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Time to Talk
Public Health
Wales



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Time to Talk Public Health: Panel Recruitment Survey

7th November 2022 to 8th January 2023



Background

- **Time to Talk Public Health** is a new nationally representative panel of Welsh residents established by Public Health Wales to enable regular public engagement to inform public health policy and practice.
- Public Health Wales identify the public as a key partner in their decision making and want to enable residents of Wales to have a voice in policy and practice that affects them, their communities, and their nation.
- Currently in its pilot phase, the panel aims to recruit a nationally representative sample of residents aged 16+ years to participate in monthly surveys and provide insight into key public health issues. We are very grateful to the residents of Wales who have given their valuable time to participate in the panel.
- This report presents the demographics of the 2,000 panel members recruited during the first stage of the project and findings from the initial recruitment survey, focusing on cost of living, coronavirus and priorities for Public Health Wales.



Summary Points

- 2,000 participants were recruited to the panel during the first phase of the project (7th November 2022 to 8th January 2023). Ongoing recruitment to achieve the target sample of 2,500 will focus on young people (16-29 years) and males, who are currently underrepresented in the sample.

Cost of living

- **38%** of people had been worrying 'a lot' about the cost of living in the week prior to the survey.
- **26%** of people had been worrying 'a lot' about their finances in the week prior to the survey.
- **34%** of people strongly agreed that they were cutting back on non-essential spending to help with the cost of living (a further 44% agreed).
- **25%** of people strongly agreed that rising costs of living were reducing their quality of life (a further 35% agreed).

Coronavirus

- **12%** of people had been worrying 'a lot' about catching coronavirus in the past week.
- **55%** said they always avoid contact with others when they get a cough or cold.

Priorities for Public Health Wales

- Of 10 public health issues listed, the top five considered 'high priority' for PHW were:
 1. Screening for cancer (**89%**)
 2. Mental health (**82%**)
 3. Infectious disease (**67%**)
 4. Cost of living (**63%**)
 5. Preventing violence (**62%**)

- A 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 monthly 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 monthly 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 will be asked to complete a 15-20 minute survey every month. Monthly surveys will be undertaken online or by telephone, depending on participants' preference.

*Welsh Index of Multiple Deprivation.

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

Recruitment Survey

- Phase one of recruitment to the panel took place between 7th November 2022 and 8th January 2023.
- A total of 2,000 people were recruited and interviewed within this period, with the following proportions across recruitment methods:

Recruitment method

Online	27%
Telephone	65%
Face-to-face	9%

- Participants were asked which of the following two methods they wished to take part in the monthly surveys via, with the following proportion across preferences:

Monthly method

Online	77%
Telephone	23%

Demographics of the Panel

This section describes the sample recruited to-date.

Sample Demographics

		Sample*	Population**
Gender [#]	Male	36%	49%
	Female	63%	51%
	Other	1%	-
Age group (years) [#]	16-29	8%	21%
	30-49	31%	29%
	50-69	40%	31%
	70+	21%	19%
Deprivation quintile [^]	1 (Most)	17%	19%
	2	18%	20%
	3	21%	21%
	4	22%	21%
	5 (Least)	23%	20%

***N=2,000; ** 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/populationestimatesforukenglandandwales/scotlandandnorthernireland

[^]Welsh Index of Multiple Deprivation 2019.

<https://www.gov.wales/welsh-index-multiple-deprivation-full-index-update-ranks-2019>

Sample Demographics

		Sample*	Population**
Ethnicity^	White	96%	95%
	Mixed/Multiple Ethnic Groups	1%	1%
	Asian, Asian Welsh or Asian British	1%	2%
	Black, African, Caribbean, Black Welsh or Black British	1%	1%
	Other Ethnic Group	1%	1%
	Prefer not to say	<1%	-
Health Board#	Aneurin Bevan UHB	17%	19%
	Betsi Cadwaladr UHB	24%	22%
	Cardiff and Vale UHB	15%	16%
	Cwm Taf Morgannwg UHB	13%	14%
	Hywel Dda UHB	13%	12%
	Powys Teaching HB	5%	4%
	Swansea Bay UHB	13%	12%

*N=2,000; **16+ years; UHB – University Health Board; ^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; #Population estimates for ages 16+; Stats Wales, stats.wales.gov.wales/Catalogue/Population-and-Migration/Population/Estimates/Local-Health-Boards/populationestimates-by-lhb-age

Welsh Proficiency

Which of the following best describes your ability to speak Welsh?

