

Cadw'n iach yng Nghymru

Stay Well in Wales



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Background

- Public involvement in policy making has become increasingly important
- The World Health Organization (2011) states that “*policy can no longer just be delivered: success requires co-production and the involvement and cooperation of citizens*”
- Understanding the public’s views on public health is an essential part of developing effective public health policy and services in Wales



Background

- Well-being of Future Generations (Wales) Act was informed through the 'Wales We Want' conversation
- One of the 7 key areas identified

“... a stronger citizen voice and active participation in decision making is fundamental for the well-being of future generations.”

A conversation about the future of Wales



Background

- Well-being of Future Generation Act was informed through the 'Wales We Want' conversation.

A conversation about the future of Wales

- **Citizen engagement is one of four key priorities set by the Future Generations Commissioner 2017-2023**

decision making is fundamental for the well-being of future generations."



Background

- Stay Well in Wales survey was designed to capture the views of individuals living in Wales on a range of public health issues in order to inform the development of Public Health Wales' long-term strategy

PHW
Employees

PUBLIC

Stakeholders

- World leading practice
 - Only small number of countries have collected the public's opinions to inform their practice

What do the **PUBLIC** want from **THEIR**
national public health organisation?



Two method approach

Method one

1. Household face-to-face interview

Nationally representative household survey was administered through **face-to-face interviews**

N = 1,001

Inclusion criteria:

- (i) aged 16 years and over;
- (ii) resident in Wales; and
- (iii) cognitively able to participate

Method two

2. Online questionnaire

An **online questionnaire** was set up to provide everyone who wished to participate to have their say

N = 2,309

Inclusion criteria:

- (i) aged 16 years and over;
- (ii) resident in Wales; and
- (iii) cognitively able to participate

Tool: Questionnaire

Questions were framed to capture the public's opinion on:

- 1) What they perceive to be the **largest contributors** to poor health and well-being;
- 2) Which public health issues they think require **more action** by public services;
- 3) Where they **source their information** about staying healthy and well from;
- 4) Their perspective on a range of **public health priorities**

Results: Household survey

- **Nationally representative household survey** results were published in 2018
- **Behavioural issues** were considered to be making the greatest contribution to poor health and well-being
- **Differences between** what the public identified as **top contributors** to poor health and well-being and where they felt **more work was needed**
- **Traditional communications** channels such as family and friends, health professionals and TV remain leading sources of information



NEW REPORT – Published TODAY

Views of 3,310
people in Wales



Their perspective
on a range of public
health priorities

Breakdown of combined sample

		n	%
Gender	Male	929	28.1
	Female	2381	71.9
Age (years)	16-29	450	13.6
	30-49	1395	42.1
	50+	1465	44.3
Employment status	Employed	2427	73.3
	Unemployed	248	7.5
	Student	108	3.3
	Retired	527	15.9

Binge drinking frequency (missing 10)	Never	1410	42.7
	Occasional	1530	46.4
	Regular	360	10.9
Smoking status (missing 3)	Never	1927	58.3
	Ex-smoker	926	28.0
	Current	454	13.7
Physical activity levels (days per week)	0-1	1272	38.2
	2-4	1415	42.5
	5+	644	19.3
Fruit and vegetable consumption (portions per day) (missing 3)	0-2	847	25.6
	3-4	1470	44.5
	5+	990	29.9
Self-reported general health (missing 6)	Low	862	26.1
	Average	1612	48.8
	High	830	25.1
Survey method	Household	1001	29.9
	Online	2309	70.1

Results: Combined sample

- To explore differences in opinions across population groups, demographic and health-behaviour super profiles were created

Demographic super profiles:

