

## Changing cultures - Old JSNA and new JSNA

Context	Before 2010	After 2010	Implications for JSNA
Economic Environment	Comparatively stable - NHS well resourced, local government fairly stable	Economic Crisis - cuts to NHS provision - local government budgets under significant attack by Central Government	JSNA process needs to place greater emphasis on the impact of cuts to key social determinants of health - employment, housing, income, education and on access to service issues.
Population Health	Health and well being of populations comparatively stable - with public health challenges primarily long term - obesity, smoking prevalence etc - therefore focus on long term health improvement activity	Quick changes in economic and policy environment lead to direct impact on health and wellbeing of the most vulnerable	JSNA process needs to be more sensitive to short term changes to well being and not just focus on long term population health needs and impacts
Accountability of Health Systems	Centralised NHS with little local accountability - except through Overview and Scrutiny Arrangements	Still very centralised NHS with little local accountability but greater responsibility on councillors to bring local accountability through Health and Wellbeing Boards.	JSNA process needs to empower councillors and Healthwatch - help them understand key issues so that they can advocate for the health of their citizens, support CCGs bend funding towards communities and challenge CCGs when they are not performing or co-producing solutions.
Balance of interventions	Significant emphasis on on clinical and technical solutions and interventions	Greater emphasis on co-production and assets and contribution of the 'active citizen'	JSNA processes need to be significantly better at capturing impact of voluntary and community sector on improving health and wellbeing and helping non professionals understand health challenge
Public Health Leadership	Public Health based in NHS - Public Health Improvement activity focussed primarily on delivery of NHS targets and small lifestyle change programmes	Public Health based in Local Government still accountable for delivery of centrally controlled PH Outcomes. But now has to give greater credence to local authority contribution - in particular engage with 'big commissioners' - Adult Social Care, Housing, Childrens Services	<p>JSNA process needs to help councillors:</p> <ul style="list-style-type: none"> <li>• make decisions about budget setting - which services to defend and which to cut.</li> <li>• understand and explain the population wellbeing challenges in their communities</li> <li>• drive the contribution of services impacting on the wider determinants such as housing, leisure and culture.</li> </ul> <p>Directors of Public Health need to ask 'big commissioners' what are the intractable problems they face and bend JSNA focus to these.</p>

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