

# DIRECTORATE REPORT TO BUSINESS EXECUTIVE TEAM AND BOARD

<b>Directorate:</b>	Public Health Research, Data and Digital
<b>Executive Lead:</b>	Iain Bell
<b>Reporting Month:</b>	September & October 2025
<b>Business Executive Team Meeting Date:</b>	19 November 2025
<b>Board Meeting Date:</b>	27 November 2025

## Overview of Key Activities During the Month

### Successes

- Publication of official statistics/other statistical outputs on time: [Cancer incidence in Wales 2002-2022](#); [Cancer in Wales—trends and projections to 2035](#)
- Pan-Registry research publications:
  - [Chemotherapy use in ovarian cancer patients diagnosed 2012-2017 in Australia, Canada, Norway and the UK: An International Cancer Benchmarking Partnership \(ICBP\) population-based study - PubMed](#)
  - [Trends over 48 years in a one-number index of survival for all cancers combined, England and Wales \(1971–2018\): a population-based registry study - ScienceDirect](#)
  - [Chemotherapy and radiotherapy use in patients with lung cancer in Australia, Canada, the UK and Norway 2012-2017: an ICBP population-based study - PubMed](#)
  - [Morbidity in children with major kidney anomalies: a European population-based study | European Journal of Pediatrics](#)
- Data Analysis Registers and Cloud Programme – cancer registry data transferred to National Data and Analytics Platform (NDAP) for a more automated analysis/linkage pipeline



- New Wales Cancer Dataset (WCDS) has been sourced via DHCW and is now imported into the cancer registration process
- Joint, UK Health Security Agency (UKHSA) and PHW, Evaluation Community of Practice event with a focus on evaluation of interventions in Health Protection
- National Institute for Health and Care Research (NIHR) Programme Grant for evaluating Open Access Mental Health Support in Wales has been invited for stage 2 application
- Evaluation Team members have actively fed into phase II Pegasus Evaluation and are preparing for phase III, working closely with Welsh Government and UKHSA Red Teams
- Progressing governance processes of AI in research
- Delivery of Lung Cancer Screening Programme digital plans and costs for the Draft Business Justification Case for Welsh Government
- Decommissioning of legacy infrastructure for Newborn Screening System and participation in lessons learnt exercise
- Review of the National Target Architecture detailed plan and participation in the programme board, programme workstreams and community of practice
- Provision of cyber security training for the Board

#### **Any Concerns being managed**

- Volume of requests for digital and data support

#### **Forward Look of key activities for next month**

- Real Time Suspected Suicide Surveillance official statistics - Annual publication on 26 November 2025
- Congenital anomaly prevalence, Antenatal detection rates and Childhood rare diseases prevalences will be published on 10<sup>th</sup> November
- Participation in next phases of international cancer research collaborations begins ([BENCHISTA-2](#) on childhood cancer staging and survival (Europe/World) and [International Cancer Benchmarking Partnership \(ICBP\) | Cancer Research UK](#) ICBP-3)
- Evaluation Team supporting Child Death Process Project - Facilitated Discussion Groups to support a review of the Child Death Review Process in Wales
- Climate Change Research and Evidence Network launch –27<sup>th</sup> November
- WHO CC Digital Health Equity Launch – 24<sup>th</sup> November
- New job role - Research Coordinator for gambling harms joins PHW 3<sup>rd</sup> November
- Digital Health Protection – kick off of Beta phase with new supplier



GIG  
CYMRU  
NHS  
WALES

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

- Migration of our DevOps environment (software development environment) from on premise to Cloud (Azure)
- Agree and procure the support contract for the National Breast Screening System (NBSS) with supplier
- Support the procurement of the sexual health case management system alpha phase



# DIRECTORATE REPORT TO BUSINESS EXECUTIVE TEAM AND BOARD

<b>Directorate:</b>	Operations and Finance
<b>Executive Lead:</b>	Angela Williams
<b>Reporting Month:</b>	September & October 2025
<b>Business Executive Team Meeting Date:</b>	19 November 2025
<b>Board Meeting Date:</b>	27 November 2025

## Overview of Key Activities During the Month

### Communications:

- The Communications team continues to deliver high-impact, strategic work that shapes public discourse, strengthens stakeholder trust, and amplifies our voice across key audiences — from communities to policymakers — driving meaningful engagement and advancing Public Health Wales’ strategic priorities
- **Winter Vaccination Campaign:** Our person-centred flu campaign focusing on normalising flu vaccination and taking up your offer helped to generate an overall total of 500 media mentions in October — an increase of almost 200 from September — a clear indicator of strong public engagement and effective messaging.
- **Strategic Support for Pegasus:** The team provided expert communications leadership to the Pegasus programme, supporting both the internal project group and Welsh Government communications. This ensured consistent messaging and alignment across channels and stakeholders, reinforcing trust and clarity around this critical initiative.
- **Policy Advocacy Programme:** In September we completed the first three core communications products: Policy Messages, Policy Solutions, and About Us. We used them at the Senedd Marketplace ‘Y Farchnad’ October event to support conversations with policymakers. These resources now play a key role in our engagement with political leaders, making it easier for them to understand our work, and long-term impact we aim to have.
- **Welsh Public Health Conference:** This year’s Welsh Public Health Conference took place on Wednesday 22 October. Returning for the first time since 2019, this flagship one-day event brought together over 300 delegates from across Wales – spanning the public, private, academic, and third sectors – to share learning and innovation, build partnerships, and network. Under the theme “Action today for a healthier nation tomorrow,” the programme explored the drivers of health inequalities in Wales, examined how to strengthen prevention, and identified practical actions to reduce harm, increase equity, and improve the outcomes that



matter most to the population. The conference reaffirmed the importance of system-wide collaboration, highlighting that our greatest impact is achieved when we connect and act together across sectors and communities.

- **Diabetes Resource Hub:** We delivered our recommendations from user research with a wide range of clinicians and people caring for, or with diabetes, on what they need from a digital diabetes resource hub. This work will now be progressed with NHS P+I colleagues, ensuring everyone in Wales can access the same high-quality resources, as and when they need them.

### **Finance and Performance**

- Annual Accounts and Performance Report presented at the Annual General Meetings part of the annual report.
- Preparation for directorate Mid-Year Performance Reviews including setting out refreshed approach.
- Supported submission of Digital Health Protection and Lung Cancer business cases.
- Worked collaboratively with stakeholders to continue to shape the PHW value proposition.
- Launch of Band 3-6 finance staff development scheme "Beyond the Role". Public Health Wales will be running this jointly with Cardiff and Vale and Shared Services to deliver the training to all band 3-6 finance staff across these organisations.

### **Strategy, Planning & Corporate Affairs**

- Produced an organisational briefing for the new Director General for Health and Social Care and Early Years.
- Organised and facilitated learning exercises for the Public Health Advocacy Programme and the Newborn Screening Re-platforming project.
- Developed an approved phase two planning framework for the Public Health Advocacy Programme
- Launched IMTP planning process for 25/26 working with Finance and POD to ensure an integrated planning process.
- Completed evaluation of current organisational Decarbonisation and Sustainability Action Plan 2024-26.
- Portfolio Delivery Forum session held to consider learning from the Records Management programme, and co-design programme dashboards.
- 'How to' guide on using MS Planner for programme planning made available to community of practice.

### **Estates and Health & Safety**

- Business case secured support from Board for the new North Wales accommodation at Seasons House, Ewloe, and held drop-in sessions for



staff who are due to move bases. Commenced the procurement of the fit out of the space.

- Progressing the planning and delivery of capital projects funded from 2025/26 discretionary PHW capital awards and the Welsh Government's TEF Funding (Target Capital Estates Funding programme).
- Site audits commenced to support the broadening of PHW's ISO 14001 accreditation. The scope has been expanded this financial year to now encompass the PHW screening estate in addition to the PHW administrative estate.

