



Annual Quality Statement 2015/16



GIG
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WALES

Iechyd Cyhoeddus
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Public Health
Wales

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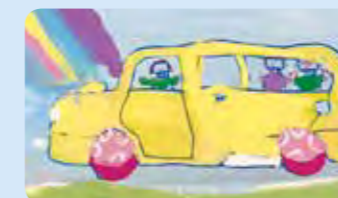
The artwork on the cover has been kindly provided by the Real Lives Group from Vale People First and is an interpretation of what a healthy community means to the members. The quotes below are from group members explaining different parts of the painting. To see the full painting turn to page 29.



"It shows my freedom and independence where I live. It makes me feel free." *Anne Slattery*



"I need to get around safely and meet my friends and family. My bus pass helps me stay in touch with my community, it's very special to me." *Quentin Jones*



"We crossed hands to show we are a team, we want to be good members of our community, it makes us feel equal. It looked like the shape of grass so we put it at the bottom to look like grass growing." *Ian Swannick*



"I married my husband Gwyn. It was the best day of my life, my family and friends from my community all came to celebrate. It meant everything to me." *Gloria Harrison*



"Exercise is important for our health, we need to use what we have in our community to keep us fit. We could meet new friends and have fun." *Kelly Anne Rideout*

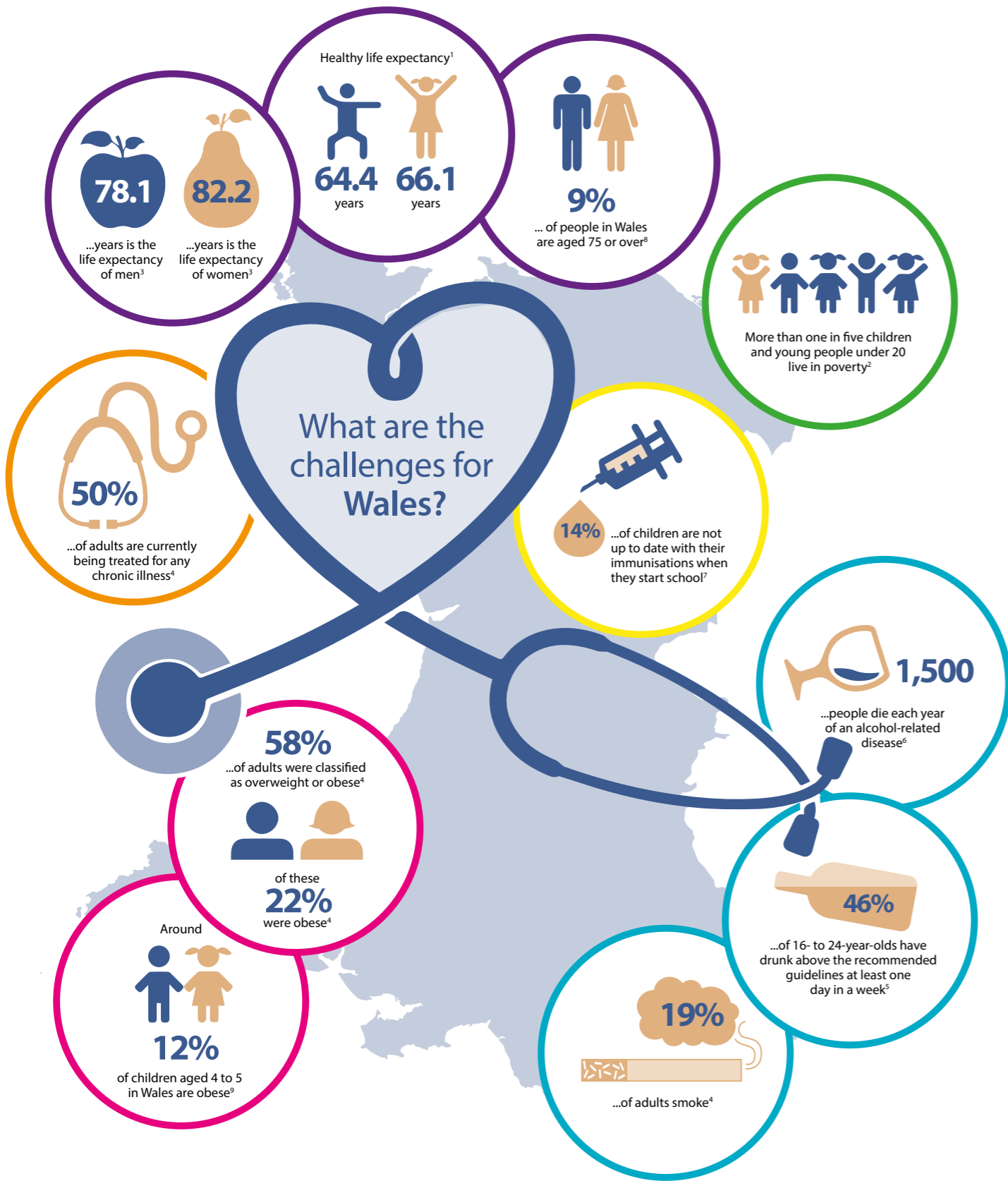


"This is me in my chair out on my own with my friends without mum. It's my bit of independence, I love my mum, it's only for a little while." *Danielle Bridges*



All group members created the Rainbow and it represents hope and happiness in the future for their community.





1 Healthy life expectancy 2008-2012 Information from 'Our Healthy Future Indicators 2015' Public Health Wales.
 2 Information from 'Children and Young People's profile 2010' Public Health Wales.
 3 Information from 'Office for National Statistics' 2009-2013'.
 4 Information from 'Welsh Health Survey' Welsh Government.
