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Time to Talk
Public Health
Wales



Time to Talk Public Health

August 2023 Panel Survey Findings:

Emergency Departments, Campaigns, Cost of Living, Dental Health, Bowel Screening and Post-Natal Weight Management

Published: October 2023



Introduction

- **Time to Talk Public Health** is a national panel of Welsh residents aged 16+ years established by Public Health Wales to enable **regular public engagement** to inform public health policy and practice.
- The panel is designed to be broadly representative of the Welsh population by age, sex, deprivation, ethnicity and health board.
- Members of the public are recruited to the panel using a variety of methods and subsequently invited to participate in regular surveys to provide insight into key public health issues.
- This report presents findings from the August 2023 survey covering:
 - **Emergency Departments**
 - **Campaigns**
 - **Cost of Living**
 - **Dental Health**
 - **Bowel Screening**
 - **Post-natal Weight Management**
- We are very grateful to the residents of Wales who have given their valuable time to participate in the panel.



Methodological Overview

- Initial recruitment to the Time to Talk Public Health panel (Nov 2022-Jan 2023) was undertaken by telephone, face-to-face and social media advertising.
- Recruitment to the panel is continuous with individuals able to sign up via the [panel website](#) at any time. Based on initial demographic screening, individuals are either recruited directly to the panel or invited to join a waiting list if the quota for their demographic profile is full.
- Panel members are currently invited to complete a survey every two months, either online or by telephone.
- During the delivery of each survey, additional targeted participation is undertaken through face-to-face interviews and social media advertising to increase sample representativeness as required.
- No financial incentives are provided for participation.
- **Further information on survey methodology is provided in the Appendix.**
- Due to the Panel being partially self-selected and focused on public health topics, the sample may be affected by bias towards residents with greater interest in public health topics and healthcare issues. This should be taken into account when interpreting findings.

- A demographic breakdown of panel members who were invited to complete the survey and of the 1,113 participants who completed the survey in August 2023 is provided in the Appendix.
- Unless stated otherwise, data are weighted to reflect national population demographics by age, sex and deprivation.

Summary Points

- 1,113 participants took part in the August 2023 survey (1st – 31st August 2023).

Emergency Departments

- 61% of people agreed (25% strongly agreed) they would feel safe and secure in an Emergency Department in Wales.
- 40% of people said they have attended an Emergency Department in Wales in the last 12 months, either as a patient or to accompany a patient.
- 86% of people agreed (41% strongly agreed) that Emergency Department staff would treat them with kindness and respect.

Campaigns

- 79% of people said they had heard of the F.A.S.T. test for identifying a stroke.
- 89% of people said they knew that the first action to take when seeing any signs of stroke is to ring 999.

Dental Health

- 71% of people described their dental health as good (16% of those said very good).
- 27% of people said they had not attended a dental appointment in the last 12 months.

Bowel Screening

- 90% of people agreed (69% strongly agreed) that they would complete and return a postal bowel screening test if they were sent one.
- 81% of eligible people (55-74 year olds) reported receiving and returning a bowel screening kit in the last two years.

Cost of Living

- While 23% of people said they were concerned 'a lot' for their financial situation in Autumn 2023, this increased to 42% for Winter 2023/24.
- 29% of people said they are cutting back on hot showers/baths and cutting back on laundry, and 15% of people are cutting back on dental hygiene as a result of increasing cost of living.

Weight Management

- 69% of people think a healthcare professional should have a healthy weight conversation with a woman in the first 12 months after giving birth.



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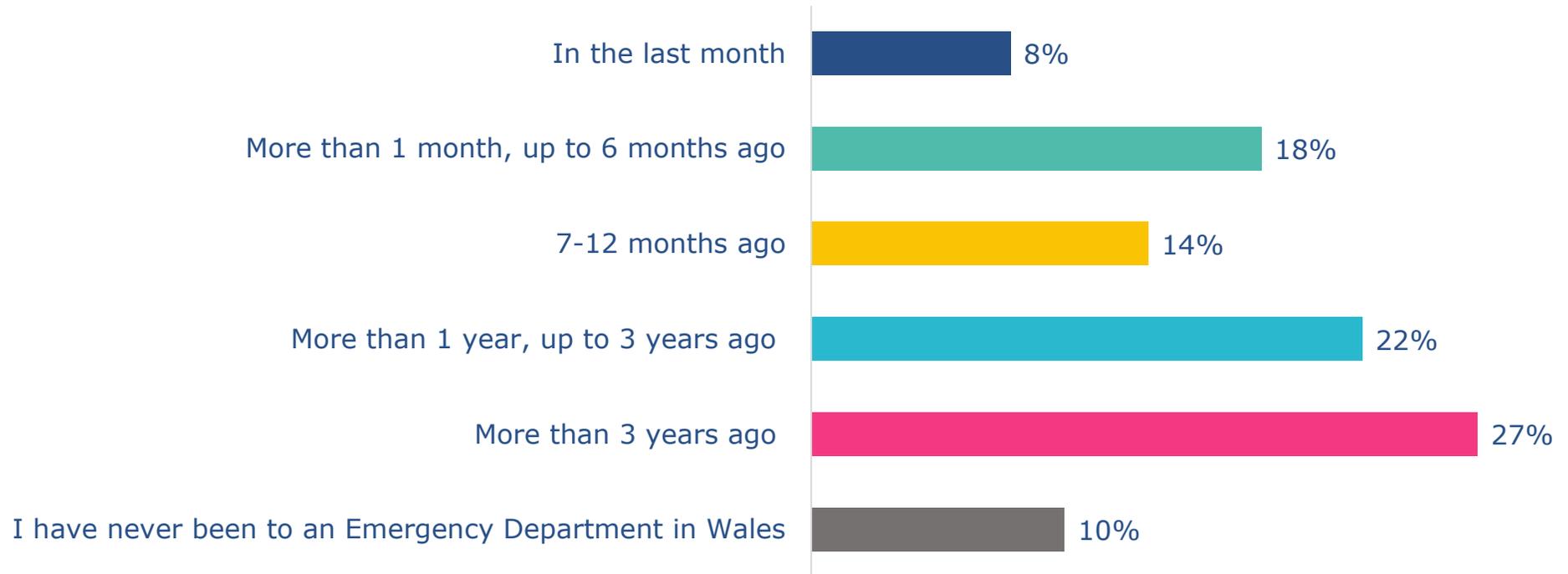


Emergency Departments

Emergency Departments provide 24-hour care for serious illnesses and injuries which require immediate intensive treatment.

Emergency Departments

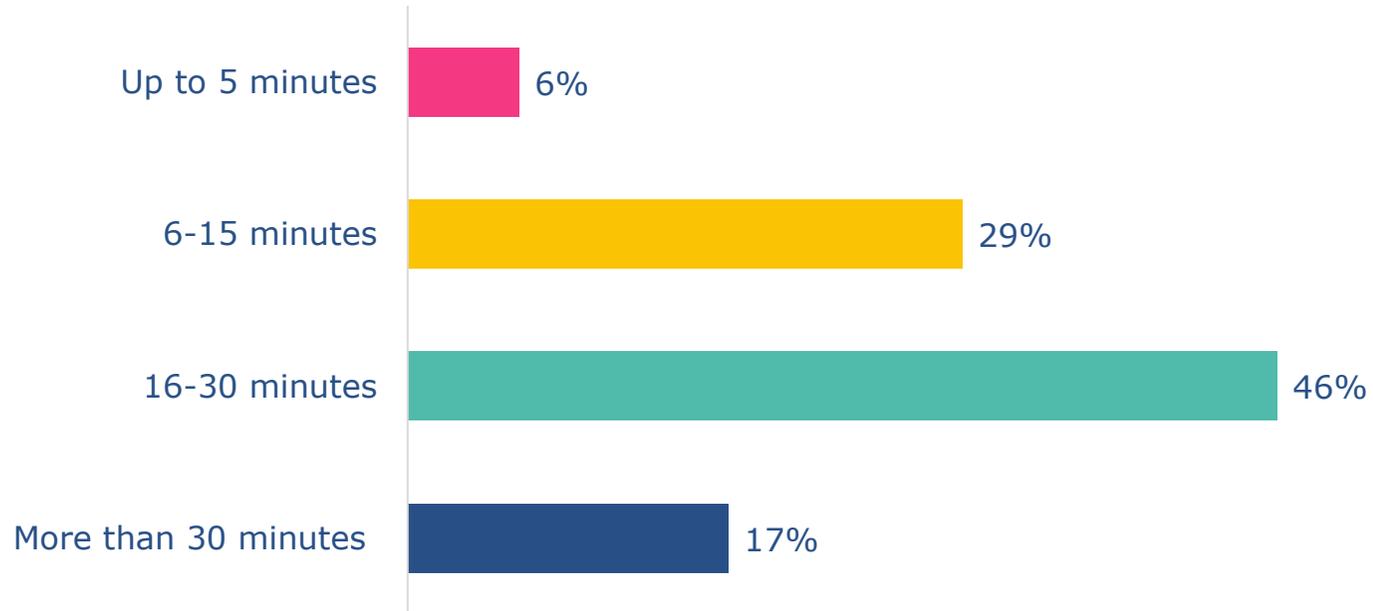
When was the last time you visited an Emergency Department in Wales as a patient or with someone else who was a patient?*



*Prefer not to say: <1%

Emergency Departments

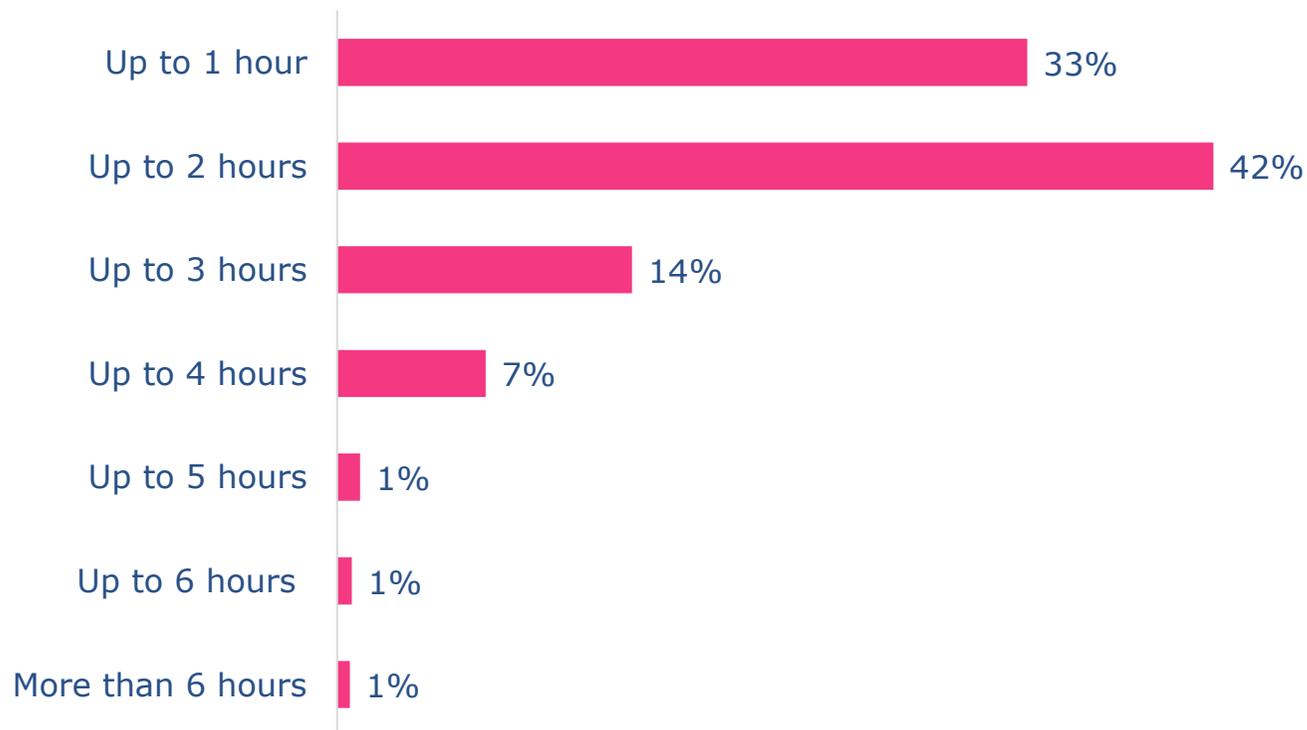
If you were to attend an Emergency Department, how many minutes do you think is acceptable to wait to be initially assessed (triaged) from arrival?*