## Successes

### Communications

- **Sexual Health Campaigns:** The team continues to lead proactive, evidence-based communications around sexual health, supporting both public awareness and strategic advocacy. Recent work around the PreP uptake and reduced HIV incidence has highlighted the tangible outcomes of our campaigns — not only in terms of improved health and quality of life, but also in significant cost avoidance for the NHS, estimated at £4–6 million. We are now exploring ways to integrate financial impact narratives into future communications, working closely with colleagues across directorates to ensure our messaging reflects both health and economic benefits — particularly important in the current climate of scrutiny and accountability.
- **Breast Cancer Awareness Month:** Collaborated with the BTW team to produce fresh, engaging breast screening content. By embracing new creative approaches while respecting brand integrity, we delivered assets that met campaign goals and resonated with target audiences.
- **Internal Communications:** Improvements to internal channels have led to increased staff engagement, contributing to a more informed, motivated workforce. Ongoing enhancements to the intranet and other platforms are supporting staff awareness and productivity

### Strategy, Planning and Corporate Affairs

- Route Maps approved by BET and form part of the IMTP planning process.
- Two stage assurance process for Lung Cancer Business Justification Case successfully completed, prior to consideration by BET.
- Milestone status for change portfolio programmes now being collected monthly to provide additional assurance.

### Estates and Health & Safety

- Held engagement sessions with staff as a part of the proposed relocation of staff from their existing accommodation at Preswylfa. Staff have been very positive about the engagement approach to date.



- The Division has been invited to become involved in supporting Velindre NHS Trust with the development of their new cancer centre development. The Division was approached because of the work undertaken for PHW in relation to PHW's relocation in 2016 to CQ2 and our ongoing work and commitment shown to the initiatives that supports the circular economy.

### **Any Concerns being managed:**

Dialogue continues and nears conclusion to resolve service charge discussion in relation to our occupation of CQ2.

## **Forward Look of key activities for next month**

### **Communications**

- **Engagement Cycle Development:** Planning a 12-month calendar of engagement events, including the *Time with Tracey Leadership Forum* and *Staff Conferences*, to strengthen internal dialogue, leadership visibility and organisational culture.
- **NHS Wales Staff Survey:** Continuing our internal campaign to encourage survey completion and flu vaccine uptake — supporting both organisational insight and public health outcomes.
- **Web Transformation Programme:** The new HAPUS website launched on schedule, and migration efforts are ongoing for PC One, Public Health Network Cymru, and PHWHOCC sites. The main Public Health Wales website is on track to enter its Private BETA phase, expanding access beyond staff to selected stakeholders, including Welsh Government colleagues. This phase aims to gather targeted feedback from professional user groups such as local authorities to inform further development.
- **Policy Advocacy Programme:** We've started a regular schedule to embed PA messages in our external comms, helping us build a steady drumbeat of visibility and message amplification.
- **Future-Ready Communications:** The team continues to evolve, flexing skills and resources to meet emerging needs. Our focus remains on delivering communications that drive measurable impact in achieving a healthier future for Wales.

### **Finance and Performance**

- Directorate Mid-Year Performance Reviews to take place during November
- Coordinate first draft of directorate financial plans for 2026 – 2029.
- Recruit to four apprenticeships within the Directorate include a Finance Apprentice role
- Commence work on PHW Performance Framework



### **Strategy, Planning and Corporate Affairs**

- Launch bilingual route maps with colleagues including a bespoke animation and a series of interviews with priority leads.
- Share evaluation of Decarbonisation and Sustainability Action Plan with CCPB and agree next steps.
- Implement phase 2 planning framework for the Public Health Advocacy Programme
- Facilitate strategic look back / look forward session with Leadership Forum
- Finalise and approve new business case process for the organisation, working with key internal stakeholders.
- Undertake a review of our internal operating framework
- Board Development session on draft IMTP on 11 December
- SET discussion on Strategic Partnerships

### **Estates and Health and Safety**

- Ensure the delivery of capital funded and Welsh Government TEF Funded projects and workstreams across the PHW estate to improve building condition, working environments and to further increase the PHW EV charging infrastructure.
- Complete the procurement process for the fit out of new accommodation at Seasons House, North Wales.



## DIRECTORATE REPORT TO BUSINESS EXECUTIVE TEAM AND BOARD

<b>Directorate:</b>	Health Protection and Screening Services Directorate
<b>Executive Lead:</b>	Meng Khaw
<b>Reporting Month:</b>	September & October 2025
<b>Business Executive Team Meeting Date:</b>	19 November 2025
<b>Board Meeting Date:</b>	27 November 2025

### Overview of Key Activities During the Month

#### Health Protection Division

- Participation in Phase 1 of Exercise Pegasus including supporting exercise development prior to and during Phase 1.
- Health Protection Team Service Review Implementation Group is trialling recommendations two and three for a three-month period
- Sexual Health outreach attendance across 7 events reached 638 people, supported by 5 training sessions.

#### Infection Services Division

- Progression of Sealability Health & Safety Executive (HSE) action letter to ensure compliance and mitigate safety risks. Memorandum of Understanding developed with Cardiff and Vale University Health Board with advice provided by Legal and Risk. Progressing through Governance routes for Organisational sign off ahead of the HSE deadline in November.
- HSE response to the outcome of Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) investigation in Rhyl where Microbiological Safety Cabinet turned off. Deadline in November and is on track.
- Represented Public Health Wales as lecturers and chairs at the Institute of Biomedical Science conference.
- Collation and submission of documentation ahead of the full United Kingdom Accreditation Service (UKAS) assessment in November 2025.
- Implementation of two new rotogenes in the Cryptosporidium Reference Unit funded via a successful Capital funding application.
- Contributed to the draft of the Health Education and Improvement Wales (HEIW) Educational Policy on use of AI.
- Contributed to HEIW Pathology Academy training needs analysis.



- Proactive HSE inspection of Bangor laboratory.

### **Screening Division**

- Discussions about Assessment Waits have been undertaken with Betsi Cadwaladr University Health Board to reduce the backlog and improve the flexibility of pathways to bring them in line with other regions.
- Improved timeliness of Breast Test Wales assessments for West and South regions.
- Service review of Breast Test Wales initiated to identify what is working well and areas for improvement.
- Ongoing Incident Management Team to mitigate water safety issues in Breast Test Wales mobiles.
- Audits recorded in October include Infection Prevention and Control (IPC), IPC environmental, IPC Ultrasound Probe and Transducer Decontamination and Nursing and Midwifery Council registration.

### **Emergency Preparedness, Resilience and Response (EPRR)**

- Conducted and participated in multiple internal and external debriefing and evaluation activities following phase one of Exercise PEGASUS.
- Ongoing collaboration ahead of phase two of Exercise PEGASUS to realign participation model and assimilate an updated briefing detail for Public Health Wales participants and clarify participation in Welsh Government and UK Health Security Agency (UKHSA) cell activity.
- Preparation undertaken ahead of presentation in Oslo, related to the ongoing work with International Association of National Public Health Institutes on Public Health Agency of Canada project.

### **Office of the Medical Director (OMD)**

- Participated in Exercise PEGASUS.
- Continued focus on completion of all job plans (in all formats). Currently 64% completion for Medical & Dental.
- Joint scoping working with Nursing Quality & Integrated Governance colleagues relating to registered professions collaborative working.
- Postgraduate Education e-Centre Project Group to develop content and prepare for portal launch in December.
- First discussion with International Association of National Public Health Institutes, Prevention Preparedness Response & Recovery, and Faculty of Public Health regarding ethics.
- Final planning undertaken with Cardiff & Vale for the Medical Devices Symposium Event.
- Developing supporting documents for Personal Assistants – MARS & Orbit360.

