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University Health Board



**Strategic Refresh – 19 May 2026  
Stakeholder Reference Group Presentation**



*A Healthier Mid and West Wales – Our future generations living well* was agreed in 2018, our organisational strategy that looked to move from an organisation that treats ill health, to one that promotes wellness and prevents illness.

From November 2024, work was undertaken to refresh our Strategy to reflect changes which have taken place locally, regionally and nationally, noting impacts of the COVID-19 pandemic, impact of cost of living, and advances made in digital technology.

The refresh looked at what remains the same, such as how we think we will deliver care in the future, what has changed, such as advances in digital and clinical standards, and what we want to keep doing, such as the work on developing out social model for health and wellbeing and the population health and wellbeing activities.

The refresh of the strategy, *A Healthier Mid and West Wales - Healthier lives, well lived*, was presented to Board in January 2026 and the content approved subject to final proofing and edits. Since this time, work has been undertaken to create accessible versions of the Strategy as well as designing work to make the document more accessible for members of the public, our partners and wider stakeholders.

Since the strategy was presented to Board in January 2026, minor changes have taken place to the document where required, these included revising the title of the planning goal around digital transformation (People First, Digital Always), and strengthening how our Strategy aligns to our wellbeing objectives as part of the Future Generations (Wales) Act which, while referenced, were not finalised at the time of sharing with the Board.

Now that the document content has been finalised, work has been undertaken to translate it into different accessible formats, as well as design work to make it easier to read and understand.

The intention is to present the suite of final documents to Board on 28 May 2026 where they would be publicly available and circulate internally with staff when ready, so that our staff have the first opportunity to read and understand our Strategy.

While initial awareness raising is likely to take place around this date, focused engagement is likely to happen later in the year to avoid confusion between this work and other engagement activities.