I'm fluent in Welsh	9%
I can speak a fair amount of Welsh	5%
I can speak a little Welsh	17%
I can say a few words	41%
I can't speak any Welsh	28%
Prefer not to say	<1%

Health Status

This section describes the health status reported by the panel.
Unless stated otherwise, data are weighted to reflect national population demographics.

Lasting Health Conditions

Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

Yes	57%
No	43%
Prefer not to say	<1%

Of the 57% who have a lasting condition...

Do any of your conditions or illnesses reduce your ability to carry out your day-to-day activities?*

Yes a lot	37%
Yes a little	42%
Not at all	21%
Prefer not to say	<1%

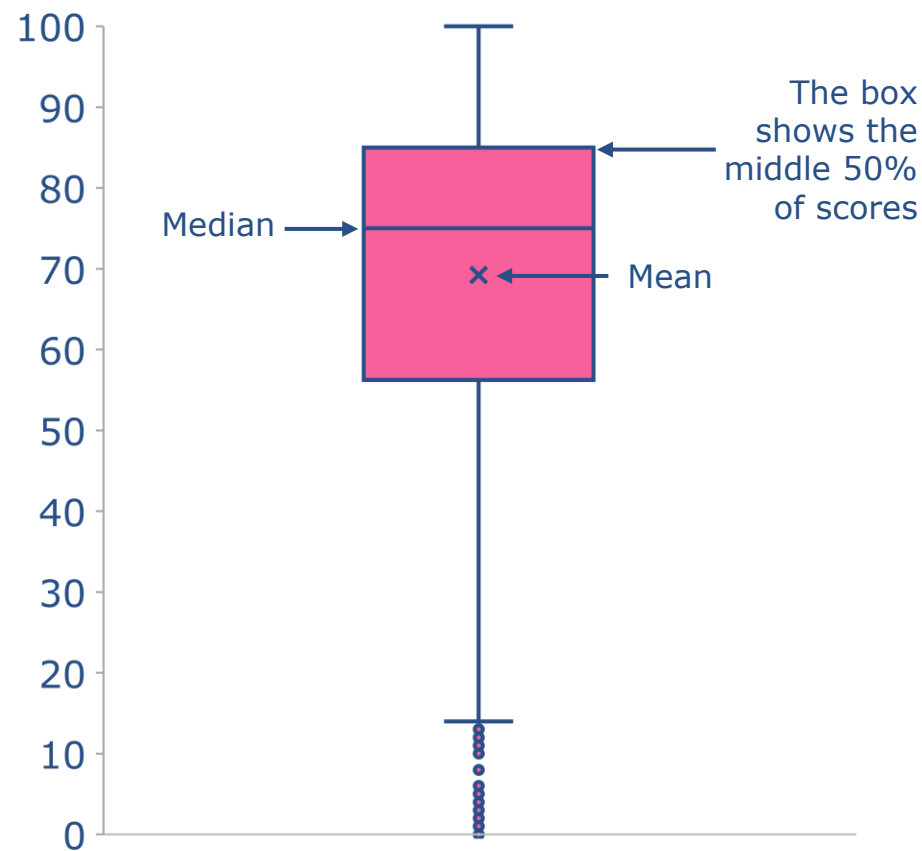
*unweighted data, limited to those with a lasting condition

Self-reported Health

If 100 is the best state of health you could possibly imagine and 0 is the worst state of health you can imagine, how good or bad is your own health today?

Mean	69 (out of 100)
Median	75 (out of 100)
Range	0 - 100

Figure shows the spread of responses for self-reported health



Mental Well-being

Please select the option that best describes your experience over the last 2 weeks:*

	None of the time	Rarely	Some of the time	Often	All of the time	Prefer not to say
I've been feeling optimistic about the future	7%	18%	39%	24%	11%	1%
I've been feeling useful	5%	10%	35%	33%	17%	1%
I've been feeling relaxed	6%	19%	40%	24%	10%	<1%
I've been dealing with problems well	2%	7%	31%	36%	23%	1%
I've been thinking clearly	1%	7%	26%	34%	31%	1%
I've been feeling close to other people	3%	10%	31%	31%	25%	1%
I've been able to make up my own mind about things	1%	4%	17%	28%	49%	<1%

*Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWEBS) validated tool © University of Warwick, 2006

Loneliness

In the last week, how often have you felt lonely?

