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Wales



Our Well-being Statement 2023



Overview

Wales is the only country in the world to establish a legislation that requires public bodies to improve the social, economic, environmental and cultural well-being of Wales.

The Well-being of Future Generations Act (WFG Act) (2015) means that Public Health Wales and other public bodies, must strive for a sustainable Wales. This means thinking more about the long-term, work better with people, with each other and with our communities to prevent problems and take a more joined-up approach.

The WFG Act remains pivotal to helping Public Health Wales work towards a Wales where all people enjoy longer, healthier lives and have fair and equal access to the essential conditions that lead to good health and well-being, now and for future generations.

The WFG Act is our framework for how we work and what we do, and as such our strategic priorities are also our well-being objectives, shaping our organisation’s work going forward.

In light of the challenges that Wales is facing now and in the long-term, the review of our long-term strategy in 2023 allowed us to formally assess our existing priorities, including engaging with our key partners and stakeholders. This ensures that our future focus and action is having the biggest impact and delivering maximum value for the people of Wales. The Five Ways of Working, collectively known as the Sustainable Development Principle, have been an instrumental part of reviewing our Long-term Strategy.



As an organisation, we continue to identify opportunities to strengthen our approach in developing our strategies and plans, how we create the right structures, policies and processes and how we lead, communicate and involve our staff and partners, so that we work together towards a common purpose.

The WFG Act has been applied to empower our staff to help shape the development of our strategy. The strategy integrates with priorities of the wider system, to ensure it is fit for purpose and effectively addresses pressing public health challenges. We are also contributing to the global health and sustainability agenda, in synergy with our partners nationally and internationally.

It links to other public duties in Wales such as the Welsh Language Act and Socio-economic Duty and the strong alignment of our priorities and well-being objectives enables effective monitoring and reporting of the Well-being objectives against the Well-being goals, reflected in our mapping (Annex 1).

The WFG Act provides a key mechanism for supporting a ‘Health in All Policies’ approach and the Health Impact Assessment (HIA) is a useful tool to ensure that the aims of the sustainable goals are considered throughout.

The Socio-economic duty, is an opportunity for organisations to change the way they think, act and deliver services to the most disadvantaged groups.



Diagram 1. Our Well-being objectives 2023- 2035



We will achieve our vision through the delivery of our six priorities.



The Well-being Goals



A Prosperous Wales

We strive for 'Health for All' and we continue to work closely with the World Health Organisation, Welsh Government, and other national and international key stakeholders and partners. We enable and support policies and investments towards healthier, more equal, prosperous, low carbon and resilient populations, communities, economies, and planet.



A More Equal Wales

Many factors combine together to affect the health of individuals and communities. Differences in the experience of a range of social, economic and environmental factors influence people's mental and physical health. This can lead to differences in health outcomes, or health inequalities. We bring public health expertise and evidence. We collaborate widely with others to influence these wider determinants of health to increase opportunities for a fair chance for health. This involves addressing fairer opportunities for children, transport, housing, education, environment and more, as a system wide change towards better health and well-being for all.



A Healthier Wales

Mental and social well-being form the foundations of lifelong health and is linked to our behaviours as it is to social, economic and environmental factors. Our approach to healthy behaviours acknowledges that the opportunities to make healthier choices are influenced by our social and economic circumstances, by where we live and by the actions of the industries that produce a range of unhealthy goods. We bring together and share evidence for effective action to support policy, legislation and system wide action on priorities such as tobacco, diet, physical inactivity, alcohol and other substances.



A Wales of Cohesive Communities

We strive to involve our communities to inform our work and collaborate with our partners within the whole system. We inform partners on the current and emerging threats to health in Wales and advocate for action to improve and protect health and reduce inequalities. Communities which create wider social networks are less likely to experience loneliness and isolation and are more resilient when faced with adversity and trauma. How we deliver our evidence-based services to protect the health of the people of Wales is paramount.



A Vibrant culture and thriving Welsh language



The Welsh language is an intrinsic part of our national identity and is important for the services that we provide and to the staff within our organisation. We actively promote the Welsh language by ensuring we embed it in our organisational culture, to reflect the bilingual society in which we live. We endeavor to create a supportive learning environment and are committed in creating a workplace with diversity and inclusion at its core, where everyone can be their authentic self and give their best.

