Welsh Health Equity Solutions Platform

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Purpose

To provide update and assurance to the Committee on the Welsh Health Equity Solutions Platform (WHESP), including plans for monitoring and evaluation.

Recommendation:

APPROVE ☐	CONSIDER ☒	RECOMMEND ☐	ADOPT ☐	ASSURANCE ☐

The Committee is asked to:

- Note the progress on the WHESP to date
- **Consider** monitoring and evaluation that is underway and planned.

Link to Public Health Wales [Strategic Plan](#)

Public Health Wales has an agreed strategic plan, which has identified seven strategic priorities and well-being objectives.

This report contributes to the following:

Strategic Priority/Well-being Objective	All Strategic Priorities/Well-being Objectives
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Summary impact analysis

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	Please see google analytics for interim impact and plans for evaluation below.
Equality and Health Impact Assessment	No Equality and Health Impact Assessment has been undertaken as a decision is not required by the Committee.
Risk and Assurance	Not identified as a risk on the Corporate Risk Register or Board Assurance Framework.
Health and Care Standards	This report supports and/or takes into account the [Health and Care Standards for NHS Wales](#) Quality Themes
	Choose an item.
	Choose an item.
	Choose an item.
Financial implications	None
People implications	n/a

1. Purpose / situation

This paper provides update and assurance to the Committee on the Welsh Health Equity Solutions Platform (WHESP) including plans for monitoring and evaluation.

2. Description/Assessment

2.1   Progress to date

The purpose of the WHESP is to collate evidence around solutions for health equity for Wales in one place. It includes relevant Welsh Government policies relating to health equity, health economics, UK and international evidence and information on vulnerability and unmet needs. These are organised under the WHO framework of the 5 essential conditions. There is a data tool which provides bespoke indicators which replicate the European Health Equity Data Set[1]. Importantly, it focuses on *solutions* for health equity drawing on evidence and good practice from Wales and internationally. The aim is for the Platform to stimulate discussion on what works and actions to address health equity.

The development and subsequent launch of the WHESP was based on an extensive stakeholder engagement exercise and assessment which involved over 40 different stakeholder groups. Both quantitative and qualitative research methods were used to establish user expectations and helped to inform the overall structure and content for the WHESP. A usability test was also conducted prior to launch to ensure the WHESP met the needs of the users through qualitative interviews in both English and Welsh.

The WHESP was launched in June 2023 and is part of the ongoing work with WHO European Office for Investment for Health and Development to deliver an MOU between Welsh Government and WHO, and is a high profile programme of work. The launch event was marked by a webinar attended by WHO and Welsh Government and other stakeholders.

Since the launch of the WHESP, a series of spotlight features (blogs) have been developed. Webinars have been held in conjunction with the spotlight features to help stimulate discussion and awareness of the solutions.

As part of a Frameworks project underway in Public Health Wales, the landing page of the website underwent a frame check and as a consequence it is being updated to further improve the clarity of messaging.

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[1] HESRi -A dataset of health status (mortality, morbidity, well-being) at micro level, with indicators of (i) living conditions, (ii) community and personal capabilities, (iii) employment and working conditions, (iv) social and health protection and income security.