Always	3%
Often	12%
Occasionally	35%
Never	50%
Prefer not to say	<1%

Attitudes and Opinions

- Cost of Living
- Winter Information Sources
- Coronavirus
- Awareness of Public Health Wales
- Data awareness

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

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Don't know
I understand how changes in the cost of living will affect me	36%	54%	6%	3%	1%	1%
I keep a close eye on my finances	51%	41%	4%	3%	1%	<1%
Rising costs of living are reducing my quality of life	25%	35%	18%	19%	2%	1%
I'm cutting back my spending on non-essentials and luxuries to help with rising costs of living	34%	44%	11%	9%	2%	<1%

*Prefer not to say was <1% for all statements

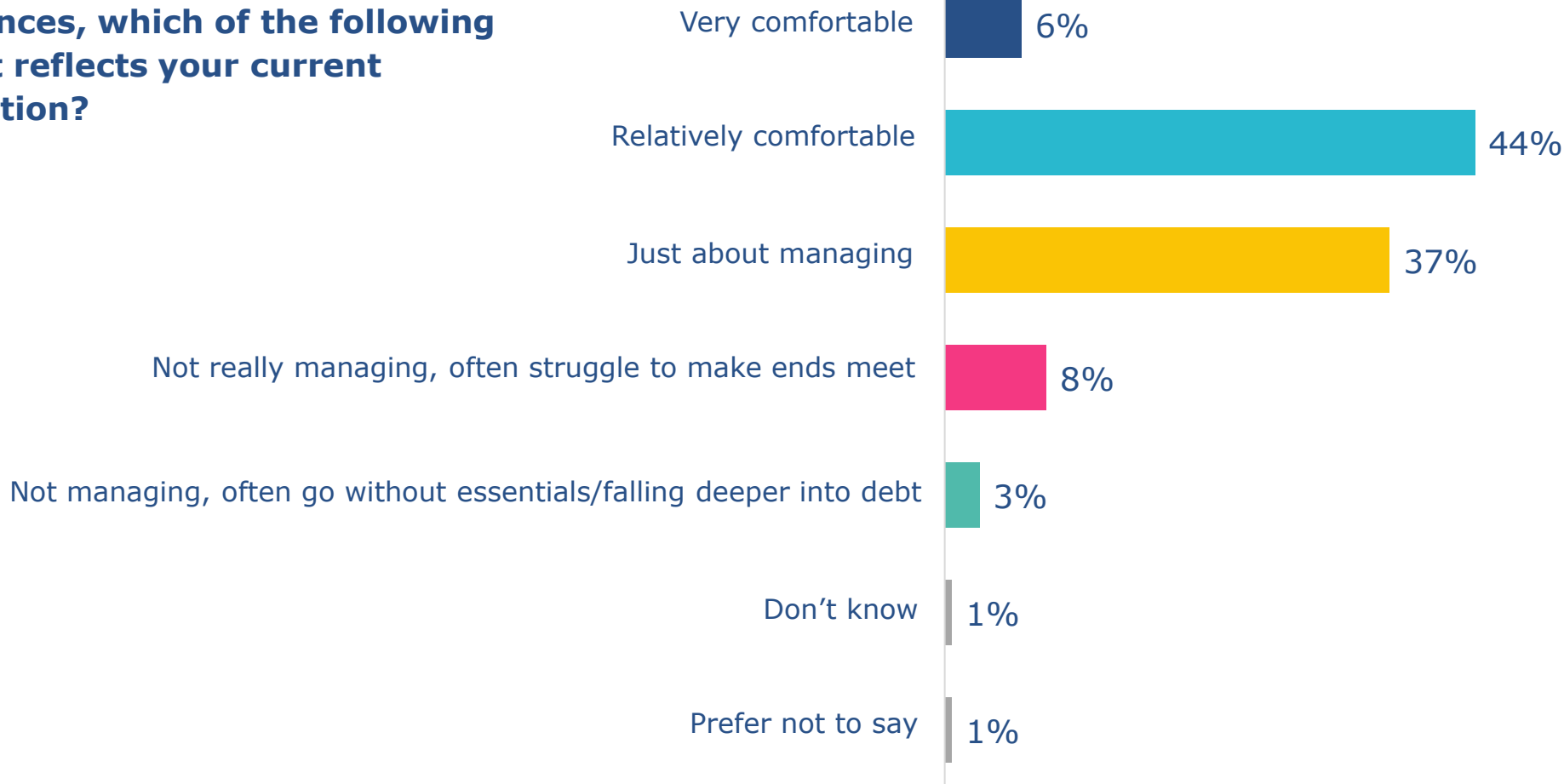
To what extent do you agree or disagree with the following statements?*

