

# Chief Executive Board Report May 2025

## 1 Meeting with Cabinet Secretary for Health and Social Care and Minister for Mental Health and Wellbeing

On the 1 April Pippa Britton, our Chairperson, Professor Fu-Meng Khaw, our National Director of Health Protection and Screening Services/Executive Medical Director, Professor Jim McManus, our National Director of Health and Wellbeing, and I met with the Cabinet Secretary for health and Social Care and the Minister for mental Health and Wellbeing as part of our quarterly meeting series.

It was a positive and productive meeting which included updates on infectious diseases, screening programmes, mental health and wellbeing and a follow up on the World Health Organization Policy Dialogue that took place the previous week (see item 3 below).

## 2 Public Health Wales Celebrating 10 years of the Wellbeing of Future Generations (WFG) Act

2025 marks ten years since the creation of the Wellbeing of Future Generations Act, and to mark this ten-year anniversary, we hosted a week of activities from the 31 March to the 4 April 2025, led by the Health and Sustainability Hub and the communications team with support from the WFG Act Champions Group.

Each day of the week focused on the five Ways of Working or sustainable development principles: collaboration, long-term, involvement, prevention, and integration, sharing resources, stories and case studies reflecting on progress and insights on further improvements.

The week began with a [Spotlight session](#) on the 31 March with the Future Generations Commissioner for Wales, Derek Walker, and Tracey Cooper, attended by over 80 colleagues, to look back on what the Act has achieved and Public Health Wales's journey in implementing it so far.

Topics covered during the week included:

- [Long-term: what do we mean by thinking long-term and how do we plan for the future in a practical way? We shared PHW's long-term thinking training offer and useful tools to support our work.](#)
- [Involvement: Our Engagement and Collaboration manager shared insights on embedding the involvement principle in our work, how to engage and involve people and communities in our work and how to access support from the engagement team.](#)
- Prevention: A presentation to share the key points of the recently released '[Investing in a Healthier Wales: Prioritising Prevention](#)' report with internal and external stakeholders, in [English](#) and [Welsh](#). Also [how the Violence Prevention Unit has applied the prevention principle to their work.](#)

- [Integration: the week concluded with a blog from our Chairperson, Pippa Britton, highlighting the importance of integrating the Act into our work.](#)

Over the week, the suite of blog posts received over 1200 views. As a result, there has been an increase in colleagues signing up to our futures thinking training and an increase in numbers reaching out for support from the engagement and involvement team, showing the continued interest of our staff in applying the WFG Act to their work.

Following the release of the [Future Generations Report 2025](#) on the 29 April, our WFG Act Champions Group is working on continuing the momentum gained during the anniversary week and looking at how to address the recommendations set out in the report to continue to embed the WFG Act across the organisation.

### **3 World Health Organization Well-Being Economy Policy Dialogue, Hosted by the Welsh Government**

Public Health Wales worked closely with the World Health Organization (WHO) and the Welsh Government to organise the Well-Being Economy Policy Dialogue in Cardiff, on the 27 and 28 March 2025.

The Well-Being Economy movement seeks to reshape economies to prioritise population and planetary well-being, fostering more equitable, cohesive, and prosperous societies. Strong evidence supports the idea that health and health equity are fundamental to resilience, inclusion and economic prosperity. Consequently, at its centre, it positions the health of a society as a pivotal determinant of economic and fiscal stability and resilience.

The Policy Dialogue aimed to drive action and develop solutions in two key areas:

1. Investing in prevention and health equity.
2. Understanding the relationship between ill health and economic inactivity.

The event was hosted by Jeremy Miles, MS, Cabinet Secretary for Health and Social Care, with support from his officials and Public Health Wales. The First Minister also joined to give her support to the event during the day. The event brought together leaders from the WHO, Finland, Iceland, Scotland and Wales. They shared insights and experiences in promoting health within well-being economies.

It was inspiring to hear about Iceland's Prosperity Act, Scotland's Community Wealth Building approach and Finland's Enabling Hubs for tackling health inequalities, and also showcasing the Wellbeing of Future Generations Act and Health Impact Assessments and associated regulations.