Table 1 overleaf provides a summary of activities undertaken as part of the WHESP project.
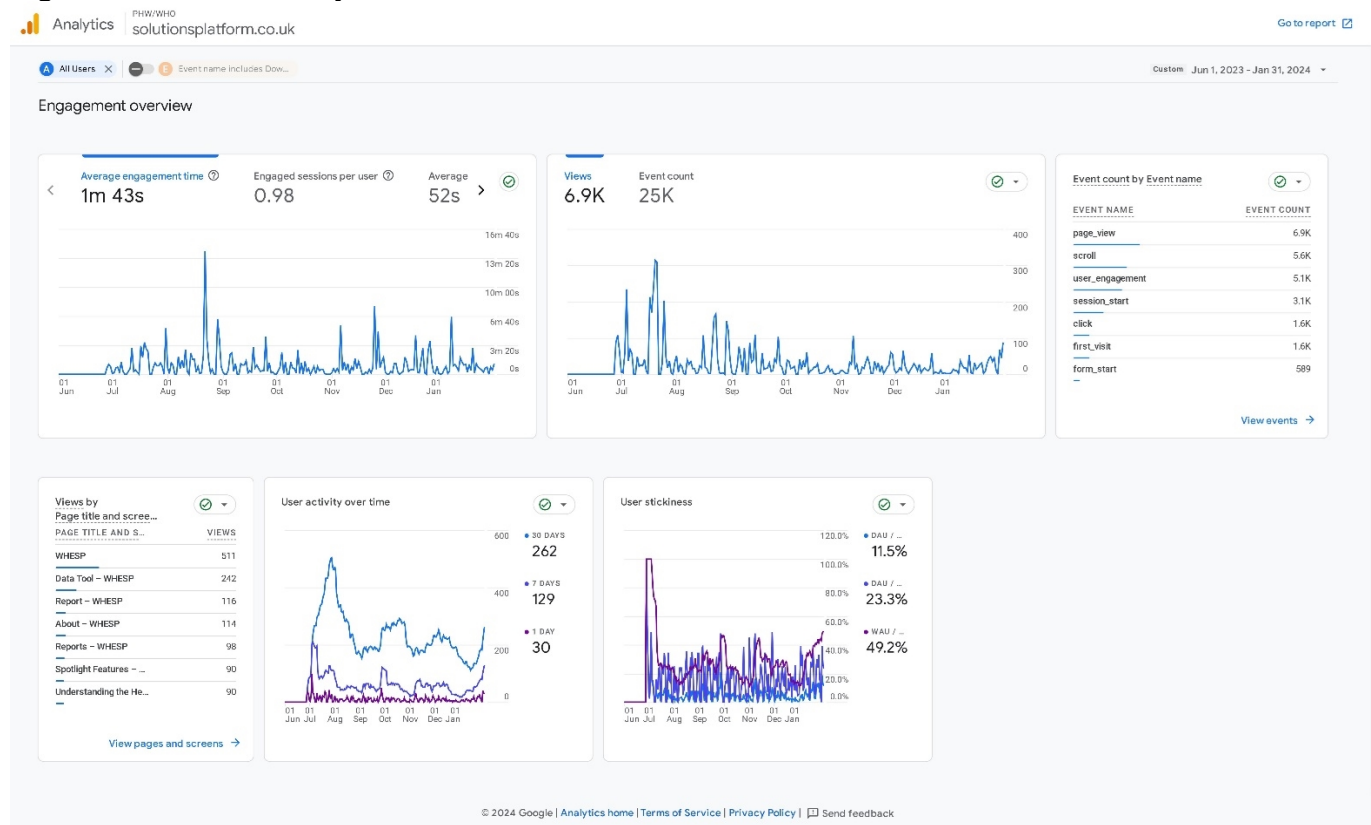
Table 1: WHESP Activities

Activities		Progress	Date of activity
1.	Health equity expert webinar: The Cost-of-Living crisis and Implications for Public Health webinar	Complete	September 2022
2.	Health equity expert webinar: Decomposition Analysis	Complete	May 2023
3.	Welsh Health Equity Solutions Platform Launch	Complete	June 2023
4.	Solutions Platform Launch Lunch and Learn	Complete	July 2023
5.	Welsh Health Equity Solutions Platform Animation: How to use the Solutions Platform	Complete	July 2023
Spotlight Features			
6.	Spotlight feature blog: The Cost-of-Living crisis and Implications for Public Health	Complete	March 2023
7.	Spotlight features blog - Blinder Oaxaca decomposition analysis	Complete	May 2023
8.	Spotlight features blog – Gwent as a Marmot region	Complete	September 2023
9.	Spotlight features blog - The Cost-of-Living Crisis Impact on Children: Implications for Public Health and the Identification of Solutions	Complete	November 2023
10.	Spotlight features blog - Understanding the Social Return on Investment in Mental Health Interventions	In progress	February 2024
11.	Spotlight features blog - Cost of Health Inequality to the NHS in Wales	In progress	March 2024
12.	Spotlight features blog - Gender equity	In progress	March 2024
13.	Spotlight Feature- - LGBTQ+ Health	In Progress	June 2024

2.2 Monitoring, Evaluation and Impact

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2.2.1 Monitoring - Website Analytics

Figure 1 below shows WHESP engagement data including the average engagement time, engagement per page and views per page, giving an early indication of how the Platform is being used. To date the average views and engagement time across the site is 25k and 1minute 43 seconds, respectively.

Figure 1: Website Analytics

The landing page of the WHESP has had 2,085 views and 957 users, with an average engagement time of 32 minutes. Additionally, the landing page with spotlight features has the second highest number of views (373) and users (226) - See appendix 1 for further detail.