*Prefer not to say: 2%

Emergency Departments

If you were to attend an Emergency Department, how many hours do you think is acceptable to wait after the initial assessment to be reviewed by a healthcare professional?*



*Prefer not to say: 2%

Emergency Departments

To what extent do you agree or disagree with the following statements about how you believe you would be cared for at an Emergency Department in Wales?*

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I would feel safe and secure in an Emergency Department in Wales	6%	13%	20%	36%	25%
I would be initially assessed (triaged) by an appropriate healthcare professional in a timely manner	8%	17%	14%	38%	23%
I would be reviewed by a healthcare professional who would plan my care and treatment in a timely manner	9%	20%	14%	35%	22%
The care and treatment I would receive would meet my needs	5%	10%	15%	43%	27%
My care and treatment would not be affected by my personal characteristics (e.g. age, ethnicity, sexuality)	5%	5%	11%	36%	42%
Staff in the Emergency Department would treat me with kindness and respect	3%	3%	8%	45%	41%

*Prefer not to say for each statement: ≤1%

Emergency Departments

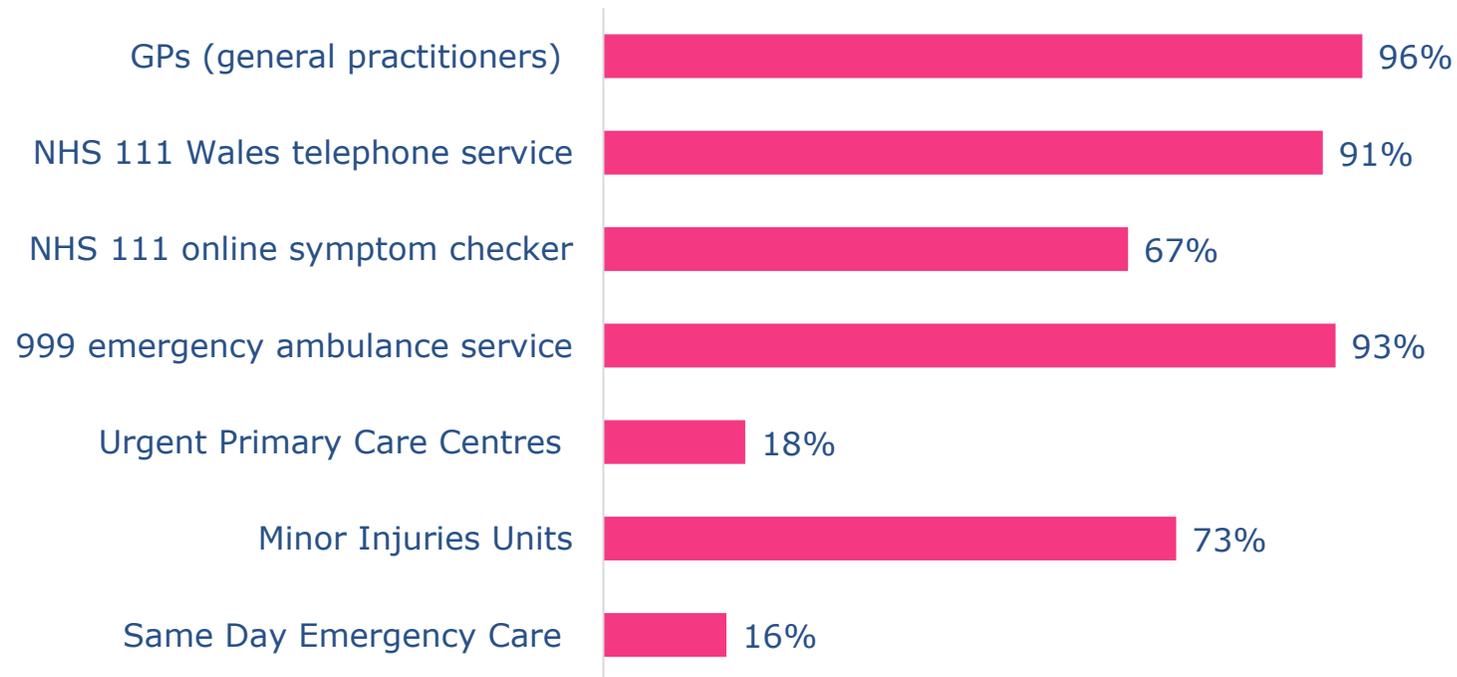
We are interested in understanding how people's experience of the Emergency Department environment could be improved. Please indicate how important the following features would be to you, using a scale of 0 to 10, where 0 is 'Not at all important' and 10 is 'Very important'.*

	Not at all important											Very important										
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
Clear information on digital screens providing regular updates (e.g. waiting times)	1%	<1%	1%	<1%	1%	5%	6%	9%	19%	13%	45%	1%	<1%	1%	<1%	1%	5%	6%	9%	19%	13%	45%
Clear information from staff providing regular updates	1%	<1%	<1%	1%	1%	3%	5%	9%	17%	14%	50%	1%	<1%	<1%	1%	1%	3%	5%	9%	17%	14%	50%
Availability of facilities like water, food and toilets	0%	0%	<1%	<1%	1%	2%	3%	9%	16%	14%	54%	0%	0%	<1%	<1%	1%	2%	3%	9%	16%	14%	54%
Access to comfortable waiting areas like cushioned seating, blankets, and pillows	1%	<1%	1%	2%	3%	9%	9%	17%	18%	10%	29%	1%	<1%	1%	2%	3%	9%	9%	17%	18%	10%	29%
Staff who are friendly and approachable	0%	0%	0%	<1%	<1%	1%	3%	7%	16%	14%	58%	0%	0%	0%	<1%	<1%	1%	3%	7%	16%	14%	58%

*Prefer not to say for each statement: ≤1%

Emergency Departments

There are other healthcare services available in Wales to access care instead of visiting an Emergency Department. Before today, which of the following were you aware of? (Select all that apply)*



*None of these: 1%; Prefer not to say: <1%



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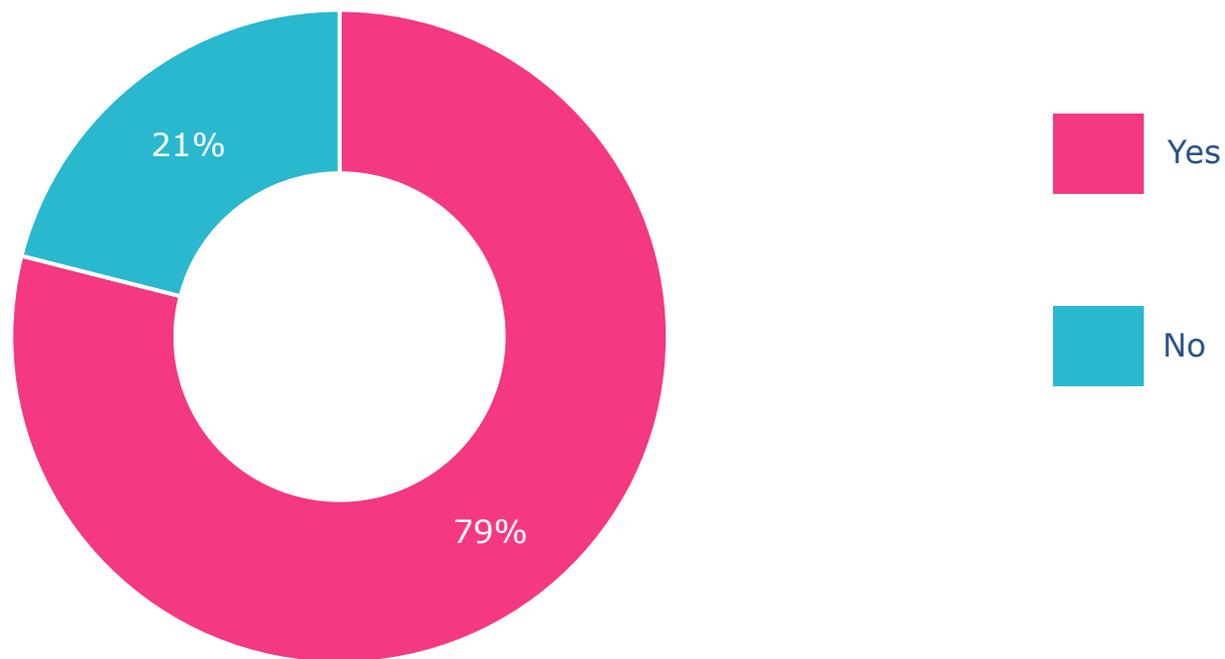
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Campaigns

Participants were asked about their awareness of two current Public Health Wales campaigns, focused on the Stroke F.A.S.T. test and Summer Safety. Stroke is the fourth leading cause of death in Wales and has a significant long-term impact on survivors. The F.A.S.T test is a memorable way of identifying the most common signs of stroke, with the acronym 'F.A.S.T' standing for Face, Arms, Speech and Time.

