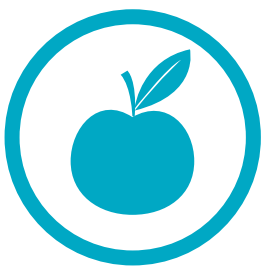


A healthier, happier and fairer Wales

Public Health Wales Strategy

OUR AIM

A healthier, happier and fairer Wales



OUR PURPOSE

To protect and improve
health and wellbeing
and reduce
health inequalities

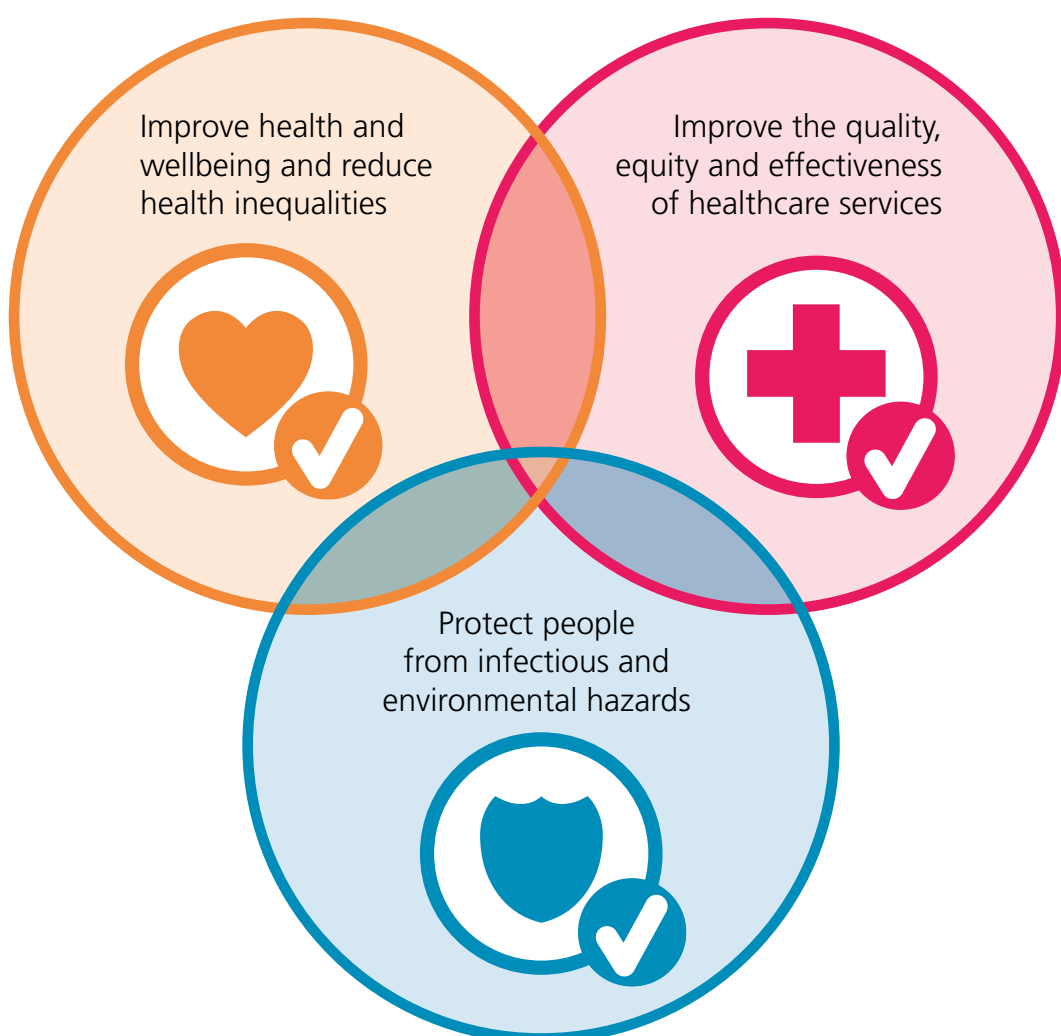
OUR APPROACH

We **lead** the public
health system to define
effective services and
prioritised actions

We **mobilise** others
to develop community
solutions to health
problems

We **deliver** services
directly, where there are
distinct advantages in
doing so

OUR COMMITMENTS



OUTCOMES

Specify what we are trying to achieve

PRIORITIES

Guide where we will make the most
effort to maximise impact

PLANS

Describe what we are going to do

OUR ENABLERS



- Values and behaviours
- Knowledge and skills
- Governance, transparency and accountability
- Sustainable resources
- Information and evidence
- Infrastructure and technology
- Systems and processes
- Relationships with stakeholders and partners
- Leadership and management