A Globally responsible Wales



The UN's Sustainable Development Goals were a key driver in the development of our strategy to improve the economic, social, environmental and cultural well-being of Wales. We launched the Global Citizenship e-learning for health professionals to understand more about Global Citizenship and what it means to our everyday lives.

A Resilient Wales



We know that the climate crisis is also a health crisis. The destruction of habitats and species will contribute to climate change but will also unbalance natural systems we depend on for our food, clean air, water and more. We also know that climate change affects more of those who are most vulnerable. We have now made Climate Change a strategic priority.

Developing our long-term strategy

In light of the public health challenges seen in recent years, we have reviewed our Long-Term Strategy that was published in 2018. Our new Strategy Working Together for a Healthier Wales has been developed over three stages:

Stage 1: Initial evidence gathering

Stage 2: Developing our strategy

Stage 3: Testing and validating our strategy

During each stage, we have used the WFG Act, particularly the Five Ways of Working, as a key driver to model our approach.

We have engaged extensively with our staff, stakeholders and the public to gain their views. Diagram 2 provides an overview of activity that we have undertaken in each of the Five Ways of Working.

To guide our decision-making, our strategy has been shaped by data on health in Wales and the latest public health intelligence and evidence.

As we implement our strategy, we understand that new challenges will arise and we will adapt to these as they occur by keeping up with the changing environment that affects the health and well-being of people in Wales.

We will ensure that our planning and delivery enable us to take a long-term preventative approach, focused on involving the public and collaborating with our partners, to deliver integrated solutions as we tackle the challenges that we face today and tomorrow. The Five Ways of Working will continue to be at the core of everything we do.

Our underpinning strategic plan sets out how we will work to achieve our priorities over the next three years. We will monitor progress against the outcomes identified in our strategy and review our ways of working.

We embrace the Sustainable Development Principle as an enabling framework to help us do better. We continue to identify and celebrate good practice of implementing the Act. Below are some recent Case Studies examples across Public Health Wales.

Diagram 2: The Sustainable Development Principle

The Challenge:

Our Strategy review, which has been led by the Board, provided us with an opportunity to assess future public health threats and opportunities. The review has been underpinned by the latest public health evidence and research.

We engaged with staff and our key stakeholders including Welsh Government to understand what they consider to be the key public health challenges facing Wales and what role Public Health Wales should play in addressing them.

Collaboration

We have adopted a radically different approach that has involved 480 staff, collaborating from across the organisation, representing a range of different professions and our partners, coming together to shape our thinking and develop our priority areas.

Prevention

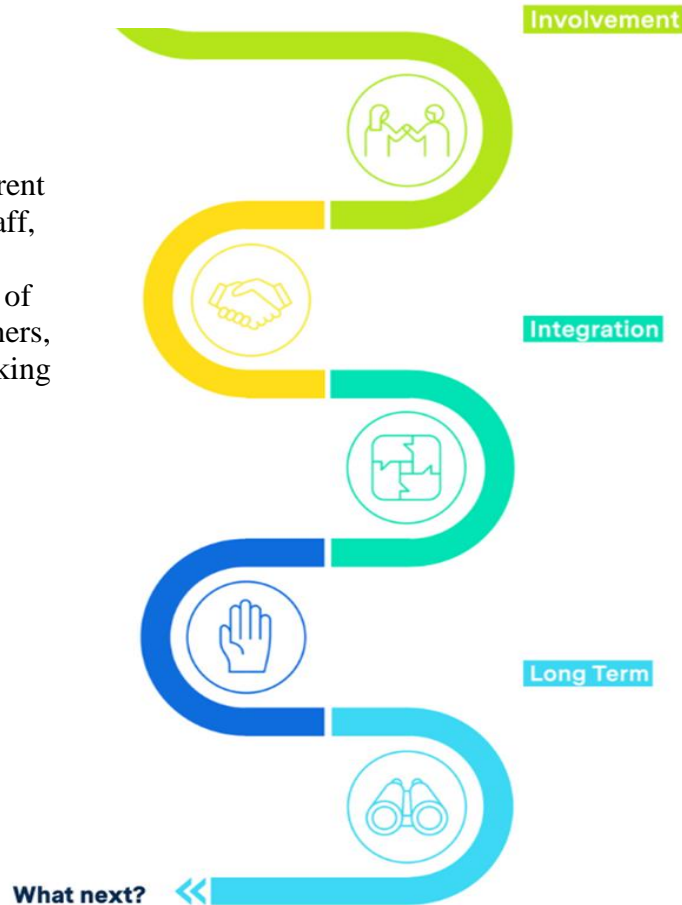
Our strategy directly aligns with the strategic direction set out within A Healthier Wales, published in 2019. Prevention is a pivotal focus of our strategy and an underlying theme in all our priorities and core ways of working. For example, we have agreed a specific priority which focuses on prevention and early intervention across the health and care system.

