



 <p>GIG CYMRU NHS WALES   Iechyd Cyhoeddus Cymru Public Health Wales</p>	<p><b>Name of Meeting</b> Knowledge, Research and Information Committee</p> <p><b>Date of Meeting</b> 28 March 2025</p> <p><b>Agenda item:</b> 3.5</p>
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<b>PHW Impact Monitoring - Implementation</b>	
<b>Executive lead:</b>	Iain Bell, Exec Director RDDD
<b>Author:</b>	Kirsty Little, Knowledge Mobilisation Lead

<b>Approval/Scrutiny route:</b>	NA
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<p><b>Purpose</b></p> <p>The report aims to provide the Committee with assurance that advances are being made to improve the impact of Public Health Wales knowledge products and that improvements have been made as a result of the issues highlighted by the Public Health Wales’ Impact Monitoring approach.</p>
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<b>Recommendation:</b>				
<p>APPROVE</p> <p><input type="checkbox"/></p>	<p>CONSIDER</p> <p><input type="checkbox"/></p>	<p>RECOMMEND</p> <p><input type="checkbox"/></p>	<p>ADOPT</p> <p><input type="checkbox"/></p>	<p>ASSURANCE</p> <p><input checked="" type="checkbox"/></p>
<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li><b>Receive assurance</b> on the actions taken in response to user feedback and to improve the impact of our knowledge products</li> </ul>				



### Link to Public Health Wales [Strategic Plan](#)

Public Health Wales has an agreed strategic plan, which has identified seven strategic priorities and well-being objectives.

This report contributes to the following:

<b>Strategic Priority/Well-being Objective</b>	All Strategic Priorities/Well-being Objectives
<b>Strategic Priority/Well-being Objective</b>	Choose an item.
<b>Strategic Priority/Well-being Objective</b>	Choose an item.

### Summary impact analysis

<b>Equality and Health Impact Assessment</b>	An Equality and Health impact assessment is not applicable to this work. Equality and diversity impacts will be considered during the development of the actions, so the resulting impact on those with protected characteristics is identified as minimal or 'low'.
<b>Risk and Assurance</b>	No major risks with the developing and delivering impact approach.
<b>Health and Social Care (Quality and Engagement) (Wales) Act</b>	This work supports the Health and Social Care (Quality and Engagement) (Wales) Act, in relation to the Duty of Quality and Candour, by actively seeking the views of our stakeholders and taking forward an action plan to improve the impact and quality of the knowledge products PHW produces.
<b>Financial implications</b>	No financial implications
<b>People implications</b>	Theme 7 – Staff and resources



## 1. Purpose / situation

This paper aims to briefly summarise the progress that has been made towards implementing the impact improvement action plan developed as a result of the Impact Monitoring Approach. It is being provided to the Committee to provide interim assurance and will form part of the Annual Impact Report that will be presented to the Committee at the next meeting.

## 2. Background

In 2023 Public Health Wales (PHW) introduced a systematic approach to monitoring the impact of its knowledge and data outputs. Knowledge and data outputs are defined as any research, evaluation, evidence, or analytical-based outputs produced across the organisation. The aim of the approach is twofold: firstly, to capture user feedback on the way the outputs are currently being used and their impact, and secondly, to capture further information on how the use and impact could be improved.

The actions detailed here were first presented to KRIC in July 2024 as part of the 2023/24 Annual Impact Report. This summary of progress, together with an updated action plan based on findings from the current year, will form part of the 2024/25 Annual Impact Report that will be presented to KRIC in May 2025.

## 3. Progress update

This paper sets out the key developments over the past 12 months, focusing on four key areas:

### 1. Publication Standards

- a. Methods transparency – the Publication Standards working group has agreed a number of key methodological standards, including the Statistics Code of Practice, Evaluation Framework and Systematic Review template. Further work is ongoing to establish consistent methods for survey use. Communities of practice have also been set up to raise standards in the areas of Evaluation and research, Evidence Review, and Data Science and Analysis.
- b. Report appearance and content - the Publication Standards and Content Design Standards have been brought together to address the need for organisational standards around formatting, writing style, actionable messaging, tone and voice, and branding. A content development checklist and Executive Summary template have been



developed, and the Content Design Clinic has been established to support staff to use these standards effectively.

## 2. Web Development

- a. Accessibility – Under the Web Development Board accessibility has been given a high profile. A position has now been established with oversight of our web compliance with both the Welsh Language Standards and the Accessibility Standards (WCAG 2.2. AA).
- b. Organisational identity – as part of the web development, clarity around Public Health Wales as the overarching identity has also been a focus with a brand rationalisation exercise and a new web structure that focuses on topics and not teams.
- c. Technological issues (e.g. search function) – the functioning of the new web platform has also been paramount with significant user testing and user centred design. Of particular note is the planned improvement to the search function.
- d. Contact information – as the new website will be topic rather than team based, the need for clear ownership of each piece of information is critical to allow the site to be kept current. Web content designers will aid with this process and clear contact information for every contributor will be available.
- e. Feedback mechanisms – the new website will offer a clear and consistent route to provide feedback, covering both the services we offer and the products we produce. Brief, passive, product specific user surveys are currently being trialled to further encourage users to comment on the products they are accessing.

## 3. User Engagement

- a. External engagement baseline assessment – this is currently underway, led by the Engagement team. This work aims to map what engagement, both with stakeholders and the public, is currently underway, how it is being conducted, and what the outcomes are.
- b. A User Centred Delivery SharePoint page – this is currently under development to support staff with their engagement with stakeholders and improve the design, usability and subsequent impact of our products and services. The page contains guidance, best practice and user personas and will act as a repository of PHW activities to share insights and support a consistent approach in the future.
- c. Support Community – A People's (Service User) Experience Learning group has been established to provide support and share best



practice as well as working towards consistent approaches for Public Health Wales.

- d. Strategic discussion forum – currently this work aims to be RDD directorate wide, with regular opportunities to work with our key stakeholders across the system, especially, but not limited to the Health Board Public Health Teams. Preliminary discussions are taking place during the current round of IMTP, led by the Executive Director for RDDD.
  - e. Ongoing communications - Several regular team/division specific meetings with key points of contact within Welsh Government have been established.
4. Data improvements
- a. Accessibility – clear data accessibility guidelines have been developed by the OCAT team and shared with the organisation through the combined Content Design and Publication Standards pages.
  - b. Improvements to level of detail – OCAT are working towards all dashboards & publications publishing more data where possible e.g. in the SHRN & Primary Care dashboards.
  - c. User Input – OCAT and the User Research team are working together to ensure user research is embedded in their product development process.
  - d. Technical collaboration – OCAT is planning to establish a technical working group with stakeholders across the system to increase efficiency and impact.

## Recommendation

A large number of interrelated and coordinated activities are in progress across the organisation that will help support the delivery of impactful products and address many of the issues and comments raised by stakeholders. The Annual Impact report will provide an update on user views and achieved impact, and an updated action plan will be presented to the Committee.

The Committee is asked to:

- **Receive assurance** on the actions taken in response to user feedback and to improve the impact of our knowledge products