2.2.2 Evaluation and Impact

It is vitally important that the WHESP is useful and has an impact on
- Raising awareness of the evidence around solutions for health equity
- Stimulates debate and ongoing conversation
- Shapes and influences government and stakeholders' health equity policies by providing usable data and evidence

As part of our IMTP plans, there is a commitment to undertake a formal evaluation of the WHESP project and reporting in 2026, with the aim of identifying the impact of

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the Platform and connected activities. An evaluation plan is being developed, working with the Research and Evaluation Team and will be based on the Public Health Wales Impact Framework.

Before the formal evaluation, we will conduct a **formative** evaluation to learn from and improve future intervention implementation and design (including evaluation design)[i]. The initial proposal for evaluation objectives are:

- To create a theory of change mapping how the activities related to the platform will contribute to the outcomes of developing solutions for health equity
- To measure the awareness and reach of the WHESP for professional audiences (using quantitative and qualitative measures)
- To measure the quality of webinars and activities related to the WHESP

This proposal was developed based on similar interventions[ii], evaluation guidelines[iii] and frameworks. However, it should be noted that the final evaluation aim and objectives will depend on data availability and feasibility to measure these outcomes.

Theory of change

We will involve stakeholders when developing a **theory of change**. This tool aims to map the components, mechanisms, relationships, and causal pathways describing how the WHESP will contribute to developing solutions for health equity. This workshop will:

- Introduce the concept and benefits of having a theory of change;
- Develop a situation analysis and identify priorities for WHESP programme of work;
- Map possible pathways of change towards the desired impact;
- Identify any underlying assumptions in the pathway mapping; and
- Develop the evaluation evidence matrix for future evaluations.

Awareness and Reach

We will use social media and website analytics to measure the reach and engagement of the Platform. We will use quantitative analytics on a monthly basis to measure users by country, number of users, time spent on the platform and engagement rates. We will develop a short qualitative survey for stakeholders to gather feedback, as well as a user survey. Usability testing will also regularly take place and feed into further development of the site.

Quality of Webinars

Webinars will be hosted by Public Health Network Cymru and feedback from webinars will be collected and analysed.

3   Recommendations

The Committee is asked to:

- Note the progress on the WHESP to date
- **Consider** monitoring and evaluation that is underway and planned.

Appendix 1:WHESP Breakdown of Views

Parent Page	Total Views	Total Users	Average user engagement time
/DATA-TOOL/ ...	502	106	497.31
/WHESP1/ ...	36	6	95.83
/INDEX...	454	43	74.15
/SOLUTIONS/ ...	261	172	59.52
/VULNERABILITY-AND-UNMET-NEEDS/ ...	292	117	57.01
/UK-INTERNATIONAL/ ...	221	119	54.14
/HEALTH-ECONOMICS/ ...	245	132	47.77
/ANGHENION-NAS-DIWALLWYD-A-BOD-YN-AGO...	54	16	46.98
/POLICIES/ ...	114	80	44.64
/REPORTS/ ...	175	83	36.94
/SPOTLIGHT-FEATURES/ ...	373	226	36.78
/ABOUT/ ...	216	134	34.61
/UNDERSTANDING-THE-HEALTH-GAP-USING-BLI...	145	119	33.98
LANDING PAGE	2085	957	32.47
/THE-COST-OF-LIVING-CRISIS-IMPLICATIONS-FOR...	49	37	31.08
/ECONOMEG-A-MODELU-IECHYD/ ...	46	16	30.00
/CYSYLLTU/ ...	4	3	28.50
/LAWRLWYTHWR-ADRODDIADAU/ ...	36	14	21.87
/POLISI/ ...	11	8	20.17
/Y-DU-A-RHYNGWLADOL/ ...	5	4	14.67
/ABOUT-US/...	20	17	12.86
/ACCESSIBILITY/ ...	6	6	10.25
/DATRYSIADAU/ ...	8	9	9.38
/CONTACT-US/...	45	26	9.29
Total	**5421**	**2478**	**66.24**

Page Users

References

[i] Simister N, Scholz V. *Types of evaluation*. 2017. Available from: https://www.intrac.org/wpcms/wp-content/uploads/2017/01/Types-of-Evaluation.pdf

[ii] Citizens Advice. *Evaluation summary: Better Financial Health pilot*. No date. Available from: https://www.citizensadvice.org.uk/Global/Public/Impact/Better%20financial%20health%20executive%20summary_for%20website.pdf

[iii] Pinto R, Silva L, Valentim R, Kumar V, Gusmão C, Oliveira CA, et al. Systematic review on information technology approaches to evaluate the impact of public health campaigns: real cases and possible directions. *Frontiers in Public Health*. 2022;9(715403).