

**PWYLLGOR STRATEGAETH A CHYNLLUNIO
STRATEGY AND PLANNING COMMITTEE**

DYDDIAD Y CYFARFOD: DATE OF MEETING:	18 December 2025
TEITL YR ADRODDIAD: TITLE OF REPORT:	Planning Objective 10: Population Health
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Dr Ardiana Gjini, Executive Director of Public Health
SWYDDOG ADRODD: REPORTING OFFICER:	Trina Nealon, Principal Public Health Practitioner, Interim Health Improvement Service co-lead

Pwrpas yr Adroddiad (dewiswch fel yn addas)

Purpose of the Report (select as appropriate)

Er Sicrwydd/For Assurance

ADRODDIAD SCAA

SBAR REPORT

Sefyllfa / Situation

Hywel Dda University Health Board (HDdUHB) is committed to population health improvement with a strong commitment to prevention, aiming to reduce avoidable illness, lessen the strain on Urgent and Emergency Care (UEC), and support healthier communities throughout Mid and West Wales.

The Health Board's Annual Plan 2025-2026, 'Population Health: Planning Objective 10' aligns local objectives with Ministerial Priorities to continue to make prevention everyone's business from hospital specialists to community volunteers. This approach involves closer collaboration between healthcare services, Local Authorities, the third sector, and the HDdUHB population.

Fundamental to this whole-system change, and recognising the importance of inequalities in health, is a change from a medical to a social model of health. Underpinning this approach is the Health Board's commitment to a Social Model of Health and Well-being (SMfHW), supported by the implementation of the 20four7 model.

These prevention frameworks are influenced by data evidence and intelligence provided in West Wales Regional Partnership Board (RPB) Population Needs Assessments (PNAs) and Public Service Board's (PSBs) Assessments of Well-being.

This report provides an update on the delivery of a SMfHW and the current progress of 20four7. Additionally, an update on the progress and next steps for the mid-term refresh of the RPB PNA is included.

Cefndir / Background

Population health improvement is driven by a combination of systemic, social, cultural and clinical factors. These key drivers include addressing the Social Determinants of Health such as housing, education, employment, transportation and food security and require multisector collaboration (healthcare, social services, education, housing) to tackle root causes of ill health and promote health equity and inclusion.

Data and analytics, community engagement and partnerships, workforce well-being, preventative and co-ordinated care supported by policy and governance structures are fundamental to reducing disparities in access and outcomes, central to modern population health strategies.

Underpinning the Health Boards commitment to preventative planning actions, and building upon the long-term strategy, two key models are central to providing the framework for health improvement. These are:

- Embedding a SMfHW
- Implementing the 20four7 model

The 20four7 model aims to support and empower clinicians, managers and staff to embed prevention-based healthcare into the centre of their day-to-day work. The impact will be improved population health outcomes and a more resilient regional health system. This will be achieved through more equitable access to services and a reduction in avoidable demand for services.

This model aims for people to stay well for longer, to reduce avoidable demand and to use Health Board resources prudently. They are reflected in the key aims of the Health Board's Strategy refresh and aligned to the NHS Wales Planning Framework's (2025-2028) focus on more prevention, earlier help, and better outcomes for everyone.

For both models, evidence of population need provides the basis for delivery. The requirement to produce a joint Local Authority and Health Board PNA originates from Section 14 of the Social Services and Wellbeing (Wales) Act to work together jointly to assess:

- The extent of the care and support needs of the local population
- The extent of support needs for carers
- The extent to which those needs are being met
- The range and level of services needed to meet the care and support needs identified
- The range and level of preventative services needed

The current PNA is being refreshed as part of a mid-term review.

All PSBs are required to produce an Assessment of Local Well-being once every five years under the Well-being of Future Generations (Wales) Act 2015. Work to update the current assessments will begin in 2026 for publication in 2027.

Asesiad / Assessment

Social Model for Health and Wellbeing

A Definition, Principles and Delivery Plan have been agreed by the SMfHW Steering Group, chaired by the Executive Director of Public Health, with membership including the Deputy Future Generations Commissioner, Public Health Wales, Local Authority and Voluntary Sector representation. Key leaders and representatives pledged their commitment to the Principles by signing the SMfHW Charter at a Summit Event in March 2025 which was attended by Professor Sir Michael Marmot.