### **Programme Oversight Team (POT)**



- Communicable Disease Inclusion Health Programme (CDIP) team have been exploring ways to reduce direct and indirect harms in prison populations. Secured a funded project starting that in November.
- Paper has been drafted on private water supplies, in the context of climate change and shared with key stakeholders e.g. Environmental Health Protection Advisory Group and Welsh Government.
- Genomics Partnership delivery plan is out for consultation in November.
- Healthcare Associated Infection, Antimicrobial Resistance & Prescribing Programme (HARP) commenced work on Medusa dataflow and transition to National Data and Analytics Platform (NDAP)/ Cloud.

## Successes

### Health Protection Division

- Two members of the Health Protection Team (HPT) were contributing authors of a UK Health Security Agency (UKHSA)/ Animal and Plant Health Agency paper into a Brucella Canis incident in South Wales regarding human cases and their follow up.
- Vaccine Preventable Disease Programme (VPDP) engagement team – Pre-school and pregnancy surveys launched. Gay, bisexual and other men who have sex with men focus group have been held, with more planned and continued collaboration with Cardiff Met students MSc students for attitudinal insights work.
- Recruitment undertaken of 17 schools for Immune Patrol including Welsh & English medium, primary schools, secondary pupil referral units and special schools. Widespread communications have been put out.
- VPDP Surveillance Team - Move from Audit+ to Welsh Immunisation System for influenza vaccine surveillance reporting. Development of reports are in progress. Reports developed to monitor impact of changes to childhood vaccine schedule and impact of teenage immunisation catch-up activities over the summer. Submission of 4 nations paper on Respiratory Syncytial Virus (RSV) Vaccine Effectiveness.

### Infection Services Division

- Wound Infection awareness course developed and available on multiple platforms for appropriate staff groups.
- Pathogen Genomics 6-part education and training podcasts undertaken.
- Professor attended House of Lords to discuss Antifungals in medicine, environment and Antimicrobial Resistance.
- Public Health Wales Annual General Meeting board members visited Glangwili which was well received by staff and visitors.
- Variety of IBMS level qualifications achieved.

### Screening Division



- Constructive meetings at Chief Executive level with Health Boards regarding colonoscopy timeliness have now concluded with next steps to take to NHS Leadership Group to determine local actions to take forward.
- New governance structure for lung cancer screening now in place.
- Successful recruitment to key roles for lung cancer screening programme.

### **Emergency Preparedness, Resilience and Response (EPRR)**

- Public Health Wales Participation in Exercise PEGASUS; Phase Two, Tier 1 national pandemic preparedness exercise at local and national level.
- Participation in, and successful delivery of, the new Wales Gold V Course in South Wales with one colleague from Public Health Wales attending.
- Successfully delivered Exercise: ERIS (People & Organisational Development) which explored the response to significant digital disruption within the division.
- Successfully delivered an internal awareness session for business continuity.
- Public Health Wales representation (Tactical & Strategic) and support (Evaluation) at Exercise TENDLEY II - testing the initial response to a mass casualty/fatality incident.

### **Office of the Medical Director (OMD)**

- Successful revision week by Bristol University completed by two public health registrars relating to October Faculty of Public Health Diplomate Examination (DFPH) exams.
- Service Level Agreement evaluation and review completed with Cardiff & Vale Pharmacy Team in relation to Medicines Management support.

### **Programme Oversight Team (POT)**

- Genomics: Pathogenomics delivery plan has secured full internal approval and now put out for consultation via GPW website.
- HARP: Antimicrobial stewardship team, (primary care elements) shortlisted for the Welsh Healthcare Awards in the category for infection management team of the year.

### **Any Concerns Being Managed**

#### **Health Protection Division**

- UK Health Security Agency (UKHSA) has withdrawn routine support from the Environmental Public Health (EPH) duty desk due to capacity but will still provide expertise. This has had an impact on the EPH service capacity.
- Delays in access to the Welsh Immunisation System flu and COVID data has delayed the reporting schedule. Respiratory Syncytial Virus vaccine data flow to the data warehouse is also impacted, resulting in an inability to



publish the monthly report or submit data to the Medicines and Health Regulatory Agency.

### **Infection Services Division**

- Sealability at University Hospital of Wales (UHW) and Singleton remaining complex to resolve. Positive engagement at UHW though from Estates.
- Ongoing Cardiff estates delays with cold room replacement.
- Delays in Service Level Agreement sign off for Aneurin Bevan University Health Board, Swansea Bay University Health Board, Cwm Taf Morgannwg University Health Board and Cardiff and Vale University Health Board.

### **Screening Division**

- Breast Screening Mobile issue has been escalated to the Executive Team.
- Breast Test Wales water supply incident requires ongoing management.
- Potential delay to lung screening programme as resources have been diverted to drafting the Business Justification Case.

### **Emergency Preparedness, Resilience and Response (EPRR)**

- **Supporting System Preparedness** - Short-notice requests to support system preparedness being monitored. Risk of delay of internal workplans.
- **Wales Gold Attendance** - Concerns regarding last-minute withdrawals from Wales Gold V Courses resulting in the forfeit of two spaces in South Wales. Further risk that senior managers won't hold appropriate qualification.

### **Office of the Medical Director (OMD)**

- Finance and service model for on-call in public health trainees developed.
- Financial review of the public health training programme completed.
- An Implementation and transformation plan has been developed in response to the Health Education and Improvement Wales (HEIW) report regarding the public health training scheme.

### **Programme Oversight Team (POT)**

- VPDP: Capacity and financial risk over development & implementation of new communications approach. There is a need to identify additional funding. Potential for delays.
- Genomics Programme: Cloud strategy within Genomics Partnership Wales (GPW) creates a financial and operational risk. GPW digital work creates a risk to service due to slow/variable progress within the partnership. A task & finish group now set up to take this forward.
- Healthcare Associated Infection, Antimicrobial Resistance & Prescribing Programme (HARP): Lack of secure funding for ICNET (for both current & future contracts). Escalated and exploring options with finance.



## Forward Look of Key Activities for Next Month

### Health Protection Division

- Vaccine Equity tool kit is being drafted for co-production with health board representatives.

### Infection Services Division

- Glangwili Food and Environmental United Kingdom Accreditation Service inspection.
- Singleton HSE RIDDOR inspection due to Hepatitis C needlestick injury.
- Production of ducting report based on recommendations by external contractor and risk assessed for priority.
- Sexual Health and Serology Managed Service Contract tender specifications to be finalised to enable service to go to market.
- Key Performance Indicators being formatted for the media tender specification.

### Screening Division

- Resolution of issues with breast screening mobiles.
- Agreeing process for radiological lead assessment clinics in North Wales with Betsi Cadwaladr University Health Board to ensure onward pathway for women and reduction of backlog following Medical Director to Medical Director meeting.
- Six-month evaluation of National Health Protection Support Team intervention to increase participation in screening using telephone calls to non-responders.

### Emergency Preparedness, Resilience and Response (EPRR)

- Preparation for participation in Exercise PEGASUS; Phase Three.
- Final preparations for the Health Prepared Wales Conference 2025.
- Preparation to represent Public Health Wales at Exercise Stikstof; a Control of Major Accident Hazard event testing and validating the response to a major incident at BOC Gases, Margam in South Wales.
- Collaboration with the Business Executive Team to finalise 'A reflection of Public Health Wales' response to Covid-19: Drawing from lessons identified during internal debriefs conducted for Covid-19, and recommendations from the Public Health Wales Covid Lookback Report'.

### Office of the Medical Director (OMD)

- Implementation plan to be developed once Health Education and Improvement Wales Review of Specialty Training Programme report and recommendations received.
- Continuation of content build and plan for December launch of Postgraduate Education e-Centre.