OUR PRIORITIES FOR ACTION



- ☐ Implement *Transforming Health Improvement in Wales*, in partnership with communities and partners from all sectors
- ☐ Develop and agree system-wide health improvement priorities by engaging our stakeholders
- ☐ Produce a business case for investment in prevention and health improvement, with our academic partners
- ☐ Address the wider determinants of health by strengthening our role in supporting policy development
- ☐ Deliver smoking prevention and cessation services, comparable with the best in the world
- ☐ Design, develop and implement:
 - ☐ interventions in the early years, focused on maternal smoking, breast feeding, childhood obesity, mental health etc.
 - ☐ Over 50 Health Checks
 - ☐ interventions focused on healthy ageing
 - ☐ a plan for reducing liver disease, addressing alcohol abuse, obesity, and blood-borne viruses
 - ☐ interventions focused on cardiovascular disease
 - ☐ interventions focused on cancer
 - ☐ action in schools and workplaces
- ☐ Improve intelligence and evidence to support action, by:
 - ☐ strengthening the Public Health Wales Observatory
 - ☐ developing a unified evidence review service
 - ☐ strengthening collaboration with academia
- ☐ Enable the rapid identification, adaptation and implementation of international best practice



- ☐ Identify and act on priorities for service improvement, in collaboration with NHS Wales
- ☐ Improve healthcare quality, by providing professional leadership
- ☐ Support, oversee and evaluate key health and healthcare interventions
- ☐ Support the health system response to unscheduled care pressures
- ☐ Increase public health capacity, through work with the NHS and other stakeholders
- ☐ Strengthen the public health impact of primary health care
- ☐ Improve resilience in the NHS, and protect patients, by guiding the implementation of staff health programmes, including vaccination
- ☐ Develop our screening programmes so they meet performance standards
- ☐ Improve cervical screening through the use of HPV testing
- ☐ Make a proposal for organisational responsibility for the diabetic eye screening programme
- ☐ Support future service design and evaluation through strengthened cancer intelligence



- ☐ Complete the health protection surveillance reviews and make clear choices on those that should continue
- ☐ Improve patient access to modern infection diagnostics and management, through the establishment of an all Wales managed microbiology service network and service redesign
- ☐ Establish our strategic leadership of healthcare associated infections and antimicrobial use, with an appropriate balance of effort directed at infections in the community and hospital settings
- ☐ Ensure that vaccination programmes meet their targets and new programmes are effective, through system leadership
- ☐ Improve our response to exceptional events, by applying the lessons learned from the measles outbreak and other experience
- ☐ Set out a clear vision for the adoption of genomic sequencing in public health with a focus on infectious diseases, by engaging our strategic partners

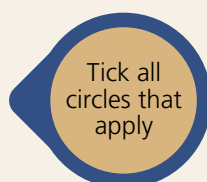


- ☐ Develop and implement revised accountability arrangements
- ☐ Put in place a comprehensive governance framework that addresses the issues raised by the Francis Report
- ☐ Develop and quality assure the public health system and benchmark against international standards
- ☐ Embed sustainable development within the organisation
- ☐ Align our workforce to priorities and develop and maintain sufficient skills and knowledge
- ☐ Develop and equip staff to work effectively and in new ways, through:
 - ☐ investing in skills across the workforce
 - ☐ developing leadership and management skills, including in support of our system leadership role
- ☐ developing and providing informatics tools and services
- ☐ making more effective use of accommodation
- ☐ Build a healthy productive workplace by adopting *Engage for Success*
- ☐ Ensure financial sustainability through:
 - ☐ evaluating the effectiveness and cost-effectiveness of public health services
 - ☐ identifying potential additional sources of income/funding
 - ☐ developing and approving a budget strategy
- ☐ Support modern public health service delivery and the delivery of targeted, interactive digital services by securing the necessary informatics systems
- ☐ Contribute to new knowledge development in support of our Research and Development strategy
- ☐ Review, develop and implement our Communications Strategy
- ☐ Implement a revised planning framework
- ☐ Develop and implement revised performance reporting
- ☐ Review and update our business continuity arrangements
- ☐ Establish a positive international reputation for the services we deliver

My contribution to achieving a healthier, happier and fairer Wales

In my job, I contribute directly, or I support others who contribute directly, to the following Public Health Wales commitments:

- ☐ Improve health and wellbeing and reduce inequalities
- ☐ Improve the quality, equity and effectiveness of healthcare services
- ☐ Protect people from infectious and environmental hazards



Of Public Health Wales priorities for action (above), I have ticked the circles of the ones I will be supporting personally. Please use this document to inform your appraisal.

Email: general.enquiries@wales.nhs.uk
www.publichealthwales.org



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