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Iechyd Cyhoeddus  
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Public Health  
Wales

**Unconfirmed Minutes of the Board Meeting  
held on 30 May 2019,  
in Room 3/7, 2 Capital Quarter, Tyndall Street, Cardiff CF10 4BQ**

**Present:**

Jan Williams	(JW)	Chair
Tracey Cooper	(TC)	Chief Executive
Jyoti Atri	(JA)	Interim Executive Director of Health and Wellbeing
Rhiannon Beaumont-Wood	(RBW)	Executive Director of Quality, Nursing and Allied Health Professionals
Dyfed Edwards	(DE)	Non-Executive Director and Chair of Audit and Corporate Governance Committee
Huw George	(HG)	Deputy Chief Executive and Executive Director of Finance and Operations
Shantini Paranjothy	(ShP)	Non-Executive Director (University)
Judi Rhys	(JR)	Non-Executive Director (Third Sector) and Chair of the People and Organisational Development Committee
Quentin Sandifer	(QS)	Executive Director of Public Health Services/Medical Director

**In Attendance:**

Mark Bellis (from item 6)	(MB)	Director of Policy, Research and International Development
Sian Bolton	(SB)	Interim Transition Director, Knowledge Directorate
John Boulton	(JB)	Interim Director for NHS Quality Improvement and Patient Safety/1000 Lives
Phil Bushby	(PB)	Director of People and Organisational Development

Helen Bushell	(HB)	Board Secretary and Head of Board Business Unit
Eleanor Higgins	(EH)	Corporate Governance Manager
Sophie Howe (for item 3.1)	(SH)	Future Generations Commissioner for Wales
Rebecca Campbell (for item 4.1)	(RC)	Account Manager, S3
James Field (for item 4.1)	(JF)	Communications Manager
Angela Fisher (for item 10.2)	(AF)	Assistant Director of Finance
Ashley Gould (for item 4.1)	(AG)	Consultant in Public Health (Tobacco)
Dr Ciaran Humphreys (for item 9.1)	(CH)	Director of Health Intelligence
Junaid Iqbal (for item 10.4)	(JI)	Service User Engagement Lead
John Lawson (for item 10.6)	(JL)	Chief Risk Officer
Leah Morantz (for item 4.1)	(LM)	Head of Communications
Sarah Morgan (for item 10.1)	(SM)	Diversity and Inclusion Manager
Lewis Owen (for item 10.1)	(LO)	Diversity, Inclusion and Welsh Language Officer
Sara Peacock (for item 10.1)	(SaP)	Diversity, Inclusion and Welsh Language Officer
Caren Prys-Jones (for item 10.1)	(CPJ)	Welsh Language Officer
<b>Communication Support</b>		
Rhian Huws		Cwmni Canna Cyfyngedig (simultaneous translation)
Carwyn Williams		Digital Editor
<b>Apologies:</b>		
Kate Eden	(KE)	Vice Chair, Non-Executive Director and Chair of Quality, Safety and Improvement Committee
Stephen Palmer	(StP)	Non-Executive Director
Alison Ward	(AW)	Non-Executive Director (Local Authority)

Stephanie Wilkins (SW) Representative of Staff Partnership Forum

*The meeting commenced at 09:00*

<b>PHW01/2019</b>	<b>Welcome</b>
<i>SH joined the meeting at 09:00</i>	
JW opened the meeting and welcomed all present.	
JW reminded the Board of the etiquette adopted during each meeting.	
JW also welcomed all those joining via livestreaming, confirming that the papers were available on the Public Health Wales <a href="#">internet</a> . JW also confirmed that the Board welcomed contributions in Welsh and that simultaneous translation was available.	
<b>PHW02/2019</b>	<b>Apologies</b>
The Board <b>noted</b> the apologies for absence.	
<b>PHW03/2019</b>	<b>Declarations of Interest</b>
All Board members and regular attendees declared an interest in the Remuneration and Staff Report (item 10.2).	
<b>PHW04/2019</b>	<b>Sophie Howe, Future Generations Commissioner for Wales</b>
JW extended a warm welcome to Sophie Howe, Future Generations Commissioner, who had kindly agreed to update the Board on the work of her Office, and future plans.	
SH began by commenting on the self-reflection tool developed to assist organisations' assess progress against the Act.	
SH indicated that she thought Public Health Wales had been realistic in its assessment and that she highlighted the organisation as having embedded the principles of the Act, as having made significant progress and being an exemplar. She referenced the role of the Health and Sustainability Hub and complimented Public Health Wales on the discharge of its system leadership role.	
SH advised that she would be publishing an overview report in July 2019, summarising the findings of the self-reflection process across the health sector.	
SH went on to highlight the following:	

- A focus on infrastructure (housing, transport and planning) and people (jobs and skills for the future, Adverse Childhood experiences, and keeping people well)
- The “Art of the Possible” project
- Journey to a resilient Wales report, including practical actions and case studies to reflect the 7 Well-being goals

The Commissioner also referred to Public Health Wales’ recent report on *Population Health in a Digital Age* and stressed the importance of applying this at a local, as well as national, level.