The Five Ways of Working has been beneficial framework to develop the strategy and we will continue to build on our ways of working throughout the implementation of our strategy to facilitate cross-organisational working, enable collaboration and support multidisciplinary approaches and solutions.

- This included:
- 20 1:1 sessions with external stakeholders led by our executive team.
 - 4,572 members of the public took part in multiple surveys
 - 20 representing third sector organisations that work with seldom heard groups

Identifying how the strategic priorities and objectives will contribute to multiple well-being goals and where our well-being objectives align with partner organisations. The outcomes proposed under each priority area are pulled from existing national frameworks to ensure our work integrates with wider system ambitions.

Our strategy sets out our ambitions for 2035 and has taken into consideration key drivers and trends to support long term delivery.





Case Study: Greener Primary Care Wales Framework and Award Scheme.

The Framework and Award Scheme supports community pharmacy, dental, optometry and general practice to improve the environmental sustainability of their day-to-day practice and reach decarbonisation targets. Climate change disproportionately affects people from poorer socio-economic backgrounds. By reducing their carbon footprints, primary care practices will be helping those that are more likely to be impacted by climate change.



Long-term

The whole premise for the framework is to encourage practices to think longer term about their patient's health and the sustainability of their work and the environment. By helping reduce the effects of climate change this will help reduce the negative health implications.



Integration

We work closely with Welsh Government colleagues and others who work in primary care and climate change to ensure there is alignment in the work that we are doing. For example, helping ensure that funding is being directed correctly to have the biggest impact.



Involvement

Now in the second year of the framework, we have taken feedback on board from practices that did and didn't participate last year to find out how the framework can be improved upon to encourage more people to register and undertake actions. During the first year we have seen over 100 teams register and 35 achieve an award.



Collaboration

The framework was devised with an expert group of advisers from stakeholders across primary care. This was to ensure that the actions that were included as part of the framework were realistic for those working in primary care but were also those actions that were going to make the biggest difference.



Prevention

By encouraging primary care to promote and endorse actions like active travel and social/green prescribing this will not only help reduce the negative effects of climate change but also positively impact the health of staff and patients.



Case Study: “Delivering fair work for health, well-being and equity” guide and resources.

Fair work contributes to a well-being economy, which drives prosperity, is environmentally sound and helps everyone realise their potential. With a diverse, healthy, and engaged workforce, businesses and organisations can be more productive, contributing to a vibrant and sustainable economy. This needs to be combined with efforts to ensure work is environmentally sustainable. We worked with an expert panel to develop a guide, animation, infographics and case studies to support local and regional agencies in their efforts to improve health, well-being and equity through inclusive participation in fair work. These have had an impact, including informing local well-being plans.



Long-term

Increasing access to fair work focuses on the long-term impact of work on health and well-being recognising benefits not just for employees but their families, businesses and communities and incorporating sustainability into the approach.



Integration

The guide demonstrates how fair work can support all seven well-being goals; not just a prosperous, healthy and more equal Wales. It focuses on integrating ‘fair work’ into organisational well-being approach and placing it at the heart of policies and plans.



Involvement

The views of young people were gathered to inform the development of the eight recommendations and a young person participated in the expert panel. Panel members also reflected on their own experiences. Their involvement ensured lived experience was considered when developing the recommendations and resources.



Collaboration

The expert panel included not just academic experts, but also representation from those with expertise in local and regional public bodies, social enterprise, trade unions, business in the community and education and training. Welsh Government also participated in the panel to ensure alignment with national work on fair work.



Prevention

The expert panel considered fair work as a determinant of health and well-being and that through increasing access to inclusive fair work this can prevent ill-health and increase physical and mental well-being. Fair work recognises that preventing ill-health is not just about being in work or providing employee well-being initiatives but is about the nature of work itself and ensuring workers have a collective voice.

Case Study: Public Health Wales Decarbonisation Plan

Public Health Wales' Decarbonisation Action Plan (DAP) sets out the key actions and strategy to reduce greenhouse gas emissions (GHG) supporting our journey to becoming Net Zero by 2030 and aligns and supports NHS Wales's Decarbonisation Strategic Delivery Plan. Reducing our impact by taking action on what we build, the power we use, how we travel, what we eat, and how we use our land will reduce our impact on the environment as well as delivering health co-benefits.



