

 <p> GIG CYMRU NHS WALES </p> <p> Iechyd Cyhoeddus Cymru Public Health Wales </p>	<p> Name of Meeting Knowledge, Research and Information Committee </p> <p> Date of Meeting 5 September 2024 </p> <p> Agenda item: 3.1a </p>
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Promoting Health Behaviours – Data, Evidence and Research Update	
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Approval/Scrutiny route:	n/a
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Purpose
<p> This paper provides a brief overview and update on progress since the Deep Dive on Promoting Healthy Behaviours in June 2023 and additional information requested following the update report in June 2024. </p> <p> The Deep Dive provided information that outlined the mechanisms and arrangements that the organisation has in place, was developing or needs to development to ensure that it is able to monitor the impact of health related behaviours on the health and wellbeing of the people of Wales, to assess need, to monitor and evaluate the impact of public health action. </p>

Recommendation:				
APPROVE <input type="checkbox"/>	CONSIDER <input type="checkbox"/>	RECOMMEND <input type="checkbox"/>	ADOPT <input type="checkbox"/>	ASSURANCE <input checked="" type="checkbox"/>
<p>The Committee is asked to:</p> <ul style="list-style-type: none"> Receive assurance that work has continued to strengthen and build upon the use of data, evidence and research to inform public health action to maximise the impact of healthy behaviours on population health and wellbeing in relation to our Long Term Strategy priority area 				



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	3 - Promoting healthy behaviours
Strategic Priority/Well-being Objective	Choose an item.
Strategic Priority/Well-being Objective	Choose an item.

Summary impact analysis

Equality and Health Impact Assessment	n/a, the report is an update for information not for decision.
Risk and Assurance	
Health and Social Care (Quality and Engagement) (Wales) Act	n/a
Financial implications	n/a
People implications	n/a



1. Purpose / situation

At its meeting in June 2023 the Committee undertook a Deep Dive into the extent to which the organisation had the appropriate data, research and evaluation systems in place to effectively monitor the Organisation's impact and role as a system leader in the promotion of healthy behaviours (KRIC 4/2023.06.13). The report highlighted what was in place, what was in development and what future work was required. In June 2024 an update paper was provided for the Committee which set out some of the work that had been undertaken in the last 12 months. At that meeting a request was made to provide additional information in relation to the information set out in the June 2023 Deep Dive. This paper addresses that request.

Promoting Healthy Behaviours is one of the priority areas within Public Health Wales long term strategy and recognises the importance of health related behaviours in the prevention of non-communicable disease.

2. Route Maps for the Long-Term Strategy

The Public Health Wales Long Term Strategy sets out our ambitions for improving the health of the people of Wales in relation to six strategic priority areas, one of which is Promoting Healthy Behaviours. System outcomes relating to these priority areas have been identified and a core group of indicators relating to these outcomes have been agreed. Currently each of the priority leads working with colleagues from across the organisation is developing a route map to set out the key steps to 2035 and scope the areas of work that are needed to achieve the improvements outlined, in line with our organisational role and remit.

The need for research, data and evidence are being considered as part of that work, aligned to the key work streams identified. The corporate timetable for completion of these route maps is Quarter 4 2024-25. Detailed work on the route-maps will be considered by the Executive Team in September before being brought to a Board Development Session in December as part of preparation of the IMTP.

Once the routemap for each priority is completed we will be in the position to produce a data, research and evidence plan for that strategic priority which can inform work of contributing directorates moving forward.

The Healthy Behaviours priority acknowledges in its work the close relationship with national strategies and plans. For example, the Healthy Weight Healthy Wales Strategy has within it an evolving evaluation and indicator framework. Public Health Wales is leading the development of this work and it would clearly not be appropriate to develop an internal parallel mechanism. This is also true in relation to work on tobacco. Currently, for drugs and alcohol there is not a national strategic

plan and we will need to consider how we will address the associated indicators and measures as part of the route map work.

This work is separate to the monitoring of our programmes of work which is being taken forward through the developing Board performance report.

3. Healthy Behaviours Strategic Priority – Outcomes and Indicators

The original Deep Dive presentation adopted a public health approach as a framework and sought to identify at each stage of that process what the data, evidence, research and evaluation requirements were and the extent to which these were in place. As outlined above, this did not represent a separate or additional action plan with specific commitments and deliverables but provided an overview of the context, scope and approach.