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Don't know
Many people I know are struggling to cover their cost of living	33%	41%	14%	9%	1%	3%
Many people I know are cutting back spending on non-essentials and luxuries to help with rising costs of living	43%	43%	7%	5%	1%	2%
All the news about the rising cost of living is making me worry more about my finances	30%	42%	14%	12%	3%	1%
I think that the news is exaggerating the cost of living crisis	7%	18%	13%	30%	29%	3%

*Prefer not to say was <1% for all statements

Cost of Living

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



Current Concerns

Over the past week, how much have the following issues been worrying you?*

	A lot	A little	Not at all	
Your finances	26%	47%	27%	
The cost of living	38%	49%	13%	
Your ability to heat your home	28%	40%	32%	NA
Losing your job or not being able to find one	10%	14%	40%	36%
Your mental health and well-being	22%	37%	41%	
Your physical health	27%	40%	33%	
Escalation in the war in Ukraine	29%	49%	21%	
Catching coronavirus	12%	35%	53%	

*Prefer not to say was
 ≤1% for all statements;
 NA – Not applicable

Are you currently doing any of the following to protect yourself or others from coronavirus?

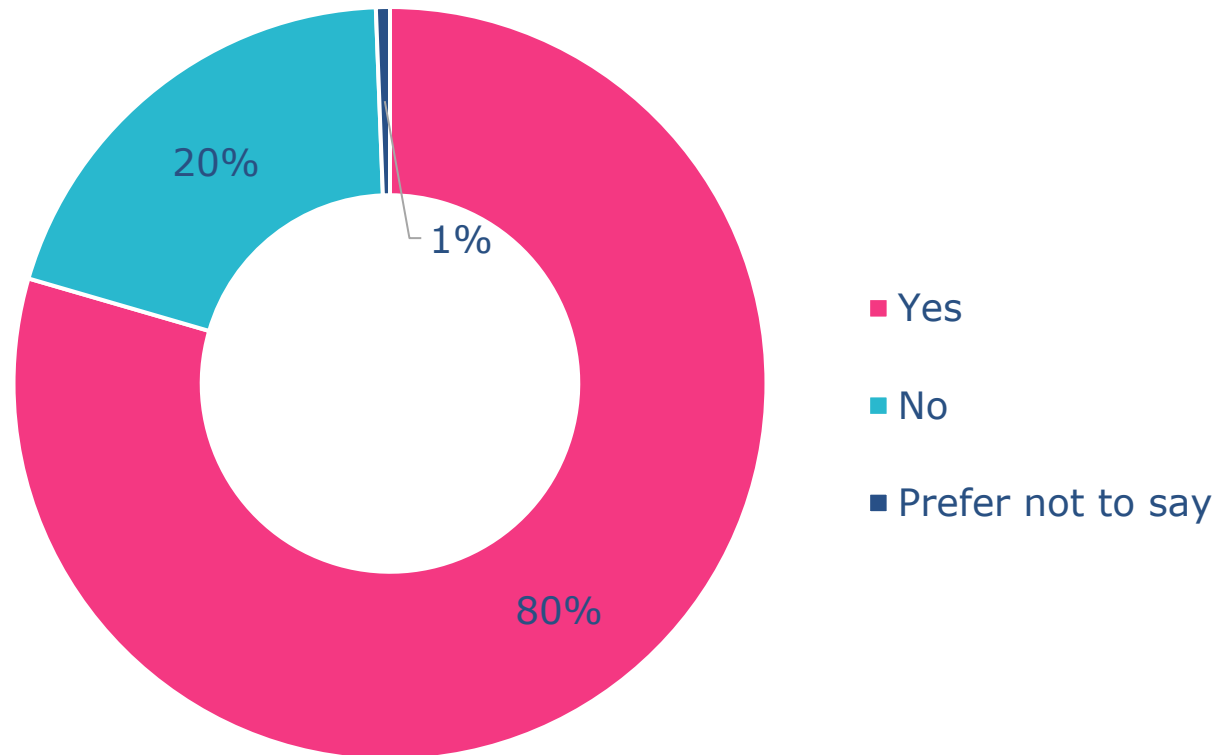
Wearing a face covering in public places such as shops

