



Impact Monitoring Framework Report 2025/6

Version 1.0
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Summary of key findings

Consistent with previous years, respondents described Public Health Wales as a trusted and valued source of evidence and expertise overall, with many examples of data and knowledge outputs being used to inform policy, planning, healthcare delivery, education and partnership working.

91% of respondents reported that they would use Public Health Wales outputs again, consistent with the last survey's 92%, and there was an increase in the number of respondents using our data and knowledge outputs who rated their experience with Public Health Wales as a 7 out of 10 or higher from 67% to 79%.

There are indications that we have improved our user engagement with those directly involved with our work, and the ease of use of our outputs. However, wider user engagement continues to be raised as an area for improvement with respondents identifying specific opportunities to:

- increase the visibility of resources, and
- strengthen user-focused engagement

Responses suggest a decline in satisfaction in terms of data usability, timeliness and responsiveness, and feedback around the impact of our work remains moderate with room for improvement. Suggestions to improve the usefulness, actionability and impact of our work include:

- providing more timely, accessible, local-level data
- brief, well summarised formats
- practical case studies
- clearer recommendations
- stronger links to implementation and policy
- designing outputs around user needs and implementation rather than information provision alone, and
- better clarity and communications around the role, purpose and offer of Public Health Wales

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
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](#).

This year's report focuses on findings from the annual survey of Public Health Wales's stakeholders circulated in January 2026. The annual survey captures stakeholder views on the accessibility, relevance, and impact of PHW's data and knowledge outputs. The survey goes out to as many external users of PHW's work as possible through a snowballing email approach, via website news posts, via social media posts, and via newsletters. The full survey with responses can be found in the [appendix](#).

Findings

The annual survey generated a rich range of qualitative and qualitative feedback from respondents across the NHS, local government, Welsh Government, academia, the third sector and partner organisations. 135 respondents started the survey with 53 completing the full range of questions. Respondents reflected on their experiences of accessing, using and working with Public Health Wales' data and knowledge outputs, including research, reports, dashboards, guidance and evidence reviews.

Feedback highlighted the significant value that users place on Public Health Wales outputs. 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%), 91% of respondents would use data or knowledge produced by Public Health Wales again (similar to 92% last year), and 100% of respondents who'd worked directly with Public Health Wales on the development of a data or knowledge product would do so again (up slightly from 96%). 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 three primary themes:

- **Visibility**, relating to awareness of and access to Public Health Wales outputs and resources;
 - **Engagement**, relating to relationships, communication and collaboration with users and stakeholders;
 - **Impact**, relating to the influence of Public Health Wales data, evidence and knowledge on decision-making, policy, planning and service improvement.
- In addition, the cross-cutting theme of **Data Usability** emerged strongly from this year's data, particularly around the need for more granular, user-friendly and accessible data.

A summary of findings by theme follows. The full survey with all responses is in the [appendix](#).

Visibility

Just as in previous years, mixed feedback was received on the visibility of Public Health Wales, its products, resources and outputs. While only 59% of respondents said they agreed that Public Health Wales data and knowledge was 'easy to find', this does represent an increase from 49% last year.

Finding information and resources

Difficulty finding and accessing information on the Public Health Website are ongoing issues, echoing feedback from previous impact surveys. This feedback has been considered during the development of the new website. Please note that this years' feedback was collected prior to the launch of the new Public Health Wales website but remains relevant its ongoing development.

Common themes:

- Website is difficult to navigate.
- Users struggle to locate data, reports and publications.
- Uncertainty about what products and datasets are available.
- Lack of awareness of PHW data among some users.

Illustrative data and comments

- 64% of respondents used the PHW website to find information¹
- "I often struggle to find information with the way the website is organised."
- "Website is difficult to navigate."
- "Publications page could have better filters."
- "Can be challenging to know what is available and find it."
- "Sometimes it is difficult to find if data is available and, if so, where it can be accessed."
- "It is not clear when new releases become available or are due."
- "I often rely on being sent things by colleagues so might not always know where to access/find things myself."

Awareness and communication

Many of the comments made suggest that there is good awareness of PHW and recognition of outputs as ours, but improvements have also been suggested. This is consistent with mixed feedback on awareness and visibility of Public Health Wales outputs from previous years.

Common themes:

- Better promotion of outputs and publications.
- Requests for newsletters tailored to user interests.
- Desire for monthly bulletins and alerts regarding new releases.
- Desire for clearer signposting and publication alerts.
- Positive feedback regarding PHW's online presence.