The discussions focused on shared challenges and, more importantly, on shared solutions and knowledge exchange to advance the vision of a well-being economy, where health, well-being and planetary health are central, and where prevention and equity are prioritised. Wales shared their recent '[Country Deep Dive on the well-being economy: Wales](#)'.

The event led to concrete actions including plans for further policy dialogue meetings, ongoing ministerial discussions and a joint statement on accelerating the adoption of this approach. Webinars will continue the exchange of knowledge, reinforcing the leadership of Iceland, Finland, Scotland and Wales in advancing well-being economies on a global scale.

#### **4 Memorandum of Understanding Between the Arts Council of Wales and Public Health Wales**

We recently approved a Memorandum of Understanding between Public Health Wales and the Arts Council of Wales (ACW). This builds on a positive working relationship with the ACW that has particularly developed over the last two years through the [Hapus](#) Programme and ACW's role as a Hapus Strategic Partner. The aim of the MOU is to *To strengthen the position of arts and creativity in addressing population health and wellbeing in Wales*. The specific objectives in the MoU are to:

- increase engagement with creative activities through collaborative working between us (led by our Health Improvement Division) and the ACW
- enhance the role of arts for health and wellbeing in improving equity of access and outcomes
- strengthen the arts, health and wellbeing offer across Wales through developing the evidence base and supporting the translation of evidence into practice
- promote existing arts, health and wellbeing assets and collaborate on future development opportunities
- build on the reputation of Wales as a leader in arts and health approaches within Wales and internationally.

The evidence base on the effectiveness of engaging with Arts and Creativity to support good health and wellbeing has grown significantly over the last decade, as has the delivery of Arts and Health activity in Wales through the work of the ACW Arts and Health team, Arts and Health Co-ordinators within health boards and the Wales Arts, Health and Wellbeing Network (WAHWN). As such we are delighted to be collaborating with the ACW to further strengthen delivery and ensure activity is focused on addressing population health needs, improving outcomes and reducing inequalities in access to opportunities and associated health and wellbeing outcomes.

#### **5 Wales World Tuberculosis (TB) Day Symposium**

We hosted the first Wales World Tuberculosis (TB) Day Symposium on the 24 March 2025 in Cardiff. The symposium aimed to raise public and professional awareness about TB, its ongoing impact in Wales and to celebrate recent TB-related research, projects and innovations here. It was held to coincide with World TB Day, an annual event dedicated to highlighting the health, social, and economic consequences of TB and strengthening efforts to end the global epidemic.

The event brought together over 170 healthcare professionals, policymakers, researchers and patients - both in person and online, to share insights, discuss best practices and work on building a unified approach to TB elimination.

Key discussion points and learnings from the day included:

1. *TB is still a public health challenge but elimination is possible* - despite being preventable and curable, TB continues to affect vulnerable populations in Wales and globally. With strengthened prevention strategies, early diagnosis and equitable access to treatment, we can make progress toward TB elimination by 2030.
2. *TB is a disease of inequality* - the symposium emphasised that TB disproportionately affects underserved populations, including people experiencing homelessness, migrants, those with substance misuse issues, and prison populations. Tackling the social determinants of health is key to eliminating TB.
3. *Advances in TB treatment and prevention, and the power of genomics* - innovations in TB treatment, including shorter treatment regimens and preventive therapies, are improving outcomes for patients. Clinical advances are helping reduce the burden of TB and minimise treatment-related side effects.
4. *Genomics is revolutionising how TB is detected, tracked and treated* - by applying genomics, we can develop better-targeted interventions, improve diagnosis, and ensure the right treatment is administered at the right time.
5. *The impact of patient stories* - hearing from patients with lived experience was a powerful reminder of the real-life impact of TB. Their stories highlighted the importance of early diagnosis, supportive healthcare services, and the mental and emotional toll of the disease.
6. *The importance of collaboration* - the event underscored the importance of collaboration between healthcare professionals, policymakers, researchers, and communities. Ending TB requires a unified, multi-sectoral approach and sustained investment

The event generated significant press and media coverage across channels including ITV Wales News at Six, BBC Radio Wales, BBC Wales News Online, Greatest Hits Radio, Heart Radio, Wales Online, GB News, Golwg 360, Western Mail and the South Wales Argus. Public Health Wales TB Lead and Consultant in Health Protection, Tabitha Kavoi, also did several TV and Radio interviews, including a live TV interview on BBC Wales Today, and was excellent in covering the key messages for Wales.