### **Programme Oversight Team (POT)**

- Healthcare Associated Infection, Antimicrobial Resistance & Prescribing Programme: Deliver Antimicrobial Stewardship Forum. Infection Prevention Control team to hold mid-day masterclasses during IPC week.
- HPIP/ EPRR: Deliver planned workshops with local resilience forums which had been delayed due to exercise Pegasus.

# DIRECTORATE REPORT TO BUSINESS EXECUTIVE TEAM AND BOARD

<b>Directorate:</b>	Health and Wellbeing
<b>Executive Lead:</b>	Jim McManus
<b>Reporting Month:</b>	September & October 2025
<b>Business Executive Team Meeting Date:</b>	19 November 2025
<b>Board Meeting Date:</b>	27 November 2025

## Overview of Key Activities During the Month

### Health Improvement Division:

#### Tobacco, Vapes and Nicotine Addiction

Advocacy efforts led to Cancer Research UK including investment in Help Me Quit as a key ask in their pre-Senedd election manifesto. This recognition underscores the importance of sustained support for tobacco cessation services in Wales.

#### Mental and Social Wellbeing

- The Hapus programme had a strong presence at the WAEVE Arts and Health Conference in September, contributing a keynote speech, interactive workshop, and panel discussion. The workshop significantly boosted participants' confidence in discussing Hapus and highlighted the link between arts and mental wellbeing. Insights gathered will help strengthen inclusive, arts-based community activities.
- Obesity Prevention and Healthy Weight Pathways
- The Cardiff & Vale Public Health WSA Team collaborated with the Vale of Glamorgan Council to introduce restrictions on unhealthy food advertising on council-owned properties. This initiative is part of the Whole Systems Approach to Healthy Weight and reflects growing momentum in policy-level interventions. This received ITV and other news coverage with PHW interviews.
- The team have been successfully awarded a NIHR PHIRST for evaluation support of the national and regional systems approach to healthy weight. Wales is uniquely positioned in delivering this approach at both levels, and York University has been engaged to and funded by PHIRST to carry out this work.

#### Children's Nutrition and Healthy Weight

Insight work into the Healthy Start Scheme was conducted to understand professional and parental experiences. Interviews and focus groups revealed barriers to access and informed recommendations to improve support for eligible families. This work contributes to a clearer understanding of the scheme's impact and future opportunities.



## Healthy Working Wales

A webinar on Healthy Travel was delivered in September, led by Dr Tom Porter and supported by Sustrans. It highlighted the benefits of walking, cycling, and public transport for employee wellbeing and productivity. The session received excellent feedback, with most attendees planning to share the insights with colleagues.

## Primary Care Division

### Prevention in Health and Care

- **CVD Prevention:** [ABCD Plus CVD Prevention Plan for Wales](#) published. Next stage of CVD Prevention Programme being developed. GMS QI project webinar held; over 280 general practice colleagues attended.
- **AWDPP:** Ongoing advocacy to support mainstreaming and scaling of AWDPP. Continued development of GDM pathway and development of Year 3 Activity Report.
- **Prevention Based Health and Care (PBHC):** PBHC medium/long term outcomes under development. SBAR with recommendations for PBHC steering group to become a subgroup of Welsh Government 'Prevention of Ill Health Advisory Group' (PIHAG) agreed by PIHAG. PBHC workshop held at Wales Public Health conference.
- **Social Prescribing:** Recommendations for financial wellbeing scoping review refined in relation to specialist vs non specialist financial support. Ongoing input into National Framework for Social Prescribing developments on quality standards, core dataset and competence framework
- **HWB after Pregnancy:** Build and design of contraception after pregnancy e-learning module agreed to be undertaken by HEIW, initial two sections drafted, evaluation post recruited. HWB after Pregnancy Steering Group established.
- **MSK Prevention:** MSK prevention toolkit scoped, new steering group and terms of reference developed, webinar for MSK network planned.

### Environmentally Sustainable Health and Care

- 1,108 actions already completed and a further 154 in progress by contractor teams for 2025 to date.
- Updated Greener Primary Care Framework and Award Scheme [website](#)
- An [interactive map](#) highlighting participating contractors for the last 3 years was launched during September.
- Monthly [E-bulletin](#) published, showcasing new case studies. Case study also highlighted in the [HSC Climate Emergency National Programme Newsletter - Edition 20](#)
- Royal Pharmaceutical Society Wales refreshed Goals [Delivering a Healthier Wales 2030 - PDF report full document.pdf](#) 'We will increase the number of community pharmacies participating in Public Health Wales' Greener Primary Care scheme.'
- Awareness raising through plenary presentation at RPS Conference, AWTC Lunch & Learn and CDSON network.

- Input into the refresh of the NHS Wales Decarbonisation Strategic Delivery Plan.

### **Inhalers**

- Ongoing collaboration with NHS England and NHS Wales SSP via the Inhaler Disposal group to inform the waste contract for Wales in 2027 to include responsible disposal and recycling of inhalers.
- Procurement for the waste contract started this month.
- Ongoing collaboration with pharmaceutical industry via NHS England and 4 nations group. Input into questions to be raised with Pharma by NHSE on behalf of 4 nations regarding new propellants.
- T&F group & sub groups held during Sept and priorities for the next 6 months agreed.

### **GMS QI**

- National GMS QI Projects 2024-2025 Review Summary Report Sept 2025 presented to GMS Quality Committee and recommendations being considered via further PHW, BMA and WG dialogue.

### **Primary Care Model for Wales**

- Cluster Lead Focus Groups completed and analysis of findings in progress.
- Six of the seven Cluster Peer review discussions completed. The final discussion is scheduled for early November. Analysis of findings is being progressed has been progressed.
- Ongoing work to engage with / attend Executive Directors Peer groups to progress consensus on PCMW Key Indicators – Finance and workforce.
- Stakeholder engagement to review the revised PCMW maturity matrix.
- Ongoing work with Empyrean to support the migration of PCONE into the PHW website.

### **Public Health approach to Primary and Community Care system by 2035**

- Ongoing work with NHS Performance and Improvement (Value and Transformation team) and DHCW to explore opportunities to analyse OECD PaRIS data, to inform cluster working and implementation of the PCMW.
- Engaged with Health Board Public health teams to consider how we work together to move from the 'vision' to implementation of the 2035 work.
- Engaged with Data and Digital leads, including DHCW, WG, SPPC on data and digital requirements in primary and community care.

### **Reducing Health Inequalities through Primary Care**

- Working with the Kings Fund to plan and deliver Population Health Management training to senior system stakeholders across Wales.
- Teg I bawb Implementation group meeting held and ongoing planning in progress for roll out
- Task and finish group to articulate the NHS's critical role in addressing health inequalities has met several occasions with draft narrative developed.

- Action plan to reduce Health Inequalities through primary care finalised and associated communications in progress.
- Updated Inclusion Health data slides shared with clusters to support cluster planning.
- Working with partners in the quest to get 'cluster' or 'neighbourhood' involving communities and the third sector. WCVA now have links from their web page to the various PC dashboards /PCONE. In some areas across Wales the third sector is already very involved with cluster working and planning; the vision is for third sector inclusion to become the norm across Wales [Primary care dashboards and the voluntary sector in Wales - WCVA](#).

### **Dental Public Health - Oral Health Improvement**

- The Designed to Smile programme annual monitoring report was published and circulated 9<sup>th</sup> October.
- Led a Task and Finish group for Additional Learning Needs provision, creating a new toothbrushing consent form and a leaflet supporting parents with toothbrushing advice.
- Completion of the team's webpages on the new PHW beta site.
- Lookback exercise on adverse incidents in Designed to Smile 2017-2025, producing a report and providing a webinar to staff. Improvements on the central recording of events as a result.
- Co-investigator work continues with the NIHR PHRESH research group for supervised toothbrushing programme in England
- Presenter at the HEIW Dental Team annual conference on 24<sup>th</sup> October.