¹ For other access methods used by our respondents, see Q6 of the [appendix](#).

Illustrative data and comments

- 73% of respondents said outputs were recognisable as PHW (up from 64% in 2025)
- 49% receive information by email, social media or newsletters etc
- "We are always kept up to date with what is going on in PHW. They have a good online presence."
- "Having a summary of publications once a month like a bulletin would be helpful."
- "Newsletters tailored to interests would be helpful."
- "Better publicise when new releases are available."

Clarity of Organisational role

Efforts to improve clarity around the remit and role of Public Health Wales over the past year do not appear to have resolved the confusion around this also identified in last year's survey. Qualitative data collected in this year's survey has identified a very similar lack of clarity around Public Health Wales's role and position in the NHS landscape.

Common themes:

- Confusion regarding PHW's remit.
- Uncertainty about the distinction between PHW and other NHS organisations.

Illustrative comments

- "A muddy landscape with various NHS websites. Public Health Wales, HEIW and Improvement Wales. I'm unsure of the roles of each and how they differentiate."
- "More clarity on the different roles and justification for having PHW knowledge and research work and Welsh Governments Health Social Care & Early Years Scientific Division."

Engagement

The following is a summary of the feedback around how Public Health Wales engages and works with its stakeholders. On the whole, feedback on engagement with those who'd been directly involved in working on data and knowledge outputs with us improved considerably on last year, with 86% of those either 'very satisfied' or 'somewhat satisfied' with the process, compared to only 50% in the last annual survey; 86% were 'very' or 'somewhat satisfied' with the end product compared to 66% last time². Qualitative findings from those directly working with us showed a similar improvement in satisfaction.

There still seem to be shortcomings around wider engagement though with considerable feedback on the need for better and earlier engagement.

Positive partnership working

Those who have actively worked with us reported generally positive processes and outputs.

Common themes:

- Staff viewed as approachable, helpful and collaborative.
- Strong partnership working across programmes and networks.
- Positive experience of specialist teams.

Illustrative comments

- "Very open and flexible to comment and feedback."
- "Generally excellent to work with."
- "Officials are always helpful."
- "The members of staff from PHW have always been approachable and willing to help and support."
- "PHW colleagues are engaged and positive collaborators."
- "Good engagement with PHW from a research perspective."
- "As a public health team, we normally interact via the Observatory who are very helpful."

Responsiveness and timeliness

Concern is reflected in several responses around the responsiveness and timeliness of Public Health Wales's data and knowledge provision, with indication that this has declined over recent years.

Common themes:

- Delays in data provision and publication.
- Need for more rapid responses to support policy development.
- Capacity pressures affecting service responsiveness.

Illustrative data and comments

- Only 44% of respondents said they agreed our data and knowledge outputs were timely (down further from 48% in the last annual survey).
- 41% of respondents felt outputs sometimes or always met their needs.
- "Timeliness of this data has worsened in recent years."
- "WG usually needs rapid responses to develop policy ideas."
- "Not always able to commit timely resources to address issues."
- "Timely information sharing could be improved."
- "Timeliness of data and leaflets has been disappointing this year regarding the vast changes to immunisation schedules. Information is late, causing issues with training and giving mixed messages."
- "Data can sometimes be slightly delayed."
- "Need more timely data without late changes to information."

User involvement and co-production

Despite many positive comments from those already actively working with us, there were numerous comments and suggestions around the continued need for greater user involvement and understanding of user needs.

Common themes

- Need for greater understanding of stakeholder requirements.
- Earlier engagement in projects.
- Some concerns around transparency, openness and consultation processes.
- Perceived lack of collaboration in some areas.
- More transparency regarding prioritisation and decision-making.

Illustrative data and comments

- 43% agreeing that our outputs were user focused (49% in 2025)
- "Need mechanisms for highlighting what analysis and products would support improvement."
- "Transparency over decision-making as to what is being prioritised."
- "A clearer understanding from the beginning of the type of data and useful parameters would have been helpful."
- "Would like greater forward engagement with Welsh Government policy development as some areas are duplicated in PHW rather than working collaboratively with WG."

² These figures are based on a small number of respondents. This year, 14 respondents reported working with us and were therefore asked the associated questions, compared with 28 respondents last year.

- "Regular engagement, good communications, can be a bit too focused on what they already want to show."
- "There is a need for a closer alignment with the needs of the health boards."
- "The Tackling Diabetes Together Programme engagement has been appalling."
- "From experience, it's not a very open or transparent public body."
- "They don't work well with people outside PHW."
- "Funding and its distribution are opaque."

