

Public Health Wales

Engagement, Experience and User-Centred Design.

Progress update January 2026

Angela Cook



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Our Approach to Engagement, obtaining Service User Experience and utilising User-Centred Design.

Purpose of the Presentation

- To provide the committee with an update on the activities being undertaken that support engagement with the public.
- To provide an update on strategic workstreams being undertaken utilising User-Centred Design.
- To provide an update on the workstreams being undertaken to understand people's experiences when using our services to inform improvement.

Recommendation:

- To consider the information provided
- Receive Assurance that this works support the long-term strategy

Connecting with Young People

- Early collaboration (Jan-Mar 2025) with Children in Wales, Youth Cymru and Ethnics Support & Youth Support Team Wales (EYST) generated initial ideas and potential youth engagement models
- Secured additional staff member Lisa Cordery in September 2025 to lead on the development of a co-designed PHW approach to young people's engagement
- Meetings with key partners who specialise working with young people
- Engagement events held across Wales from October to December 2025, (including Grassroots in Cardiff, Aberystwyth students' union, GISDA groups in North Wales, Viva in Rhyl, Torfaen Youth Club, Gwent 'Mind our Futures', Voices from Care and Cardiff and Vale Health Youth Board)
- Findings and a fully costed recommended model scheduled for presentation to the Executive Team in March 2026 followed by a Board Development Session in June 2026



PHW and Wales Council for Voluntary Action (WCVA) Partnership Agreement

- The Partnership Agreement currently under development between PHW and WCVA will support more consistent and strategic joint working, with regular meetings along with structured opportunities to support delivery of both organisations' key objectives
- In addition, it will strengthen the sharing and use of lived experience and feedback to inform service improvement and decision-making
- The draft agreement will be jointly presented to Board in March 2026, with a launch event planned for mid-April

User-Centred Design strategic contributions and impact

Co-lead the development of an end-to-end service journey, identifying and translating complex user needs into clear requirements for the lung screening programme

Active involvement in the Digital Health Protection Programme, ensuring the digital health protection system design reflects user needs, business priorities, and long-term service objectives.

Lead on defining user needs for SMS screening appointment reminders, supporting more effective communication and attendance.

Reducing organisational risk by leading user research to inform requirements for a DATIX replacement, ensuring the future system meets the needs of diverse users across the organisation and supports consistent risk management practice.

Conducting user research and requirements gathering to develop Digital response to urgent Sexual Health Incidents and shape a proportionate M365 solution.



People's (Service User) Experience

- Established a cross-organisational People's Experience Learning Group. The group is focusing on developing a collaborative and inclusive approach to embed the All-Wales People's Experience Framework within Public Health Wales
- Piloted the SMS (text message) feedback methodology with DESW between 1 Feb – May 2025, taking feedback response rate from 1.6% to 28.21%.
- As a result of the pilot project success, the Executive Team agreed to the adoption of the All-Wales People's Experience Survey with rollout to all PHW clinic-based services via SMS (text message).

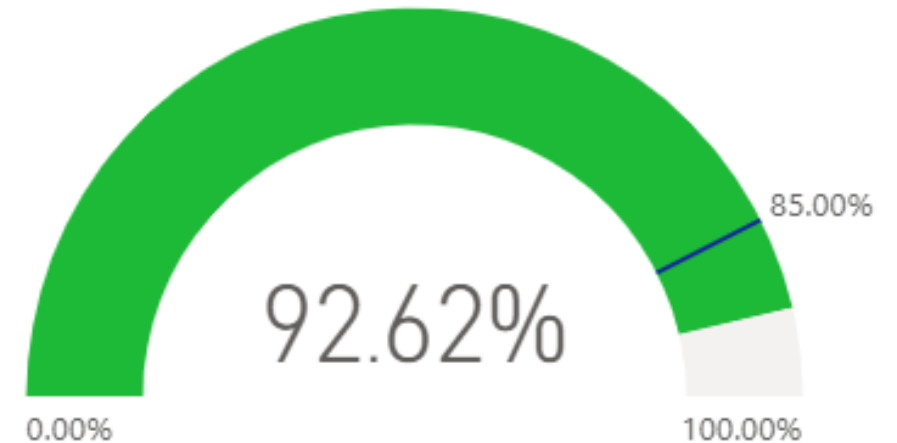


People's Experience

- Use of SMS (text messages) seeking feedback was initiated across Diabetic Eye Screening 28 November 2025 to 13 January 2026 and has resulted in 1469 responses.
- People's Experience dashboard in development.