### **Dental Public Health - Oral Health Intelligence**

- Analysis and writing-up of report on completed National Dental Survey of 8,526 Year One children (5-year-olds) across Wales.
- Preparation and delivery of a national Training and Standardisation for the new Dental Epidemiology Programme in care homes.
- Finalisation of a Data Sharing Agreement with NHS BSA to enable Population Oral Health Indicators to be created across Wales.
- Implementation of data pathway (PReSS) across all Health Boards to record outcomes for children being referred into secondary care for the management of dental caries.
- Oversight of final write-up of PhD thesis looking at patient preferences for NHS dental care in Wales
- Writing report for a NIHR funded Randomised Controlled Trial (circa £1,5M) to determine effectiveness of an oral health intervention in care homes.

### **Wider Determinants of Health**

#### **Shaping Places for Well-being in Wales**

- The work building capability to influence wider determinants through systems thinking approaches in Public Services Boards, is entering a new phase with groundwork discussions on focussed support for local areas. A single national learning group was brought together for a national person learning event.

Sustainability of the programme being considered. A draft action plan is prepared in collaboration with stakeholders for National Strengthening PSB Group drawing on the learning from the programme.

### **Building a Healthier Wales**

- Needs Assessment around collaboration for child poverty shared with stakeholders for refinement which will lead to an action plan. Coordination group commitment to action on out of home food environment.

### **Public Health Network Cymru**

- Worked together with Health Protection and Screening Services with using PHNC to ensure work has greater reach and impact.
- Developing smaller events to improve member connections.

### **Successes**

- [Mouth Cancer Incidence in Wales 2025](#) report and infographic published - reveals that people living in the most deprived areas of Wales are more likely to be diagnosed with mouth cancer, and less likely to survive five years after diagnosis, when compared to those living in more affluent areas.
- The Designed to Smile programme annual monitoring report was published and circulated 9<sup>th</sup> October.
- Completion of National Dental Survey of 8,526 Year One children (5-year-olds) across Wales.
- Internal PhD started (Columbus Ohaeri) based on funding brought into PHW (linked to NIHR grant income).
- Submission of PhD student thesis looking at patient preferences for NHS dental care in Wales.
- Award of NIHR EME grant (£3,1M) (as a co-applicant) looking at implementation of an intervention to reduce bowel disease.
- Through to second round of NIHR RfPB grant (as a co-applicant) looking at developing an oral health toolkit for dental commissioners.
- Published one paper: Smith CJ, Brand A, Hoare Z, Jones E, Davidson C, Westoby W, Clements I, Sandom F, Gross C, Thomas A, Talbot L, Brocklehurst PR. CHOSEN: a randomized controlled feasibility trial. Journal of the American Heart Association. 2025 Sep 16;14(18):e040677.
- [Cardiovascular Disease Prevention Plan for Wales: An ABCD Plus Approach](#) published in September.
- GMS Quality Improvement Projects Webinar, covering CVD prevention for people with high blood pressure. Attended by 288 people, predominantly staff from GMS practices across Wales.

### **Any Concerns being managed:**

#### **Directorate Wide**

- Additional workload associated with checking website content for Web transformation.
- Risks to project timelines and IMTP milestone due to protracted recruitment processes.

### Prevention in Health and Care

- **AWDPP** - Audit plus availability for Wales is a key risk for AWDPP programme to capture data for monitoring and national reporting.
- **AWDPP** – Whilst short term funding for the existing level of delivery has been secured for 2025/26, plans for expansion and sustainable delivery of the programme remain uncertain.
- **HWB after Pregnancy** – very tight timescales to undertake development of training and associated evaluation of contraception after pregnancy training

### Forward Look of key activities for next month

#### Health Improvement Division

- The **Healthy Weight programme** will host an all Wales Systems Celebration event featuring keynote speaker Fran Bernhardt and chaired by Professor Di Crone, and speakers from WG and Future Generations, this will share progress and work to across the system to address healthy weight across Wales.
- The **MECC programme** will launch a new Level 2 e-learning module, supported by a newly developed performance dashboard. This dashboard will enable stakeholders to track training uptake, geographical reach, and engagement across professional groups, supporting targeted promotion and quality improvement efforts.
- The **Childrens Nutrition team** will host the Brightspots event to This event brought together public health teams, infant feeding specialists, and early years professionals to celebrate innovation and collaboration across the sector.

#### Primary Care Prevention

- **CVD Prevention:** Identify key actions and resource needs for next stage of CVD Prevention Programme. Develop evaluation plan for GMS QI project on CVD prevention for people with hypertension.
- **AWDPP:** Ongoing advocacy to support mainstreaming and scaling of AWDPP. Continue development of GDM pathway and Year 3 Activity Report.
- **PBHC:** Establish terms of reference and priorities for new PBHC subgroup of Welsh Gov PIHAG group. Develop plan for producing tools to support use of PBHC framework.
- **Social Prescribing:** Finalise recommendations for financial wellbeing scoping review and finalise distribution plan. Continue input into National Framework for Social Prescribing developments on quality standards, core dataset and competence framework.
- **HWB after Pregnancy:** Scope options for spending remaining budget from WHN bid. Continue to draft sections of e-learning module. Identify date for theory of change workshop to underpin intervention design and evaluation. Hold online workshop on holistic approach to HWB after pregnancy.
- **MSK Prevention:** Deliver webinar on PBHC for MSK network. Hold first meeting of MSK Prevention Steering Group to support development of MSK prevention toolkit.



- **Greener Primary Care Framework and Award Scheme** - Further develop planning and communications for a Mid-year celebration 'event' to acknowledge efforts to date.
- **Primary Care Model for Wales** - Compile the Peer Review Report and share with stakeholders.
- **Primary Care One website** - Continue to make improvements to PCONE content and support migration activities.
- **Public Health approach to Primary and Community Care system by 2035** - Agree continuity of care evaluation plan with the multi-professional working group.
- **Reducing Health Inequalities through Primary Care**
  - Finalise 'Improving Continuity of Care for People in the Criminal Justice System: Support tool for health professionals and justice staff'.
  - Finalise 'Justice and Health in Partnership: A Call to Action to improve continuity of healthcare for people in contact with the Justice System in Wales'.
  - Host Webinar with Public Health Network Cymru to launch the Action plan to reduce Health Inequalities through primary care.

### **Dental Public Health**

- Support the multistakeholder Welsh Dental Committee to finalise their position statements on oral health inequalities, dental services for vulnerable groups and sustainability.
- Influence and support implementation of new dental contract for primary care and other improvement initiatives (WG's Dental Reform Programme).
- Older people's commissioner's Round Table Discussion on oral health and dental services for older people.

**Oral Health Improvement** - Chairing Designed to Smile national steering committee; Chairing Gwên am Byth national advisory group; delivering webinar to the Network of Health- Promoting Schools and Preschools

### **Oral Health Intelligence**

- Write-up of report and infographics relating to completed National Dental Survey of 8,526 Year One children (5-year-olds) across Wales.
- Oversight of new Dental Epidemiology Programme survey in care homes.
- Completion of a Data Sharing Agreement with NHS BSA to enable Population Oral Health Indicators to be created across Wales.
- Supervision for internal PhD looking at inequalities in NHS General Dental Services.
- Submission of synopsis report for the NIHR funded Randomised Controlled Trial detailed above
- Write-up of main paper for the NIHR funded Randomised Controlled Trial detailed above.