 5 45.5% of 16-24 year olds who reported drinking above the recommended guidelines on at least one day in the previous week, 2008-2011 Information from 'Health of Children and Young People in Wales, Public Health Wales Observatory 2013'.
 6 Information from 'Alcohol Profile 2014' Public Health Wales.
 7 Information from '2010/11 - 2014/15, Pregnancy and childhood surveillance tool 2016' Public Health Wales.
 8 Information from 'UK nations 2014 - Office for National Statistics'.
 9 Information from 'Childhood Measurement Programme (Public Health Wales) and Welsh Index of Multiple Deprivation (WIMD) (Welsh Government)'.

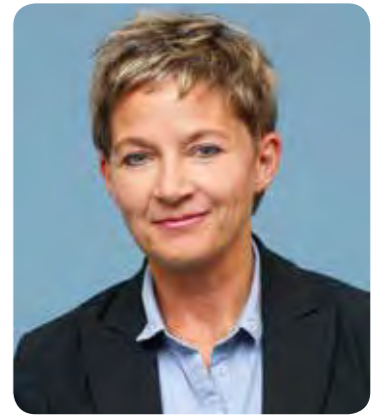
Follow this QR code to hear from Tracey Cooper



Welcome to our fourth Annual Quality Statement, which has a range of information about what we are doing to support our partners and communities to overcome some of the health challenges we face.

You might not be aware of Public Health Wales. You may, however, have been invited to take part in one of our screening programmes, such as Breast Test Wales or Bowel Screening Wales. You may have been referred to Stop Smoking Wales for help to stop smoking, or heard about the largest ever outbreak of measles and the work done to make sure that it was controlled quickly. These are all things led by us. So it is very likely that you have heard about our work, or come into contact with our services, without even realising it.

We were formed in 2009 and brought together a number of other organisations responsible for public health, so that all the services were in one place. Since then, we have committed more people and resources to supporting the vision of a healthier, happier and fairer Wales.



We are very proud of what has been achieved so far. Fewer people are becoming ill with infections caught in hospital than before, more children are receiving vaccinations that can save lives, and more people are being diagnosed with cancer at an early stage through our screening programmes.

