

 GIG CYMRU NHS WALES Iechyd Cyhoeddus Cymru Public Health Wales	Name of Meeting Knowledge, Research and Information Committee Date of Meeting 15 September 2026 Agenda item: 3.3
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Outcomes Measurement Framework for Public Health Wales - Update	
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Approval/Scrutiny route:	Executive Lead – Iain Bell KRIC
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Purpose
This paper provides assurance on the Public Health Wales outcomes measurement system, and the approach to strengthening its use in driving prioritisation and decision-making in Public Health Wales.

Recommendation:				
APPROVE ☐	CONSIDER ☐	RECOMMEND ☐	ADOPT ☐	ASSURANCE ☒
The Committee is asked to: - Take assurance on the implementation and use of the PHW measurement system.				



- Take **assurance** on the work to further embed the measurement system into our IMTP and performance reporting.

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	All Strategic Priorities/Well-being Objectives
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Summary impact analysis

Equality and Health Impact Assessment	None required, the paper provides and update on the PHW outcomes measurement system, which is designed to reduce inequalities and health inequalities.
Risk and Assurance	This links to Strategic Risk 5: Failure to fully exploit digital and data to improve the health and wellbeing of the people of Wales. The measurement system helps mitigate this by ensuring that we fully understand the impact of Public Health Wales' activity
Health and Social Care (Quality and Engagement) (Wales) Act	All themes
Financial implications	Not Applicable
People implications	No direct implications. However, the culture of monitoring impact is not yet embedded within Public Health Wales and will require leadership to ensure this change in approach is embedded.

Purpose

This paper provides assurance on the development of the Public Health Wales outcomes measurement system, and the approach to strengthening its use in driving prioritisation and decision-making in Public Health Wales.

Background

Our measurement system is designed to assess how well we are delivering our strategic ambitions for improving health and well-being and reducing inequalities in the people of Wales in 2035. The measurement system therefore supports the delivery of our long-term strategy. It is intended to help us:

- Understand, monitor and evaluate our impact
- Drive prioritisation and decision-making
- Focus our resources
- Identify gaps in our delivery, including where we need to work with partners.

Further details of the measurement system can be found in the KRIC paper [Proposal for the system to measure the impact of delivering our strategic priorities](#) from June 2025.

Progress and next steps for the measurement system were reported to KRIC in December 2025: [KRIC - outcomes framework December 2025.docx](#).

Updates for assurance on the measurement system are now provided regularly to KRIC, since March 2026.

Progress and challenges since March 2026

This section provides an update on progress since March 2026, achievements, and challenges.

A [horizon-scanning group](#) for the Wider Determinants of Health (Strategic Priority 1) is being set up. This will ensure that PHW understand the impact of work in this priority, is well-sighted on trends, risks, issues and opportunities, and that impact is measured and reported appropriately. Once this approach has been trialled, we will consider extending it to other priorities.

Performance and impact indicators

- Outcome and performance indicators are now well-established, and are regularly reported to the Board, together with updates on evaluation and modelling. The latest report to the Board on 22 May 2026 can be found in Section 4, [4.3 PHW 2026 05 28 – Performance and Insight Report – Month 1 26-27 – Board](#)

Healthy life expectancy analysis

- The latest analysis of healthy life expectancy, including the impact of waiting lists, was presented to BET and Board in March:
 - [4.2 PHW 2026 03 26 – HLE analysis update](#)
 - [4.2 PHW 2026 03 26 – Appendix 1 Healthy Life Expectancy Analysis](#)
- This has been shared widely for discussion with the Chief Medical Officer, Health Boards and internally.
- This and other healthy life expectancy analysis has also been presented to strategic priority groups and DLTs, enabling discussion of the relationship to areas of work and how PHW's work is expected to influence HLE.

Impact modelling (including policy and implementation modelling)

- Work on modelling the costs and impacts of weight-management drugs is complete and has been shared with Health Boards. This will inform the work of the Obesity Programme Innovation Programme (OPIP), a UKRI-funded programme led by PHW.
- Following a competitive process, PHW has been successful in securing funding for a UKRI Fellow to develop a sustainable, state-of-the-art micro-macro modelling for Wales, within our cloud infrastructure, on life course inequalities, working with the University of Glasgow.
- The emerging plan is presented in the Annex. The next step is to validate the plan with strategic leads and assign resources. This is the first time PHW has been awarded a UKRI Fellow.