Progress has been made across all six SMfHW Principals, with strong engagement from the Steering Group and regional partners. Specifically:

- Stronger governance alignment with the RPB Preventions Board, development of a dedicated webpage (as part of the RPB website).
- A Maturity Matrix, devised to help partners achieve a SMfHW, is being linked to the Well-being of Future Generation's online Progress Tracker with the recently published *Future Generations Report 2025* (Welsh Government, 2025), noting that all public organisations should work towards embedding the principles of a SMfHW.
- Four of the eleven questions as part of public consultation for the refreshed long-term strategy, included references to the principles of SMfHW.
- Increased engagement to embed a SMfHW with public and partnership events and meetings - to include PSB Delivery Groups, strengthened links with the Mental Health and Well-being Strategy, Capital Planning Team, Primary Care Model for Wales, Arts and Nature in Health and Wellbeing.
- Implementation of a Community of Practice with over 80 members. Two workshops held to date.
- Working with the Centre for Social Innovation, three key areas of focus have commenced including preparing a Business Case for a Community Health and Wellbeing Worker Programme, and work to promote nature and arts-based interventions.
- Several workstreams in place to explore volunteering programmes - aligned with Welsh Governments Volunteering Strategy 2025, aimed to increase community resilience.

20four7 and Inequalities

Addressing inequalities in health is essential to improving population health and well-being, sustaining health and care services, and ensuring that investment delivers maximum impact.

The 20four7 model has three interlinked priorities for prevention, which are intertwined with the commitment to a SMfHW. These are outlined in Figure 1:

Vision: "A culture of population health and prevention across HDdUHB that delivers sustainable, high-quality, and equitable care."

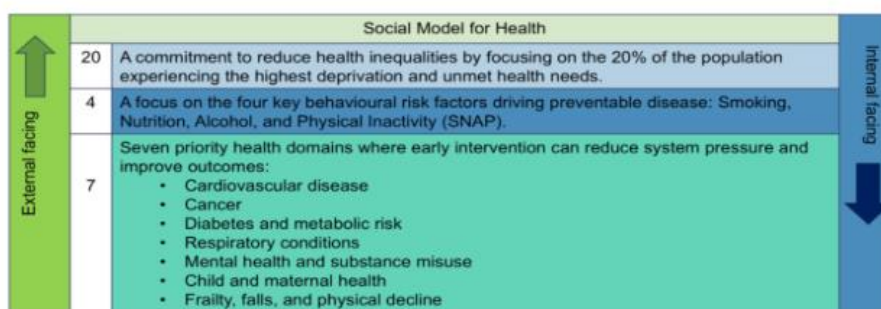


Figure 1 The 20four7 Model

The first 'pillar' of the 20four7 model focuses on equity, focusing on those most affected by avoidable ill health - the 20% most socio-economically deprived. HDdUHB serves one of Wales's most rural and ageing populations, with significant differences in health outcomes across the three counties. Premature mortality from preventable conditions such as cancer and cardiovascular disease remains highest in more deprived areas. Access to services can also be more difficult due to transport barriers, rising fuel costs, and digital exclusion, which further compound inequalities.

The 20% element of the 20four7 model has three main strands:

1. Coordinating multi-agency action

A multi-agency Health Equity Oversight Group has been established.

2. Ensuring equity in our pathways

Equity Impact Assessments (EIA) play an important role in ensuring that health equity considerations are integrated into budgeting and planning processes as they can help to identify potential disparities in health outcomes and resource allocation.

3. Equity in all we do

All services and programmes are asked to apply an 'equity lens' at the design stage. The Health Board will support teams to carry out Health Equity Audits (HEA) to examine how health determinants, access to services, and outcomes are distributed across the population. Health coaching is also being championed as part of a SMfHW, empowering patients to take an active role in their health care, leading to improved outcomes and potentially reduce health inequalities.

A 20four7 Task and Finish Group has been established with representation drawn from across the Health Board. The Group has facilitated the development of a Communication and Engagement Plan. Highlights from the plan include an initial co-production workshop session with staff to identify key tools to support the model in practice.

A dedicated Microsoft Teams Channel and intranet page will further support awareness raising and engagement in the development of the model in addition to developing a toolkit for staff to embed prevention into their roles. The work of the 20four7 Task and Finish Group is also aligned to the Executive Director of Public Health's Annual Report which is focused on the 20four7 model.

A key action undertaken includes the joint work between the Planning and Public Health Directorates to develop a 20four7 checklist and review process which will form part of the Annual Planning Cycle ahead of the next financial year.