We still have much to do. As members of the Welsh community we all face a number of health challenges, some of which are shown on the opposite page.

Only by working together can we make positive change. One way in which we do this is by working alongside public, voluntary, educational bodies and communities across Wales.

We want to continue to work with you in making Wales a healthier, happier and fairer place to live and would welcome your support.

Tracey Cooper
 Chief Executive, Public Health Wales

Film about smear testing for women with learning disabilities launched

What is the challenge?

To increase the understanding around cervical screening and to support women with a learning disability to make an informed choice about their smear test.

What we did

We worked in partnership with Cardiff People First Pink Ladies group to develop a film for women with learning disabilities about going for a smear test. The film, which is available on YouTube, covers all aspects of cervical screening.

Presented by the Pink Ladies group, it includes information on what cervical cancer is, what causes it, how to make an appointment for a smear test, what the test involves and how the results will be sent.

It also includes a section on keeping healthy, so that women can help themselves to reduce their risk of developing cervical cancer.

You can find more information on Cervical Screening Wales at:

www.cervicalscreeningwales.wales.nhs.uk/home

To watch the YouTube video, visit:

www.youtube.com/watch?v=JhyX9ZihXwo

You can find more resources for people with learning disabilities at:

www.screeningforlife.wales.nhs.uk/learning-disability-resources



What you said

"Learning about cervical screening has helped me to know that it could stop me from being very ill."

*Margaret Howard,
Pink Lady*



"The film is an inspirational piece of work!"

Joe Powell, All Wales People First Director

Did you know?



207,632 women aged 25 to 64 have had a cervical smear test in the last five years (78% of eligible women invited).

Screening annual report 2014/15 - www.cervicalscreeningwales.wales.nhs.uk/statistical-reports

What next?

The Pink Ladies have been trained as screening champions, which enables them to talk to others about all the screening services. Over the coming year, we will support the ladies to involve local groups, families and friends and to share the importance of screening. The Screening Engagement Team will also be working with communities across Wales to help individuals and groups to become screening champions.

Follow this QR code to read more about this article.



10 steps to a healthy weight

What is the challenge?

Currently, one in four children in Wales is overweight or obese when they start school. Children who are obese are likely to remain overweight and obese into adulthood. This can bring with it a number of health problems in adult life, such as diabetes and heart disease.

What we did

We are calling on everyone in Wales to help tackle the growing problem of childhood obesity.

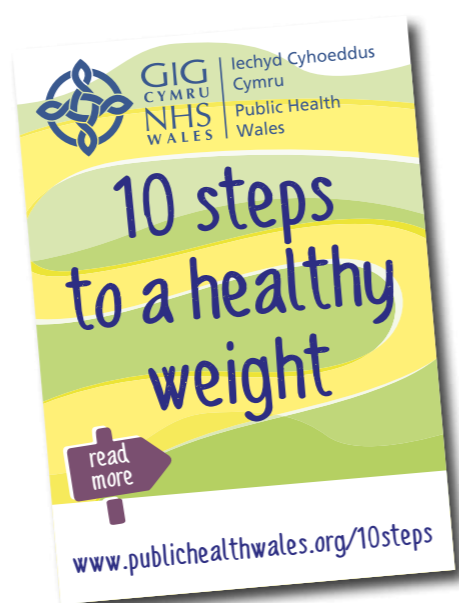
We have launched '10 steps to a healthy weight', which outlines the main factors that increase the likelihood of a child being a healthy weight when they start school. The information is designed to support professionals and help families across Wales to help prevent childhood obesity.

The advice focuses on three age ranges:

- before conception and pregnancy;
- 0 to two years; and
- two to five years.

For more information about 10 steps to a healthy weight, go to:

www.publichealthwales.org/10steps



What you said

"Congratulations to Public Health Wales for producing this excellent resource that can be used by both health professionals as an aide-memoire or when working with families. The 10 steps to a healthy weight is an excellent tool that can overcome language and literacy barriers when used with families."