Never	55%
Sometimes	37%
Always	7%
Prefer not to say	<1%

Avoiding contact with people when you have symptoms such as a cough or cold

Never	12%
Sometimes	32%
Always	55%
Prefer not to say	1%

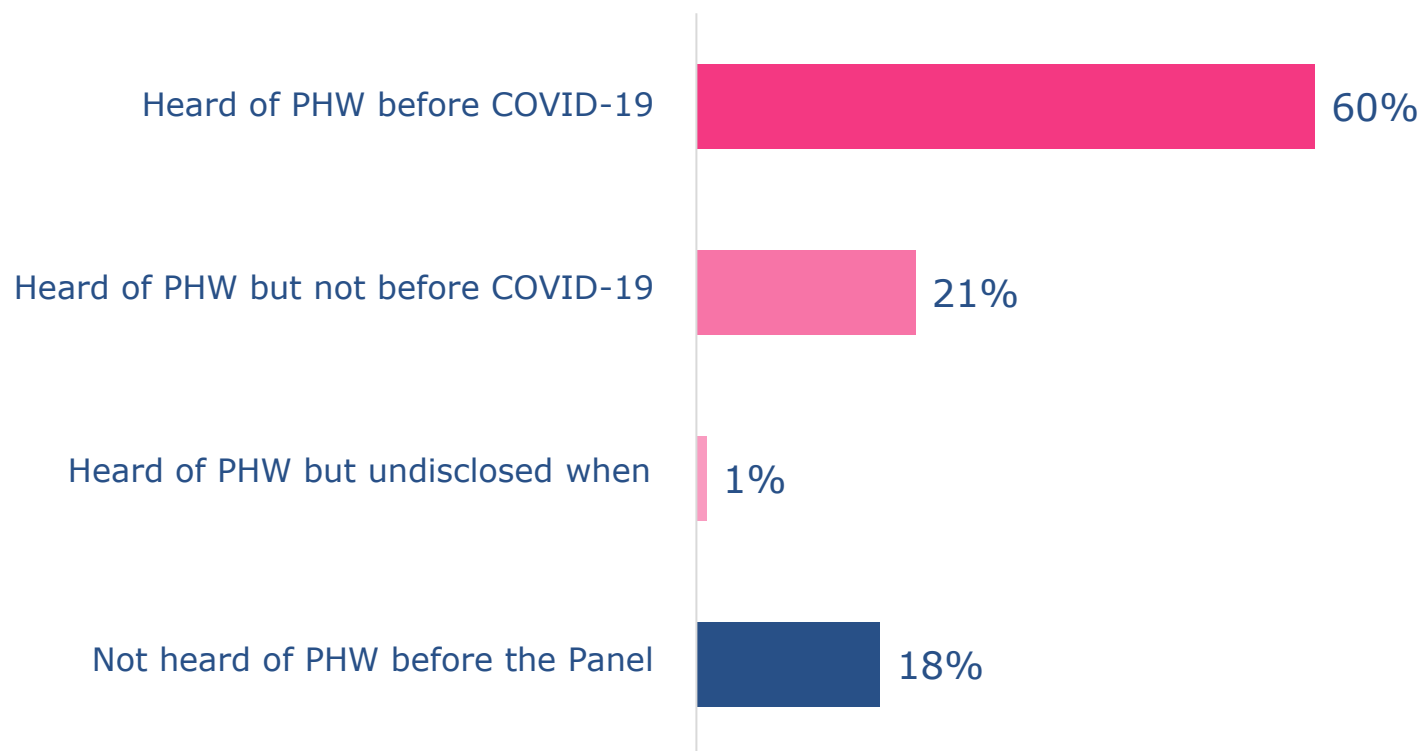
If you got a cough or cold, would you take a test to see if it was COVID-19?



Awareness of Public Health Wales

Before hearing about this Panel, had you heard of Public Health Wales?