Before today, had you heard of the F.A.S.T. test?*

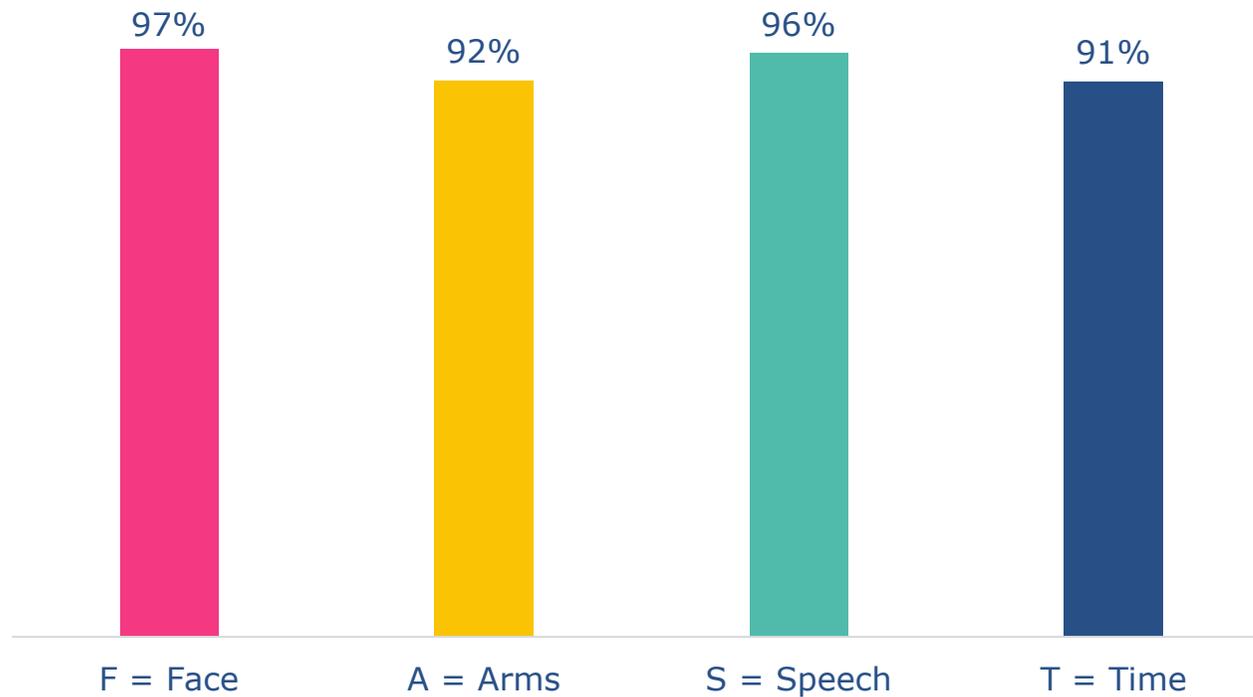


*Prefer not to say: <1%

Campaigns

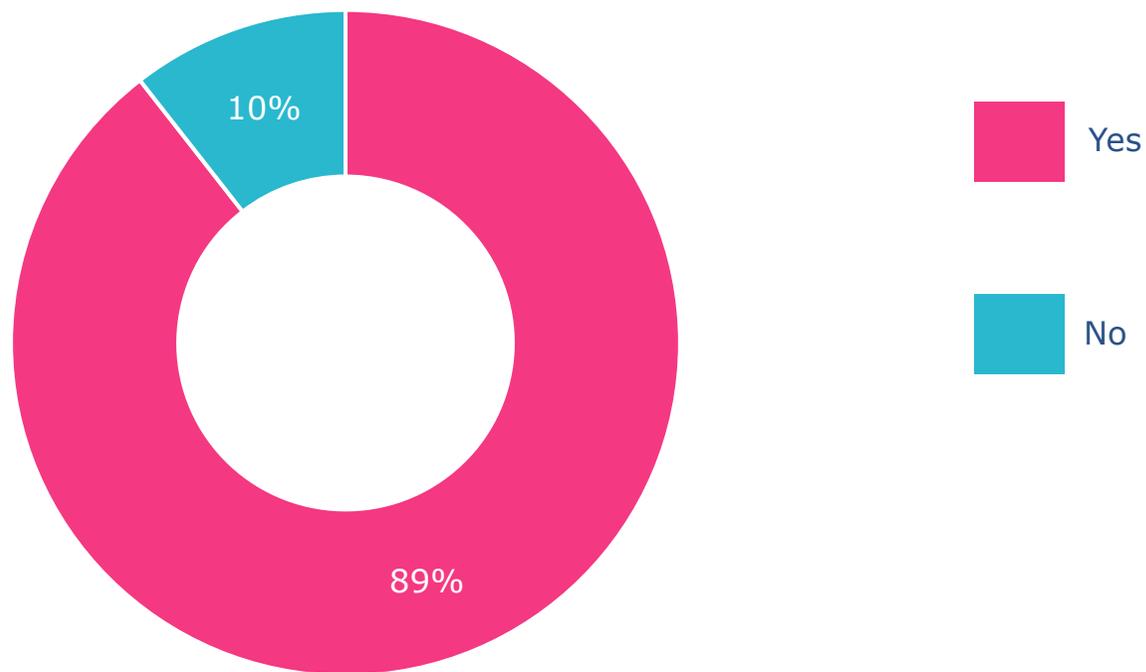
Asked to participants who reported having heard of the F.A.S.T test (n=897):

Before today, which of the F.A.S.T. acronym letters did you know the word for?*



*Unweighted data; Prefer not to say: $\leq 1\%$

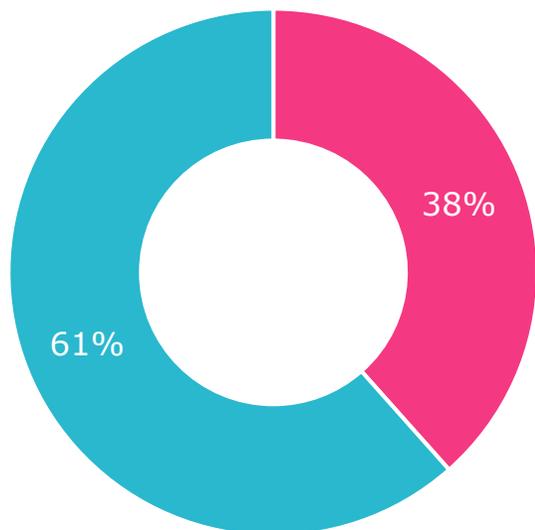
Did you know that the first action to take when you see any signs of stroke is to ring 999?*



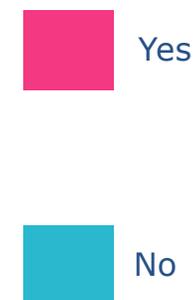
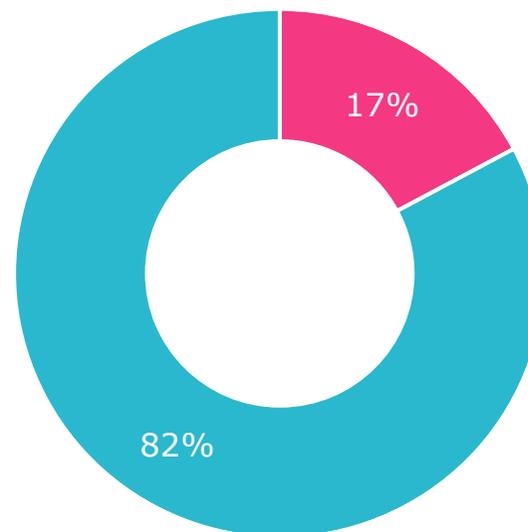
*Prefer not to say: <1%

Have you recently seen any messages from Public Health Wales about ways to...?*

Identify the signs of a stroke by
using the F.A.S.T. test



Enjoy Summer Safely



*Prefer not to say for both questions: <1%

Asked to participants who reported seeing the Enjoy Summer Safely campaign (n=191):

Which of the following information from the Enjoy Summer Safely campaign have you seen? (Select all that apply)*

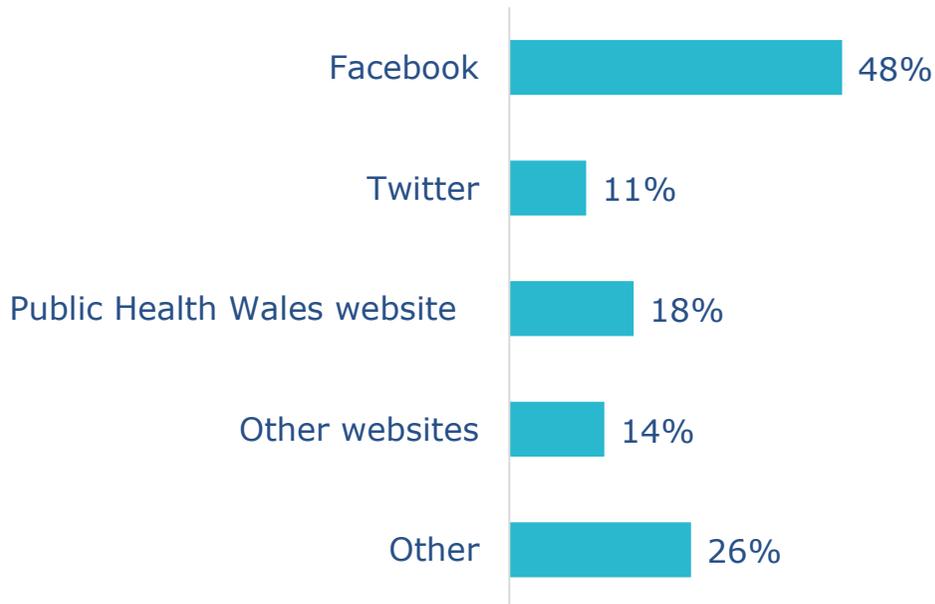


*Unweighted data; Prefer not to say: $\leq 1\%$

Campaigns

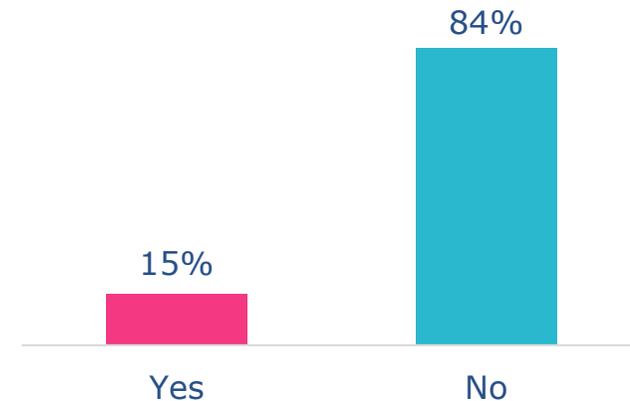
Asked to participants who reported seeing the Enjoy Summer Safely campaign (n=189):

Where did you see the Enjoy Summer Safely messages? (Select all that apply)*



Asked to participants who reported seeing the Enjoy Summer Safely campaign in places other than Public Health Wales website (n=164):

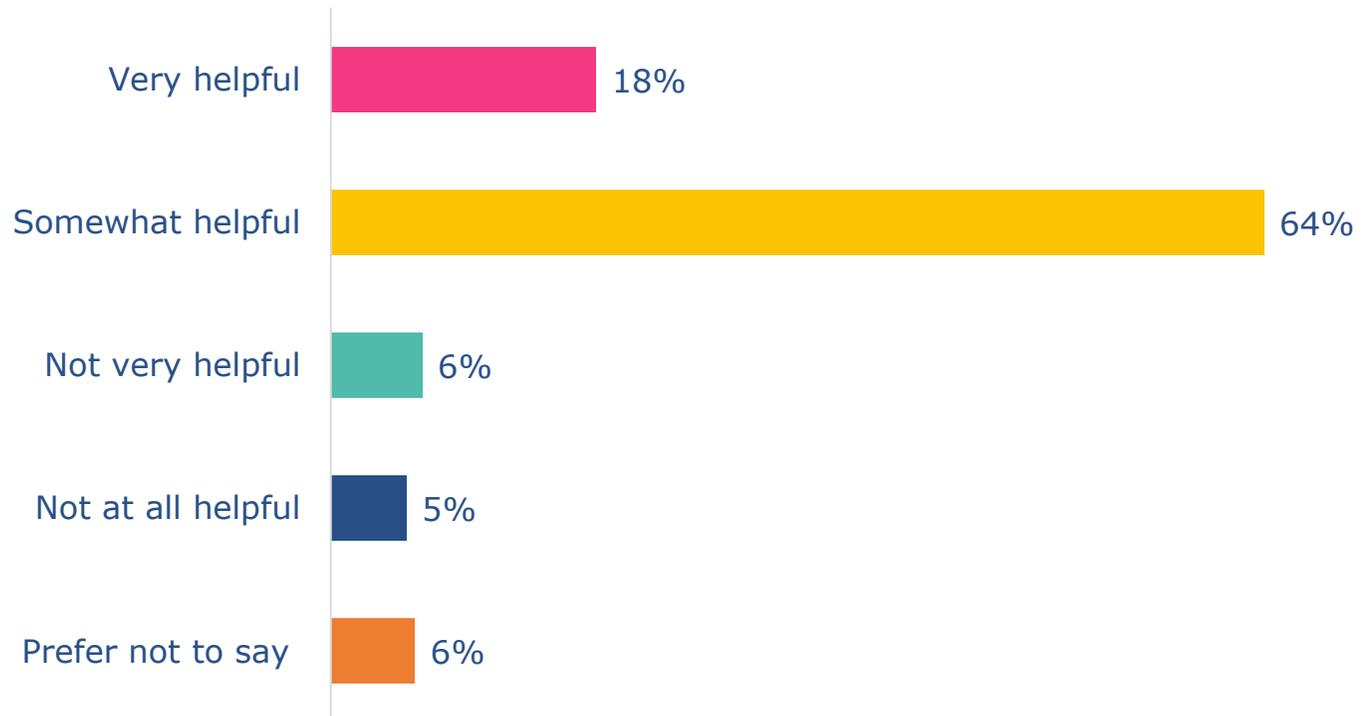
Did you click through to the Public Health Wales website from those locations to see more information?#