Population Needs Assessment

The RPB publishes its PNA, on a data portal <https://www.wwrpb-data.org.uk/> managed in partnership with Data Cymru, which ensures all relevant, nationally available data is refreshed automatically on receipt of updates.

Eleven chapters are included within the PNA. These include Autism; Children and Young People, Dementia, Health and Physical Disabilities, Learning Disability, Mental Health, Older People, Sensory Impairment, Substance Misuse, Unpaid Carers and Violence against Women, Domestic Abuse and Sexual Violence.

The mid-term refresh of the PNA commenced at the end of 2024, being co-produced with inputs from statutory, third and private sector partners. In addition to reflecting more current data, particularly the projections for an increase in the over 65 year old population in West Wales by 2043, this refresh includes statutory changes as requested by Welsh Government.

The updates are co-produced by the regional groups involved in transforming services, to ensure their knowledge and experience is reflected in the chapters. Groups engaged include: the Carers Development Group; Neurodiversity Improvement Board; Regional Children and

Young People’s Board; Regional Improving Lives Partnership; Sensory Loss Partnership and West Wales Action for Mental Health.

Due to emerging priorities from Welsh Government and changes to the RPB Team, the timeline for completion is expected to be January 2026. Chapters will be published incrementally as they are received from translation, beginning with Dementia, Unpaid Carers and Neurodivergence.

Once work on the PNA refresh is complete, work to update the Area Plan will commence, with the aim of publishing in mid-summer.

Welsh Government has commenced consultation on the guidance for publication of the 2027 PNAs.

This progress needs to be noted in context of significant reduced capacity in senior workforce including two (/4.5 wte) consultant posts and the Head of Health Improvement Service, plus a number of other senior and middle grade vacancies in the Directorate.

Argymhelliad / Recommendation

The Committee is asked to:

REVEIVE ASSUREANCE on Quarter 2 progress for Planning Objective 10 – Population Health and the Directorate’s commitment to improving population health and wellbeing through embedding prevention and reducing inequities.

Amcanion: (rhaid cwblhau)	
Objectives: (must be completed)	
Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	3.1.14. Seek assurance on plans, systems and processes to deliver health improvement and increase health equity and seek assurance on the work of the Health Board to reduce avoidable health inequalities.
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not Applicable
Parthau Ansawdd: Domains of Quality Quality and Engagement Act (sharepoint.com)	5. Equitable
Galluogwyr Ansawdd: Enablers of Quality: Quality and Engagement Act (sharepoint.com)	6. All Apply
Amcanion Strategol y BIP: UHB Strategic Objectives:	All Strategic Objectives are applicable

Amcanion Cynllunio Planning Objectives	10 Population health
Amcanion Llesiant BIP: UHB Well-being Objectives: Hyperlink to HDdUHB Well-being Objectives Annual Report 2021-2022	9. All HDdUHB Well-being Objectives apply

Gwybodaeth Ychwanegol: Further Information:	
Ar sail tystiolaeth: Evidence Base:	Well-being of Future Generations (Wales) Act 2015
Rhestr Termau: Glossary of Terms:	Contained within the body of report.
Partion / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Strategaeth a Chynllunio Parties / Committees consulted prior to Strategy and Planning Committee:	SMfHW: HDdUHB Board Meeting 30.01.2025 Stakeholder Reference Group 13.02.2025 Formal Executive Team 23.05.2025

Effaith: (rhaid cwblhau) Impact: (must be completed)	
Ariannol / Gwerth am Arian: Financial / Service:	Financial planning is one of the key corporate areas of change defined under the Act.
Ansawdd / Gofal Claf: Quality / Patient Care:	Evidence of improving the well-being of the population is at the forefront of this legislation.
Gweithlu: Workforce:	Implementing the five ways of working required under the Well-being of Future Generations (Wales) Act 2015 should lead to evidence of increased collaboration and integration between services, professionals and communities
Risg: Risk:	None
Cyfreithiol: Legal:	None

Enw Da: Reputational:	<p>There is a statutory requirement for HDdUHB to contribute to the work of the PSBs and relevant Wellbeing Plans.</p> <p>The Future Generations Report 2025 (Welsh Government) asks public bodies to work towards embedding a SMfHW</p>
Gyfrinachedd: Privacy:	<p>Not Applicable</p>
Cydraddoldeb: Equality:	<p>A More Equal Wales is a key national goal under the Act and the report highlights examples of how HDdUHB is contributing to this.</p>