The Strategy states that the Healthy Behaviours priority ‘will focus mainly on behaviours which have the largest effect on preventable ill health, disability and early death. We are also aware of how these behaviours contribute to the health of the planet as well as the health of individuals.’ The strategy then sets out the following outcomes and associated indicators.

Outcome	Indicator and latest measure
Reducing the prevalence of smoking to 5% by 2030	Proportion of the adult population who smoke (13% National Survey for Wales (NSW) 2023)
Increasing the proportion of the population who are a healthy weight	Proportion of adults with a self reported BMI of 20 – 24.9 kg/m ² (37% NSW 2023)
Increasing the proportion of the population who are active	Proportion of adults meeting the CMO guidelines for physical activity (55% NSW 2023)
Increasing the proportion of the population whose use of alcohol is low risk	Proportion of adults drinking less than 14 units of alcohol per week (55% NSW 2023) ¹

The attached Powerpoint Annex shows the trends for these data and the Rapid Overview Dashboard provides nearer to real-time proxies for these indicators

A further outcome has yet to be agreed in relation to the harm from drug use. A cross organisational group, chaired by the National Director of Health and Wellbeing is reviewing our strategic approach to substance use and a comprehensive needs assessment relating to alcohol and drug related harm is in progress. These pieces of work will inform future direction and in turn the data, knowledge and evidence

¹ This is not strictly a measure of low risk drinking and further work is needed to refine measures in this area

needs. It is anticipated this work will help to identify an outcome measure in relation to drug use.

The Tables below provide further detail on the work presented as part of the deep dive in 2023 and an indication of progress where appropriate.

Understand and describe the health of the population	
What are we developing	Progress to Date
<ul style="list-style-type: none"> • Long-term projections • Accessible, regularly updated trends for prevalence and incidence • Smaller area statistics (primary care clusters) 	<ul style="list-style-type: none"> • Work on projections for tobacco prevalence has been undertaken and for diseases where healthy behaviours are risk factors • Trends and breakdowns of healthy behaviours (smoking, obesity, physical exercise, alcohol consumption, nutrition) are published regularly and openly. See Annex for details. • The Primary Care Clusters dashboard development is progressing well • We have developed a methodology and undertaken analysis of the School Health Research Network data to understand the relationship between use of different substances by young people. This methodology will be applied to the latest data which is now available and further work is being planned to understand the patterns of use at school level. • A comprehensive multi-stage needs assessment for Drug and Alcohol Use has commenced • The first phase of work to understand the proportion of children and young people who are within active travel distance to school has been completed by the Physical Activity Programme, working with Swansea University. The second phase of this work during this year will compare this with current reported rates of active school travel to identify those schools with the greatest potential for improvement. • The Health Improvement Division have utilised the latest 2021 Global Burden of Disease Study data for Wales to inform our work on the leading behavioural causes of death and disability in Wales
What do we need to develop	
<ul style="list-style-type: none"> • Additional long-term projections and models which include risk factors • Avoidable mortality 	<ul style="list-style-type: none"> • This work will commence following the route map, some work is currently underway working with BCUHB to develop scenario models for diabetes including risk factors • Avoidable mortality is published in the Rapid Overview Dashboard and the Primary Care Clusters Dashboard,



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	and is under consideration to be added to the Public Health Outcome Framework publication.
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Understand and describe the underlying causes of disease	
<i>What we are developing</i>	<i>Progress to date</i>
<ul style="list-style-type: none"> Analytical in addition to descriptive data Data-driven personas / profiles – adult and child smokers in Wales Improved data and analysis on risk factor inequalities e.g. improved data collection for Help me Quit 	<ul style="list-style-type: none"> Research has been completed, commissioned by the Substance Use Prevention Programme to better understand the relationship between cannabis and tobacco use in Wales working with the Universities of Wrexham and Bath. The Health Improvement division has undertaken a range of bespoke investigations to understand the rise in use of vapes by children and young people in Wales to inform the recommendations of an incident response group The tobacco programme team has finalised insight research with 18-24 years olds and used this to identify the behavioural factors which lead to uptake of and establishment of smoking behaviour in this group Research has been commissioned to gather qualitative insights into the risk behaviours among young people to complement the quantitative data
<ul style="list-style-type: none"> Scenario modelling for policy / intervention options – what if... Explore feasibility of modelling smaller geographical areas Alternative data sources eg digital footprint, sales data, nutrition etc Understanding multiple- health behaviours and complex profiles eg smoking and alcohol - how does a change in one effect the other? 	<ul style="list-style-type: none"> A Partnership has been established with Sheffield University which includes support to use their tobacco modelling approach and apply it to Wales. Scenario modelling has been commenced with BCUHB, initially focussed on diabetes. This work will be shared with other HBs as it progresses. We have 5 years of Kantar data on the 'big 8' nutritional breakdown for food consumed in the home for Wales, split by ABC1 and C2DE socioeconomic groups
Understand the evidence base for action on the determinants	
<i>What are we developing</i>	<i>Progress to date</i>
<ul style="list-style-type: none"> Published systematic reviews Bespoke systematic reviews e.g. obesogenic environment reviews to inform HWHW Academic relationships to research groups 	<ul style="list-style-type: none"> The tobacco programme team have reviewed the evidence base for nicotine dependency services and are using this to make recommendations for action The evidence synthesis relating to the obesogenic environment has been updated The Nutrition and Obesity Prevention programme has completed research on the nutritional content of meal deals available at a number of retail outlets in Wales and