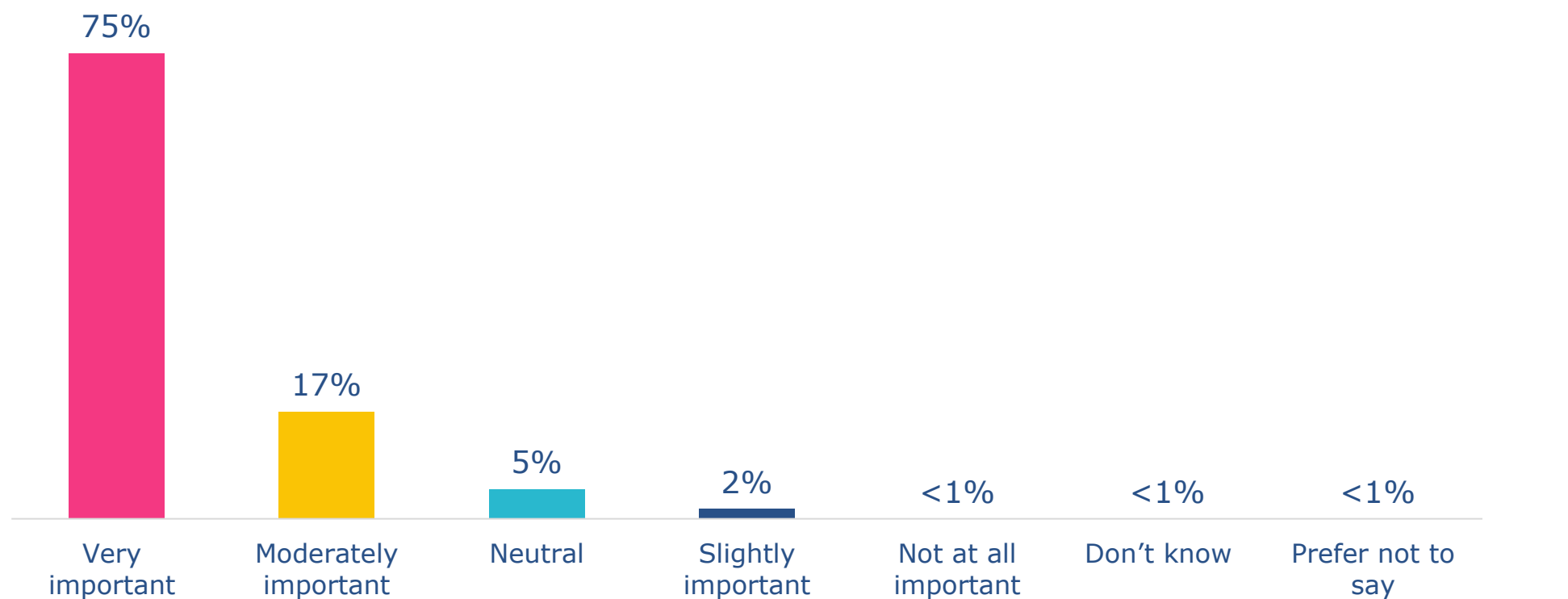
If yes, had you heard of them before the coronavirus pandemic?*



*Prefer not to say was <1%;
PHW – Public Health Wales

Support for Capturing Public Opinion

How important do you think it is for public bodies like Public Health Wales to capture the views of the public?



Perceptions on Priorities

How much of a priority do you think the following public health issues should be for Public Health Wales?*

	High priority	Medium priority	Low priority	Don't know
Mental health	82%	16%	2%	<1%
Alcohol and drug misuse	57%	36%	6%	1%
Infectious diseases	67%	28%	5%	1%
Physical activity	43%	47%	9%	2%
Preventing violence	62%	26%	10%	2%
Climate change	48%	33%	17%	2%
Improving people's diets	47%	43%	9%	1%
Air and water pollution	54%	34%	10%	1%
The cost of living	63%	29%	7%	1%
Screening for cancer	89%	10%	1%	1%

*Prefer not to say was ≤1% for all statements

Perceptions on Priorities

Participants were asked if there were any other public health issues that they thought should be prioritised by Public Health Wales. Around 50% of participants provided responses. A selection of the wide range of themes raised are shown below.



Winter Information Sources

Does your household need any of the following information to support you through the winter?

Proportion of residents who responded 'Yes'

39%	Improving energy efficiency at home
30%	Improving mental health and well-being
21%	Connecting with people in the community
26%	Eating healthily on a budget
18%	Managing finances

Winter Information Sources

Participants were asked if there were any other information sources that their household would benefit from over the winter. Responses were received from over 120 participants. A selection of the wide range of themes raised are shown below, with the top five prominent sources highlighted with asterisks.

