 <p data-bbox="400 309 528 454">GIG CYMRU NHS WALES</p> <p data-bbox="563 309 826 454">Iechyd Cyhoeddus Cymru Public Health Wales</p>	<p data-bbox="1038 297 1390 394">Name of Meeting Knowledge, Research and Information Committee</p> <p data-bbox="1155 398 1390 461">Date of Meeting 5 Sept 2024</p> <p data-bbox="1198 465 1390 528">Agenda item: 3.6a</p>
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Monitoring the impact of Public Health Wales's work

Executive lead:	Iain Bell, National Director of Public Health Knowledge and Research
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Approval/Scrutiny route:	Knowledge Research and Information Committee Submitted to Business Executive Team on 15 July 2024.
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Purpose

Building on the 2022/3 annual survey, which was approved by KRIC (Sept 2023), this paper outlines 2023/24 findings from the full systematic impact monitoring approach for Public Health Wales' data and knowledge products.

The Committee is asked to consider the findings and proposed areas for action.

Recommendation:

<p style="text-align: center;">APPROVE</p> <p style="text-align: center;"><input type="checkbox"/></p>	<p style="text-align: center;">CONSIDER</p> <p style="text-align: center;"><input checked="" type="checkbox"/> Error!</p> <p style="text-align: center;">Bookmark not defined.</p>	<p style="text-align: center;">RECOMMEND</p> <p style="text-align: center;"><input type="checkbox"/></p>	<p style="text-align: center;">ADOPT</p> <p style="text-align: center;"><input type="checkbox"/></p>	<p style="text-align: center;">ASSURANCE</p> <p style="text-align: center;"><input type="checkbox"/></p>
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The Committee is asked to:

- Consider** the findings from the PHW Impact Monitoring approach and support the activities underway to improve our organisational impact.



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	7 - Building and mobilising knowledge and skills to improve health and well-being across Wales
Strategic Priority/Well-being Objective	Choose an item.
Strategic Priority/Well-being Objective	Choose an item.

Summary impact analysis

Equality and Health Impact Assessment	An Equality and Health impact assessment is not applicable to this work. The development of this approach does not have a direct impact on service provision, so the resulting impact on those with protected characteristics is identified as minimal or 'low'. It is anticipated that monitoring the impact of our work will have a positive effect on health in Wales.
Risk and Assurance	No major risks
Health and Care Standards	This report supports and/or takes into account the Health and Care Standards for NHS Wales Quality Themes All themes Theme 7 - Staff and Resources Choose an item.
Financial implications	There may be business cases for investment to strengthen further remedial activities; this case is not raised in the current paper
People implications	There will be some impact on each team, as people will be required to spend time considering the impact of their work and adopting suggested improvements.

1. Purpose / situation

This paper outlines the findings from the first year of systematic impact monitoring of the Public Health Wales knowledge and data outputs. Knowledge and data outputs are defined as any research, evaluation, evidence, or analytical-based outputs produced across the organisation.

The aim of the work is twofold, firstly to capture user feedback on the way our outputs are currently being used and the impact of those, and secondly to capture further information on how the use and impact could be improved.

The findings are summarised in this report. As monitoring activities happen throughout the year many of the actions to respond to the feedback are already underway.

The Committee is asked to consider the findings and support the proposed actions.

2. Background

The systematic approach to monitoring the impact of Public Health Wales's knowledge and data work was introduced in March 2023 to ensure consistency in measuring and enhancing impact.

The 4-tier approach to impact monitoring includes:

1. Annual Survey of Public Health Wales stakeholders (results presented to KRIC in September 2023)
2. Targeted survey of anticipated product users
3. Structured post-project interview with product requesters
4. Continuous pop-up survey of Public Health Wales website users

For further detail on the background and approach to monitoring impact please refer to the original [proposal document](#).

3. Description/Assessment

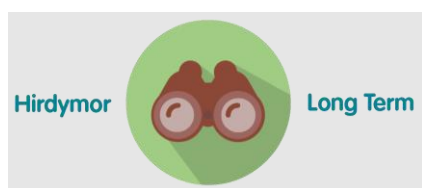
Three of the four elements of the approach have been rolled out to date. These have demonstrated actionable insights, good triangulation, and required limited refinements. Key themes are:

- Visibility:** PHW has a good reputation and in general satisfaction with PHWs data/knowledge outputs was high; however, external users, themselves familiar with PHWs work, have suggested that more could be done to advertise PHWs added value and improve the visibility of its work through increased sharing, improvements to the website, and increased accessibility of products.
- Impact:** External users reported some impacts, especially amongst key users, although these focused more on discussions and information sharing rather than action and plans; users suggest that more tangible impacts could be increased through ensuring products are responsive, understandable, shorter, and shareable, and increasing the focus on how to translate the work into action, policy recommendations or improvements.
- Engagement:** External users who have been involved in commissioning or developing our work have generally found the process useful; however, improvements have been suggested around the process of user involvement, with a more structured scoping and development process, and additional engagement with the wider public health system.

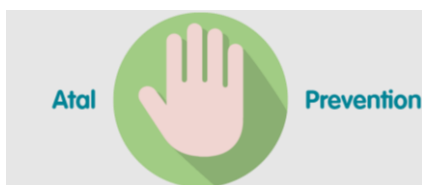
The Knowledge Mobilisation Team will report back to BET and KRIC on an annual basis to provide assurance.

4. Well-being of Future Generations (Wales) Act 2015

This work has been put together following the five ways of working, as defined within the sustainable development principle in the Act, in the following ways



Adopting a systematic way of measuring the impact of Public Health Wales's outputs, and enacting improvements, allows us to understand our work's long-term effects on population health in Wales



Using a systematic approach to collecting impact prevents an ad hoc, difficult to track approach to collecting impact.



Findings from this work are relevant across the organisation and encourages more integration around solutions.



People across the organisation will input into this work and are collaborating to implement remedial actions.



External organisations engagement is fundamental to this work, and this practice will continue while the approach is implemented.

1. Recommendation

Remedial actions planned or already underway to support the increased impact of our work include:

Visibility

- Development of a **vision for Public Health Wales** as part of the Long-Term Strategy helps clarify our role in the public health system.
- The **Web Transformation Programme** is improving our visibility through incorporating recommendations relating to our web presence and functionality.

Impact

- Establishment of both the **PHW Publication Standards** and **Content Design Standards** work programmes tackle several elements around improving impact, guaranteeing quality, improving the usability and accessibility of our products.

Engagement

- The establishment of a **User Research team** and provision of a **User Engagement toolkit** provide expert support in ensuring full user involvement and guide staff through the process of stakeholder engagement throughout the development process of a product.

The Committee is asked to:

- **Consider** the findings of the report and support the activities underway to improve our organisational impact.