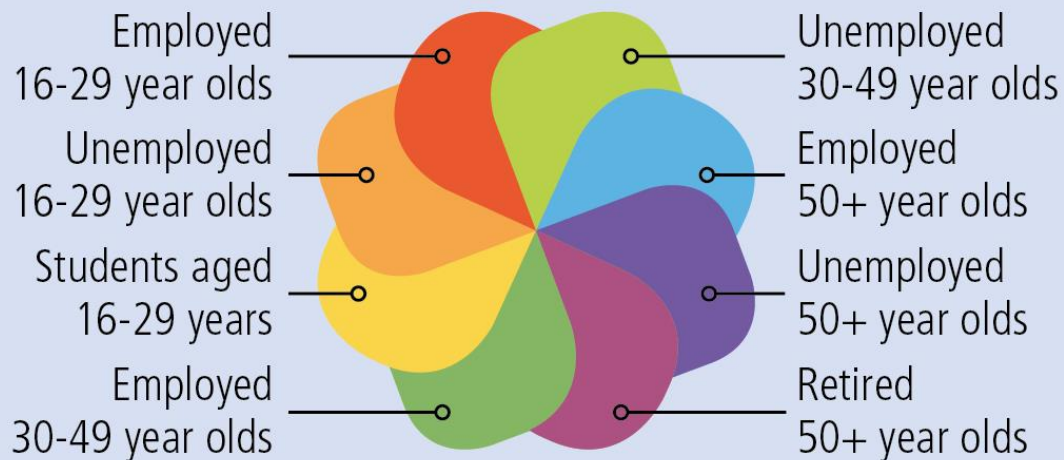
1. Employed 16-29 year olds
2. Unemployed 16-29 year olds
3. Students aged 16-29 years
4. Employed 30-49 year olds
5. Unemployed 30-49 year olds
6. Employed 50+ year olds
7. Unemployed 50+ year olds
8. Retired 50+ year olds

Health-related behaviour super profiles:

1. Binge drinking frequency
2. Smoking status
3. Physical activity levels
4. Fruit and vegetable consumption
5. Self-reported general health

Results: Combined sample

Super profile categories



The adjusted proportion^a within each profile that agreed^b with the statement is shown within the respective coloured segment.