Outcome and process evaluation

The Central Evaluation Team is leading the design and delivery of robust evaluations across PHW, aligned to the PHW's Measurement Framework and agreed IMTPs, to generate actionable evidence on what works, for whom, and why, and to support improvement in programme implementation, investment and accountability across public health programmes in Wales.

Since March 2026, the team has delivered the following against our strategic priorities;

- **Hapus Strategic Partnership** evaluation aims to examine the impact of the partnership on cross-sectoral collaboration to promote mental wellbeing and address inequalities in mental wellbeing outcomes. Progress includes a series of focus groups with Hapus Strategic Partners in July 2026, and analysis of findings.
- The **Hapus National Conversation** one-year post-implementation evaluation [report](#) was published in June 2026. The findings from a national survey found increased reach and digital engagement with Hapus' social media platforms (Facebook and Instagram), but relatively low population awareness, indicating that exposure and salience are the key constraints on impact. Findings indicated small improvements in wellbeing but this was not of statistical



significance due to small numbers who recalled seeing the campaign. Persistent barriers to action for mental wellbeing include low motivation, low confidence, cost, time and contextual constraints such as travel, safety and limited local opportunities. Year 2 data collection runs from 7th to 25th August 2026. Analysis will follow once data is received.

- **Diabetic Eye Screening Wales** evaluation of a non-dilated approach to imaging. A quantitative analysis of patients attending the service in April-June 2026 has been completed, alongside qualitative data from 24 staff members delivering the programme. The reports are being drafted to inform the national diabetic eye screening programme.
- **Urine Albumin to Creatinine Ratio testing among people living with diabetes** – progress has focused on completing the analysis of data collated.
- **Welsh Network of Health and Wellbeing Promoting Schools** evaluation protocol was completed in June 2026 to examine the impact of the programme on supporting Welsh schools to adopt whole-school approaches to health and well-being. The baseline system mapping workshop was conducted in July 2026 with Healthy Schools Coordinators from across Wales and the map is being refined with input from stakeholders. Data sources for the baseline assessment are being scoped.
- **Health Information for Parents Programme: *Your Pregnancy and Birth and Newborn to Age 2*** evaluation examined the reach, acceptability, and perceived value of new health information resources for parents. A Omnibus survey and focus groups amongst parents and caregivers were completed in March 2026, and the findings analysed. The report is in draft, being shared with the team before publication.
- We are progressing the development of robust evaluation plans to support Public Health Wales national programmes including the **Lung Cancer Screening programme**, and **Tobacco Vapes and Nicotine Addiction Programme**, as per our 2026/27 workplan.
- In May 2026, Public Health Wales were successful in securing a UKRI Policy Fellowship, to strengthen capacity for the evaluation of **climate surveillance** approaches. This role will start in May 2027.
- Since March 2026, the Central Evaluation Team have also continued to support Welsh Government to shape evaluation of national initiatives including
 - **Food (Promotion and Presentation) (Wales) Regulations 2025 – High Fat, Sugar, Salt (HFSS)** - advising on the data collection.
 - **Health Equity Wales** - stakeholder engagement to support the development of a **Theory of Change**, to strengthen understanding of the programme's anticipated impacts and the mechanisms through which those impacts may be achieved. Draft report was shared with

Welsh Government in July 2026, and final submission expected by September 2026. The agreed Theory of Change will subsequently be used to inform the design of the programme evaluation.

- The Central Evaluation Team were also part of the team who secured £8m investment from Innovate UK for the *Healthy weight, healthy Wales; Obesity Programme Innovation Programme*. Since announcement of award in Summer 2026, we have begun recruiting to the additional evaluation capacity to deliver.
- The evaluation plans for 2026/27 against strategic priorities are presented in Table 1 in the Annex.

Risks and Mitigations

As reported in March, linking the outcome indicators to our PHW activities remains challenging, as does identifying high-value activity appropriate for modelling from the IMTP. Work across directorates has helped to mitigate this, as can be seen from the emerging modelling and evaluation plans.

Other challenges include the pressure on analytical capacity as more indicators are brought online, and the modelling programme expands. We will manage expectations, explore how we can work with others, including academia, and seek to streamline our reporting wherever possible. The Data, Analysis, Registers and Cloud (DARC) Programme offers an opportunity to automate pipelines and improve our management of data to support this.