*Unweighted data; Prefer not to say: 5%; #Unweighted data; Prefer not to say: 1%

Asked to participants who reported seeing the Enjoy Summer Safely campaign (n=191):

How helpful, if at all, did you find the Enjoy Summer Safely messages?*



*Unweighted data

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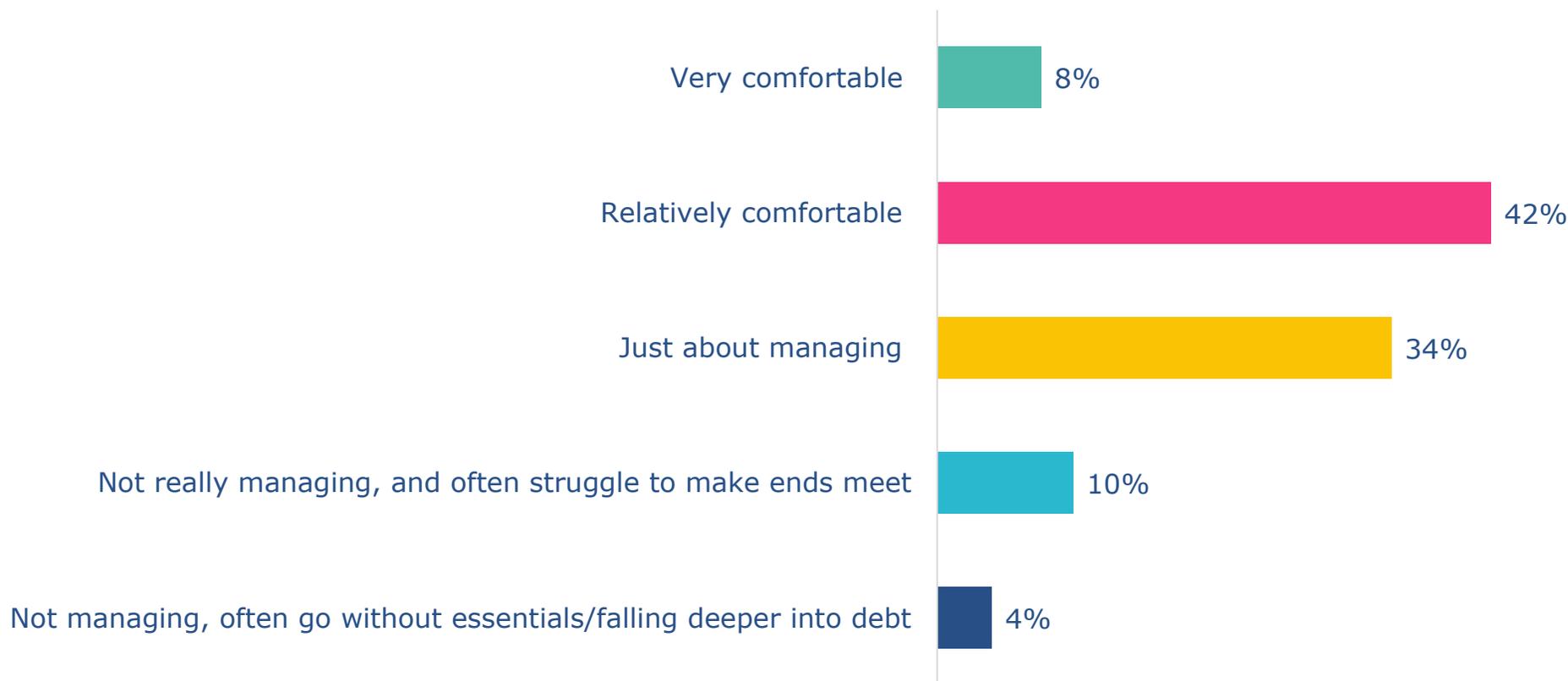
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Cost of Living

Cost of Living

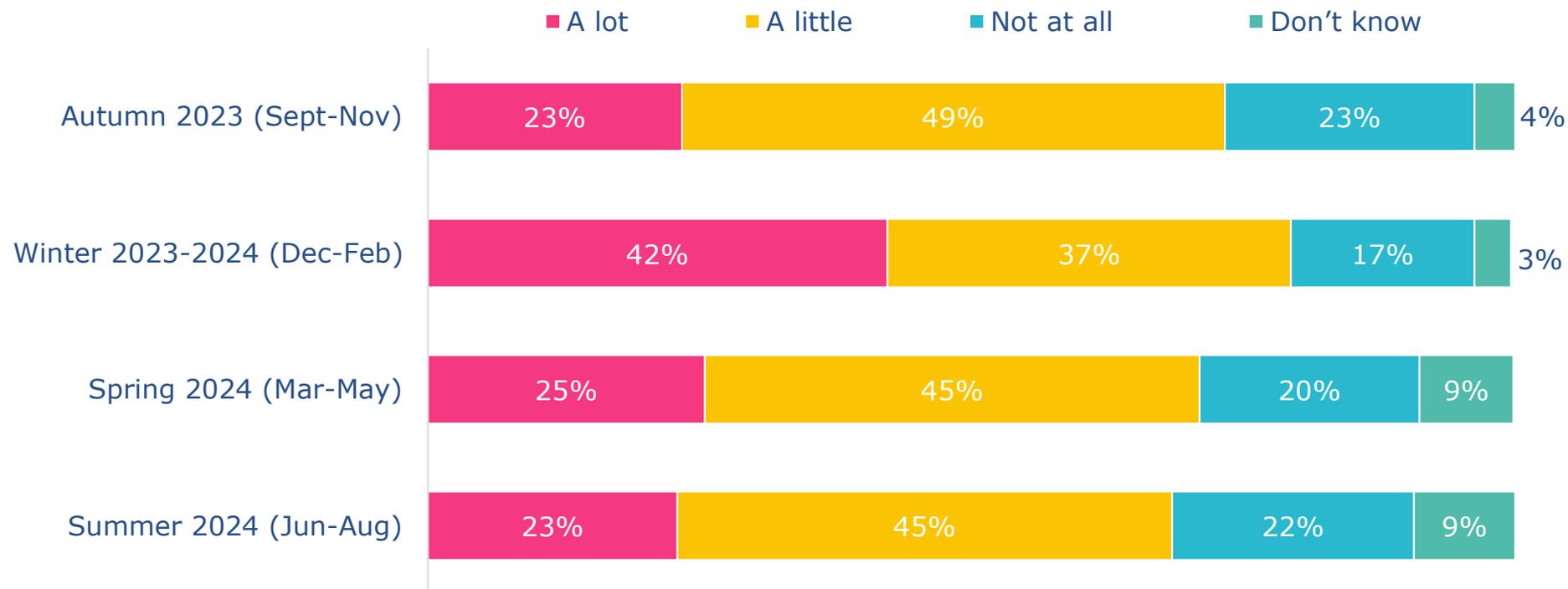
Thinking about your household finances, which of the following best reflects your current position?*



*Don't know: 1%; Prefer not to say: 1%

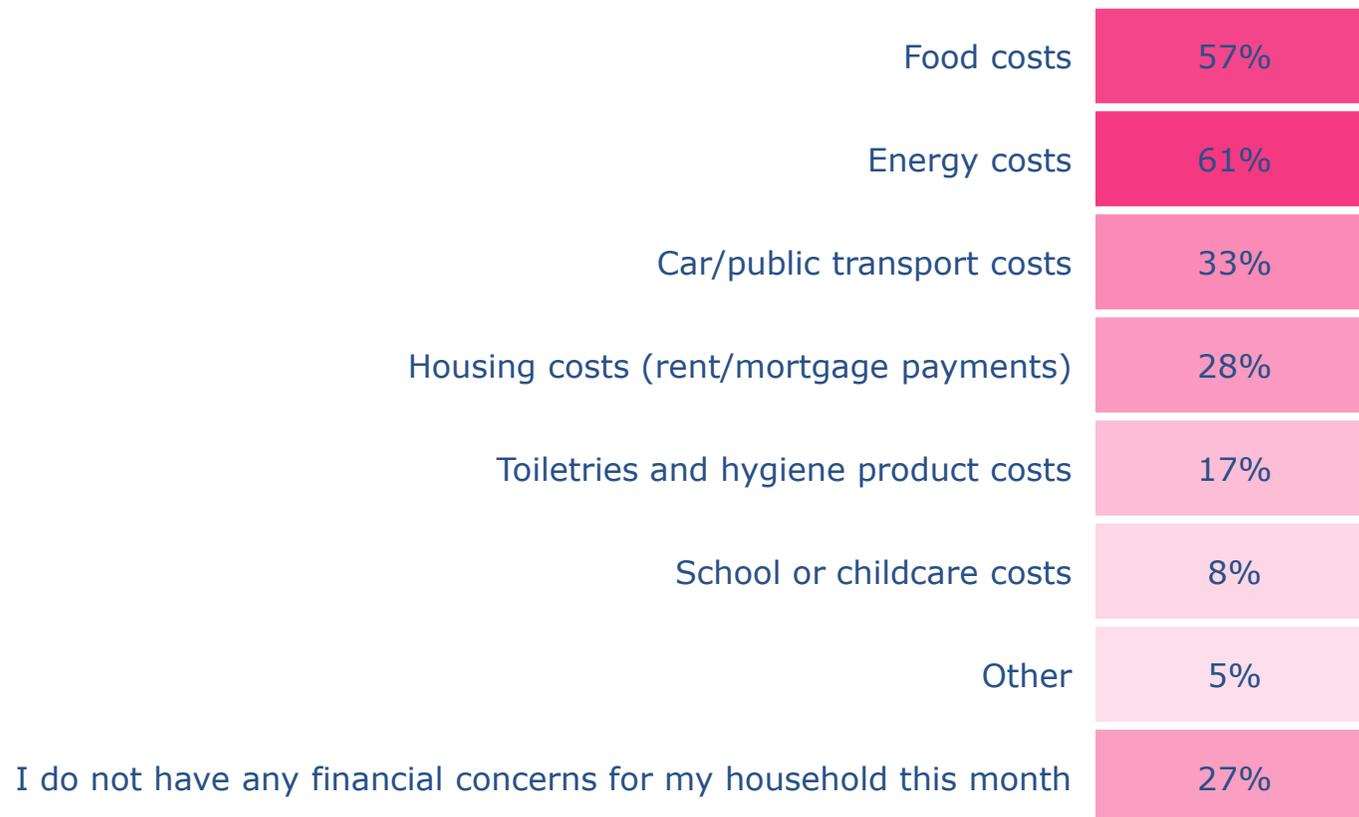
Cost of Living

How concerned, if at all, are you about your financial position over the following seasons?*