### **Wider Determinants Unit**



- **Shaping Places for Well-being in Wales** - Working together to consider potential impacts of applying systems thinking with Gwent PSB and Cardiff Capital Region.
- **Building a Healthier Wales** - Collaborating with stakeholders to develop communications plan for Collaboration Needs Assessment on Child Poverty.
- **Worklessness** - Developing cross-organisational work programme.
- **Other unit activity** - Co-ordinated Wider determinants resources - development and collation of information relevant to topic areas integrated in new website to support action.
- **IWDOH Priority** - Taking a new approach to developing IMTP for 26/9 in collaboration with other PHW teams guided by the route map.



# DIRECTORATE REPORT TO BUSINESS EXECUTIVE TEAM AND BOARD

<b>Directorate:</b>	People & Organisational Development
<b>Executive Lead:</b>	Neil Lewis
<b>Reporting Month:</b>	September & October
<b>Business Executive Team Meeting Date:</b>	19 November 2025
<b>Board Meeting Date:</b>	27 November 2025

## Overview of Key Activities During September & October

- September activities for the Leadership and Management Academy included cohort sessions and a Deep Dive on *Exploring Mindsets in Real Leadership*.
- The Leadership Community of Practice launched Action Learning Sets to promote peer learning and reflective practice.
- The Wales Verification Panel met on 29 September to review practitioner registration applications.
- The Faculty of Public Health-accredited Public Health Practitioner Programme continues to progress.
- Six placements have been confirmed as part of our Apprenticeship Programme, with recruitment planned for November 2025. Working with the hiring managers, we identified suitable training providers and supported with JD and advert design to attract candidates and foster a supportive apprentice cohort.
- Additionally, NQIG has welcomed a Level 2 Digital Skills for Business apprentice, who started on 8 September.
- We held a series of policy development and review workshops, providing an opportunity for staff and stakeholders to contribute to shaping key policies.
- DBS Update Service
  - The new DBS Policy has been published, supported by a podcast and a new [DBS Information Hub](#) containing guides and resources to help colleagues understand and apply the policy.
  - Communications and supporting materials have been developed to assist colleagues and managers.
  - We have successfully completed a data cleansing exercise and an automated process to check that the level of DBS check recorded in Trac matches that in ESR and to correct any discrepancies. This will strengthen compliance and provide greater assurance that DBS checks are held at the correct level.



- 4 Workforce Planning development sessions took place across Public Health Wales in September for senior leaders and people managers, supporting readiness for the new Integrated Planning cycle and Workforce Planning process which launched in October. All Directorate teams are required to update and build on their workforce plans from last year. We have incorporated some new sections into the toolkit particularly around topics such as Welsh language, apprenticeships, climate change and engagement. There is also a requirement for us to strengthen links to workforce data, population intelligence and staff survey results – this is all outlined within the toolkit.
- Our annual More Than Just Words update was approved by People and OD Committee on 14 October. The final version has now been shared with Welsh Government who will collate all updates across the NHS and the Social Care sector for their own annual report.
- The National More Than Just Words conference was held on 9 October at the Metropole Hotel in Llandrindod Wells. Our Chair, Pippa Britton, and a member of our Welsh Language Team attended on behalf of Public Health Wales and the event was a huge success, with over 100 delegates from across the Health and Social care sector coming together.
- We received our annual self-assessment questionnaire from the Welsh Language Commissioner in September (to be returned by January 2026), which asks us to self-assess and provide an update on a selection of the Welsh Language Standards.
- We have renewed our status as a Disability Confident Leader Level 3 which demonstrates our commitment to recruit, retain and develop disabled people who will support our organisation to succeed.
- Our staff diversity networks hosted 9 network meetings in September and October as well as awareness raising sessions from Samaritans Cymru, The Neurodiversity Fairy, Dr Sondra Butterworth for Black History month and an intersectional session from Ymlaen and Women’s Network on the translation of the Vagina Monologues. We also held another Moon and Menopause Cafe.
- The NHS Wales Staff Survey was launched on 06 October 2025 and will remain open until 01 December 2025. Engagement and promotion activities are ongoing to encourage participation and ensure a strong response rate.
- Bespoke culture workshops were held throughout September/October with good attendance, feedback will be collated to update culture action plan by December.

### Successes

- Our first Apprenticeship Assessment Centre will take place on 07 November 2025, with successful candidates moving forward to interview the following week.



### Any Concerns being managed:

### Forward Look of key activities for November

- Our first Apprenticeship Assessment Centre will take place on 07 November 2025, with successful candidates moving forward to interview the following week.
- Work will continue with NWSSP Recruitment to update the recruitment process, documentation and robotics automation to implement the DBS Update Service requirement for new appointees.
- The NHS Wales Staff Survey will remain open until 1 December 2025. Work is ongoing to actively promote participation across Public Health Wales through internal communications, leadership engagement, and targeted reminders.
- Our annual monitoring meeting with the Welsh Language Commissioner's office will take place on 10 November. The focus of the meeting this year will be Standard 110 and our [Clinical Consultation Plan](#).
- Following the 2024 review, a Management Development workstream is being established, with an initial focus on strengthening line management capability in priority areas. A new line management training programme is planned for early 2026, with a longer-term aim to roll out across Public Health Wales.
- Infosys has been confirmed as the supplier for the new NHS Workforce Solution, which will replace the current ESR system. The new system will be cloud-based and use Oracle Fusion technology to improve self-service and data sharing. The design and build phase is now starting, with some organisations expected to go live in 2027 and full rollout by 2030.
- Several key People and OD policies have been issued for consultation during November, ensuring staff and stakeholders have the opportunity to provide feedback before final approval.
- November includes several important awareness dates and campaigns. International Men's Day and Movember focus on men's health and wellbeing, encouraging conversations around physical and mental health. Transgender Day of Remembrance provides an opportunity to honour and remember those lost to anti-transgender violence. The International Day for the Elimination of Violence Against Women also marks the start of the 16 Days of Activism Against Gender-Based Violence



# DIRECTORATE REPORT TO BUSINESS EXECUTIVE TEAM AND BOARD

<b>Directorate:</b>	Nursing, Quality and Integrated Governance
<b>Executive Lead:</b>	Claire Birchall
<b>Reporting Month:</b>	September & October 2025
<b>Business Executive Team Meeting Date:</b>	19 November 2025
<b>Board Meeting Date:</b>	27 November 2025

## Overview of Key Activities During the Month:

**PHW Internal Flu Campaign:** joint [news story](#) with the PHW Medical Director published 20<sup>th</sup> October 2025 to highlight the importance of receiving a flu vaccination, for your own health and others'. Flu champions continue to advocate flu vaccination and in addition a countdown clock to the end of the programme has been added to ESR.

**Quality and Clinical Audit:** "Advance your Audits" available training and support pages published on the 8<sup>th</sup> October 2025 with two training offers (1) Audit Masterclass (10<sup>th</sup> December 2025) delivered by the Clinical Audit Support Centre, and (2) PHW Internal AMaT Training (October 2025). Further details and registration information can be accessed [here](#).

**All Wales Equality and Human Rights' webpages:** the Engagement and Collaboration Team supported the NHS Wales' Equality Leadership Group to produce and publish a web resource for NHS staff. These webpages sit on the PHW public-facing website and provide a central space for staff from across NHS Wales to access equality legislation, information and guidance, and contact details for Equality Teams across Wales; the pages can be found [here](#).

**Scheme of Delegation:** On 15<sup>th</sup> October the Business Executive Team approved an updated version of the Scheme of Delegation and Reservation of Powers. These outline, in detail, the provisions for decision-making across Public Health Wales and are a key component of the organisation's operating framework. They describe the flow of assurance from the Board through to the Executive Team members, explaining how the Chief Executive, through their role as Accountable Officer, has delegated accountabilities to the respective executive leads. The updated versions can be viewed on the Public Health Wales' [staff intranet pages](#) with additional signposting to supporting guidance pages, policies and procedures.