Access to financial support

Access to healthcare

Support for people with disabilities

Available grants

Managing chronic ill-health

Parenting

Physical activity

Help for the elderly

Understanding tax

Future generations

Cost of living

Legal advice about financing

Child-related health and illnesses

Assistance with administration to access support

Accessing general support

Promoting cycling

Staying safe from viral infections

Cooking efficiently

Home insulation

Housing

Living wage

Baby loss

Changes in financial support

Recycling

Prevention

Children's screen time

Changes in government legislation

Substance use

Battery sales on houses / Solar panels / Energy sources

Carers support

Spiritual health

Criminal justice support

Climate change action

Digital literacy skills

Healthy lifestyle

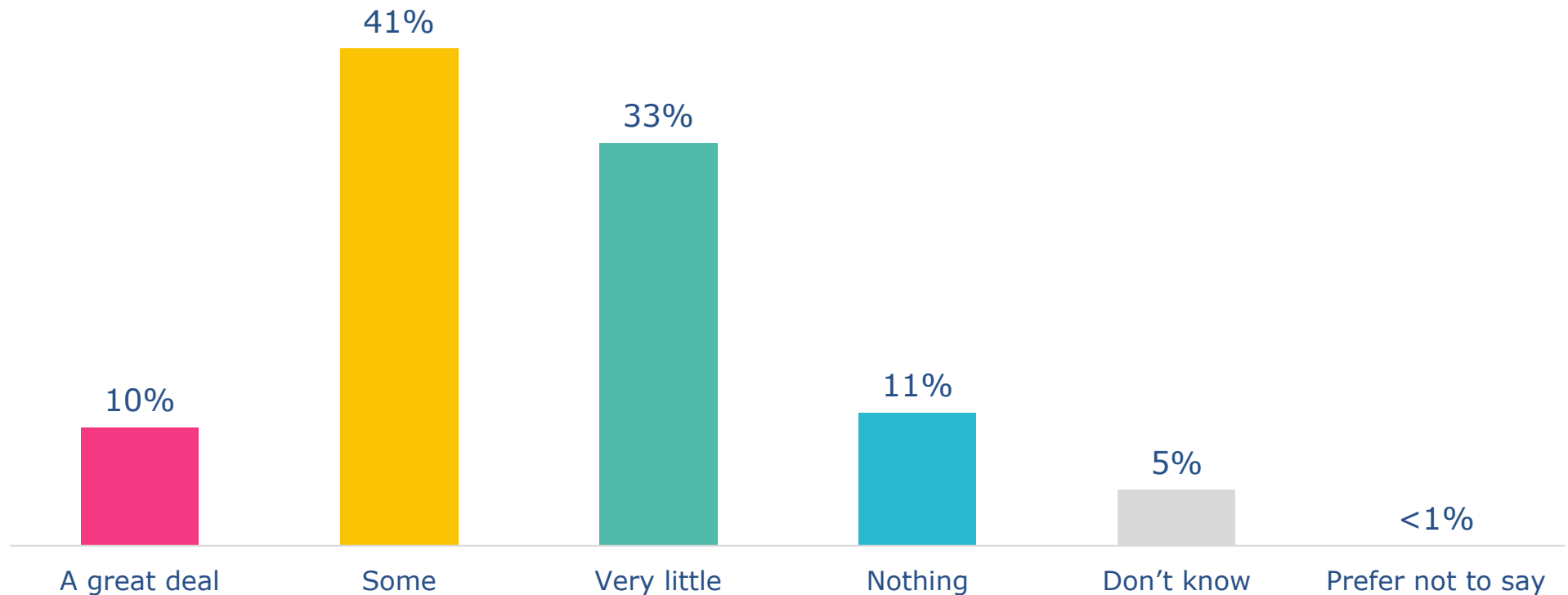
Education, employment and skills training opportunities

Tenants rights & renting

Transport

Data Awareness

Generally, how much, if anything, do you understand about what public bodies like Public Health Wales do with the data they collect about you?



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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



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the panel
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Project Team: Dr Catherine Sharp | Prof Karen Hughes



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Policy and International Health, WHO Collaborating Centre on Investment for Health & Well-being