Long-term

The plan supports actions, including financial planning, to address long-term challenges to build sustainability and resilience into our service delivery and reduce greenhouse gas emissions towards the Net Zero 2030 target.



Integration

The plan ensures that activities in the action plan compliment and benefit each other and align with other relevant legislation e.g., NHS Wales Decarbonisation Strategic Delivery Plan.



Involvement

It seeks to give all staff the opportunity to be involved and to share experiences and ideas to help shape the decisions and services such as changes to our estate and promoting sustainable travel.



Collaboration

All Directorates, service areas and external partners collaborate to support and deliver actions to reduce carbon emissions, support behaviour change and actively reduce our impact on climate change.



Prevention

The Plan seeks to understand our emissions and where to prioritise action, acting early to prevent emissions from increasing further and to overcome challenges.



Case Study: All Wales Diabetes Prevention Programme (AWDPP)

The AWDPP offers targeted support to people at an increased risk of type 2 diabetes. Developed nationally by Public Health Wales, it is delivered locally by dedicated healthcare workers and dietetic leads working in primary care. The AWDPP supports people who are at an increased risk of type 2 diabetes through a brief intervention, to make changes to their diet and to be more physically active.



Long-term

The AWDPP was established to recognise significant impact of type 2 diabetes on population health and the NHS in Wales, with the intention of improving the trend of type 2 diabetes for the wellbeing of future generations in Wales.



Integration

The programme takes an integrated approach by including the interface with the All Wales Weight Management Pathway in the design, as well as working with stakeholders to align the AWDPP to local related initiatives.



Involvement

The programme has involved people in decision making by engaging with the All Wales Diabetes Patient Reference Group, Diabetes UK and supporting local AWDPP steering groups to undertake community engagement.



Collaboration

From the outset, the AWDPP has worked collaboratively with stakeholders across Wales and across disciplines, to collectively design the intervention and determine the delivery & evaluation models.



Prevention

The AWDPP addresses the root modifiable causes of type 2 diabetes, namely nutrition and physical activity behaviour, and weight, through intervening in the opportunity of the pre-diabetes stage.

Measuring Progress

It is important that we can monitor the impact of our strategy on the health and well-being of the people in Wales. In order to do this, we have worked with staff from across the organisation and agreed the overarching outcomes that we are looking to influence and support. These are to increase the healthy life expectancy and narrow the gap in healthy life expectancy between the least and the most deprived.

Healthy life expectancy at birth, including the gap between the least and most deprived is one of the 50 national indicators published by Welsh Government in December 2021.

National indicator	National milestone
Healthy Life Expectancy at birth including the gap between the least and most Deprived	To increase the healthy life expectancy of adults and narrow the gap in healthy life expectancy between the least and the most deprived by at least 15% by 2050

While we are not solely responsible for this outcome, or every factor determining health and well-being, we will use it to help understand the overall health and well-being of the people of Wales and act as a guide to us as we deliver our strategy.

For each strategic priority, we have set out system-level outcomes that will help us understand our progress in delivering the strategy. Our focus will be on clearly articulating our specific role in relation to how we:

- ❖ **Inform** partners on the current and emerging threats to health in Wales, the factors which influence health, well-being and inequalities, and the evidence base for action.
- ❖ **Advocate** for action to improve and protect health and reduce inequalities.
- ❖ **Mobilise** partners across systems to translate evidence into policy and practice at scale to improve population health and well-being and reduce health inequalities.
- ❖ **Deliver** evidence-informed services to the public.

As we implement our strategy, we will monitor the population outcomes that we have identified, as well as develop Public Health Wales specific performance measures. This measurement system will allow us to monitor our specific delivery contributions and help us evaluate our impact and flexibly adapt where required. We will also monitor our outcomes across all the protected characteristics.