**CarerVR:** a novel approach to train unpaid carers to deliver safe care at home. Public Health Wales' Innovation team attended the Spread & Scale Academy hosted by CAVUHB Dragon's Heart Institute (13<sup>th</sup> – 15<sup>th</sup> October) to support the scale up of CarerVR. This virtual reality project comprised of interactive occupational therapy-led VR training videos to help carers provide safe, confident care at home. Led by Connecting Realities



(<https://bevancommission.org/connecting-realities/>), this collaborative project uses novel technologies to provide guidance on care techniques and equipment used to establish safe systems of work.

**Safeguarding Awareness Raising and Training Videos:** on 20<sup>th</sup> October, the National Safeguarding Service (NSS) launched a suite of bespoke safeguarding awareness raising and training videos to multi-agency participants. These innovative resources have been developed following the Spotlight Learning events in 2024/25 and can be accessed at [Safeguarding Training Resources - Public Health Wales](#)

**All-Island Health Protection and Health Inequalities Conference:** the NQIG Executive Director and NSS Director attended this conference, which took place on 7<sup>th</sup> October, at the Titanic Belfast Conference Centre. Jointly hosted by the HSC Public Health Agency and HSE Public Health, the conference focused on the theme "A Problem Shared..." and aimed to address shared public health challenges and health inequalities across the island of Ireland. Lessons for Wales are being explored.

**Successes:**

**Information Governance:** as part of the celebrations for the 20<sup>th</sup> Anniversary of the establishment of the Wales Accord on the Sharing of Personal Information (WASPI), the first ever WASPI Awards were established. The PHW Information Governance Service has been nominated for an award which 'acknowledges the dedication and exceptional contribution you and your team have made to the success of the WASPI framework to drive positive change'. The nomination arises out of recognition for the work carried out across the organisation during the COVID-19 pandemic for the Test, Trace and Protect (TTP) programme, in which over 30 stakeholder organisations including NHS Trusts, Health Boards and Local Authorities were brought together with PHW in a single Joint Data Controller Agreement.

**PHW Retention of Nurses and Midwives:** as a result of the work undertaken by the PHW Nursing Retention lead, our Nursing and Midwifery turnover rates have significantly improved as demonstrated by the graph below:

**ESR data: PHW Nursing & Midwifery Turnover**

2017 to 2025



- September 2024 17.91% ↓
- December 2024 17.22% ↓
- March 2025 13.79% ↓
- September 2025 9.26% ↓

Main Welsh Health Boards turnover rate (12m) for nurses between 5% to 9%

**Chief Nursing Officer's Conference:** two posters were submitted, and one accepted, for the Chief Nursing Officer's Conference which will be held on 11<sup>th</sup> November relating to the above retention work.

**Enabler's Networking Day:** Haydn Childs, Improvement and Innovation Hub Manager, co-created a new initiative, the Enabler's Networking Day which took



place in CQ2 on Friday 24th October. Seven teams joined from across Public Health Wales to cover content such as: Our Impact; Our Methods or Services; Our Ways of Working: Opportunity highlighting and group discussions. Planning for a second session is already underway.

**RCN Nurse of the Year Awards 2025:** both the Director and Assistant Director of the National Safeguarding Service are finalists for the CNO Leadership Award in the RCN Nurse of the Year Awards 2025.

#### **Any Concerns being managed**

**Staff Flu Vaccination data:** access to staff vaccination uptake data remains a challenge for PHW despite initial conversations with Digital Health and Care Wales. An internal meeting is scheduled for November 2025 with all parties, to try and resolve this further using the Welsh Immunisation System (WIS).

**National Safeguarding Service:** a workforce review of NSS is pending to reflect the changing needs of safeguarding in NHS Wales and Welsh Government / Chief Nursing Officer.

#### **Forward Look of key activities for next month:**

**National Safeguarding Week (10<sup>th</sup> – 14<sup>th</sup> November):** National Safeguarding Week is an annual event that is co-ordinated by the five Regional Safeguarding Boards throughout Wales. It is dedicated to raising awareness of important safeguarding issues, learn best practice and share information amongst the Social Care workforce and partners. NSS has worked with the PHW corporate safeguarding Named Lead to develop a programme of events to showcase this.

**New Putting Things Right Regulations / Listening to People Revised Regulations:** preparation for the new Regulations and completion of impact assessments.



# DIRECTORATE REPORT TO BUSINESS EXECUTIVE TEAM AND BOARD

<b>Directorate:</b>	Policy and International Health
<b>Executive Lead:</b>	Sumina Azam
<b>Reporting Month:</b>	September & October 2025
<b>Business Executive Team Meeting Date:</b>	19 November 2025
<b>Board Meeting Date:</b>	27 November 2025

## Overview of Key Activities During the Month

### 1 - Influencing the wider determinants of health

#### Actively promoting HIA and the HIA regulations across Wales:

WHIASU presented at the Chartered Institute of Environmental Health conference and provided an update to Directors of Public Health. Practical support included an Introduction to HIA half day training session for the NHS, facilitation of a HIA participatory workshop for Aneurin Bevan UHB's Long Term Strategy, and supporting Swansea Bay UHB in judging tenders for the HIA of TATA steel closure.

#### Integration of health and equity into spatial planning continues:

WHIASU presented a paper at the international Healthy City Design Congress. They facilitated a HIA participatory workshop for Vale of Glamorgan Local Development Plan, with stakeholders from a range of organisations - generating key insights and information for the HIA.

### 2 – Promoting mental and social well-being

#### Publication of the Independent Evaluation of the Trauma and ACE-informed Organisations Toolkit:

ACE Hub Wales published the summary report and case studies from the evaluation of the TrACE toolkit, undertaken by MEL Research. The evaluation involved detailed engagement with five organisations who are implementing the toolkit. The report was very positive about the expertise and support of ACE Hub staff, past and present, in contributing to the overall success of developing organisational cultural transformation towards a trauma-informed approach in line with the national Framework.



### **Relative and combined contributions of adverse childhood experiences and self-reported child poverty to health and economic outcomes in adults – a retrospective study in a UK region:**

This study, led by Liverpool John Moores University in collaboration with the Public Health Collaborating Unit (PHCU) examined the role of adverse childhood experiences (ACEs) and childhood poverty in life course health and prosperity. The study found that ACEs were significantly related to childhood poverty; both ACEs and childhood poverty were also associated with poorer life outcomes, including worse health, lower mental well-being, and a higher likelihood of chronic health conditions. The findings underscore the need for investment in interventions and policies to prevent intergenerational cycles of abuse and poverty.

### **Preventing violence against children: a social determinants framework for INSPIRE implementation:**

Published by WHO and co-authored by PHCU, this social determinants framework aims to support country-level implementation of WHO's INSPIRE programme to end violence against children. The report presents seven policy and legislative strategies; each strategy includes multiple approaches for implementation, selected based on evidence that they either directly prevent violence against children, or positively influence intermediary determinants that affect children's risk of violence. Approaches with strong evidence include social protection policies, tax credits for families with children, national-level parenting programmes and data sharing.

Findings from the report were presented at the Rise Up Policy Forum that took place as part of the International Society for the Prevention of Child Abuse and Neglect conference in Lithuania.

<https://iris.who.int/server/api/core/bitstreams/020fafd7-6186-4aaf-b84d-ee006450ffe1/content>

### **Weapons, wealth, and health (BMJ Series):**

This BMJ Series uncovers the role of the arms trade in health and calls for more scrutiny of its health-harming activities and its unhealthy relationship with governments. The series is centred on two commissioned articles, led by Liverpool John Moores University in collaboration with the PHCU at Bangor University: *Weapons, wealth, and health: the arms industry as a commercial determinant of health* and *Weapons of influence: tactics of a growing global arms industry and needed health actions*.