It is also recognized that the measurement system has yet to fully embed into the work of PHW. The Director of Strategy, Finance and Planning and the Director of Research, Data and Digital are commencing a piece of work on how to more comprehensively embed measurement system into the work of all the strategic priorities.

Recommendations

The Committee is asked to:

- Take **assurance** on the implementation and use of the PHW measurement system.
- Take **assurance** that we are working to further embed the measurement system into our IMTP and performance reporting.

Annex – draft evaluation and modelling plans

Table 1: draft evaluation programme for 2025/27, with description of the planned evaluation

Evaluation			
Year	Programme	Type of programme	Planned Evaluation
2026/7 - committed	1 MyPath Cymru	National Programme	A process evaluation will assess implementation fidelity, reach and key barriers and facilitators to engagement and delivery across settings. The outcome evaluation will use a stepped-wedge design to understand the impact of the programme on clinical, behavioural and equity outcomes.
	2 Hapus National Conversation and Strategic Partnership-	National programme	Process and outcome evaluations to understand inequities in mental wellbeing and taking actions to support mental wellbeing between those engaging with the programme and those who are unable to engage
	3 Tackling Diabetes Together- Point of Diagnosis (POD) Pack; Diabetic Eye Screening Wales Programme (DESW); Urine ACR pilot project in CTM	National Programme	Process evaluation to understand the implementation of the PoD, Urine ACR and DESW pilot projects, including the barriers and facilitators to delivery, the feasibility of implementation, the acceptability of the services to both service users and professionals, and the equity implications of access and engagement
	4 Welsh Network of Health and Wellbeing Promoting Schools (WNHWPS)	National programme	Process evaluation to understand the implementation of the programme and outcome evaluations to understand the impact of the WNHWPS on student health and wellbeing outcomes

	5	Every Child health information leaflet for parents	National Programme	Process evaluation to understand whether all parents can access, understand, and use the information to support them in parenting.
	6	High fat, salt and sugar legislation	National programme – WG request	Process evaluation to understand what contribution the policy has made to the Welsh Government's aim of nudging people to purchase healthier options, towards reducing overweight and obesity, and equity of impact. Outcome evaluation to examine the impact of the HFSS promotion restrictions in Wales in consumer purchasing patterns of prepacked food items over the first year of the HFSS policy in Wales
2026/7 - scoping	7	Lung cancer screening	National programme	A process and outcome evaluation will assess implementation, feasibility and acceptability for patients and staff, and programme impact on patient outcomes (such as stage at diagnosis) and lung cancer inequalities. We will also undertake an economic evaluation.
	8	Prevention of gambling harms digital offer		
	9	Climate change surveillance programme		Using established best practice for surveillance system evaluation, we will assess the system's effectiveness and performance, its equity implications, and its policy and operational utility. Findings will inform national resilience planning, and will identify opportunities for system improvement.

	10 Health Equity Wales (HEW)	National programmes – WG request	We are developing a theory of change to underpin the Health Equity Wales evaluation. We will also support WG colleagues with developing the evaluation framework for HEW.
	Smoking Cessation Services • Services / intervention • Outcomes		We will develop a theory of change for the smoking cessation programme and undertake nested evaluations of key components to assess implementation, effectiveness across population groups to understand and help address smoking related inequalities.
	Screening • Services / intervention • Outcomes		
	Healthy weight, healthy Wales; Obesity Programme Innovation Programme		

Impact modelling – draft plan

Agreed or in progress

- Diabetes projections – complete
- Healthy Weight, Healthy Wales and OPIP – weight loss drugs modelling, initial work complete, further modelling likely to be requested
- Help Me Quit - modelling policy outcomes 2025/6, 2026/7, academic collaboration, in progress
- Healthy Life expectancy analysis, including waiting lists – latest results shared with Board, BET, Health Boards, CMO and Welsh Government
- Wider determinants of health – modelling the interaction between economic policies and health, UKRI Fellow funding agreed, to start May 2027
- The cost of mental ill health – similar piece to the cost of diabetes, or obesity, expected to complete summer 2026

In scoping

- Monitoring screening outcomes – timing tbd, in conjunction with the screening transformation programme and migration of analysis into the cloud (DARC Programme)



- Early years outcomes and profiles – initial scoping under way
- Healthy Start Scheme – potential to model for recommendations
- Fair work – impact of PHW activity and policy on fair work and health
- Child Poverty Strategy – analysis and modelling.