Binge drinking



Smoking



Poorer health

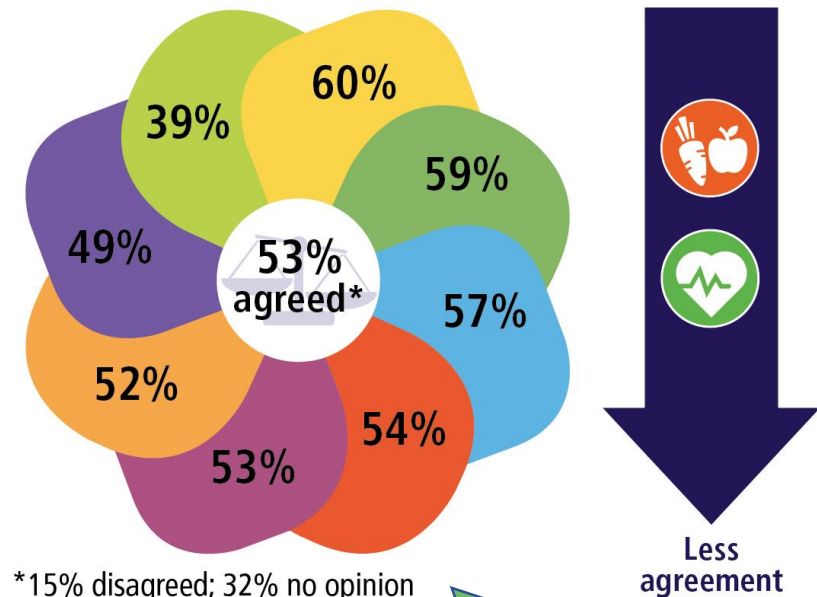


Poorer diet



Physical inactivity

The NHS should spend less on treating illness and more on preventing it

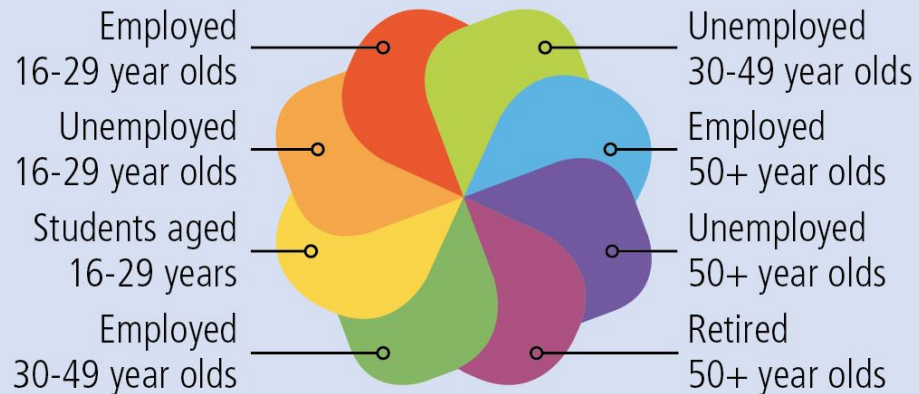


*15% disagreed; 32% no opinion

Top 3 MOST likely to agree

Students aged 16-29 years
Employed 30-49 year olds
Employed 50+ year olds

Super profile categories

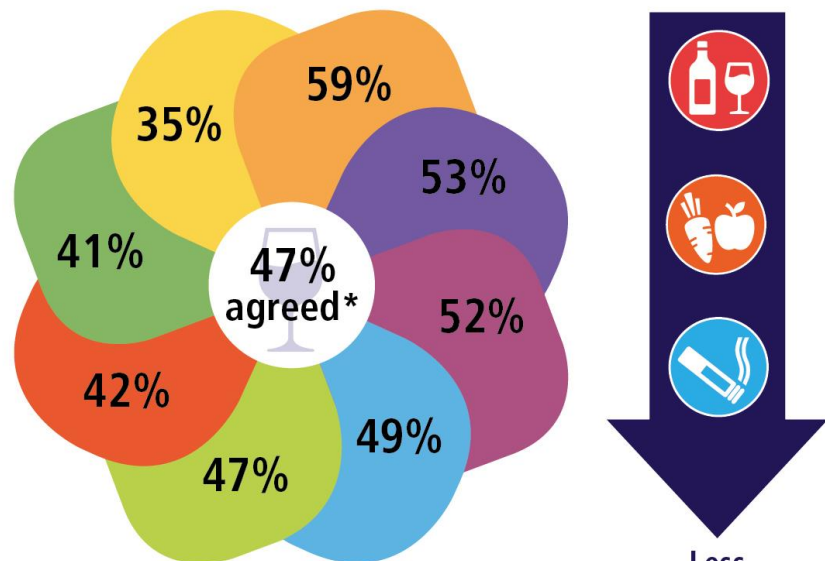


The adjusted proportion^a within each profile that agreed^b with the statement is shown within the respective coloured segment.