*Prefer not to say for each statement: 1%

**Which of the following, if any, are financial concerns for your household this month?
(Select all that apply)**



Has your household had to cut back on any of the following due to increasing costs of living? (Select all that apply)*



*Prefer not to say: 5%

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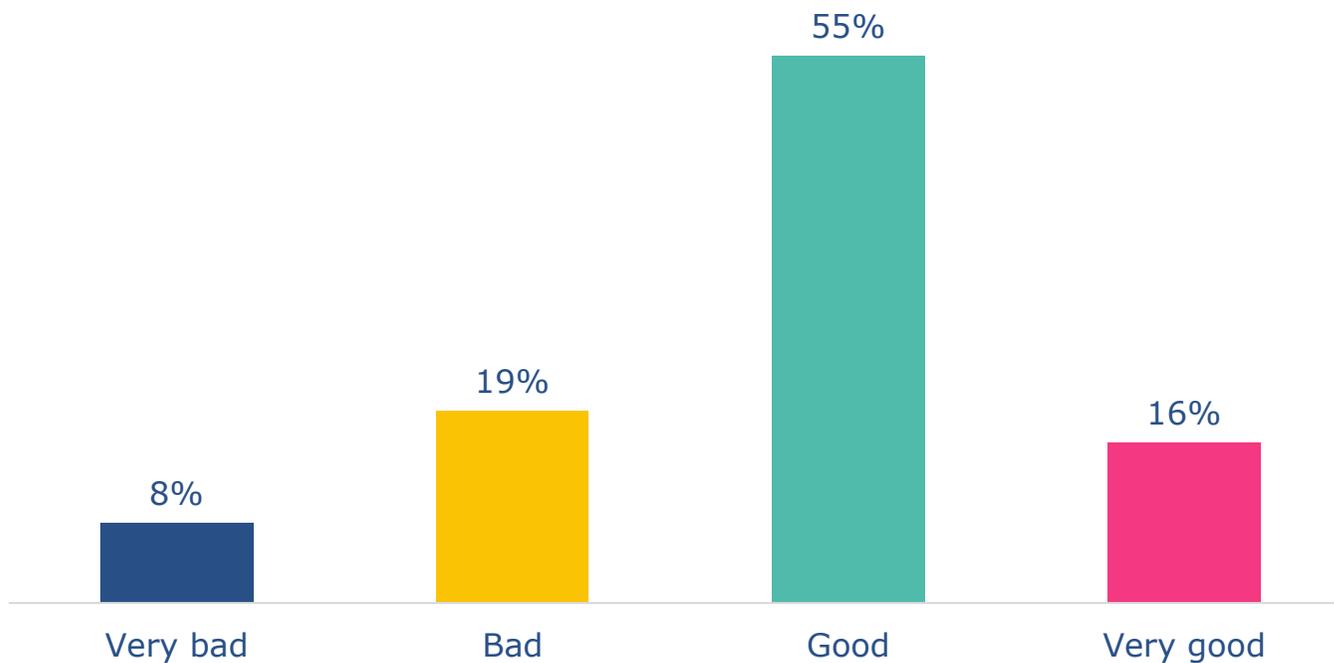
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Dental Health

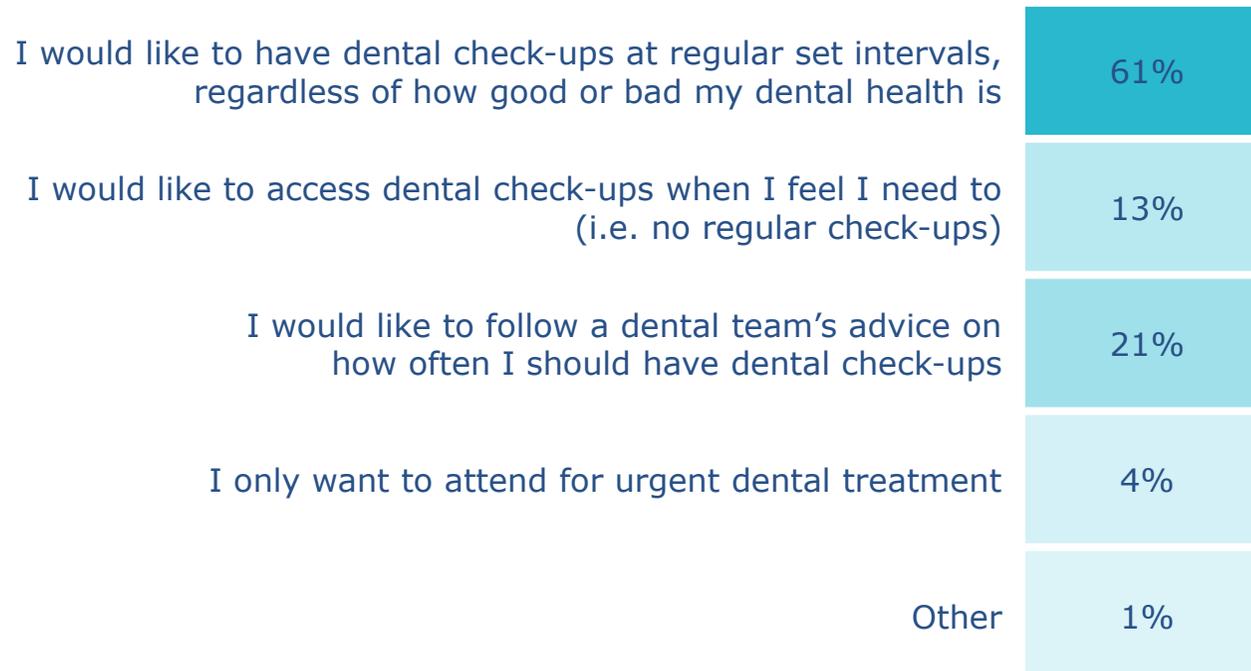
Dental Health

How would you describe your current dental health? This includes the condition of your mouth, teeth, gums, and, if applicable, dentures.*



*Prefer not to say: 2%

If you were to attend NHS dental check-ups, which of the following would you prefer?*



*Prefer not to say: 1%

Thinking of the most recent item or course of dental treatment you have had in the last 12 months, what type of dental care did you receive?*

I have not attended a dental appointment in the last 12 months 27%

NHS I paid for followed by additional private dental care 3%

NHS that was free followed by additional private dental care 4%

NHS only that I paid for 22%

NHS only that was free 18%

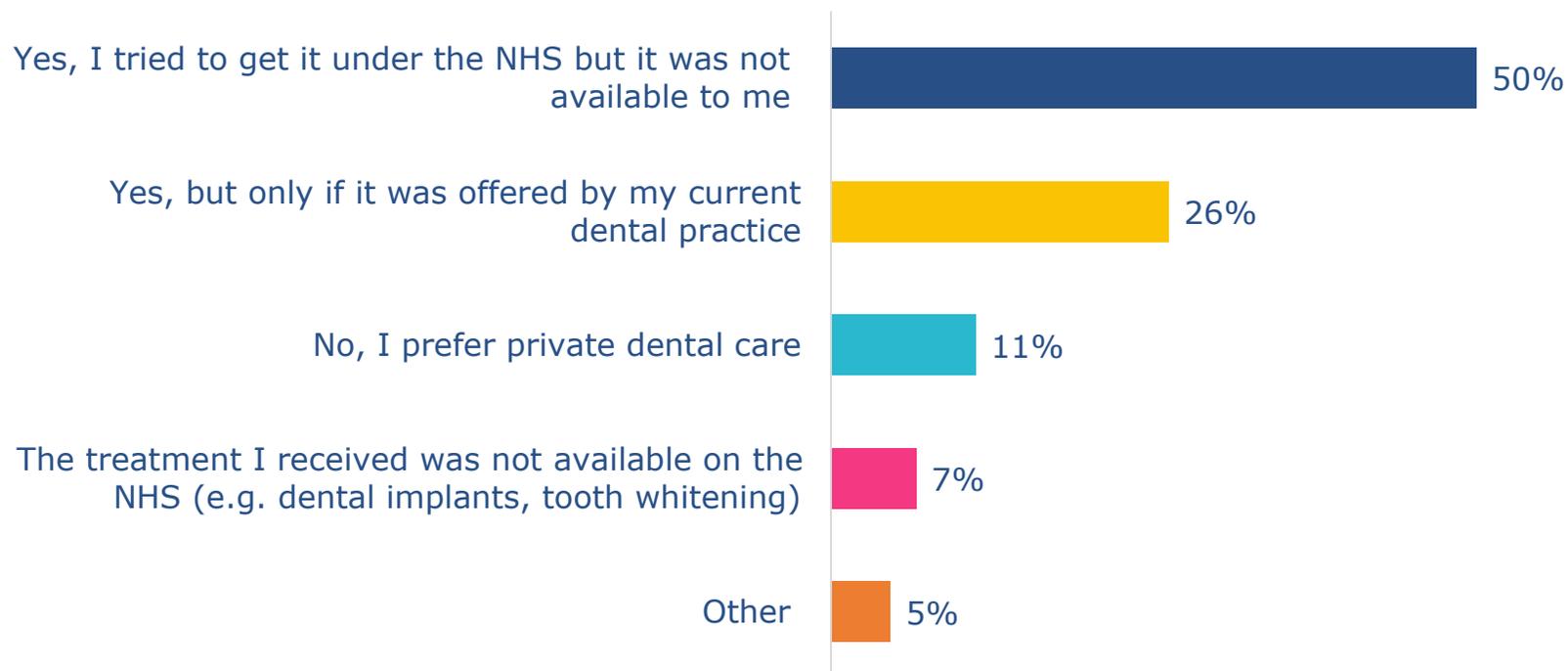
Private only (including dental insurance) 23%

Other 2%

*Don't know: 1% Prefer not to say: 1%

Asked to participants who reported receiving private dental care in the last 12 months (n=347):