Below highlights the overall rating for Diabetic Eye Screening Wales from 25 November 2025 to 13 January 2026.

How would you rate your overall experience? (% positive responses)

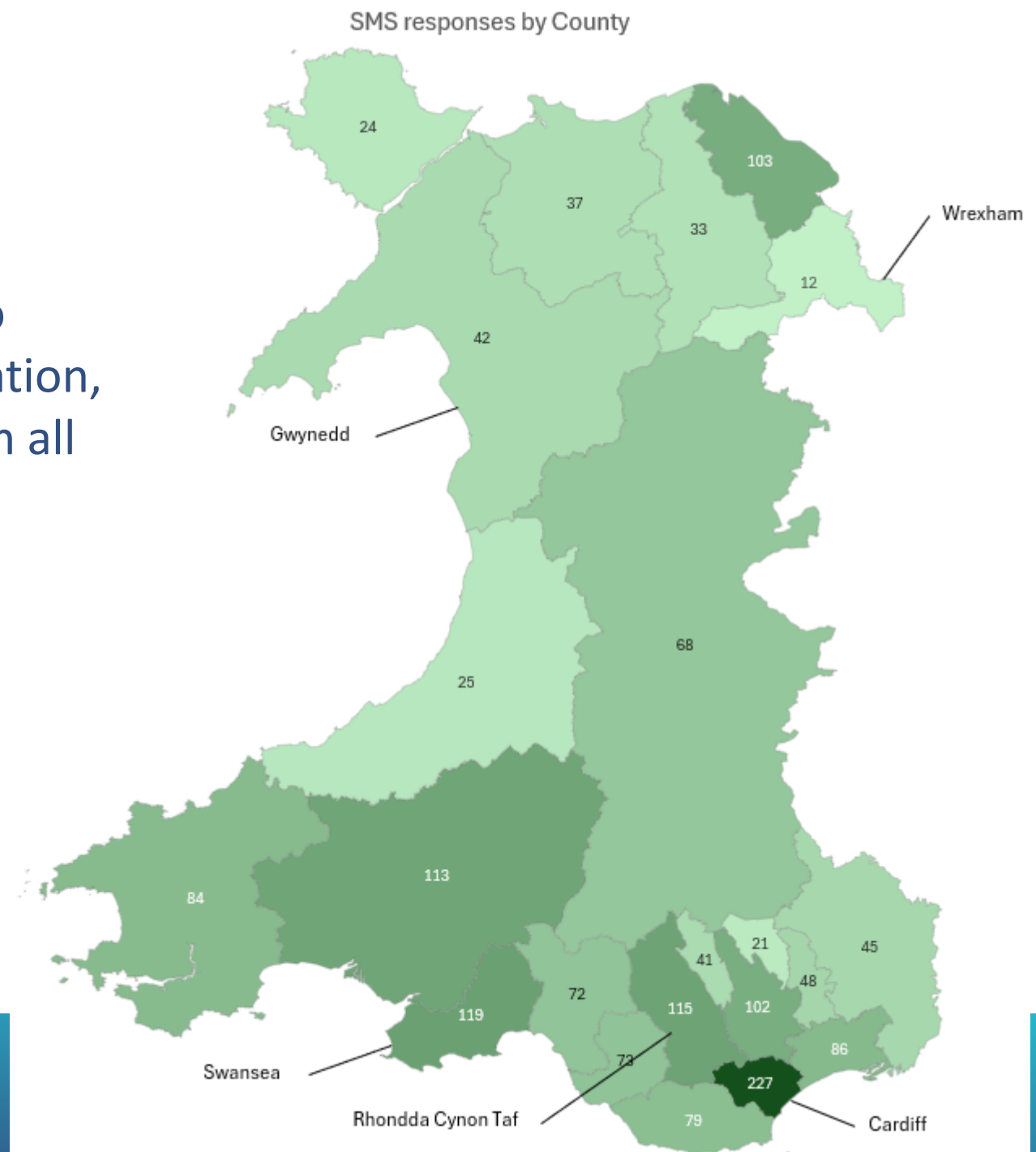


85% Benchmark is taken as an example from the People's Experience Framework.

