



 <p>Iechyd Cyhoeddus Cymru Public Health Wales</p>	<p>Name of Meeting Knowledge, Research and Information Committee</p> <p>Date of Meeting 05 December 2024</p> <p>Agenda item: 3.2</p>
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Public Health Wales Annual Impact Survey of data, analysis and research products 2024	
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Approval/Scrutiny route:	KRIC
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Purpose
<p>This report briefly outlines the key findings from the 2024 annual impact survey of external stakeholders. The survey is one of four key elements of the KRIC approved approach to measuring the impact of Public Health Wales knowledge and research work.</p> <p>This paper is being presented to the KRIC for assurance that the impact of PHW work is being carefully considered, monitored and improvements actively pursued. KRIC are asked to note the areas for improvement identified from the survey and action points suggested and approved by the BET.</p>

Recommendation:				
<p>APPROVE <input type="checkbox"/></p>	<p>CONSIDER <input checked="" type="checkbox"/></p>	<p>RECOMMEND <input type="checkbox"/></p>	<p>ADOPT <input type="checkbox"/></p>	<p>ASSURANCE <input checked="" type="checkbox"/></p>
<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • Receive assurance that stakeholder views on PHW data, analysis and research products are being sought, considered and that improvements to our impact are being continuously pursued. • Consider the report’s findings and suggested actions 				



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:

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

Summary impact analysis

Equality and Health Impact Assessment	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'.
Risk and Assurance	No major risks with the developing and delivering impact approach.
Health and Social Care (Quality and Engagement) (Wales) Act	This report supports and/or takes into account the Health and Care Standards for NHS Wales Quality Themes
Financial implications	All themes
People implications	Theme 7 - Staff and Resources



1. Purpose / situation

This report briefly outlines the key findings from the 2024 annual impact survey of external stakeholders considering the knowledge and research outputs produced across the organisation. Knowledge outputs are defined as: any research, evaluation, evidence, or analytical-based reports.

The survey is one of four key elements of the KRIC approved approach to measuring impact of Public Health Wales knowledge outputs.

The aims of the work are twofold:

- to better understand how impactful PHW knowledge work is by exploring the expectations, engagement, impact, and experience of key external stakeholders.
- to capture further information on how the use and impact of our outputs could be improved.

The feedback was collected on outputs from across the organisation, so it is not generally possible to determine which teams particular comments or findings are based on. The themes and lessons are therefore summarised for universal organisational learning. Where specific products or teams have been mentioned by the users this feedback will be directly provided to the teams.

The information is being provided to update the Committee on the views of our external stakeholders and to assure the Committee that the impact of PHW work is being considered, monitored and improvements are being actively pursued. The Committee are asked to consider the proposed redress actions both within directorates and across the organisation. These have recently been approved by the BET.

2. Background

The work builds on the Knowledge Mobilisation Vision, which outlines the importance of evaluating the impact of any Public Health Wales evaluation, research or analysis produced or modified by the organisation.

In March 2022, a survey was conducted with stakeholders who use the various knowledge outputs that Public Health Wales produce to gather feedback on their user experience. This was devised and delivered by user research specialists User Vision.



As part of the PHW approach to measuring impact, an annual monitoring process using an adapted version of the User Vision survey, with a bolster section on impact, was agreed. Civica was used to allow annual repeats of the survey to be sustainable. The first of these annual surveys was conducted in 2023 and then edited slightly, based on feedback, and launched in its 2024 version in May of this year.

3. Description/Assessment

Stakeholder views of Public Health Wales' knowledge products and reputation were high in terms of quality and trust.

Key areas for action, building on last year's report and alongside the other elements of the Impact Framework, fall into three key areas. The findings validate the findings from last year's monitoring work and as such some of the redress actions are already in progress:

Visibility

- Further clarify & publicise vision for PHW as part of the Long-Term Strategy will help clarify our role in the public health system. E.g. Consideration of intended audience & subsequent consideration of how to best communicate to these audiences to be built into development of priority route maps & IMTP in general, using the route maps as a communications opportunity.
- The Web Transformation Programme is improving our visibility through incorporating recommendations relating to our web presence and functionality and brand strengthening and rationalisation.
- Further strategies to publicise PHW's work to additional audiences, i.e. social care, to be considered once web work is complete.

Impact

- Establishment and implementation of both the PHW Publication Standards and Content Design Standards work programmes will tackle several elements around improving impact, guaranteeing quality, improving the usability and accessibility of our products. Working towards consistency of style and language as well.
- An annual cross-organisational forward look for research, evaluation and data outputs planned for that year will provide transparency and an opportunity for early user engagement and planning.

Engagement



- An evaluation of the use and effectiveness of the User Research team and User Engagement toolkit launched in 2023/4 will clarify if the current tools are providing enough support.
- Further monitoring will be needed to explore current levels of engagement attempted by PHW staff, issues highlighted by users, and any additional improvements needed. This will be done through other elements of the Impact Approach with additional qualitative research with various stakeholders.

The 2024 survey highlights that additional work is needed on the following elements, which were previously incorporated into the areas above, but feedback suggests they warrant specific focus:

- Accessibility
- Actionable messages
- Data improvements

Accessibility (grouped under visibility for 2023)

Meeting accessibility standards was raised several times by respondents and has become a more prominent priority in the 2024 survey.

- Accessibility guidance is currently being addressed by the Publication Standards group.
- Taking forward a central oversight model, to tackle both accessibility and Welsh language compliance on the PHW website, has recently been given approval to progress to a Beta stage as part of the Web Estate Business Case
- An accessibility audit should be considered.

Actionable messages (grouped under impact for 2023)

Translating our work into real-life or providing actionable messages was clearly identified as an area for improvement in both surveys but has increased in prominence in the 2024 survey.

- This is an area that will be addressed through the combined Content Design Standards and Publication Standards workstreams.
- Monitoring of whether further work may be needed is recommended once these standards are embedded.

Data Improvements (mentioned in 2023 but more pronounced in 2024)

A focus on meeting user data needs. E.g. inequality monitoring, geographical drill downs and timely provision, was clearly raised by respondents, particularly in the 2024 survey.

- Specific data improvement findings to be fed into the appropriate channels within PHW.
- A cross organisational data improvement working group will be established to explore and address these needs

The survey will be conducted annually to allow the Committee and others to consider improvements and receive assurance.



3.1 Well-being of Future Generations (Wales) Act 2015

This work has been put together following the five ways of working, as defined within the sustainable development principle in the Act, in the following ways

Hirdymor		Long Term	Adopting a systematic way of measuring the impact of Public Health Wales's outputs, and enacting improvements, allows us to understand our work's long-term effects on population health in Wales
Atal		Prevention	Using a systematic approach to collecting impact prevents an ad hoc, difficult to track approach to collecting impact.
Integreiddio		Integration	Findings from this work are relevant across the organisation and encourages more integration around solutions.
Cydweithio		Collaboration	People across the organisation will input into this work and are collaborating to implement remedial actions.
Cynnwys		Involvement	External organisations engagement is fundamental to this work, and this practice will continue

4. Recommendation

This paper is being presented to the KRIC for assurance that the impact of PHW work is being considered, monitored and improvements are being actively pursued. The Committee is asked to note the areas for improvement identified from the survey and that the Data, Knowledge and Research Directorate will work with all other Directorates to formulate a more detailed action plan to take forward these findings, alongside those of the other elements of the Impact Framework.



The Committee is asked to:

- **Receive assurance** that stakeholder views on PHW data, analysis and research products are being sought, considered and that improvements to our impact are being continuously pursued.
- **Consider** the report's findings and suggested actions