### ***Find and Treat***

In addition, as part of both the World TB day and ongoing opportunistic TB control actions, we commissioned the 'find and treat' service for mobile TB screening across various locations (Wrexham, Llanelli, Swansea and Cardiff) in Wales between 17 and 25 March 2025. A total of 305 individuals were screened of which

25 (8.2%) were positive for TB infection. These individuals are being followed up and offered treatment. The events were a success in terms of engagement and partnership working.

## **6 Annual Nursing and Midwifery Conference 2025**

On the 7 May, over 70 of our nurses and midwives attended our latest inspiring Nursing and Midwifery Conference led by Claire Birchall, our Executive Director of Nursing, Quality and Integrated Governance, titled *Brightening the Light*. This annual event is an excellent opportunity to shine a spotlight on the invaluable work of nurses and midwives across Public Health Wales.

It was held to mark both International Day of the Midwife and International Nurses Day which are both celebrated in May. The day featured two key external speakers, Michelle Cox and Nathan Illman who gave us some challenging messages about fighting racism and discrimination in the NHS, and the importance of self-compassion in our personal and professional lives.

Throughout the day we heard from our colleagues who shared aspects of their work, their professional journeys their lifelong learning, and what being a nurse or midwife in Public Health Wales means to them.

This was a wonderful event celebrating the exceptional dedication, skill, and compassion of our incredible nurses and midwives working in Public Health Wales.

## **7 Annual International Association of National Public Health Institutes Meeting**

The annual International Association of National Public Health Institutes (IANPHI) meeting took place on the 9 and 10 April 2025 in Maputo, Mozambique. This was a timely meeting for global public health agencies given the significant global public health challenges that exist in the current environment.

Public Health Wales was actively involved in the meeting including as part of the programme design committee and in delivering a number of sessions including a session on the Wellbeing Economy and a workshop that was run by Dr Tom Fowler, our Deputy National Director for Health Protection and Screening Services, and Daniel Rixon, our emergency Preparedness Resilience and Response Manager.

In relation to the workshop, we have received funding from IANPHI through the International Health Grants Program of the Public Health Agency of Canada, to deliver a project titled 'Building Bridges to Resilience: Identifying International Good Practice Principles in Applying Health Promotion to Emergency Preparedness and Response'. The final output of this project will be international best practice guidance for this area of Emergency Preparedness and Response. The purpose of the workshop was to gather experiences and explore the application of health promotion strategies to reduce the impact of emergencies and support long-term recovery.

The workshop revealed strong consensus among IANPHI members: health promotion is essential across the emergency management cycle. Empowering communities, fostering cross-sector partnerships and embedding continuous education through risk communication and healthy living, are key to protecting our populations during an emergency and fostering resilience throughout the recovery phase.

These insights will shape interview and survey tools for the next project phase. Completion is expected in 2026.

## **8 Prevention Based Health and Care Framework Report**

On the 1 May 2025, our Primary Care Division published the [Prevention-Based Health and Care \(PBHC\) framework report and case studies](#) reports, which are aimed at embedding prevention into everyday decision-making across the health and care system – helping people in Wales to live longer and healthier lives.

Long-term conditions, which are potentially preventable or manageable through earlier intervention, are experienced by 48 per cent of adults in Wales, with 20 per cent living with two or more such conditions. Musculoskeletal issues are the most reported (17 per cent), followed by mental health problems (12 per cent) and heart and circulatory conditions (11 per cent).

