

A Healthier Mid and West Wales

Our strategy to help people and communities through to 2040



Hello

We are Hywel Dda University Health Board. We plan, organise, and provide health services for almost 400,000 people across Carmarthenshire, Ceredigion, Pembrokeshire and our bordering communities.

We have:

- four main hospitals
- five community hospitals
- two integrated care centres
- community facilities like:



GP surgeries



dental practices



pharmacies



optometrists (eye care)



community health teams



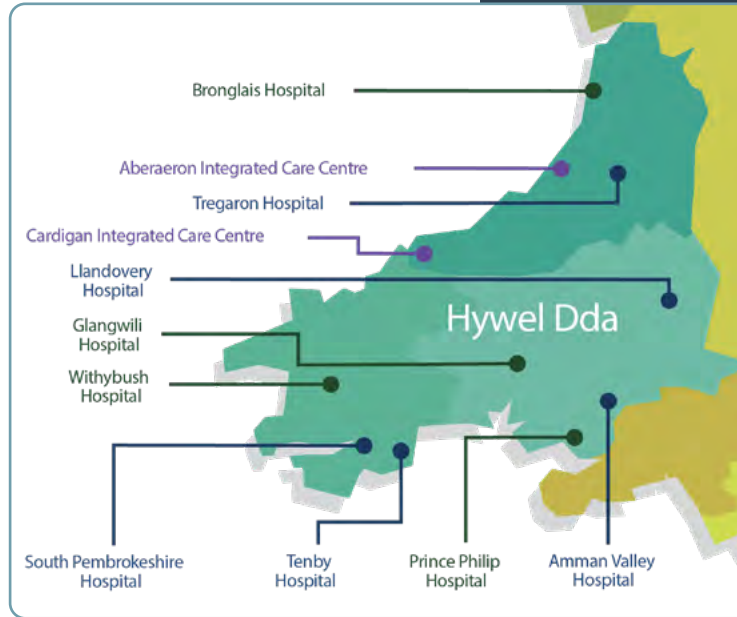
health centres



mental health services



care in your own home



Thank you to everyone who told us what you think. We've added what you shared into our plan.



Our strategy

We have updated our A Healthier Mid and West Wales Strategy. It sets out how we will support people up to 2040.

It explains how we plan to help people stay well.

Why was it updated?

The plan was updated because:

- life has changed since 2018
- more people need support
- some services can't keep running as they always have
- money and resources are tighter
- the health service has learned new things

What matters

We want to help people of all ages:

- live healthier lives
- stay well for longer
- get timely and safe care

You are part of this too

A healthier future depends on all of us – communities, families, and young people like you. Whether it's staying active, supporting a friend, or telling us what you think – every action counts.

About our strategy

This is about helping people have healthier lives:

- stopping people getting ill when we can
- supporting people in their local communities
- understanding all the things that can affect health – homes, money, diet and support
- making sure people have a healthy future

It's about people getting the right support, at the right time.

What is changing?

Health services are changing. They are not just about treating people when they're ill.

We want to help people stay well and give help early, before problems become worse.

But it's also about all of us playing our part – looking out for each other, staying connected, and helping our communities stay well.

Our vision

We want everyone to have healthier lives, with the right support to stay well and live well



Starting and developing well

This is about babies, children and young people. It means:

- giving every child the best possible start
- helping children grow, learn, and stay healthy
- supporting good habits that help throughout life



Living and working well

This is about adults. It means:

- living in strong, supportive communities
- having help to stay healthy at home and at work
- looking after yourself and each other



Growing older well

This is about older people. It means:

- staying healthy
- living well and safely
- having support to stay independent for as long as possible.

To help us to deliver our strategy, we have four objectives and eight goals.

Our four objectives are:

- To have thriving teams – having strong, healthy teams
- To have healthier communities
- To give great care
- To build positive futures

Having strong, healthy teams

We want staff to feel well and confident at work. We want them to work well together, enjoy their jobs, and feel proud of the care they give.