Andrea Bevan, Flying Start Health Visitor



What next?

We will work with partners and communities to roll out the 10 steps programme and carry out work aimed at reducing the effect of sugar consumption across Wales.

Follow this QR code to read more about this article.



Smoking and young people

What is the challenge?

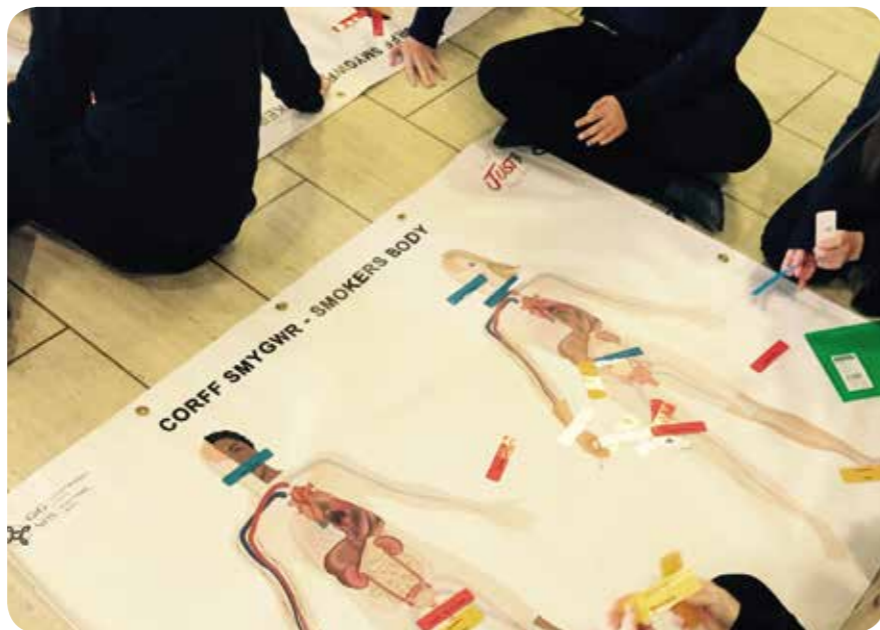
Most smokers take up the habit when they are still at school. Research has shown that smoking among young people is a group activity, and that young people whose friends smoke are more likely to take up the habit themselves.

What we did

In partnership with young people, we developed a programme for Year 8 pupils to provide extra targeted support in the schools where children are at the greatest risk of becoming a smoker. A group of influential Year 8 students were recruited from the schools taking part as 'ambassadors' to the programme. This created a community of young people who are knowledgeable about smoking and its effect on individuals and society as a whole. It has also encouraged others, through relationships with their peers, not to start smoking (or to stop).

For more information about the smoke-free programme, go to:

www.wales.nhs.uk/sitesplus/888/news/40508



What you said

"Delivery of some of the aspects of the course could have been more engaging for pupils (particularly for those with special or behavioural needs/ short attention spans!)."

Teacher, Swansea



"We learnt new facts about smoking; we now know how addictive smoking is and why it is important to stop people from starting to smoke. Some of us have tried to help our family members and friends to stop smoking. We also had the chance to pass on the facts to the bus driver when we saw him smoking after the training."

Year 8 pupils, Newport High School

What next?

We will work with our partners, communities and pregnant women to increase the number of pregnant smokers who can get support to stop smoking.

We will continue to ask for feedback from both teachers and pupils and use this to develop and improve how we deliver the programme. We will also use the feedback we receive to further improve training for staff.

Follow this QR code to read more about this article.



Learning from experiences

What is the challenge?

Using feedback to improve our services and change the way we work is a must. This is particularly important when there's an accident or things go wrong. We're aware that making a complaint can be difficult and confusing, and that many people choose not to make a complaint as they feel nothing will change.

