clarity about objectives – different and competing expectations. 	<ul style="list-style-type: none"> • None
<i>Planning & Scheduling</i>	
Negative	Positive
<ul style="list-style-type: none"> • Chippenham event cancelled twice. • Lack of coherent delivery in planning leading to frustration and tensions. • Communication with NHS officers re planning event was chaotic and stressful. • Confusion over who was organising what e.g. venues, publicity etc. • Hard to get date set – went with dates that suited officers and not the community. • Trying to arrange a large number of events in a very tight timescale was fraught. 	<ul style="list-style-type: none"> • None
<i>Logistics – Venues, Equipment and Transport</i>	
Negative	Positive
<ul style="list-style-type: none"> • Lower numbers attending makes us review was it the right venue, time of day etc? • The main poster tended to put people off. 	<ul style="list-style-type: none"> • None
<i>Event Content</i>	
Negative	Positive
<ul style="list-style-type: none"> • None. 	<ul style="list-style-type: none"> • JSNA profiles represent a very positive development – maximise the impact. • Format of workshop was good – got people thinking about local health issues – better with bigger audience.

	<ul style="list-style-type: none"> • JSNA at community level welcomed. • Opportunity to raise awareness was welcomed. • Maggie's presentation at Area Board meeting was well received. • Content of JSNA very interesting and relevant to work of Area Board.
--	---

Public Attendance & Response

Negative	Positive
<ul style="list-style-type: none"> • Public didn't respond very well to idea of a 'health fair' – attendance quite poor. 	<ul style="list-style-type: none"> • Health fair went well – good response/attendance from community (held in High St and not Town Hall) • Positive feedback from the people who attended. • First opportunity for Public Health team to get out and work with the Community at Area Boards. • Networking for services was useful. (x2) • Getting to know different Area Boards and their issues helpful – Councillors, NHS and Council worked well together. (x3) • Three people attending found to have high BP, with no prior knowledge.

Outcomes & Next Steps

Negative	Positive
<ul style="list-style-type: none"> • Loads of effort for little outcome. • Didn't get positive outcomes from workshop – not much action as a result. 	<ul style="list-style-type: none"> • JSNA information now being built into various community plans – very positive, this has never really happened before. • Good to publicise the JSNA and make people realise it affects <u>all</u>. • Testing approaches show what does and does not work well – learning. • Could lead to some positive local projects and good community action – work as a team to look at positive 'follow-up' work.

Prompt Questions Responses

<p>The most significant identified points from our evaluation are.....?</p> <ul style="list-style-type: none"> • Making people realise that health is incredibly important part of community and partnership working. • Health fairs in Calne well received by local people but could have reached far more people, would like to get presentation to Area Board. • Clearly defined actions and ownership/responsibility for them. • Planning for outcomes and delivery – Lead.

- The information is useful but we may need to communicate it in a different way i.e. at Area Board/at existing community events.
- The importance of clarifying objectives, purpose, roles and timeframes.
- The information in the JSNA is interesting and useful to people, but we have to deliver it carefully/appropriately.
- Stronger relationship with Area Board Managers and Area Boards but a good basis for ongoing health issues.

When organising future events our recommendations are.....?

- Better links and planning consider adding health fairs to other popular events; consider village venues and use of council campaign vehicle, newspaper supplements and liaison with schools/parents.
- More planning together – allow time to plan and implement events.
- More thorough preparation to achieve desired outcomes for NHS Wiltshire and Wiltshire Council.
- Fit in with community not diary.
- That there is a clear project plan at the beginning of the process and clarity about what we want to achieve.
- Realistic programme that supports objectives and delivers local action within communities.
- Plan across longer period of time (possibly 12 month process) so more planning with individual Boards/Managers – should lead to greater clarity.
- Lets sit down and plan events together.

Recommendations

The structured debrief produced the following recommendations for consideration:

- Allow sufficient time for the pre-planning of events and form a schedule or 'cycle' of delivery, possibly stretching over a whole year. Dates should be scheduled to maximise attendance but early enough to fit into heavily committed diaries.
- Named individuals should be nominated to plan events on behalf of the council, NHS and Local Area Boards respectively to avoid confusion and ensure clearly defined tasks and areas of responsibility are set at the outset.
- Community Area Boards need to own health issues within their own work streams and agendas, consideration should be given to what a community area needs and what outcomes they are trying to achieve in order for clear next steps and actions to be set.
- Consider reformatting the delivery of health fairs, in some areas these events worked well, so building on lessons learned could make these a success. Investigate how and where to capture the public's attention.