The PBHC framework puts prevention at the heart of care to support people to stay healthy, to detect ill health earlier and to intervene quickly to help those with long-term health conditions live well. As we know, prevention is also an important part of the solution to achieving sustainable health and care services, as there will be reduced demand for care if people are healthier, thereby ensuring that high-quality care is available for those who need it, when they need it.

Through this systematic approach, we can understand the actions needed to achieve a wide range of goals, whether that involves reducing the prevalence of cardiovascular disease and diabetes, helping people to have warmer homes and stay well through the winter, or reducing the number of children going into care. This approach brings services together to focus on the needs of the individuals and communities they are serving to identify who we need to help, what interventions are needed that have proven benefit, and how all of this needs to be implemented. We will work with partners across Wales to support the implementation of the PBHC framework to help realise the benefit that this approach can achieve.

## **9 Improving Service Engagement for Better Health - the Behaviourally Informed Communications Initiative (BICI)**

The behaviourally informed communications initiative (BICI) is designed to support the use of behavioural science in communications for better health in order to optimise health outcomes. In April 2025, our Behavioural Science Unit published a development and implementation report on the (BICI). The Unit also published a collection of [case studies](#) from the Initiative and a [workbook](#), both designed to

support other colleagues to use behavioural science in their communications for better health to optimise their outcomes. [Behaviourally Informed Communications Initiative](#), along with a collection of comprehensive [case studies](#).

An interactive [workbook](#), drawing together learning from the initiative, as well as evidence, tools, and tips from similar successful initiatives, has also been published. The workbook will enable both self-directed and guided use of behavioural science techniques to optimise communications. A large and growing body of evidence shows that when there are behaviours on the critical path to achieving successful implementation, or outcomes from activities aiming for better health, then using behavioural science can improve their impact.

Our Behavioural Science Unit has responded to numerous requests for support with communications interventions, providing training, specialist advice and producing a guide to [Developing Behaviourally Informed Communications](#). The guide has been downloaded over 400 times, and provides support to client/patient-direct communications such as letters and texts.

In response to the growing interest and demand, the BICI was established in 2024, to facilitate the wider use of theories, frameworks and methods from behavioural science to redevelop and optimise existing communications which aim to elicit public behaviours.

The programme consisted of two workshops, including expert speakers from the World Health Organization and the Irish Government, alongside BSU speakers, support following the workshop and a 'service-desk' between workshops, a Teams channel and a proto-type workbook. In the workshops, participants from across Public Health Wales and partner organisations, worked through the process for applying behavioural science to communications, working independently or in groups and made plans for implementation and evaluation. Participant feedback included:

Participants are being supported through their implementation and evaluation, and the BSU will produce a final evaluation in 2025-26. The second phase of BICI will be starting in June 2025, to continue the widening application of behavioural science to improve and protect health and reduce inequity in Wales.

## **10 British - Irish Council Visit: Trauma-informed Approaches to Substance Use**

On the 13 March 2025, our Adverse Childhood Experience (ACE) Hub Wales supported the second day of the visit to Wales by members of the Early Years and substance use sector workstreams of the British - Irish Council. The workstream meetings are hosted in turn by member administrations, and we were asked by the Welsh Government to support a day of knowledge exchange around the work that we are doing with organisations and communities in Wales in taking a Trauma and Adverse Childhood Experiences (TrACE) informed approach to supporting people working in, and accessing services from, substance use organisations.

The visit took place in Newtown, Powys, with the intention of showcasing the multi-agency trauma-informed approach being taken to commissioning and delivering services in an integrated way.

The day included a series of presentations to inform colleagues about the approach in Wales, and Jo Hopkins, our Programme Director for ACEs, Criminal Justice and Violence Prevention, gave an overview of our Trauma-informed Wales Framework, and some of the work we have done with substance use services to support the implementation of the Trauma and ACE (TrACE) informed organisational toolkit

To read the report of the day please go to : <https://www.britishirishcouncil.org/visit-to-wales-on-ace-adverse-childhood-experience-awareness-12-13-march-2025/>

## **11 Dr Sumina Azam Appointed to the Learned Society of Wales**

I am absolutely delighted to inform the Board that Dr Sumina Azam, our National Director of Policy and International Health, has been nominated and accepted as a Fellow of the Learned Society of Wales. The Society is an academy for sciences, arts and humanities and seeks to champion knowledge and support experts to benefit Wales and beyond. The 56 new Fellows were elected for their expertise, experience, research and knowledge leadership, and will support the Society to use research and innovation to benefit Wales' economy and society.