Impact

The following summary brings together feedback on how Public Health Wales's data and knowledge outputs influence decisions, policy and practice and some of the improvements needed to increase impact. In terms of impact, the findings are similar, with potentially a slight improvement, in terms of the use and impact of Public Health Wales outputs. 74% of respondents agreed that our data and knowledge outputs were easy to use (an improvement on last year where only 65% agreed), while only 56% agreed that they were impactful³, similar to last year's figure at 54%.

Informing policy, planning and decision-making

Several respondents reported using Public Health Wales data and knowledge to inform work plans and decision making.

Common themes:

- Data used for planning and strategic decision-making.
- Supports wellbeing assessments, local authority work, and workforce planning.
- Influences Welsh Government policy development.
- Illustrative data and comments 46% of respondents planned to use the information to inform policy or regulations

Illustrative comments

- "Informs my knowledge of current concerns and supports decisions I take."
- "I use the data and reports to improve my knowledge and understanding and to inform our direction of work with partners."
- "Supports cluster planning."
- "Helped to inform consultation on the Local Development Plan."
- "Allows us to monitor change over time."
- "To inform key programmes of work – Strategic nursing workforce plan, Strategic perinatal workforce plan, Community by Design, Working with PHW on the development of public health nurses and health visitors"
- "Supported undertaking of local PSB Climate Change Risk Assessments."

Supporting service improvement

Respondents reported our data and knowledge outputs positively impacting service improvement.

Common themes:

- Supports quality improvement.
- Enables assurance processes.
- Supports accountability and monitoring.
- Illustrative data and comments
- 41% planned to use the information to monitor the effectiveness of an intervention or change

- "Offered assurance, assisted holding health boards to account."

³ For more on what users think of our outputs, see the full survey in the [appendix](#).

- "Monitor how well the health boards are doing against reduction expectations around avoidable nosocomial infections."
- "I monitor how well the HB's are doing against the reduction expectation around avoidable nosocomial infections. This shaped my work plan of directing planned programmes of work to improve quality and safety."

Supporting clinical practice

Some positive examples of Public Health Wales's data and knowledge outputs being used to support clinical practice were highlighted.

Common themes:

- Useful for patient care.
- Supports infection prevention and immunisation programmes.
- Supports healthcare professionals with evidence and guidance.

Illustrative comments

- "A valuable tool to aid clinical decisions in patient care."
- "Helpful in providing information and guidance."
- "The new guidelines for child immunisation have been presented in a clear, concise way."
- "Helps with patient education."

Knowledge exchange and learning

Respondents reported Public Health Wales's data and knowledge being used to support education and research.

Common themes:

- Supports research, education and training.
- Facilitates knowledge sharing and systems thinking.

Illustrative data and comments

- 28% planned to use the information to support a funding application
- "It is useful to access information to inform teaching."
- "Helps to inform my MSc studies."
- "The benefit of shared thinking and knowledge exchange."
- "Provided a platform to network and learn together."

Making outputs more actionable

Despite the above positive examples of impact on planning, service improvement and education,

numerous comments were received around making our outputs more actionable to increase their usability and impact. Previous surveys have also raised these issues and despite some awareness raising across the organisation, feedback suggested that PHW still need to do more to move data and knowledge outputs beyond informing to become easier to apply in practice.

Common themes / requests from users:

- More Localised and Operationally Relevant Data
- More Practical Examples, Case Studies and Learning
- Clearer Recommendations and Action-Oriented Outputs
- Better Translation of Evidence into Policy and Service Change
- More User-Centred Design

Illustrative data and comments

- 55% of respondents found the information to be actionable (consistent with 52% in 2025)
- "National, well-evidenced reports produced by PHW are a useful resource and reference, but unless there is a greater connection with Health Boards to support the changes we need to make on the ground, their impact will be limited to academic rather than practical."
- "There is a wealth of additional material, such as concrete case studies on the practical application of HIA, that either is not readily accessible or I am unaware of how to locate."
- "More on innovative and transformational ways of delivering community-based health care."
- "The key strategies that direct our work require us to be focused on actions that will make the most difference."
- "Need mechanisms for highlighting what analysis and products would support improvement of health of the public in Wales."
- "Helping to advise and inform services on how to best consider prevention as a core activity."
- "There is a need for a closer alignment with the needs of the health boards in shifting population health."
- "Data and evidence rapid reviews to support policy development and NHS assurance."
- "Data/information seems to be presented from the perspective of the provider without focusing on the need of the user."
- "Perhaps better consider the needs and usefulness to users."

