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Iechyd Cyhoeddus
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Public Health
Wales

Name of Meeting
Knowledge, Research and
Information Committee
Date of Meeting
23 September 2025
Agenda item:
3.4

Monitoring the impact of Public Health Wales's work

Executive lead:	Iain Bell, Executive Director of Public Health Data, Knowledge & Research
Author:	Kirsty Little, Consultant in Public Health Ruth Davies, Knowledge Mobilisation Manager
Approval/Scrutiny route:	Business Executive Team Meeting then to Knowledge Research and Information Committee

Purpose

This paper outlines 2024/5 findings from the systematic impact monitoring approach for Public Health Wales' data and knowledge products.

The Committee is asked to consider the findings and proposed areas for action.

Recommendation:

APPROVE <input type="checkbox"/>	CONSIDER <input checked="" type="checkbox"/>	RECOMMEND <input type="checkbox"/>	ADOPT <input type="checkbox"/>	ASSURANCE <input type="checkbox"/>
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The Committee is asked to:

- **Consider** the findings from the PHW Impact Monitoring approach

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	7 - Building and mobilising knowledge and skills to improve health and well-being across Wales
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Summary impact analysis

Equality and Health Impact Assessment	An Equality and Health impact assessment is not applicable to this work. The development of this approach does not have a direct impact on service provision, so the resulting impact on those with protected characteristics is identified as minimal or 'low'. It is anticipated that monitoring the impact of our work will have a positive effect on health in Wales.
Risk and Assurance	No major risks
Health and Care Standards	This report supports and/or takes into account the Health and Care Standards for NHS Wales Quality Themes All themes Theme 7 - Staff and Resources Choose an item.
Financial implications	There may be business cases for investment to strengthen further remedial activities; this case is not raised in the current paper
People implications	There will be some impact on each team, as people will be required to spend time considering the impact of their work and adopting suggested improvements.

1. Purpose / situation

This paper outlines the findings from the ongoing systematic impact monitoring of the Public Health Wales 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 work is twofold, firstly to capture user feedback on the way our outputs are currently being used and the impact of those, and secondly to capture further information on how the use and impact could be improved.

The findings are summarised in this report. As monitoring activities happen throughout the year many of the actions to respond to the feedback are already underway.

The Committee is asked to consider the findings and support the proposed actions.

2. Background

The systematic approach to monitoring the impact of Public Health Wales's knowledge and data work was introduced in March 2023 to ensure consistency in measuring and enhancing impact.

The 4-tier approach to impact monitoring includes:

1. Annual Survey of Public Health Wales stakeholders (results presented to BET in 06/11/2024)
2. Targeted survey of anticipated product users
3. Structured post-project interview with product requesters
4. Continuous pop-up survey of Public Health Wales website users

In addition to these four elements a short point of use survey, added directly to the product webpages, is being trialled. The aim of this is to capture anticipated use and impact.

For further detail on the background and approach to monitoring impact please refer to the original [proposal document](#).

3. Description/Assessment

Findings have demonstrated actionable insights and good triangulation between engagement methods. The following themes, echoing last year's feedback, emerged from the collective findings of all the elements:

- **Visibility:** PHW continues to have a good reputation and, in general, satisfaction with PHW's data/knowledge outputs was high. Reflecting last

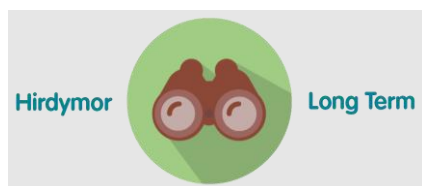
year’s findings, users continue to suggest more be done to improve the visibility of PHW work through increased sharing, improvements to the website, and increased accessibility of products. Many actions to address this are in progress but have not yet come to fruition; we expect users to begin to see an improvement in our work’s visibility over the next 12 months.

- **Impact:** External users reported some impacts, especially amongst key users, although these focused more on discussions and information sharing rather than policy informing, action, and plans. There is some evidence that this is increasing over time. Users in both surveys and interviews emphasised the importance of products being responsive, understandable, shorter, and shareable, to get the best impact. There are some good examples of PHW work that has this sort of impact, e.g. Real Time Suicide Surveillance work, and we anticipate roll out of the Publication / Content Design Standards will further guide impactful product development.
- **Engagement:** Stakeholders interviewed about their involvement in commissioning or developing work with PHW have generally found the process useful, with many user interviewees stressing how valued PHW engagement with their teams is. Contrastingly, annual survey respondents indicated that there is room for improvement in our approach here. PHW has improved its processes and awareness of user needs, e.g. the establishment of the User Centred Design team, and some improvements to the engagement process with the wider public health system are planned, but further monitoring and improvement is likely to be needed.

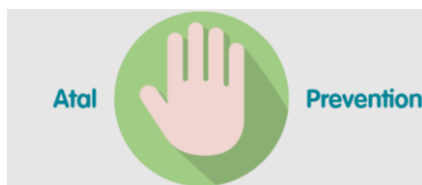
The Knowledge Mobilisation Team will continue to report back to BET and KRIC on an annual basis to provide assurance.

4. 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



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



Using a systematic approach to collecting impact prevents an ad hoc, difficult to track approach to collecting impact.



Findings from this work are relevant across the organisation and encourages more integration around solutions.



People across the organisation will input into this work and are collaborating to implement remedial actions.



External organisations engagement is fundamental to this work, and this practice will continue while the approach is implemented.

4. Recommendations

Remedial actions underway to support the increased impact of our work include:

- Continue to support the development of the new website in line with the Impact Monitoring Report
- Promotion, embedding and supporting of the PHW Publication Standards and Content Design Standards work.
- Continued cross organisational assessment and improvement of User Engagement
- Work with internal and external partners to clarify the need for data improvements and action where possible.
- Establishment of project database or coordination resource to allow better collaboration across the organisation and improve the flow of content on the website.
- Extension of this systematic approach to monitoring impact through cross organisational promotion.
- Monitoring of what further work is needed once planned initiatives have been established.

The Committee is asked to

- **Consider** the findings from the PHW Impact Monitoring approach