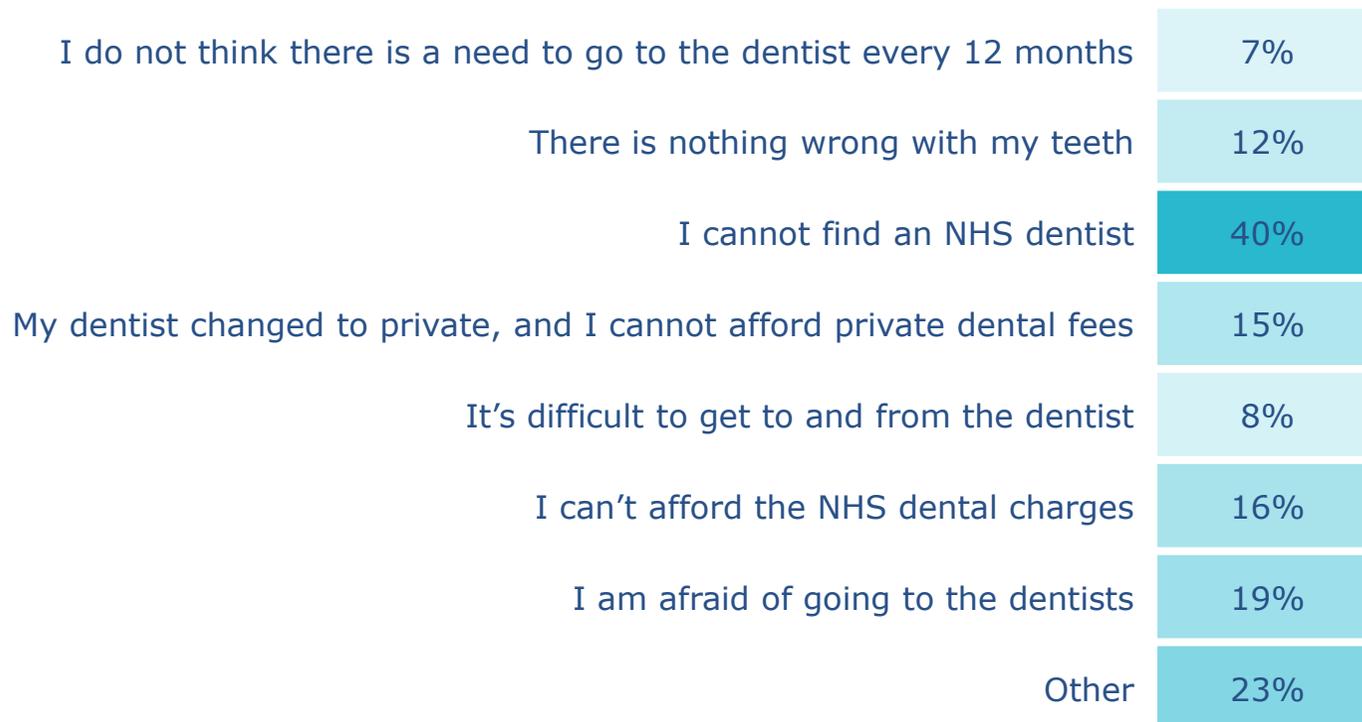
When you received your last item or course of private dental care, would you have chosen to use NHS dental care if it was available locally?*



*Unweighted data; Prefer not to say: 1%

Asked to participants who reported that they had not attended a dental appointment in the past 12 months (n=286):

Which of these, if any, are reasons why you have not been to the dentist in the last 12 months? (Select all that apply)*



*Unweighted data; Prefer not to say: 2%



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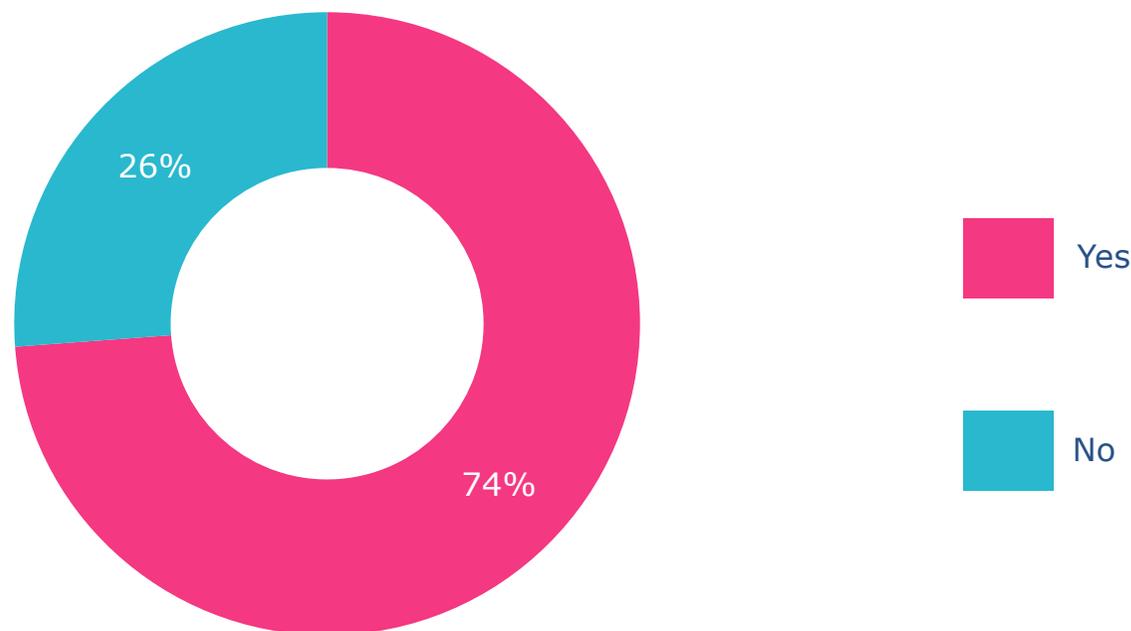


Bowel Screening

Bowel cancer is the third most common cancer in Wales. Bowel cancer screening is currently offered in Wales to people aged 55 to 74 years. A bowel screening test kit is sent through the post for people to complete. The test involves collecting a small sample of poo and posting it to a lab for testing.

Bowel Screening

Before today, had you heard of Bowel Screening Wales?*#



*Prefer not to say: <1%

#This question was also asked in the February-March survey, and was not repeated in the August survey to those panel members who had previously provided a response. Thus, the data presented here are for the full August sample (N=1,113) and include responses for 501 individuals who answered the question in February-March and 612 who answered the question in August.

Bowel Screening

To what extent do you agree or disagree with the following statements?*

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
It would be important to me to find out early if I had bowel cancer	2%	1%	3%	14%	80%
I don't think I am at risk of bowel cancer	15%	21%	39%	17%	6%
I would feel comfortable talking with my family and friends about bowel screening	2%	6%	13%	39%	39%
I would feel comfortable talking with a healthcare professional about bowel screening	1%	3%	9%	36%	49%
Most people I know would complete and return a bowel screening test kit if they were sent one	1%	7%	24%	38%	27%

*Prefer not to say for each statement: $\leq 3\%$

Bowel Screening

If you were sent a bowel screening test to complete and return by post, to what extent do you agree or disagree with the following statements?*

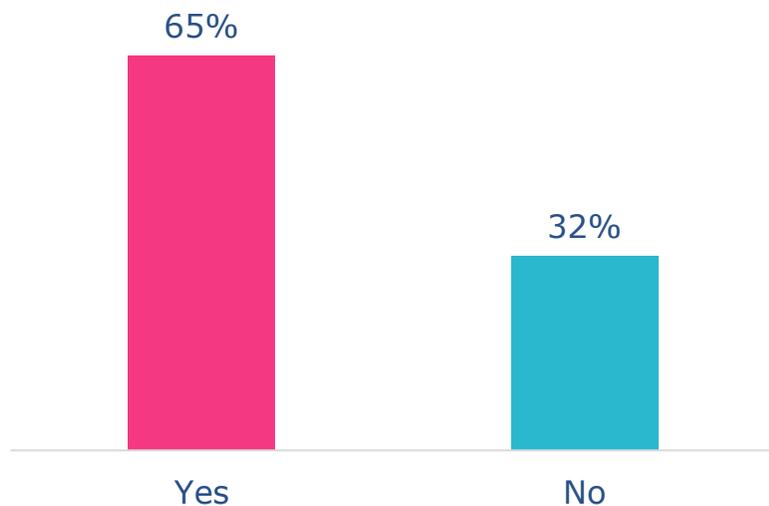
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I would complete and return the test	1%	2%	6%	21%	69%
I would be worried about what the test might find	11%	18%	23%	37%	10%
I would be worried that the test kit might be messy or difficult to handle	24%	31%	15%	22%	7%
I would be concerned that I might do the test wrong	21%	32%	19%	21%	5%
I would be embarrassed to complete and return the test kit	44%	36%	9%	7%	4%
I would be too busy to complete and return the test kit	49%	34%	10%	5%	2%
My family and friends would think that it is important for me to complete and return the test kit	1%	2%	12%	35%	50%

*Prefer not to say for each statment: ≤2%

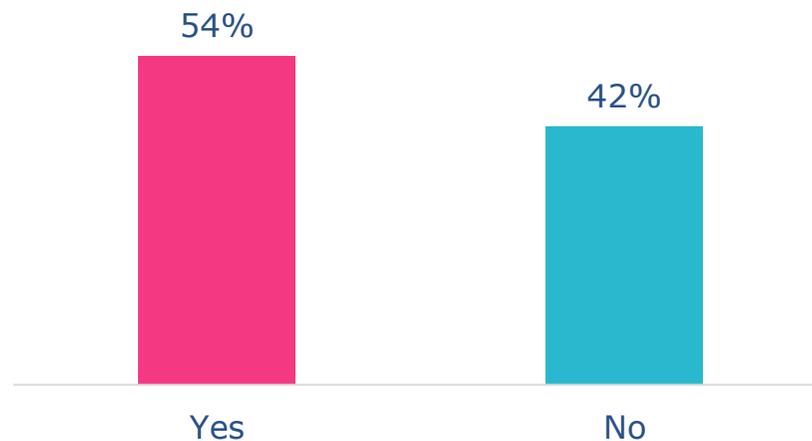
Bowel Screening

Before today, did you know any of the following?*

Everybody aged 55-74 years in Wales is eligible for bowel screening, even if they do not have any symptoms or family history of bowel cancer



A positive bowel screening test does not necessarily mean a person has bowel cancer

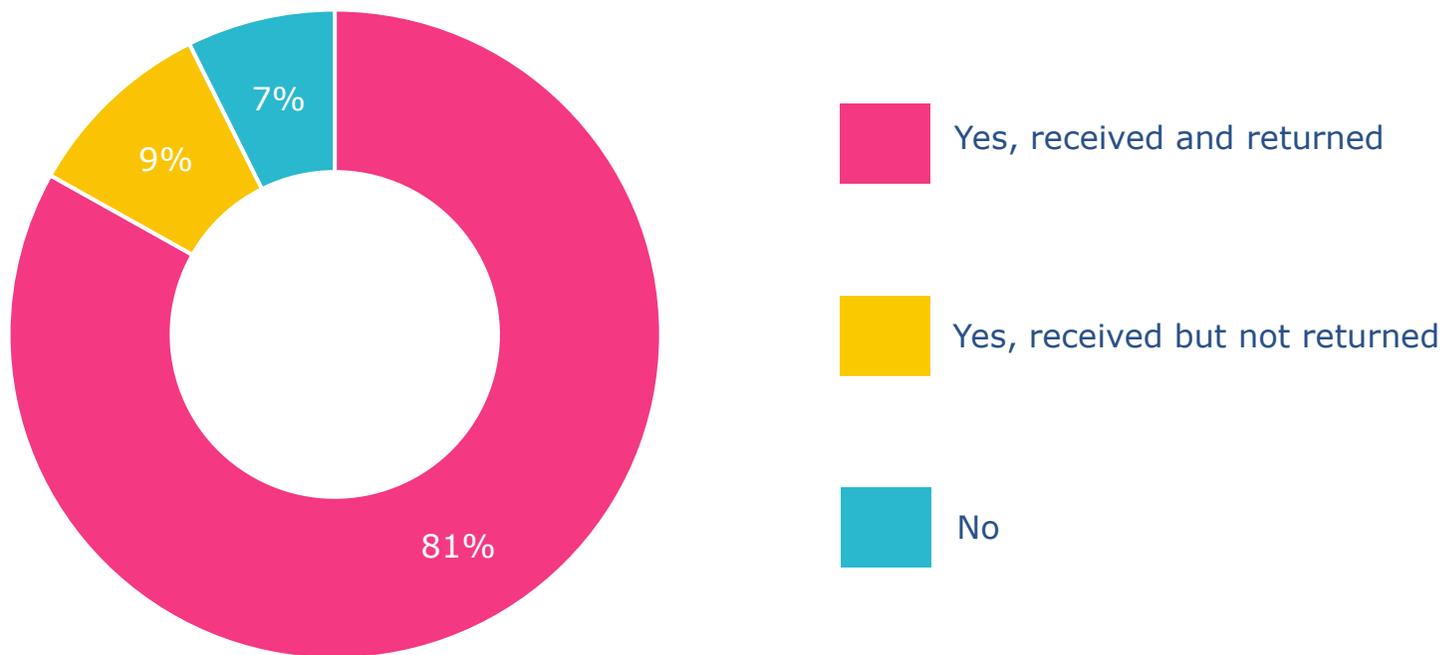


*Prefer not to say for both questions: $\leq 4\%$

Bowel Screening

Asked to participants aged 55-74 years (n=333):