What we did

Following an accident in one of our services, we received a complaint from Mr Jones. We handled the complaint using the all Wales NHS (Putting Things Right – PTR) process and kept Mr Jones updated. We also met with Mr Jones and developed an action plan to improve training for staff.

To help this process and share what we learnt with other parts of Public Health Wales and the board, Mr Jones kindly agreed for a DVD to be made of his story.

To share the learning even wider, across NHS Wales, we developed a poster to show how listening to people and making changes can improve everyone's experience. The poster was shared at the Chief Nursing Officer for Wales Conference and won the overall poster award.

For more information on Putting Things Right, go to:

www.wales.nhs.uk/sites3/home.cfm?orgid=932



What you said

"It should never have happened, but it did. In my opinion the lack of training for staff might have been part of the reason why the accident happened. Once we realised there was a problem we complained and initially the response was very poor. I then wrote another letter after which Public Health Wales were very responsive and open. It's a shame we had to contact Public Health Wales twice for them to take my complaint seriously. But they have learnt lessons and made it easier for people to raise a concern or complaint."

Mr Jones

"The accident and initial attitude of Public Health Wales had negatively affected all our family, but things changed after our second letter and they couldn't have been more helpful and honest."

Mrs Jones



What next?

We will carry out a review of how we involve the public and those who use our services. Improving our approach to involving individuals, communities and the wider public will be part of the review. We will then consider how we will put in place any recommendations arising from the review.

To make it easier for you to give us feedback or raise a concern, we will look at developing our resources, particularly our website. We will also support the Welsh Government in reviewing the Putting Things Right guidance, making it easier and simpler to raise a concern, provide feedback or make a complaint.

Follow this QR code to read more about this article.



Looking after your heart

What is the challenge?

Atrial fibrillation (a heart condition where the chambers of the heart are not working together properly, causing an irregular pulse) is a growing and urgent health concern as it often remains undiagnosed and can cause a stroke. It is linked with risk factors such as hypertension (high blood pressure), diabetes and heart disease.

What we did

We developed a toolkit to help GPs and other health professionals in primary care to assess patients for the presence of atrial fibrillation, and to reduce ill health and death associated with the condition.

The main aims of this project were:

- to reduce the risk of stroke in patients with atrial fibrillation by assessing these patients whenever they go to their GP;
- to support primary care teams to use the toolkit;
- for primary care teams to learn together, share their experience and change the way they work; and
- to tell other primary care teams locally and across Wales about any good practice resulting from the project.

One practice which tested the toolkit showed that the number of atrial fibrillation patients on effective treatment rose over a six-month period from 16 to 43 – an increase of 27 patients. (The figures were collected in 2014/15 and reported in 2015/16.)

The toolkit is voluntary, with all GP practices in Wales having access to the toolkit via GPone.

For more information about the atrial fibrillation toolkit, go to:

www.wales.nhs.uk/sitesplus/888/news/37527



What you said

“By having data extracted automatically, we had more time to spend with patients.”

Practice team, Caerphilly & Torfaen



What next?

The pilot has led to other health boards expressing an interest. Over the coming year we plan to work with all health boards to launch the toolkit across Wales.

Follow this QR code to read more about this article.



Protecting future generations

What is the challenge?

Adverse childhood experiences (ACEs) are of increasing international concern. Children who have stressful and poor-quality childhoods are more likely to behave in ways that harm their health when they reach adolescence. They often have poorer mental health as adults and are at greater risk of developing cancer, heart disease and diabetes earlier in their life.

What we did

Working with Liverpool John Moores University, we carried out the first ACE study for Wales. We used an internationally validated ACE questionnaire to ask 2,028 Welsh adults about their current health and their exposure to ACEs.

Findings from our report show that ACEs have a major effect on the development of poor health in Wales. The report also states that preventing ACEs is likely not only to improve the early years' experiences of children born in Wales but also to reduce levels of behaviour such as problem alcohol use, smoking, poor-diet and violent behaviour in adult life. This year (2016), we will be publishing a second ACEs report examining the links between a poor-quality childhood and the development of chronic ill health in later life including cancer, heart disease, diabetes and early death.