SH concluded by commenting on the need for a public health voice on Public Service Boards, the use of the £100m transformation fund and the IMTP process.

Members discussed the implications for the Public Health Wales system leadership role, the connections with Building a Healthier Wales, the importance of engaging young people and the resource requirements needed to work at scale.

The Board **noted** the outcome of the self-reflection process and congratulated the team involved in the work.

*SH left the meeting 10:00*

## **PHW05/2019 Help me Quit**

*AG; JF; RC joined the meeting 10:00*

AG, JF, and RC made a presentation on the progressive social marketing approach used as part of *Help me Quit* and explained how this could have wider application.

The Board **noted** that our partner agency S3 had received the European digital marketing award ‘The Drum’ digital advertising awards Europe – ‘public sector strategy/campaign’ 2019.

The Board noted the:

- constructive partnership working with S3 agency using marketing techniques for social good;
- customer oriented approach, adapted to suit customer needs and responded to trends;
- transfer of skills across the two organisations
- alignment with the vision of the Future Generations Commissioner in respect of social marketing, digital technology and big data.

Members noted the work underway to build on this change in approach:

- investment in the behaviour change unit to focus on insight and intervention to support wider areas of work;
- introduction of the Knowledge Directorate to work with unstructured data as well as structured data;
- the use of social marketing science alongside behavioural change science.

*MB joined the meeting 10:13*

The Board **took assurance** on the use of progressive social marketing in other areas of the organisation. The Board congratulated S3 on winning the Drum award and looked forward to further updates on the approach.

**PHW06/2019 Minutes from the Board Meeting on 30 March 2019**

The Board **approved** the minutes as an accurate record of the meeting 30 March 2019, subject to amendment of the typographical errors ([ref 5.1.300519](#)).

**PHW07/2019 Board Action Log**

The Board **noted** the Action Log ([ref 5.2.300519](#)) and the two open actions due for completion on 1 July 2019 and 1 October 2019 respectively. The Board **approved** closure of the actions marked as complete.

**PHW08/2019 Chief Executive's report**

The Board **received** the Chief Executive's Report ([ref 5.3.300519](#))

TC drew the Board's attention to the visit by the World Health Organisation delegation from the Venice office in April 2019. She went on to summarise the possible subsequent opportunities for Wales, and Public Health Wales.

TC referenced the *Review of Maternity Services in Cwm Taf Health Board* and confirmed a Board development session to consider the learning from the report.

MB provided an update on a recent invitation to provide advice to a UK Ministerial task force on public health approaches to violence prevention and reduction. Public Health Wales would continue to support the Task Force, and members acknowledged the significance of this.

QS updated the Board on the Revalidation Support Unit's recent assessment of Public Health Wales medical appraisal and revalidation systems. The positive feedback included just 5 Recommendations, with the team being complimented particularly on their direct personal engagement with individual doctors. The Board thanked QS and Brendan Mason for their significant contributions to this successful outcome.

**PHW09/2019 Integrated Performance Report encompassing Year end, Wellbeing of Future Generations Act and Month One**

The Board **received** the performance report, which incorporated the month 12 report; background for operational plan updates; an abridged month 1 performance report; and the Annual Well-being and Future Generations report ([ref 8.1.300519](#)). HG reminded the Board of work underway to continually improve the presentation of data.

**Operational performance**

The Board **noted** the improvements in those performance issues subject to scrutiny at previous Board meetings.

The Board **commented** on those actions not completed in Q4, with particular reference to those attributable to the Health and Well-Being Directorate.

JA explained that recruitment delays had contributed to the position in year and outlined the steps being taken to secure improvements in 2019/20.

TC also advised the Board of the actions being taken at executive level.

**People and Organisational Development**

The **Board** noted the improvement in compliance with Statutory and Mandatory Training and thanked colleagues for their support in achieving this.

**Financial performance**

The Board **noted** the inclusion of year-end accounts on the agenda. The Board **recorded** its appreciation of all the hard work undertaken across the organisation to achieve the year-end financial position.

**Well-being of Future Generations Act Annual Report**

The Board **received** the Well-being of Future Generations Act Annual Report and **noted** the following achievements:

- a raised awareness of the 5 ways of working;
- Public Health Wales' role in system leadership through sharing experiences and learning;
- the signed Memorandum of Understanding with Natural Resources Wales;
- motivating people to 'walk the walk';
- the Sustainable Improvement for Teams (SIFT) tool to assist in evidencing organisational change;
- the alignment of the Well-being objectives with the strategic priorities.

