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Iechyd Cyhoeddus
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Public Health
Wales

Name of Meeting
Knowledge, Research
and Information
Committee

Date of Meeting
17 March 2026

Agenda item:
2.3

Outcomes Measurement Framework for Public Health Wales - Update

Executive lead:	Iain Bell, Director of Research, Data and Digital Directorate
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Approval/Scrutiny route:	Iain Bell, Director of Research, Data and Digital Directorate
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Purpose
This paper provides assurance on the Public Health Wales outcomes measurement system, and the approach to strengthening its use in driving prioritisation and decision-making in Public Health Wales.

Recommendation:				
APPROVE <input type="checkbox"/>	CONSIDER <input type="checkbox"/>	RECOMMEND <input type="checkbox"/>	ADOP T <input type="checkbox"/>	ASSURANC E <input checked="" type="checkbox"/>

The Committee is asked to: <ul style="list-style-type: none"> • Take assurance on the implementation and use of the PHW measurement system. • Take assurance that we are working to further embed the measurement system into our IMTP and performance reporting.

- **Note** that the outcome of this will be presented as part of the IMTP to Board in March for agreement.

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
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Summary impact analysis

Equality and Health Impact Assessment	None required, the paper provides and update on the PHW outcomes measurement system, which is designed to reduce inequalities and health inequalities.
Risk and Assurance	This links to Strategic Risk 5: Failure to fully exploit digital and data to improve the health and wellbeing of the people of Wales. The measurement system helps mitigate this by ensuring that we fully understand the impact of Public Health Wales' activity
Health and Care Standards	All themes
Financial implications	Not Applicable
People implications	No direct implications. However, the culture of monitoring impact is not yet embedded within Public Health Wales and will require leadership to ensure this change in approach is embedded.

Purpose

This paper provides assurance on the development of the Public Health Wales outcomes measurement system, and the approach to strengthening its use in driving prioritisation and decision-making in Public Health Wales.

Background

Our measurement system is designed to assess how well we are delivering our strategic ambitions for improving health and well-being and reducing inequalities in the people of Wales in 2035. The measurement system therefore supports the delivery of our long-term strategy. It is intended to help us:

- Understand, monitor and evaluate our impact
- Drive prioritisation and decision-making
- Focus our resources
- Identify gaps in our delivery, including where we need to work with partners.

Further details of the measurement system can be found in the KRIC paper [Proposal for the system to measure the impact of delivering our strategic priorities](#) from June 2025.

Progress and next steps for the measurement system were reported to KRIC in December 2025: [KRIC - outcomes framework December 2025.docx](#).

Progress and challenges since December 2025 update

This section provides an update on progress since December 2025, achievements, and challenges.

Performance and impact indicators

Progress since December 2025

- Outcome and performance indicators were agreed by PHW Executive Team and Board in line with our strategic long-term plan.
- Outcome and performance indicators are regularly reported to the Board, together with updates on evaluation and modelling. The latest report to the Board can be found in Section 4, [3.3 PHW 2026 01 29 – Performance and Insight Report – Month 9 – Board](#).
- The outcome and performance indicators are now well-established. We have also now included baseline statistics for our outcome measures and explored how our indicator values compare with other countries, as requested by the Board on 29 January.
- Data on the weight and height of children from the Child Measurement Programme will be added to the March Board pack. Potential data sources on other outcomes for children and breastfeeding are being explored, and will be added when available.
- This data and analysis is helping the organisation to understand healthy life expectancy and the deprivation gap, in order to take action.

Challenges

- Linking the outcome indicators to our PHW activities remains challenging.

Healthy life expectancy analysis

- Scoping of the analysis work has been completed, with input from the Chief Medical Officer.
- Our latest analysis of healthy life expectancy, including the impact of waiting lists, will be presented to BET and Board in March.