Annex 1. Alignment of Well-being Goals and Our Priorities / Well-being Objectives

The seven Well-being goals for Wales

	A Prosperous Wales (1)	A Resilient Wales (2)	A Healthier Wales (3)	A More Equal Wales (4)	A Wales of Cohesive Communities (5)	A Wales of Vibrant Culture and Thriving Welsh Language (6)	A Globally responsible Wales (7)
Influencing the wider determinants of health	1	2	3	4	5	6	7
We will have worked with national, regional and local partners to positively influence how work, education and housing can improve health and equity.	✓	✓	✓	✓	✓
We will have developed and mobilised evidence, including on health equity solutions, to influence, inform and implement policy to tackle the cost-of-living crisis and other priority public health issues.	✓	✓	✓	✓	✓	✓	✓
We will be enabling and supporting the mainstreaming of Health Impact Assessment (HIA) and Mental Well-being Impact Assessment (MWIA), to strengthen Health in All Policies and investment towards achieving sustainable development in Wales.	✓	✓	✓	✓	✓	✓	✓
We will have strengthened the capability of the public health system to influence the wider determinants of health	✓	✓	✓	✓	✓	✓	✓



Promoting Mental and Social Well-being	1	2	3	4	5	6	7
We will work with our national and international partners to strengthen knowledge on childhood adversities, violence prevention and support evidence-based practice.	✓	✓	✓	..	✓
We will have worked with others to increase the visibility of evidence-based work to promote mental well-being	✓	✓	✓
We will have enabled system partners to understand and act on the case for placing the early years at the heart of approaches to improving population health and reducing inequalities.	✓	✓	✓
Promoting Healthy Behaviours	1	2	3	4	5	6	7
We will have enabled others to adopt a systems approach to halting the rise in levels of overweight and obesity for children and adults in Wales through the implementation of the Healthy Weight: Healthy Wales Strategy.	✓	✓	✓	✓	..
We will have worked with others to increase the proportion of the population who are active.	✓	✓	..	✓	..
We will have supported the wider system to take evidence-based action to promote healthy behaviours and to measure the impact of their actions.	✓	✓	✓
We will have worked with others to reduce the proportion of the population who smoke	✓	✓	✓
We will have worked with others prevent harm arising from substance misuse	✓	✓



Supporting the development of a sustainable health and care system focused on prevention and early intervention	1	2	3	4	5	6	7
We will develop a framework for Public Health Wales's system leadership role in healthcare public health, with a focus on prevention and early intervention.	..	✓	✓	✓
We will have established a leading role in using Social Value methods and tools, health economics and modelling to inform decision-making and investment prioritisation towards improving population health, reducing inequalities and building a Well-being Economy in Wales.	✓	✓	✓	✓	✓
We will have transformed national safety outcomes through demonstrable and measurable system-level improvements in quality and safety	..	✓	✓	✓
Organisations will have achieved a mature and sustainable approach to building their improvement capability and applying it to their local quality and safety priorities	..	✓	✓	✓
We will have supported NHS Wales to improve and transform the quality, safety and effectiveness of safeguarding services for the people in Wales.	✓	✓
We will have delivered the public health contribution to the national programme for transformation and primary care	✓	✓
We will have achieved a coordinated approach to prevention and early intervention in primary care settings	✓	✓
We will have worked with Welsh Government and other system partners to increase prevention through primary dental care and supported implementation of reform of General Dental Services in Wales	✓	✓



Delivering excellent public health services to protect the public and maximise population health outcomes	1	2	3	4	5	6	7
Working closely with our partners, we will have an agreed service model that includes new diagnostic and treatment capabilities for infectious diseases and has the capacity and skills to introduce and embed innovation	✓	..	✓	..	✓
We will be providing effective and trusted system leadership on a range of designated risks, including HCAI and AMR and vaccine preventable diseases	✓	✓	✓
We will have continuously improved our service to the public and the wider public health system to reduce the health harms associated with environmental hazards and increased the health gains associated with environmental benefits. We will also support the public and the public health system to mitigate and adapt to the effects of climate change.	✓	✓
We will continue to deliver and develop evidence-based national population screening programmes in line with UK National Screening Committee (NSC) and Welsh Government recommendations	✓	✓
Tackling the public health effects of climate change	1	2	3	4	5	6	7
We will be recognised as an environmentally sustainable organisation, and our actions together with partner organisations, have co-benefits for health and equity for communities in Wales	✓	✓	✓	✓	✓
We will have provided public health system leadership on climate change so that our actions together with partner organisations, have co-benefits for health and equity for communities in Wales	✓	✓	✓	✓	✓
We will have supported the public and the public health system to mitigate and adapt to the effects of climate change.	✓	✓	✓	✓	✓

We will continue to review and monitor the alignment of the Well-being goals to ensure consistency in our contributions.