

## Report of the Chief Executive

### Board Meeting May 2019

#### **1 Visit by the World Health Organization (WHO) Europe Region Delegation**

Our WHO Collaborating Centre has been working closely with the WHO European Office for Investment for Health and Development in Venice (the Venice Office). A small delegation from Public Health Wales visited the Venice Office in November 2018, learning about its strategic role and its work on health equity in the European Region. It was also an opportunity to share the work in Wales to enable sustainable and evidence-informed investment for health, equity and prosperity for all in Wales.

A central priority for WHO this year is the *Health Equity Status Report (HESR) initiative*, driving forward policy and alliances for healthy prosperous lives for all in the European Region. It provides an interactive Health Equity Atlas and policy guidance and tools to support improved governance, investment and accountability for health equity. Our colleagues in the WHO have suggested Wales to be one of the first nations to pilot it and produce its own HESR, which will map and analyse relevant data and policies and identify recommendations for progress.

As part of this, Wales has the opportunity of becoming one of five country 'influencers' within the WHO Europe Region as part of a new *WHO European Health Equity Solutions Platform* to be launched at the end of 2019. This is a milestone initiative, generating and benefitting from dynamic innovation on how to address key health and equity challenges, invest in sustainable, fair and smart solutions, bring social value into inclusive growth policies and thus improve health and wellbeing for all.

This is a major international recognition for Wales and the Collaborating Centre is working closely with the WHO Venice Office to establish and progress it. Should we proceed, this will position Wales at the forefront of the international health and equity agenda and strengthen our links across Europe and globally. This is also providing a secure route to European and global partnerships and funding opportunities, especially relevant in the context of uncertainty around the European Union transition.

Consequently, on the 8 and 9 April, we hosted a delegation from the World Health Organization Europe Region's Venice Office. The purpose of the visit was to provide an opportunity for the delegation to meet with the First Minister, the Minister for Health and Social Services, the Minister for International Relations and Welsh Language, the Director General for Health and Social Services, the Chief Medical Officer and the Chief Nursing Officer. It was also an opportunity to connect on the progress that the Collaborating Centre has made. The request by the delegation to Welsh Ministers was to:

- ❖ offer the opportunity for Wales to be one of the first countries to pilot the WHO European HESR, supported by the Collaborating Centre
- ❖ invite Wales to become an 'influencer country' in the new WHO European Health Equity Solutions Platform
- ❖ discuss further collaboration and partnership, including participation in the WHO Europe High-Level Health Equity Conference in June.

This was an excellent visit with clear synergies between the work on health equity being undertaken by the WHO Venice Office and also the approach and policy context in Wales. Ministers are considering the proposals and we will be in a position to respond back to the WHO in the coming weeks.

On a related note, the WHO is organising a High-Level Health Equity Conference, 11 – 13 June in Ljubljana, Slovenia. The aim is to set the European action agenda on health equity for the next ten years. The focus is on solutions to reduce health inequities and to ensure that health equity is central in national policy decision-making across sectors.

The WHO Regional Director for Europe, Zsuzsanna Jakab, and the Director of the WHO Venice Office, Chris Brown, have invited Wales to have a central role in the conference. This is an opportunity for our Minister for Health and Social Services to deliver a keynote speech, sharing the Welsh experience and achievements. He will be also invited to take part in a closed ministerial meeting with the Regional Director to launch a new *WHO European Health Equity Alliance* among 'influencer' countries.

Mark Bellis, Director of Policy and International Health, WHO Collaborating Centre on Investment for Health and Well-being, will also be participating and I have been asked to Chair an External Advisory Working Group for the conference.

## **2 Help me Quit Smoking Services Progress and Award**

Smoking remains the single biggest cause of preventable ill-health in Wales, accounting for two thirds of the attributable burden of disease of chronic respiratory disease and for 43% of attributable disability adjusted life years for neoplasms. Smoking is costing NHS Wales £302million per annum. *Help Me Quit* is the NHS Wales integrated stop smoking support

system, with ongoing development programmes around marketing, workforce development and service quality co-ordinated by Public Health Wales, all designed to give more smokers the best chance of quitting.

*Help Me Quit* services are provided through Stop Smoking Wales, community pharmacies, some hospital-based services, and some tailored services for smaller patient/client groups such as pregnant women. The *Help Me Quit* programme sits alongside efforts to prevent uptake of smoking and to de-normalising smoking in Welsh society.

Concerted social marketing of *Help Me Quit* using insight gathered from smokers in Wales has contributed to significant recent increases in smokers accepting NHS quit support – up by nearly 20% in the first four months of 2019, compared to the same period in 2018. Over 5500 smokers signed-up for a programme of cessation support in the period, up by over 800 on the start of 2018.

We have used 'search engine optimisation' ensuring those searching online for quit support (or similar) in Wales, are presented with a *Help Me Quit* advert (built on insight). This has led to an increase of over 250% in users of the website in April 2019 compared to the same month in 2018. Continual improvement to the 'user experience' based on digital intelligence has ensured an increase of nearly 220% in website users getting in touch (our target behavioural goal), over the same time period. The overall uplift in clientele is set against a context of significant *decreases* in smokers being helped to quit in other parts of the UK.