Data Usability

Data usability feedback themes appear repeatedly and strongly across the other feedback themes. Satisfaction with our data outputs varied. 75% of those who'd used our analytical reports and official statistics were 'somewhat' or 'very satisfied' with them (consistent with 76% last year), 71% of those who'd used our dashboards were 'very' or 'somewhat satisfied' (up from 57% last year), and 53% of those who'd used our raw data were 'very' or 'somewhat satisfied' (consistent with 50% last year)⁴.

Concerns around both the granularity and accessibility of PHW data have been raised previously but appear to have been raised more strongly than in previous years.

Common themes

- Need for more granular geographical data. Requests for local authority, neighbourhood, GP cluster and ward-level data.
- Desire for open access / raw data.
- Better filtering, downloading and analytical functionality.
- Interest in a live data portal.
- Data sometimes out of date.
- Inconsistent reporting formats.
- Variations between datasets.
- Lack of data on disabled people and protected groups.

Illustrative comments / suggestions

- "It would be great to have an instant-access 'live' online portal for all public health data."
- "Not always available at the geographical level I'm looking for."
- "Neighbourhood level data."
- "Locality, Borough, LSOA, Practice. Heat Maps."
- "Open-source data would be helpful."
- "Some key sources are out of date."
- "Publication of data is inconsistent."
- "Would like to see more standard reporting on inequalities."
- "Data rarely provides segmentation for disabled people."
- "Any possible data disaggregation by geography and protected characteristics."
- "Make raw data and metadata available like StatsWales."

⁴ For satisfaction scores on all our other types of knowledge outputs see Q13 of the survey in the [appendix](#).

Progress

Update on 2025 remedial actions

Key remedial actions included in last year's recommendations included

- **Public Health Wales website:** Continue to support the development of the new website in line with the Impact Monitoring Report - Support has been provided throughout the development process. Some recommended actions are still to be implemented but are part of the ongoing improvements backlog for the website.
- **Publication Standards:** Promotion, embedding and supporting of the PHW Publication Standards and Content Design Standards work – The Publication Standards work has now been incorporated into the wider [Content Design Standards](#) and is being rolled out as part of the improved website ways of working. Implementation has been slowed due to the need to rapidly move content from the old website to the new website, but the checklist of standards is due to form part of the training for content creators going forward.
- **User Engagement:** Continued cross organisational assessment and improvement of User Engagement – Ongoing work by the [Engagement team](#) including recently published '[People's Experience Standards](#)' and a baseline assessment of engagement carried out.
- **Data improvements:** PHW are an active partner in the DHCW-led, WG-funded National Data Resource Programme (NDR). The NDR will improve how we access and analyses data, in a safe, secure and ethical manner, across the NHS and social care in Wales. Working with DHCW, the first stages of our migration of analysis into the NDR's cloud platform were completed in 2025/26, with more to follow in 2026/27.
- **Cross organisational collaboration:** Establishment of project database or coordination resource to allow better collaboration across the organisation and improve the flow of content on the website – this work has been deprioritised while the website is developed, and other actions have taken priority.
- **Impact monitoring:** Extension of this systematic approach to monitoring impact through cross organisational promotion - rolled out across numerous teams with plans for further surveys and interviews are in progress. Due to competing priorities and team capacity, roll out has been slower than anticipated but will continue throughout 2026/7.
- **Ongoing monitoring:** Monitoring of what further work is needed once planned initiatives have been established – ongoing monitoring has continued and additional remedial actions are recommended below.

New & ongoing recommendations

Despite improvements in the Public Health Wales website and some positive movement in user engagement, communication and perceived impact since last year, the findings highlight several areas where little or no improvement has been observed. Respondents continue to identify challenges relating to the actionability of our outputs, responsiveness and timeliness, and access to data. These areas warrant further investigation and targeted improvement.

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.

Appendix

For the full annual survey and responses, including specific pieces of work mentioned as having an impact and impact, please see separate [Appendix](#) document.

Authorship, acknowledgements and contact information

Public Health Wales is grateful for the time participants have taken to complete the annual survey and the useful insights given to help improve the usefulness and impact of our knowledge outputs.

The annual survey and wider elements of Public Health Wales's Systematic Approach to Monitoring Impact are collated by the [Knowledge Mobilisation Team](#). If you have any questions about this report or the wider work of the [Systematic Approach to Monitoring Impact](#), please don't hesitate to get in touch.

Gweithio gyda'n gilydd
i greu Cymru iachach

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