The Board agreed to conduct a Strategic Review of the Well-Being Objectives in the Autumn.

<p><b>Action: MB</b></p> <p><b>Month 1 integrated performance report</b> The Board <b>noted</b> the month 1 performance report.</p> <p>The Board resolved to take <b>assurance</b> from the performance report, noting the issues raised above.</p>	
<p><b>PHW10/2019 Update on the impact of leaving the European Union</b></p> <p>The Board <b>received</b> an update on the impact of leaving the European Union, the new proposed date for which being noted as 31.10.2019. (<a href="#">ref 8.2.3005219</a>)</p> <p>The Board <b>resolved</b> to take <b>assurance</b> from the plans outlined in the report.</p>	
<p><b>PHW11/2019 Strategic Priority Update: Mortality and Life Expectancy</b></p> <p><i>CH joined the meeting: 11:15</i></p> <p>The Board <b>considered</b> a paper on Mortality and Life Expectancy (<a href="#">ref 9.1.300519</a>).</p> <p>CH explained that the pattern of mortality and life expectancy, which had been rising since World War 2, had plateaued from 2010/11. He reminded the Board of the importance of life expectancy as an indication of population health. The shift in pattern from 2010/11 was a striking epidemiological challenge; whilst part of an international phenomenon, Wales and Scotland had seen a particular impact within the UK, as had the US, on an international basis.</p> <p>The Board <b>noted</b> the position and <b>resolved</b> to discuss the matter in more detail at a future Board Development session.</p> <p><b>Action: HB/SB</b></p>	
<p><b>PHW12/2019 Welsh Language Standards and annual report 2018-19</b></p> <p><i>SM; LO, CP-J, SP joined the meeting at 11:40</i></p> <p>The Board <b>received</b> the Welsh Language Scheme monitoring report (<a href="#">ref 10.1.300519</a>) and the Welsh Language Standards report (<a href="#">ref 1.290519</a>)</p> <p>PB/JW explained that the Welsh Language Standards report had been discussed during an extraordinary Board meeting on 29 May 2019, when the Board had <b>taken assurance</b> from our good progress being made in respect of the Standards; and had <b>approved</b> the proposal to challenge eight of the Standards.</p> <p>The Board congratulated the team on the progress made to date.</p>	

JW commented on the benefits derived from a recent meeting with the South Wales Police Welsh Language Champion; all present had been struck by the use of a skills policy and PB advised of the work underway on this internally.

*SM; LO, CP-J, SP left the meeting at 12:05*

**PHW13/2019      Accountability report and financial statements**

*AF and JI joined the meeting at 11:50*

The Board **received** the Accountability report and Financial Statements (ref [10.2.300519](#) and [10.3.300519](#))

The Board **noted** that following its meeting on 29 May 2019, the Audit and Corporate Governance Committee formally recommended the Accountability report and Financial Statements to the Board for approval.

The Board **noted** that the Wales Audit Office intended to issue an unqualified audit opinion, as detailed in the ISA 260.

The Board **approved** the Accountability Report and Financial Statements for 2018/19.

The Board expressed its thanks to those involved in the preparation of the Accountability report and Financial Statements.

HG agreed to circulate the ISA 260 and letter of representation electronically.

**Action: HG**

*AF left the meeting at 12.10*

**PHW14/2019      Annual Quality Statement**

The Board **received** the Annual Quality Statement for 2018/19 ([ref 10.4.300519](#))

RBW informed the Board that, with the report being written with the public in mind, the Senior Leadership Team and each of the local public health teams had provided the content. Members of the asylum seekers and refugee community had provided the artwork for the report cover, supported by Oasis Cardiff. The artwork represented an interpretation of their home life and their journey to Wales. The artists would be invited to attend the AGM in July.

The Board also noted the preparation of a young person's Annual Quality Statement, to be presented at the AGM in July.

The Board offered their thanks to JI and all those involved in completing the Quality Statement.



The Board **resolved** to **approve** the Annual Quality Statement 2018/19

*JL joined the meeting at 12:00*  
*JI left the meeting at 12:05*

**PHW15/2019 Board Assurance Framework**

The Board **received** the Board Assurance Framework ([ref 10.5.300519](#))

The Board **noted** that future iterations of the Board Assurance Framework (from Autumn onwards) would provide additional assurance mapping. The Board also noted an inaccuracy in the cover sheet, in which risk 5 should read a reduction of current risk score from 20 to 10.

The Board **noted** the updates provided since the Board meeting held on 29 March 2019 and **resolved** to approve the revised 'due dates'.

**PHW16/2019 Corporate Risk Register**

The Board **received** the Corporate Risk Register ([ref 10.6.300519](#)).