In the last two years, have you received and returned a bowel screening test kit?*



*Unweighted data; Don't know: 2%; Prefer not to say: 1%



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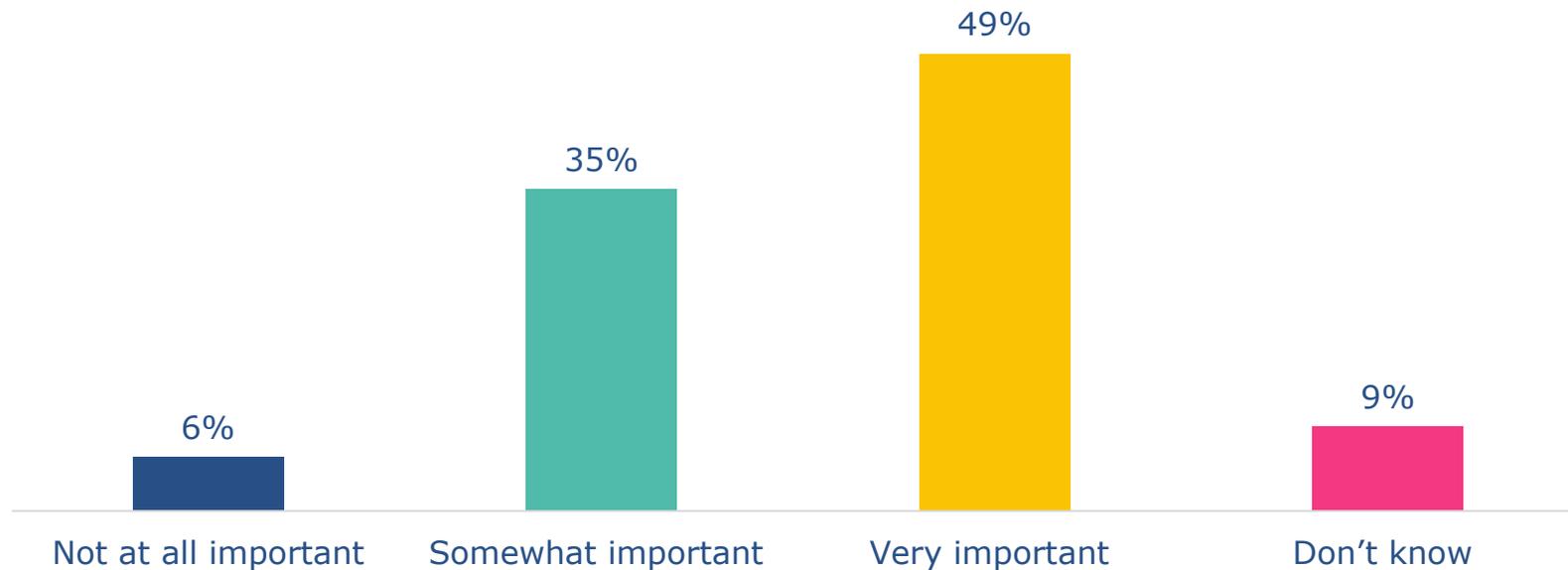


Post-natal Weight Management

Panel members were asked their views on what support is needed for women to get to and/or maintain a healthier weight in the first five years after giving birth. The term 'women' is used to refer to women or people that have given birth.

Post-natal Weight Management

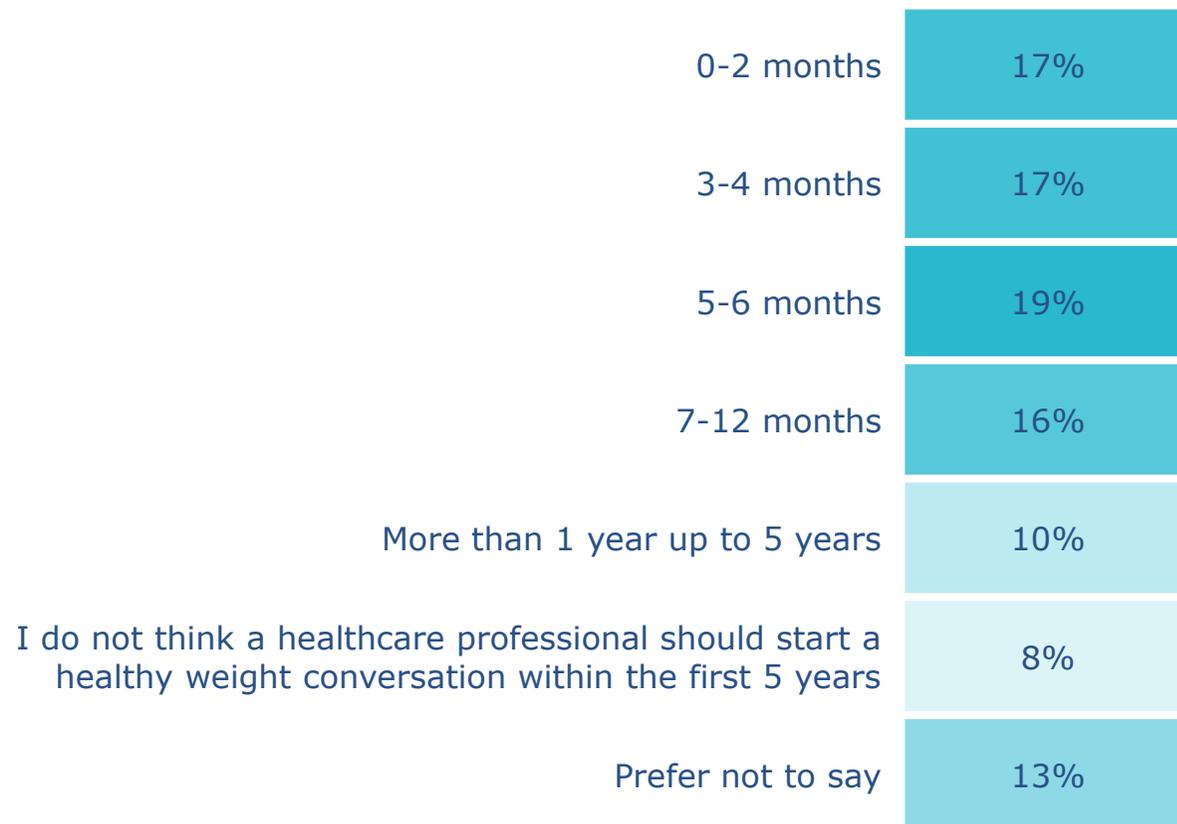
How important, if at all, do you think it is for women to receive support from healthcare professionals on getting to and/or maintaining a healthier weight up to five years after birth?*



*Prefer not to say: 1%

Post-natal Weight Management

When do you think a healthcare professional should have the first healthy weight conversation with a woman after they have given birth?



Post-natal Weight Management

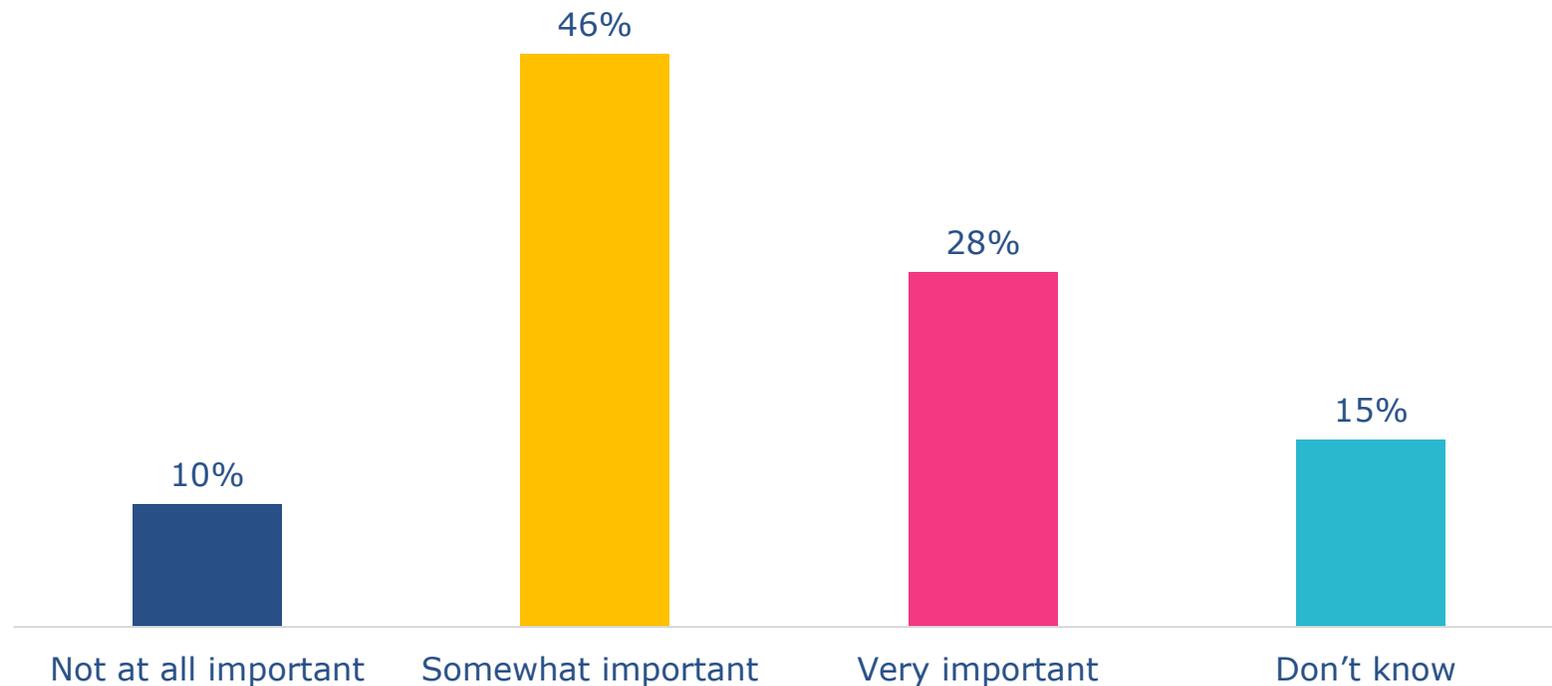
How much of a role, if any, do you think the following have in supporting women getting to and/or maintaining a healthier weight after giving birth?*