## **6 – Tackling the public health effects of climate change**

The Climate Change routemap has been finalised and the implementation structures are being developed and discussed with Climate Change Programme Board.



The Health and Sustainability Hub has contributed to the evaluation of PHW's Decarbonisation and Sustainability Plan and the refreshed NHS Wales Decarbonisation Strategic Delivery Plan which will be published in November.

In collaboration with the Environmental Public Health Team, the Hub delivered a workshop on climate adaptation and adverse weather planning at the Welsh Public Health Conference, to gather views to inform our work.

## **Enabling the successful delivery of our strategy**

### **Embedding the use of futures approaches:**

The Polisi team has delivered online and in-person futures training for colleagues across PHW to increase capability and confidence bringing long-term thinking into their work. We have also given direct support to teams, for example working with the Hapus team development session with their Mental Wellbeing Network.

### **Winter Well-being: Shared Actions and Impact:**

This new report brings together evidence, behavioural insights and practical tools to support health and care colleagues in preparing for the winter months. The report complements existing NHS and Welsh Government winter planning frameworks and provides actionable guidance and checklists to help teams strengthen system resilience, maintain population health, and ease demand on services.

### **Support with evaluating the impacts of BICI amended communications for Greener Primary Care Scheme:**

The Behavioural Science Unit supported the Greener Primary Care Scheme's team to identify and explore relevant data to evaluate the impacts of behaviourally informed communications on scheme registration numbers, and e-bulletin views.

### **Welsh Public Health Conference:**

The Behavioural Science Unit delivered three Lightning talks at the conference designed to showcase some of the work and impact of behavioural science in supporting the system to use behavioural science in their practice for better health in Wales.

### **Global Health Partnerships Cymru Conference:**

The IHCC led an interactive workshop on Global Citizenship and Gender Equity and chaired a thought-provoking session on the public health situation in Gaza. Sumina Azam presented at the event and highlighted the role of Public Health Wales in promoting international health and equity.



### **NHS Wales International Health Activity Group (IHAG):**

A meeting of the group included a presentation on “The Advantages of International Health Partnerships for Local Public Health Improvement”. The quarterly International Health Newsletter was also published by the IHCC.

### **PhD funding application to the ESRC Welsh Graduate School for the Social Sciences (WGSSS):**

Natasha Judd has started her PhD through funding from the Economic and Social Research Council (ESRC) Welsh Graduate School for the Social Sciences (WGSSS). The PhD will explore the individual and societal factors contributing to the decline in women’s healthy life expectancy and understand its implications for health and social care systems and policy and legislation in Wales. This PhD builds on findings from the Time to Talk Public Health Survey.

### **Supporting Betsi Cadwaladr UHB to use behavioural science in IP&C:**

The Behavioural Science Unit delivered a workshop with the BCUHB Infection Prevention Team, designed to help them start to use behavioural science in their interventions to improve outcomes. Work was carried out in September, with plans for further collaboration in the future to enable the application of behavioural science in their work.

### **Promoting the use of behavioural science amongst Diabetic Nurses in Wales:**

The Behavioural Science Unit delivered a workshop for the Welsh Academy for Nursing in Diabetes. Approximately 75 diabetes nurses participated in the workshop designed to increase capability and motivation to use a behavioural lens in their work to optimise their 1:1 interventions with patients in promoting treatment adherence and healthier behaviours for the more effective management of diabetes.

### **Provide behavioural science-based recommendations for the Hapus programme:**

This involved collaboration with the Health Improvement Division to use behavioural insights to increase the public’s use of the Hapus website for mental wellbeing and using behaviour change techniques in the content of the website to better support the public to undertake more mental wellbeing-promoting behaviours. The Behavioural Science Unit undertook a behavioural diagnosis for the Hapus priority groups’ behaviours and produced recommendations for the changes to the website.



## Successes

### Gender Equity and the Well-being Economy Webinar:

The webinar was opened by the Welsh Minister for Mental Health and Well-being, Sarah Murphy MS and delivered on the MoU between Welsh Government and the WHO Regional Office for Europe, and supported The Women's Health Plan for Wales. Participants included stakeholders from public health, economics, and policy. Topics discussed included the Gender Pay Gap, Gender Budgeting, Gender transformative policy making, Careers/Workforce lens, Youth and Mental Health lens, Gender-Based Violence, and findings from the second WHO Health Equity Status Report Initiative.

## Any Concerns being managed:

## Forward Look of key activities for next month

### 1 - Influencing the wider determinants of health

#### Framework to increase our coherence and impact on health inequalities:

This will set out action areas for teams and services to promote health equity and provides a health equity checklist for planning and decisions. A supplementary document will provide information on tools and resources.

#### Housing & Child Poverty Workshop (North Wales) - Nov 2025:

The workshop will support the development of practical, collaborative solutions to improve housing as a route to better health for children and families living in poverty in Wales.

#### Planning healthy places:

*Connections between built environment and health:* This guide is about how planning and design can influence and improve health. It includes information to help local development plans in Wales focus on the connections between planning and health.

#### European Public Health Conference, Helsinki:

PHW participants will present posters and deliver workshops on the HIA regulations in Wales, the use of Health Impact Assessment alongside Social Return on Investment, HIAs in Health Protection and our work on the Wellbeing Economy.

### 2 – Promoting mental and social well-being



## **Social Connection, Loneliness and Social Isolation: Welsh Report:**

This report will bring together research and data in Wales on loneliness, social isolation and social connection, aiming to consider the issue from a public health perspective. New data on social isolation and social connection were collected through Time to Talk Public Health to support development of the report.

## **6 – Tackling the public health effects of climate change**

### **Work is ongoing in key areas to support the routemap:**

- The Health & Sustainability Hub is leading work on climate change adaptation planning. This includes developing a Climate Risk Assessment by 31 December 2025 and an adaptation plan by 31<sup>st</sup> March 2026.
- Developing a learning pathway to ensure climate conscious practice is embedded in all areas of work.
- Developing and publishing Public Health Wales' Biodiversity Section 6 statutory report.
- Working with Public Health Network Cymru to hold a webinar on 12 November to explore 'What role does biodiversity play in creating health, sustainable communities'.

## **Enabling the successful delivery of our strategy**

### **Behavioural Science Community In-Person Launch of “Better Health Through Behavioural Science: An Enabling Plan for Wales”**

The Behavioural Science Unit will host a full-day conference in Cardiff for over 200 stakeholders. With a keynote from the Chief Medical Officer, workshops, presentations, and expert panels, the event will foster collaboration and showcase impactful behavioural science in policy, practice, and research. “*Better Health Through Behavioural Science: An Enabling Plan for Wales*” will also be launched at the event.

### **E-learning course providing the foundations for using behavioural science**

A new e-learning course will be launched in November, designed to increase use of a behavioural lens in activities for better health and wellbeing. The course is for anyone in the public, statutory and third sector in Wales working for better health and wellbeing.

### **International Health Insights (Horizon Scanning) Report - urgent care models:**

This report, developed jointly with the Evidence Service, examines the international evidence around urgent care models. It focuses on identifying effective service components that reduce pressure on emergency care and



support patient independence. It is being produced to inform Welsh Government work on the development of a new model of urgent care for the population of Wales.

### **PHW International Public Health Forum**

The Forum will take place on 12 November 2025 and is a core element of Public Health Wales' International Health Strategy implementation.

### **Public Health Network Cymru Article: Healthy homes:**

The Specialist Projects and Polisi teams' article on healthy homes will be published in the Public Health Network Cymru e-bulletin special issue on housing and health.