Goal 1: To build strong, healthy teams

We will support staff so they:

- feel valued
- feel confident in their roles
- are kind and caring even when they are under pressure.
- have everything they need to do their jobs well

What this means for you

- ➔ You get kind, compassionate care
- ➔ You have a positive experience



Goal 2: To have excellent customer service

We will support staff so they:

- are kind, helpful and communicate clearly
- listen and support people
- try to understand what people need
- give the right help the first time someone asks for it

What this means for you

- ➔ You feel listened to and supported
- ➔ You get the right information and support at the right time
- ➔ Staff communicate clearly and give you the information you need

Having healthier communities

We want to stop people getting ill, not just treat them when they are.

We want to help people live healthy lives where they live, in their community first.

Goal 3: To focus on what matters most – 20four7

We will make sure:

- we focus on the 20% of communities that need the most support
- people get help to stay healthy by tackling 4 big health risks – stopping smoking, eating healthier food, drinking less alcohol and being more active
- people get support quickly before things get worse
- we focus on the biggest health problems that affect people's lives – cancer, heart problems, mental health, diabetes, lung problems, health for babies and parents, and keeping people strong to stop falls

What this means for you

- ➔ Help goes to the people and places that need it most
- ➔ We focus on the things most likely to keep you and your community well
- ➔ You get support earlier, before problems get worse



Goal 4: To plan care so it's close to where you live

We will make sure:

- more care happens in people's homes and local communities
- staff spot problems sooner and offer support quickly
- people can get help in places like GP surgeries, pharmacies, and community services
- hospitals focus on people who need the most serious care
- hospitals are less busy and waiting times are shorter
- care is safe and meets the right health standards
- if a service moves to a new place, it will still be safe and meet the same health standards

What this means for you

- ➔ You get support quickly and don't have to wait
- ➔ You get care closer to home
- ➔ You get help in the right place, not always in a hospital
- ➔ If services change, they will still be safe and close to you

Giving great care

We want care to be safe, on time and work well.

We want people to have clear information and more control over their care.

Goal 5: To give people different ways to get information and care, including digital options

We will make sure:

- it is easy to get care online
- people can get advice, book appointments and see results online
- people can get some care without needing to travel
- digital services connect well
- people who can't or don't want to use digital tools can get help in other ways

What this means for you

- ➔ You can get help online
- ➔ You might not need to travel for care
- ➔ You can still get help in other ways if you can't get online

Goal 6: To give care that's safe, on time, and works well

We will make sure:

- care puts people first and meets their needs
- care is safe and meets the right health standards
- people get help earlier, before problems get worse
- care is given in the right place for your needs

What this means for you

- ➔ You get safe care
- ➔ You get help when you need it, without delays



Building a positive future

We want to plan for today and the future.

We want children and young people to have a say in shaping services so they work well for everyone.

Goal 7: To plan and prepare for the future

We will make sure:

- services in communities work well together
- children and young people have a say and are listened to
- people are supported to live healthy lives
- we take care of our environment and try to reduce the impact we have on it
- services continue to improve for the future

What this means for you

- ➔ You are listened to
- ➔ You get help to stay well
- ➔ People work together to make things better



Goal 8: To have buildings and services that are modern and work well

We will make sure:

- buildings are safe, modern and easy to get around
- older buildings are improved
- digital tools work well and are simple for everyone to use
- services are planned so they can keep working well in the future
- our choices are better for the environment and future generations

What this means for you

- ➔ You use buildings and services that are safe and easy to use
- ➔ You can find your way around more easily
- ➔ You get care in places that work well for you now and in the future

Making it work

We want this plan to work and make a difference in people's lives. So, we will:

- plan money, staff and time carefully
- collect and use information better
- use digital systems that connect and work well together
- have modern buildings that can change as needs change
- work with partners and researchers to find new ideas and improve how we work
- listen to people and work with communities
- be open and honest about decisions we need to make
- check what is working and keep improving



Next steps

We want to hear from you and work with you to shape what comes next. We will keep listening, being honest about our choices, and working with you to make a healthier future.




Your voice matters

If you want to find out more and have your say, join our community engagement and involvement scheme, Siarad Iechyd Talking Health, visit hduhb.nhs.wales/siarad-iechyd-talking-health/

or scan the QR code →



View updates on our social media channels:

-  facebook.com/HywelDdaHealthBoard
-  instagram.com/hywelddauhb
-  youtube.com/hywelddahealthboard1