People's Experience

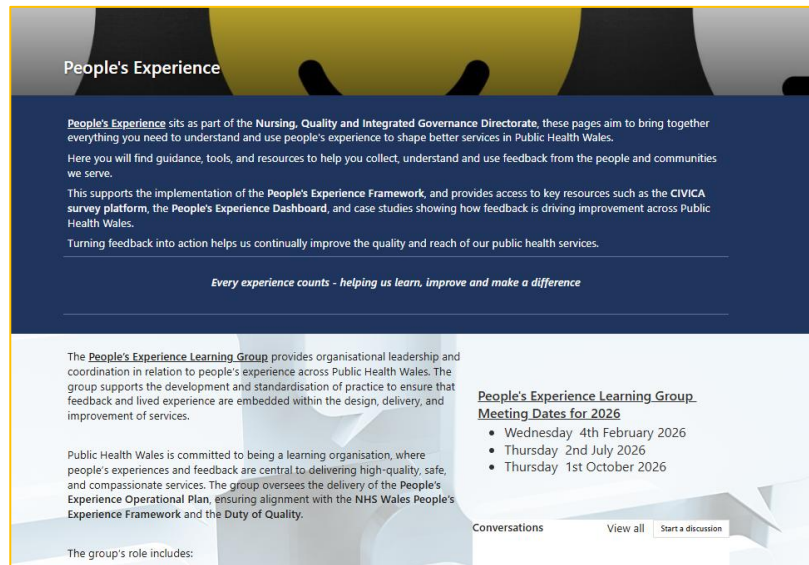
- With the support of SMS (text message) feedback for the first time, we're able to demonstrate that, as a national organisation, we have started to collect feedback from all corners of Wales.

Data from Diabetic Eye Screening People Experience Survey 28 November 2025 – 14 January 2026.

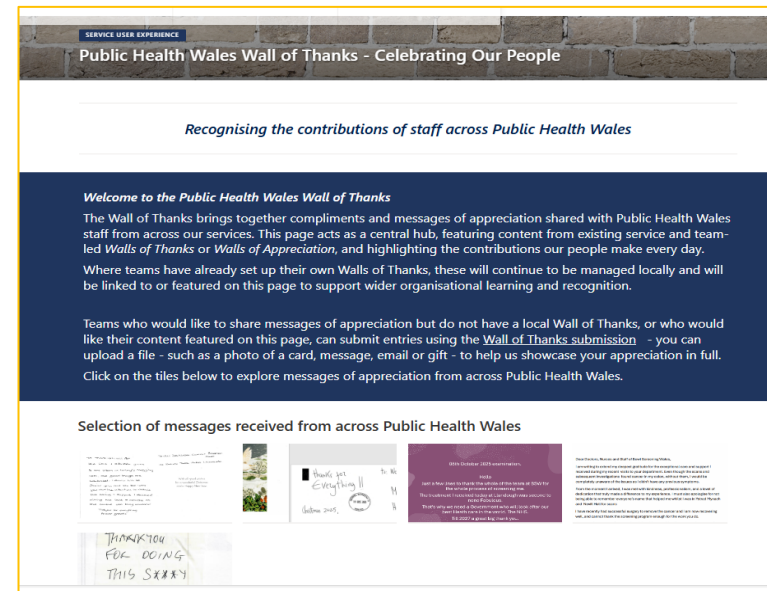


People's Experience

- The development of a People's Experience intranet page to support cross-organisational standard-setting and learning.
- In addition, 2 public facing pages are in development for 'You Said We Did' and 'Wall of Thanks' information page which will support a culture of openness and sharing feedback about services with the public.



Draft People's Experience Intranet page



Draft Wall of Thanks (Compliments)

People's Experience – Diabetic Eye Screening Wales SMS

- Examples of negative feedback received via SMS feedback using Civica



The sentiment word cloud is compiled using Civica (Akumen) from the SMS pilot project between 1 Feb 2025 and 28 November 2025.