Impact modelling (including policy and implementation modelling)

- Work on modelling the costs and impacts of weight-management drugs is nearing completion.
- In alignment with our research and evaluation strategy, we have identified areas of work for collaboration with academia, including a funding bid to develop micro-macro modelling for Wales on life course inequalities, working with the University of Glasgow.
- A pre-requisite for modelling is a set of clear objectives in the IMTP, from which useful models can be developed. As yet, there is still insufficient detail available in the IMTP and roadmaps to be able to fully understand what activities are being planned, and how those activities might have an impact on health, wellbeing and inequalities.
- The next step is to review the IMTP proposals and identify those programmes most likely to have significant impact, where modelling might be expected to help inform decisions. These will be played back to strategic priority leads and actioned, through a mix of in-house capability and academic collaborations.

Outcome and process evaluation

Progress since Dec 2025

- The specialist central evaluation team continues to improve standards across service development (e.g. theories of change), development of robust and proportionate evaluation protocols (spanning qualitative and quantitative methods), ensuring in line with governance (including DPIA & DSAs, safeguarding). These include both informing intervention implementation, and applying statistical methods to linked data, to better understand what would have happened in the absence of the intervention (i.e. counterfactual). This is in line with our ways of working in the Research and Evaluation Strategy and is reported to the RE Strategic Oversight Group.
- Since December 2025, we have been focusing on the development of evaluation plans for 2026/27 (listed in Annex 2), in line with strategic priorities and following discussions across the organisation over 2025/26. These have been discussed and supported by PHW Executive.

Further embedding the measurement system into the IMTP and our performance reporting

The next steps take a two-pronged approach. The first is to strengthen the IMTP by improving the drafting, to better understand the activity and impact that the

organisation is proposing. The second, more immediate approach is to work through the current IMTP, to identify likely areas of high impact, particularly where decisions will need to be made, and to support those areas with programmes of modelling and evaluation.

Strengthening the IMTP

- Work with IMTP milestone owners and Strategy and Planning to improve the clarity of the milestones, to better capture the proposed activity and clarify the desired outcomes on health, well-being and inequalities, including ensuring that significant pieces of work have a robust theory of change on which to base modelling and evaluation.
- Support system learning, in a proportionate way, for example, improved support and guidance on IMTP planning, action plan performance management, audit and quality review, deep dives etc., as appropriate
- We have developed a proposed programme of evaluation, set out in Table 1, which will be agreed through BET and Board as part of the finalisation of the IMTP.

Working through the IMTP

- We are working through the current IMTP milestones to identify areas of action with clear routes to potential impact on health and equity. These should cover:
 - Service innovation e.g. screening, Help Me Quit
 - National programmes e.g. healthy schools, healthy weight healthy Wales
 - Influence and advocacy e.g. Hapus (contribution analysis)
- In these areas, identify where modelling or evaluation will be used to inform decisions
- Work with those areas to develop modelling and evaluation in a resourced, multi-year programme. The draft evaluation programme for 2026/27, with associated modelling where agreed is set out in Table 1.

Table 1: draft evaluation programme for 2025/27, with associated modelling where agreed.

Evaluation			Impact modelling
Year	Programme	Type of programme	
2026/7 - committed	1 Hapus – outcome and strategic partnership	National programmes	
	2 Tackling Diabetes Together		Diabetes projections - complete

	3	Welsh Network of Health Promoting Schools		
	4	Every Child health information leaflet for parents		
	5	High fat, salt and sugar legislation	National programmes – WG request	
2026/7 - scoping	6	Lung cancer screening	National programmes	Monitoring screening outcomes – timing tbd
	7	Prevention of gambling harms digital offer		
	8	Climate change surveillance programme		
	9	Marmot nation	National programmes – WG request	
In IMTP, not in current plan – are there more?		Smoking <ul style="list-style-type: none"> • Services / intervention • Outcomes 		Modelling policy outcomes – 2025/6, 2026/7, academic collaboration
		Screening <ul style="list-style-type: none"> • Services / intervention • Outcomes 		
		Healthy weight, healthy Wales		Weight loss drug modelling – 2025/6

Recommendations

The Committee is asked to:

- Take **assurance** on the implementation and use of the PHW measurement system.
- Take **assurance** that we are working to further embed the measurement system into our IMTP and performance reporting.
- **Note** that the outcome of this will be presented as part of the IMTP to Board in March for agreement.