For more information about ACE, go to:

www.wales.nhs.uk/sitesplus/888/news/40000/

Did you know

More than one in five children and young people under 20 live in poverty



Information from 'Children and Young People's profile 2010'



What you said

"This report is yet another clear signal to every profession and every public body that it is vital to tackle the root causes of harm and adversity instead of struggling to pick up pieces when it is far too late.

This new piece of work injects fresh urgency into the early intervention agenda and it's vitally important that we all respond positively and effectively."

Rt Hon Alun Michael, Police and Crime Commissioner for South Wales Police.



What next?

We will share our research into ACEs and involve our partners to help support future work and plans. Further reports from this survey will look at how ACEs are linked with chronic ill health in later life, such as the development of cancer, heart disease, diabetes and ultimately premature death.

Follow this QR code to read more about this article.



Maintaining independence

What is the challenge?

About a third of all people aged over 65 fall each year, with higher rates among those over 75. Falls are a major cause of disability and death in older people and even a small fall can have a massive effect on someone's confidence and independence. But falling does not have to be an inevitable part of growing older.

What we did

We supported the Older People's Day on 1 October 2015 and used it to remind people of the simple steps they can take to avoid having a fall. This included producing the 'Get Up and Go' booklet in partnership with the Chartered Society of Physiotherapy (CSP) and Saga.

These three simple things can reduce your risk of falls.

1. Strength and balance: Being active is good at any age and there are exercises you can do in your own home to improve your strength and balance.
2. Falls history: If you have a fall, please let someone know. Your GP or pharmacist can also help. Having one fall increases the risk of having another, and the next one could be serious.
3. Environment: There may be simple changes you can make to your home and garden which mean that you are less likely to fall.

For more information about the Get up and Go booklet, go to:

www.wales.nhs.uk/sitesplus/888/page/83453/



What you said

"The physiotherapy profession is very pleased to have worked in partnership with Public Health Wales in the area of falls prevention. Together we have distributed over 20,000 copies of the CSP and Saga's bilingual publication 'Get Up and Go' – a guide to staying steady."

Philippa Ford, Chartered Society of Physiotherapy



"My Mum has had such fantastic success with the exercises in this book. She can now move much more freely as a result. She does the exercises every morning and every afternoon and is loving the physical improvement she has made."

Chris, Ammanford

What next?

We will create a national public service task force, involving health, housing and voluntary-sector partners, to change the way the falls programme is delivered across Wales. The task force will identify what works and consider how we can improve the programme to prevent falls and, when they happen, reduce admissions to hospital.

Follow this QR code to read more about this article.



British Sign Language DVD

What is the challenge?

Education Programme for Patients (EPP) was not accessible for the deaf community as none of the courses were delivered in British Sign Language (BSL). EPP supports people to better manage their own health and well-being.

What we did

We worked with the deaf community to develop an EPP course in BSL and supported members of the community to become trainers. During 2015, eight courses for the deaf community were provided and over 86 people have taken part.

We also worked with Abertawe Bro Morgannwg University Health Board and Bridgend Deaf Club to develop a DVD, 'Take Time for Yourself'. This unique DVD helps deaf people to relieve and control stress levels and helps them to be able to relax in their own homes. It also makes sure the deaf community will receive the same service from the EPP Cymru's Health and Wellbeing Programme as people who are not deaf. The project has won three awards for the creative team behind it, including an NHS Wales Award in 2015.

For more information about the British Sign Language DVD, go to:

www.1000livesplus.wales.nhs.uk/news/40735



What you said

"Thanks to the hard work of our colleagues, we've now got deaf people trained to become [EPP] tutors – which hasn't happened in England – **so Wales is leading the way.**"

Paul Redfern, British Deaf Association



What next?