The success of *Help Me Quit*, and the quality of the work of our creative-agency partner, has been acknowledged through them winning the coveted public sector award at The Drum Digital Advertising Awards Europe 2019, which took place on 1 May. The Drum is a global media platform and the biggest marketing website in Europe and it carries considerable industry significance. The award reflects the excellence achieved through partnership working – deploying our social marketing expertise around insight, segmentation of our audience and the application of behavioural science. It includes the recognition of biases and 'competition' and builds motivation using high impact creative messaging that is delivered through the best mix of media channels.

The marketing has trialled 'hyperlocal' approaches with the targeted serving of our advertisements to large numbers of people in tightly defined geographical areas – the most significant being the 33,000 adverts served to the mobile phones of those within 1km of the Principality Stadium for the Wales Spain football international, to coincide with LED pitch-side marketing. We are continuing to improve the programme though work with the agency again this year and have started to use machine learning to track the behaviours of our target audience. This intelligence will be used

to further personalise advertising in an effort to increase the effectiveness and efficiency of the social marketing, and drive continued improvements in numbers of smokers the NHS in Wales helps to become smoke-free.

### **3 Understanding the prevalence of Adverse Childhood Experiences (ACEs) in a male offender population in Wales: The Prisoner ACE Survey**

In 2018, Public Health Wales and the Public Health Collaborating Unit (Bangor University) undertook the first ACE prevalence study within a male prison setting in Wales. A questionnaire was delivered through Interviews with 470 prisoners, which measured the prevalence of ACEs in the offender population and the links to criminality, health and well-being. Furthermore, it aimed to explore the generational cycle of ACEs.

From previous research, we know that childhood trauma can increase the risk of poor outcomes in later life, including involvement in inter-personal violence, anti-social behaviour, crime and imprisonment. Prison populations are known to be particularly vulnerable, with many prisoners suffering multiple and complex needs. However, the prevalence of ACEs and direct links to criminality are relatively understudied within the UK offending population. This report contributes to our understanding of ACEs and offending to inform the development and implementation of trauma-informed practices that can help address vulnerabilities within offending populations.

The survey found more than 80% of men in prison said they had experienced at least one ACE, compared with a Welsh average of 46%. It found that male prisoners are much more likely than men in the wider population to have suffered ACEs such as child maltreatment or living in a home with domestic violence. The findings suggests that addressing the adversity and trauma of offenders can be integral to reducing reoffending for prisoners and in future generations, and reduce costs for the criminal justice system.

Public Health Wales, policing, and key criminal justice organisations in Wales have made a commitment to work together using a public health approach to change the way people with ACEs are identified, understood and supported.

This survey will help inform this partnership working in Wales, which is being facilitated by the Early Action Together (E.A.T) programme. EAT is already supporting the criminal justice sector to create an ACE aware workforce and develop trauma informed practice within prisons and probation in Wales. Early Action Together is a multi-agency partnership between public health and policing in Wales, funded by the Home Office Police Transformation Fund. It addresses the root causes of criminal behaviour it enable police and

criminal justice staff to take preventative measures when dealing with vulnerable people.

#### **4 Review of Maternity Services and Cwm Taf University Health Board**

On the 30 April, a report of a review of the maternity services at Cwm Taf University health Board was published. The review was undertaken by the Royal College of Obstetricians and Gynaecologists at the request of the Minister for Health and Social Services to determine the scale and nature of any patient safety concerns, the reasons for these concerns and what action may be required to ensure safe and effective maternity services in the future.

The report identified a series of concerns and made 70 recommendations the majority of which are specific to maternity services and also Cwm Taf University Health Board. However, there is always opportunity for learning for all organisations involved in the delivery of health services in these types of reviews. Therefore, Quentin Sandifer, Director of Public Health Services/Medical Director, and Rhiannon Beaumont-Wood, Director of Quality, Nursing and Allied Health Professionals, have been asked to consider the learning from the report in order to inform our next Board development session in June to consider how, if any, learning can be applied to Public Health Wales.

#### **5 Board to Board with Hywel Dda University Health Board**

On the 11 April, our Board met with the Board of Hywel Dda University Health Board for a combined workshop on health and well-being. This was an excellent session in which we shared where each organisation was at with their respective strategies and we also participated in workshops on a number of the *Building a Healthier Wales* priority areas. There was considerable overlap between each organisation on what we were trying to achieve and our collective approaches. A number of actions were agreed and these will be followed up over the coming months.

#### **6 Executive to Executive with Health Education and Improvement Wales**

On the 3 May, we held a joint meeting of the Executive Teams in Public Health Wales and Health Education and Improvement Wales. This was a very helpful session to share the progress and priorities for each respective organisation and to identify areas of collaboration that we can progress together. We will have a follow up meeting at the end of the year to connect once more and hear progress in the actions agreed.

## **7 Swansea PRIDE**

On Saturday 4 May 2019, over 20 members of staff and their families/friends took part in Swansea PRIDE. This was the first time that we have taken part in the parade, and were extremely proud to walk beside our Diabetic Eye Screening Wales van that was newly 'wrapped' in rainbow colours celebrating diversity and inclusion. The sun shone and we took about 40 minutes to walk around the parade route handing out flags and stickers, raising awareness of Public Health Wales. At the end of the parade we also had a stall with staff from our Screening and *Help me Quit* services who were busy throughout the day providing advice and literature to interested members of the public. It was a really positive day and it was great to have so many staff support the event. We are now looking forward to Cardiff PRIDE when we will once again join the parade with our 'wrapped' vehicle.

### **Recommendation**

The Board is asked to receive this information.