	None at all	A little	A lot	Don't know
The individual	2%	10%	74%	10%
Families	9%	35%	39%	13%
Maternity services (e.g. midwives)	16%	31%	34%	15%
Health visiting (e.g. health visitors)	12%	31%	39%	13%
General practices (e.g. GPs, nurses)	11%	36%	36%	12%
Community pharmacies	29%	37%	12%	18%
Community and voluntary organisations (e.g. peer support groups)	12%	41%	25%	19%
Commercial weight management services (e.g. Slimming World)	26%	35%	17%	18%
NHS weight management services (e.g. delivered by dietician)	9%	32%	39%	15%

*Prefer not to say for all statements: ≤5%

Post-natal Weight Management

How important, if at all, do you think digital resources such as apps and websites are as a tool to support women getting to and/or maintaining a healthier weight?*

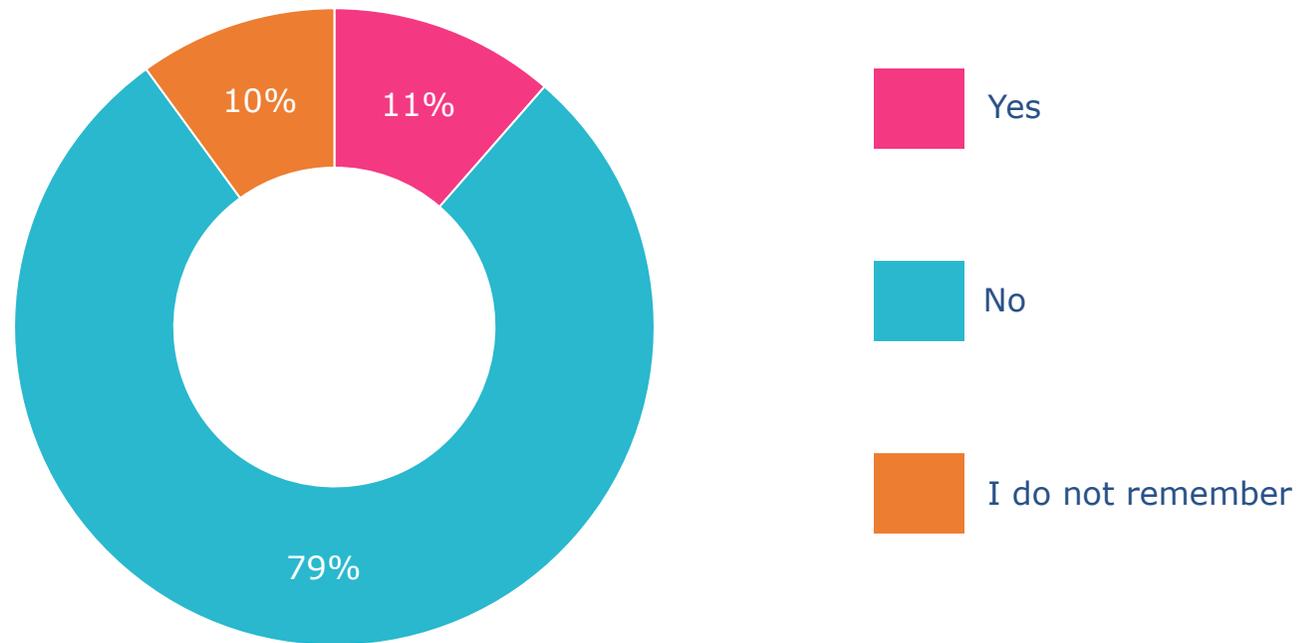


*Prefer not to say: 1%

Post-natal Weight Management

Asked to respondents who reported having given birth in the last 5 years (n=70):

Since giving birth, has a healthcare professional had a healthy weight conversation with you?*

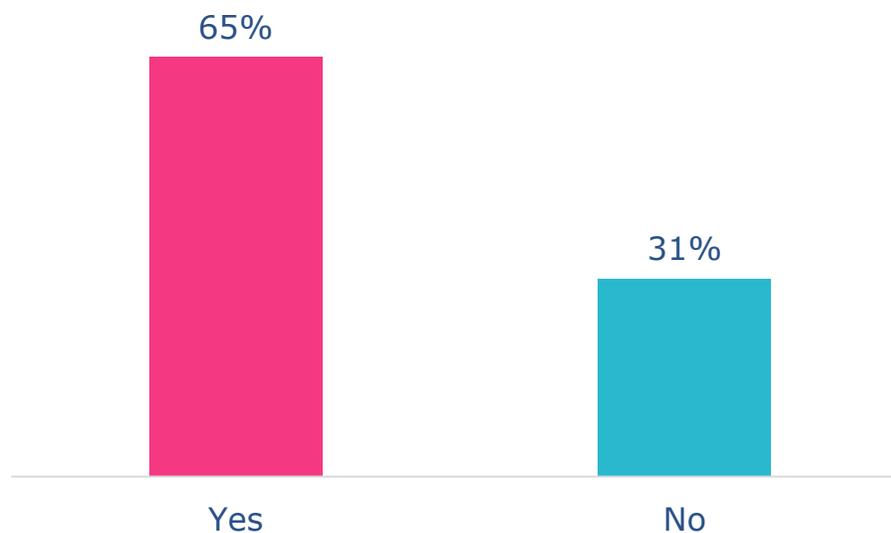


*Unweighted data; Prefer not to say: 0%

Post-natal Weight Management

Asked to those respondents who reported they had given birth in the last five years and not having had a healthy weight conversation with a healthcare professional (n=55):

Do you think it would have been helpful if a healthcare professional had had a healthy weight conversation with you?*



*Unweighted data; Prefer not to say: 4%

Post-natal Weight Management

Asked to those respondents who reported having given birth in the last 5 years (n=70):

How soon after birth, if at all, do you think women should look for support of any kind on getting to and/or maintaining a healthier weight?*



*Unweighted data; Prefer not to say: $\leq 4\%$

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Want to be involved in the Panel?

Recruitment to the Time to Talk Public Health Panel is continuous as we want to speak with a broad range of individuals across Wales.

If you live in Wales and are aged 16+ years, this is your opportunity to be heard.

 TalkPHWales.com

 **01663 761976**

 TalkPHWales@wales.nhs.uk

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Panel**

**How does
the panel
work?**

**Have
your say!**

**What is
public
health?**

**Make a
difference!**





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Policy and International Health

WHO Collaborating Centre on Investment for Health & Well-being

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Questionnaire Development

The questions used in the August survey were developed in partnership with colleagues in Public Health Wales and Welsh Government.

In the June survey, panel members were asked what public health topics they would like to see included in future Time to Talk Public Health surveys. Two topics mentioned were emergency departments and dental health. These topics were subsequently included in the August survey.

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Appendix

Demographics – Panel and Sample
Methods

Panel Sample Demographics

		Panel Sample N=2,312		Survey Sample~ N=1,113		Population*
Gender*	Male	716	31%	401	36%	49%
	Female	1555	67%	700	63%	51%
	Other	41	2%	12	1%	- \$
Age group (years)*	16-29	361	16%	190	17%	21%
	30-49	873	38%	333	30%	29%
	50-69	723	31%	373	34%	31%
	70+	355	15%	217	19%	19%
Deprivation quintile^	1 (Most)	376	16%	188	17%	19%
	2	455	20%	218	20%	20%
	3	477	21%	226	20%	21%
	4	477	21%	240	22%	21%
	5 (Least)	527	23%	241	22%	20%

*Age 16+ Population equivalents from: ONS. Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland. Mid 2020. www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland; ^Welsh Index of Multiple Deprivation 2019 <https://www.gov.wales/welsh-index-multiple-deprivation-full-index-update-ranks-2019>; \$Data not available. ~65 respondents aged 16-29 who are included in the survey sample subsequently declined to join the panel and are therefore not included in the panel sample numbers; see methods.

Due to lack of participation in three or more consecutive surveys, 942 people have been removed from the panel. This process was outlined to panel members in the joining material.

Panel Sample Demographics

		Panel Sample N=2,312		Survey Sample N=1,113		Population*
Ethnicity [^]	White	2192	95%	1066	96%	95%
	Mixed/Multiple Ethnic Groups	41	2%	16	2%	1%
	Asian, Asian Welsh or Asian British	31	1%	11	1%	2%
	Black, African, Caribbean, Black Welsh or Black British	18	1%	8	1%	1%
	Other Ethnic Group	20	1%	6	1%	1%
	Prefer not to say	10	<1%	4	<1%	- \$
Health Board [#]	Aneurin Bevan UHB	399	17%	204	18%	19%
	Betsi Cadwaladr UHB	521	23%	242	22%	22%
	Cardiff and Vale UHB	410	18%	187	17%	16%
	Cwm Taf Morgannwg UHB	290	13%	127	11%	14%
	Hywel Dda UHB	313	14%	155	14%	12%
	Powys Teaching HB	105	5%	63	6%	4%
	Swansea Bay UHB	274	12%	135	12%	12%

*16+ years; ^Population ethnicity estimates are for all ages due to data not being available for non-White residents aged 65+; Stats Wales, stats.wales.gov.wales/Catalogue/Equality-and-Diversity/Ethnicity; \$Data not available. #Population estimates for ages 16+; Stats Wales, stats.wales.gov.wales/Catalogue/Population-and-Migration/Population/Estimates/Local-Health-Boards/populationestimates-by-lhb-age; UHB – University Health Board.

- An initial target of 2,500 panel members was set in order to obtain a monthly survey sample of approximately 1,000 responses, with response rates to alternate month surveys estimated to be a maximum of 50%.
- To reach a range of individuals, three methods of recruitment were used:
 - Telephone
 - Social media
 - Face-to-face
- A professional market research company (DJS Research Limited) was procured to undertake recruitment and alternate month surveys.
- Telephone and face-to-face recruitment used stratified quota sampling. Quotas applied to:
 - Geography (Health Board)
 - Age
 - Sex
 - Deprivation quintile (WIMD*)
- Social media targeting focused on demographic gaps in recruitment.
- Panel members completed an initial recruitment survey and are asked to complete a 15-20 minute survey every other month. Alternate month surveys are undertaken online or by telephone, depending on participants' preference.

*Welsh Index of Multiple Deprivation.

Further methodological detail is available in the [project protocol](#).

Methods – Alternate Month Survey

- For each survey, all panel members are invited to complete the questionnaire through their method of choice (telephone or online). Panel members have three weeks to complete the survey. Within that timeframe, gaps in the demographic profile required to achieve a sample representative of the age, gender, ethnicity and deprivation profile of Wales are identified, and reminders to complete the survey are sent.
- To increase representation across the survey sample, around 100 face-to-face interviews are undertaken per survey wave with targeted population groups. These individuals are invited to complete the survey and are then invited to join the panel. Thus, a proportion are one-off survey participants. In addition, social media advertising targeting specific population groups is conducted. These individuals provide demographic information and are then invited to complete the live survey.

Participants who completed the August survey, were recruited via the following methods:

Recruitment Method	n	%
Online	600	54%
Telephone	358	32%
Face-to-face (panel)	90	8%
Face-to-face (one-off)	65	6%

Participants who completed the August survey, completed via the following methods:

Participation Method	n	%
Online	844	76%
Telephone	144	13%
Face-to-face	125	11%