

 lechyd Cyhoeddus Cymru Public Health Wales	Name of Meeting Knowledge, Research and Information Committee Date of Meeting 15 September 2026 Agenda item: 3.7
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Monitoring the impact of Public Health Wales's work	
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Approval/Scrutiny route:	Knowledge Research and Information Committee
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Purpose
Building on previous reports from Public Health Wales' Systematic Approach to Monitoring Impact, this paper outlines findings from the annual survey of Public Health Wales' data and knowledge products circulated in January 2025.
The Committee is asked to consider the findings and proposed areas for action.

Recommendation:				
APPROVE ☐	CONSIDER ☒	RECOMMEND ☐	ADOPT ☐	ASSURANCE ☐
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
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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

Building on previous reports from Public Health Wales' Systematic Approach to Monitoring Impact, this paper outlines findings from the annual survey of Public Health Wales's knowledge and data outputs circulated in January 2025.

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. Many of the actions to respond to the feedback are already underway with further recommendations made for consideration.

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. Point of use feedback and anticipated use / impact survey

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

3. Description/Assessment

The annual survey generated a rich range of qualitative and qualitative feedback from respondents across our various stakeholders.

Feedback highlighted the significant value that users place on Public Health Wales outputs with some improvement on past years, e.g. 79% of respondents rated their

overall experience with Public Health Wales at 7 out of 10 or above (up from last year's figure of 67%), and others consistent with previous years, e.g. 91% of respondents would use data or knowledge produced by Public Health Wales again (similar to 92% last year) and the percentage of respondents who agree our data and knowledge are trustworthy is consistent at 76%.

Contrastingly, respondents highlight several opportunities to improve how information is communicated, accessed and applied in practice. The findings have been organised into four primary themes:

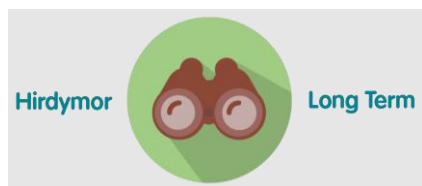
- **Visibility:** Just as in previous years, mixed feedback was received on the visibility of Public Health Wales, its products, resources and outputs. Feedback and suggestions focused around finding information and resources, the awareness and communication of PHW outputs, and the need for further clarity of PHW's role.
- **Engagement:** While an improvement was indicated in engagement with those who directly work with PHW on our data and knowledge outputs, there are still shortcomings around wider engagement with considerable feedback on the need for better and earlier engagement to ensure more user focused outputs. Findings centred around positive partnership working, responsiveness and timeliness, and user involvement and coproduction.
- **Impact:** While there was an increase in the number reporting PHW outputs as 'easy to use', and numerous examples of our outputs being used to impact policy, planning, decision making, service improvement, education and clinical practice, only 56% agreed our outputs were impactful (similar to last year's 54%), and numerous comments around the need to improve the actionability of our outputs to gain greater impact.
- **Data Usability:** Concerns around the granularity, timeliness and accessibility of PHW data have been raised previously but appear to have been raised more strongly than in previous years.

Progress from the key remedial actions undertaken to improve on feedback from the last survey include:

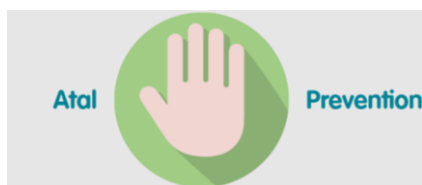
- New Public Health Wales website launched
- Publication Standards incorporated into Content Design Standards and roll out planned
- Recently published People's Experience Standards and a baseline assessment of engagement carried out.
- Data improvements through the National Data Resource Programme.
- Extension of this systematic approach to monitoring impact through cross organisational promotion

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



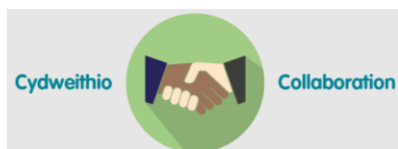
Adopting a systematic way of measuring the impact of Public Health Wales's outputs, and enacting improvements, allows us to understand our work's long-term effects on population health in Wales



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

Based on the findings, and the need for stronger organisational wide action, we recommend the following:

- **Organisational Response Action Plan:** We propose the joint development of an organisational action plan, with Executive approval, to take forward the following actions across the organisation as a whole:

- **Public Health Wales website:** Continue to monitor user feedback and website performance, with particular attention to features identified as important by users, such as ease of navigation and personalised accounts which remain on the backlog of tasks by the website roll out. Lead: Digital Comms.
- **Organisational identity:** Strengthen clarity around the role, purpose and offer of Public Health Wales to support user understanding and engagement. Lead: Senior Leadership
- **Responsiveness and timeliness:** Undertake a detailed review of feedback and processes relating to our responsiveness and timeliness to identify barriers and opportunities for improvement. Lead: Director or RDD and Data leads across the organization.
- **User engagement:** Strengthen the promotion of Public Health Wales outputs and continue efforts to strengthen meaningful engagement with key audiences through early and ongoing dialogue, supported by clear training and guidance where needed to ensure a consistent and coordinated approach. Lead: UCD, Comms and User Engagement teams.
- **Actionability of outputs:** Review best practice to improve the actionability of knowledge outputs for users and share with organisation. Lead: Knowledge Mobilisation and Comms teams.
- **Data improvements:** Undertake a focused review of data accessibility, granularity and availability, and identify opportunities to better meet user needs. Lead: Exec Director of RDD & Data Leads.

The Committee is asked to:

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