<ul style="list-style-type: none"> Established approach to insight gathering 	<ul style="list-style-type: none"> have used this work to inform the development of new legislation Established RDG on active school travel to support the place based approach pilot development
What do we need to develop	Progress to date
<ul style="list-style-type: none"> Methods based reviews rather than topics Evolution of insight research 	<ul style="list-style-type: none"> To be informed by the route map
Support the development of policy and strategy to address the determinants	
What are we developing	
<ul style="list-style-type: none"> Use of formative evaluation methods to support development e.g. case studies UX/UI approaches to digital development 	<ul style="list-style-type: none"> WSA to a Healthy Weight is exploring the use of case studies to illustrate the approach at the initial formative stage User led approaches are embedded in intervention development
What do we need to develop	Progress to date
<ul style="list-style-type: none"> Creation of personas (in house) Rigorous approach to piloting interventions 	<ul style="list-style-type: none"> An academic RDG has been established to develop the next phase of the Place Based Approach Pilot
Mobilise and enable the system to act collaboratively	
What we are developing	Progress to date
<ul style="list-style-type: none"> Range of data sources to track direction of travel Use of logic models to guide focus on 'active ingredients' 	<ul style="list-style-type: none"> We proposed to Welsh Government an approach to monitoring and evaluating the Healthy Weight Healthy Wales Strategy. Welsh Government owns this strategy. Further refinement of that has been paused while the Cabinet Secretary undertook her review and we were asked to support the review by identifying agencies and stakeholders to participate, to identify and feed in delivery and action options and choices for the Cabinet Secretary and in particular to propose priority actions, which we have done. Now that we have completed that, work on this has recommenced and we are working with Welsh Government on the emerging delivery plan and finalising the evaluation and indicator framework in parallel. We have developed a range of standard indicators to support the system in understanding the impact of weight management services – work is underway to enable the system to develop the data collection and reporting mechanisms. These are due to be reviewed by the Data Standards Board in September.

	<ul style="list-style-type: none"> We have developed a revised logic model for the Welsh Network of Health and Wellbeing Promoting Schools which has been used to develop a monitoring and evaluation framework working with SHRN
Delivery at Scale: Monitoring and Evaluation	
<i>What are we developing</i>	<i>Progress to date</i>
<ul style="list-style-type: none"> Minimum datasets and core reporting for AWWMP HIPAS for NERS and Smoking Cessation Dashboard for WSAMEW JUSTB Dashboard Familiarity with methods for measuring system change e.g. social network analysis; ripple effects mapping 	<ul style="list-style-type: none"> We have developed and implemented a new data system for the National Exercise Referral Scheme which will enable improved access to activity and outcome data We have reviewed the data available to monitor the 10 Steps to a Healthy Weight and made recommendations to strengthen the available and quality of data to guide system wide action to increase levels of healthy weight at school entry Dashboards have been developed for the WSAMEW and JUSTB
<i>What do we need to develop</i>	<i>Progress to date</i>
<ul style="list-style-type: none"> Methods for evaluation of social marketing interventions 	<ul style="list-style-type: none"> Currently being scoped

Recommendation

The committee is asked to note the progress outlined above and to note the planned work in line with the strategy development process.

- Receive assurance** that work has continued to strengthen and build upon the use of data evidence and research to inform public health action to maximise the impact of healthy behaviours on population health and wellbeing and strengthen the monitoring and evaluation of the Long Term Strategy.