The Board **noted** that, at its next meeting, the Executive Team was likely to de-escalate risk 897 relating to cyber security and data processing.

The Board **noted** that all other risks remained on target.

*JL left the meeting at 12:20*

**PHW17/2019 Composite Committee Chair's report**

The Board **received** the composite report from the Committee Chairs ([ref 10.8.300519](#))

**Audit and Corporate Governance Committee**  
DE presented the report from the meeting on 1 May 2019, commenting particularly on the annual reasonable assurance rating received from internal audit.

DE concluded by updating the Board on the Committee workshop held earlier in the month, where the key learning point had been the benefit of providing time and space for the Committee to reflect on its purpose and work programme.

**Quality, Improvement and Safety Committee**  
RBW (in KE's absence) explained that the Committee had acknowledged the need to further develop its approach to assurance, particularly in relation to the Quality and Impact framework.

**Knowledge, Research and Information Committee**  
SP confirmed that the first meeting of the Committee had taken place on 17 April and had gone well.

<p><b>People and Organisational Development Committee</b></p> <p>JR introduced the report from the meeting on 24 April 2019, commenting on the work programme in the coming months; this reflected the way in which the committee was developing. Members would take time out in July to reflect further on the work programme.</p> <p>The Board <b>noted</b> that the work plans were subject to change during the year and that the Committees had scrutiny of the corporate policy and procedure register.</p> <p>The Board resolved to <b>note</b> the report from Committee Chairs.</p>
<p><b>PHW18/2019    Items for noting</b></p> <p>QS provided an oral update on MMR (Measles, Mumps and Rubella) uptake in Wales and the Board took <b>assurance</b> from the briefing that uptake rates were improving and consistent with the rest of the UK. QS explained that, even though there were some pockets of vaccine resistance, recent outbreaks of Measles resulted from imported disease.</p> <p>QS also provided an update on recent Mumps cases, currently at the highest level in 5 years, reflective of the position across the UK.</p>
<p><b>PHW19/2019    Date of next meeting</b></p> <p>25 July 2019 University of South Wales, Newport City Campus. The AGM would follow the Board meeting.</p>
<p>JW closed the meeting in public session at this point, explaining the reasons behind any subsequent meeting in private session.</p> <p style="text-align: center;"><i>The Public Session closed at 12.00</i></p>
<p style="text-align: center;"><b>The Board met in Private Session to consider business of a confidential nature, publicity of which would be prejudicial to the public interest in accordance with Section 1(2) Public Bodies (Admission to Meetings) Act 1960. A summary of the items discussed is recorded below:</b></p>

<b>Private Session</b>
<i>The meeting commenced at 12.30</i>
<p><b>PHW20/2019    Welcome and Apologies</b></p> <p>JW opened the meeting and welcomed all present.</p> <p>The Board <b>noted</b> the apologies for absence.</p>
<p><b>PHW21/2019    Declarations of Interest</b></p>

<p>QS declared an interest in the report from the Remuneration and Terms of Service Committee (item 17).</p>	
<p><b>PHW22/2019 Minutes of the Private Session of the Board held on 24 January 2019</b></p>	
<p>The Board <b>approved</b> the minutes (ref PM 16.1.300519) as an accurate account of the meeting.</p>	
<p><b>PHW23/2019 Board Action Log</b></p>	
<p>The Board <b>noted</b> the Action Log (ref PM 16.2.300519). The Board <b>noted</b> the completion of all actions and <b>approved</b> their closure.</p>	
<p><b>PHW24/2019 Matters Arising</b></p>	
<p>There were no matters arising.</p>	
<p><b>PHW25/2019 Report from Remuneration and Terms of Service Committee</b></p>	
<p>The Board <b>received</b> the report from the Remuneration and Terms of Service Committee (PM 17.280319).</p> <p>The Board <b>resolved</b> to:</p> <ul style="list-style-type: none"> <li>• <b>Note</b> the correction to the remuneration package of the Executive Director of Public Health Services / Medical Director;</li> <li>• <b>Note</b> the approved Voluntary Early Release Scheme application to the value of £43,772.00.</li> </ul>	
<p><b>PHW26/2019 Any Other Urgent Business</b></p>	
<p>QS confirmed that a screening exercise and media campaign would take place to manage an outbreak of TB in a small community in south west Wales.</p> <p>TC provided further detail on the Maternity Services report, in preparation for the Board development session in June. Members noted the actions in hand and that the 1000 Lives Team was working with Cwm Taf Morgannwg University Health Board.</p> <p>The Board <b>noted</b> the update and the planned Board Development session.</p>	
<p><b>PHW27/2019 Date and time of Next Private Session of the Board</b></p>	
<p>27 July 2019, Room 3.7, 2 Capital Quarter, Tyndall St, Cardiff</p>	

*The meeting closed at 13:20*