Top 3 LEAST likely to agree

Unemployed 30-49 year olds
Unemployed 50+ year olds
Unemployed 16-29 year olds

Alcohol advertising should be banned to prevent alcohol problems



*26% disagreed; 27% no opinion

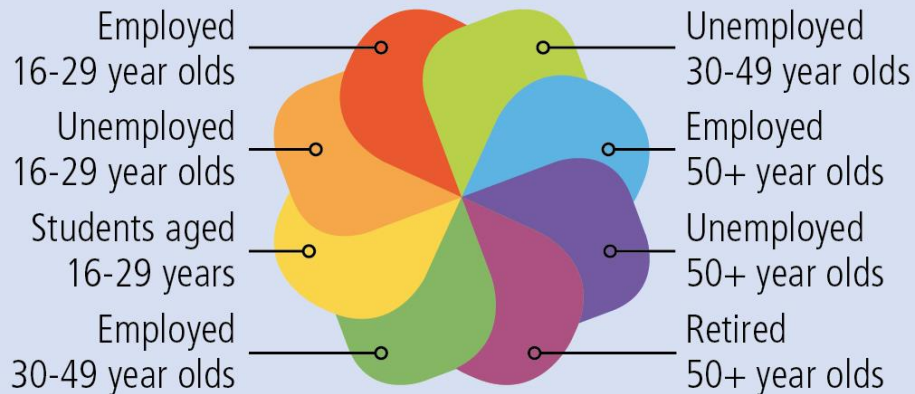


Less agreement

Top 3 MOST likely to agree

Unemployed 16-29 year olds
Unemployed 50+ year olds
Retired 50+ year olds

Super profile categories

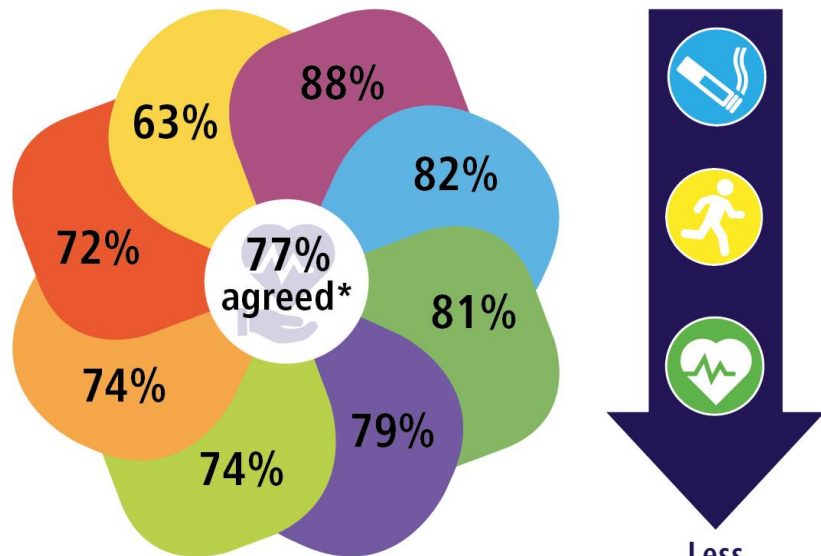


The adjusted proportion^a within each profile that agreed^b with the statement is shown within the respective coloured segment.