This is a significant and very well deserved honour and Sumina will be a great asset to the work of the Society – congratulations Sumina.

## **12 Update on the UK COVID-19 Public Inquiry**

The following provides an update on the current activities of the organisation in relation to the UK COVID-19 Public Inquiry up to the 16 May 2025.

### **12.1 Module 1 (Resilience and Preparedness)**

The Inquiry published its first report on the 18 July 2024 and work has started internally and with partners to progress the recommendations. This module is now deemed to be complete by the Public Inquiry Team.

### **12.2 Modules 2 (Core UK Government Decision Making) and 2B (re Welsh Government Decision Making)**

There is no further update on this module since March's update. The Inquiry has advised that the combined report for Modules 2, 2A, 2B and 2C will be published in Autumn 2025.

### **12.3 Module 3 (Impact on Healthcare Systems)**

There is no further update on this module since March's update. The Inquiry has indicated that the report for this Module will be published in Spring 2026.

## **12.4 Module 4 (Vaccines and Therapeutics)**

The public hearings for this module commenced on the 14 January 2025 and concluded on the 30 January 2024. The Inquiry has not yet indicated when their report for this module will be published. However, based on the timescales for publication of the Module 3 report, we are anticipating that it could be Summer-Autumn 2026.

## **12.5 Module 5 (Procurement)**

Public hearings commenced on the 3 March 2025 and ended on the 3 April 2025. Dr Eleri Davies provided a corporate witness statement on behalf of Public Health Wales but was not called to give oral evidence. The Inquiry has not yet indicated when their report for this module will be published.

## **12.6 Module 6 (Care Sector)**

We are a Core Participant for Module 6. Our PI Response Team continues to support the response to requests for evidence from the Inquiry Team. Disclosure from the Inquiry continues through its Relativity platform.

Public hearings will commence on the 30 June 2025 and conclude on the 31 July 2025. We may be called to provide oral witness evidence at this hearing. Legal support is in place for the public hearing and legal conferences and internal meetings are in the process of being arranged.

## **12.7 Module 7 (Test, Trace and Isolate)**

We are a core participant for Module 7. Our PI Response Team continues to support the response to requests for evidence from the Inquiry Team.

The Module 7 public hearings commenced on the 12 May 2025. Our Counsel is monitoring the public hearings, providing daily updates and seeking instructions when necessary. Public hearings will conclude on the 31 May 2025, following which a decision will be made as to whether Public Health Wales should submit a written closing statement. We may be called to provide oral witness evidence at this hearing. Legal support is in place for the public hearing and legal conferences and internal meetings are in the process of being arranged.

## **12.8 Module 8 (Children and Young People)**

We are not a Core Participant in the Module, but we continue to monitor progress and any amendments to its scope, to ensure that the decision not to apply for Core Participant status remains valid. Our PI Response Team is supporting the response to requests for evidence from the Inquiry Team

Public hearings for this module are scheduled to take place between the 29 September 2025 – 23 October 2025.

## **12.9 Module 9 (Economic Response)**

We are not a Core Participant in this Module. Noting the focus of this module, we are not anticipating a high level of involvement with the Inquiry and no requests for evidence have been received to date. Public hearings for this module are scheduled to take place between the 24 November 2025 – 18 December 2025.

### **12.10 Impact on Society**

We are not a Core Participant in this Module, but we continue to monitor this Modules progress and any amendments to its provisional scope, to ensure that the decision not to apply for Core Participant status remains valid. No requests for evidence have been received to date.

Public Hearings for this Module are scheduled to take place between the 16 February and 5 March 2026.

## **Recommendation**

The Board is asked to receive this information.

**Tracey Cooper**

**CHIEF EXECUTIVE**