Top 3 LEAST likely to agree

Students aged 16-29 years
Employed 30-49 year olds
Employed 16-29 year olds

**People should look after themselves,
it's not the job of public services**



*7% disagreed; 17% no opinion

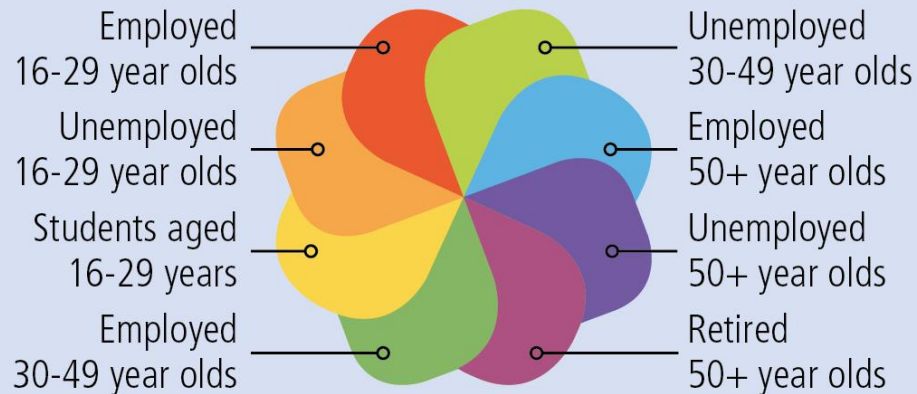


**Less
agreement**

**Top 3 MOST
likely to
agree**

Retired 50+ year olds
Employed 50+ year olds
Employed 30-49 year olds

Super profile categories

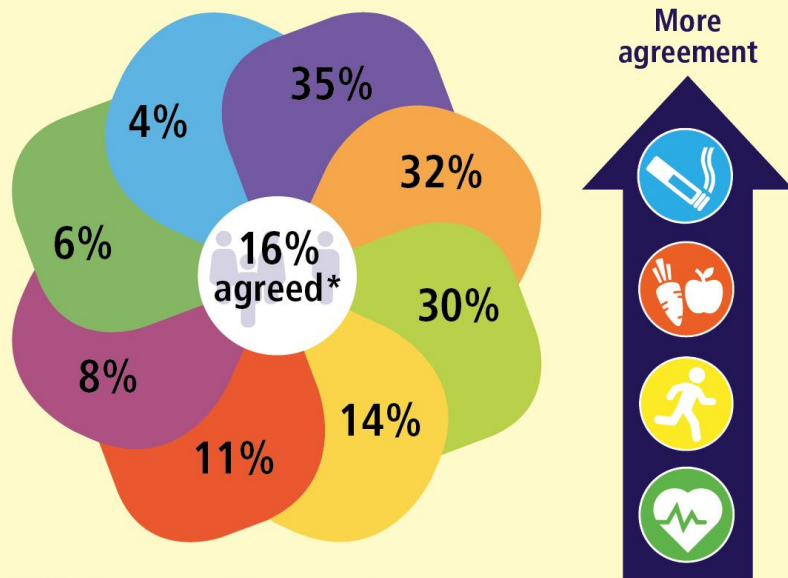


The adjusted proportion^a within each profile that agreed^b with the statement is shown within the respective coloured segment.

**Top 3 LEAST
likely to
agree**

Students aged 16-29 years
Employed 16-29 year olds
Unemployed 16-29 year olds
Unemployed 30-49 year olds

I often feel isolated in my local community

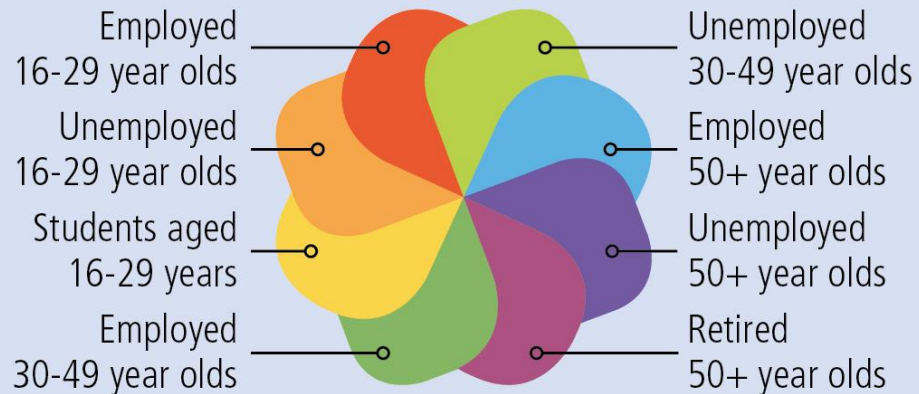


*71% disagreed; 13% no opinion

Top 3 MOST likely to agree

Unemployed 50+ year olds
Unemployed 16-29 year olds
Unemployed 30-49 year olds

Super profile categories



The adjusted proportion^a within each profile that agreed^b with the statement is shown within the respective coloured segment.

Top 3 LEAST likely to agree

Employed 50+ year olds
Employed 30-49 year olds
Retired 50+ year olds

Conclusions

- ❧ Widespread public support for a range of action to improve public health
- ❧ A contrast in well-being between demographic super profiles was evident
- ❧ Distinctive differences in public opinion were found based on health-related behaviours
- ❧ Reveals how, often, the strongest resistance to public health measures can come from those with most to gain from their implementation
- ❧ IMPACT: This work has informed PHW's long-term strategy

Our Priorities 2018-2030

Building and mobilising knowledge and skills to improve health and well-being across Wales

Influencing the wider determinants of health

Improving mental well-being and resilience

*Working to Achieve
a Healthier
Future for
Wales*

Supporting the development of a sustainable **health and care system focused on prevention** and early intervention

Promoting healthy behaviours

Protecting the public from infection and environmental threats to health

Securing a **healthy future** for the next generation

Our Values:

*Working
together with
trust and respect
to make a difference*



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Conclusions

❧ Widespread public support for a range of action to improve public health

❧ A contrast in well-being between demographic super profiles was evident



Strong support for a preventative approach to public health

- ❧ Reveals how, often, the strongest resistance to public health measures can come from those with most to gain from their implementation
- ❧ IMPACT: This work has informed PHW's long-term strategy

Diolch am gwrando Thank you for listening

For more information please email:
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Both reports are available from:
www.publichealthwales.org/staywellinwales