We will work with the deaf community and the Wales Council for Deaf People to deliver a tutor training event at their premises and attract as many deaf potential volunteer tutors across Wales as possible. The aim is to provide more EPP courses for the deaf community delivered by the deaf community across Wales over the next 18 months.



Follow this QR code to read more about this article.



Saving people's sight

What is the challenge?

Health research shows that, unless people get examined quickly, some eye problems may lead to permanent damage. People need to be aware that they need to take action quickly if they have eye problems they think need urgent attention, for example eye pain or discomfort, something in the eye, or seeing 'flashes' or 'floaters'.

What we did

We supported a week-long "look after your eyes" campaign, along with the Welsh Government, Optometry Wales, the Royal National Institute of Blind People (RNIB), Community Pharmacy Wales, doctors, pharmacists, optometrists, opticians and others in NHS Wales. We emphasised that if people have an urgent eye problem they should get advice from their community optometrists.

If you are at greater risk of eye disease because of your race or other factors, you should have regular examinations from your community optometrist, under the Eye Health Examination Wales service.

The campaign also aimed to reduce the pressure on (and waiting times in) GP practices and hospital accident and emergency departments.

For more information about the campaign, go to:

www.wales.nhs.uk/sitesplus/888/news/37084/



What you said

"RNIB Cymru welcomed the opportunity to work with Public Health Wales and other partners to support the Welsh Government's campaign to raise awareness of good eye care. This is vitally important as half of all sight loss is avoidable."

Ceri Jackson, Director of RNIB Cymru



What next?

We will deliver the Diabetic Eye Screening Programme from 1 April 2016 and work with our partners across Wales to increase awareness of risks to eye health.

Follow this QR code to read more about this article.



Free flu vaccination offered for two- to six-year-olds

What is the challenge?

Flu kills. People tend to think flu only affects adults, but children are admitted to hospital and intensive care units with flu too. Young children are at particularly high risk of serious complications of flu if they catch it as their immune systems are not fully developed. They are also 'super spreaders' of flu as they are more infectious than adults when they are unwell. In 2015/16, the challenge was to increase the number of children in this age group having the flu vaccine.

What we did

We have actively supported the childhood flu vaccination programme in Wales since it was introduced in 2013. The vaccine for children is a simple nasal spray and is most effective if given before flu starts to spread. Flu is easily spread within close groups, such as families, and in schools and playgroups where children and toddlers are often in very close contact with each other.

In 2015/16, children aged four to six were offered their nasal spray vaccine in school, making it easier for parents who work, while two- and three-year-olds had their vaccine at their GP surgery. Parents of preschool children, in six health board areas, were sent information to increase their awareness of children's flu vaccine for this age group. The number of children having the flu vaccine increased by 5.75% in two- and three-year-olds and by 33.3% in four-year-olds, compared with the previous year. (Figures from 'Seasonal Influenza in Wales 2014/15' report and 2016 'Weekly Influenza Activity in Wales' reports.)

Figures are not available for five to six-year-olds as this age group was not offered the flu vaccine the previous year. Vaccination is the best way to protect against catching and spreading this infectious disease.

For more information about the childhood flu vaccinations, go to:

www.wales.nhs.uk/sitesplus/888/news/39103



What you said

"Children pick up so many bugs from school as it is, and because flu spreads easily, if we can do something to protect them I'm all for it.

I also got the flu jab whilst pregnant to protect Bella and I would urge all mums, and mums to be, out there to do the same."

Bella-Rose's mum, Keely

Did you know?



425,552 people aged 65 or older (68% of those eligible) and **175,871 of younger people** at risk (49% of those eligible) were immunised against flu.

The Public Health Wales Strategic Plan 2015/18
- www.wales.nhs.uk/sitesplus/888/page/82750

What next?

We will support and work with partners and communities to increase the numbers of people having the flu vaccination. This will also include increasing the number of NHS staff who have the vaccine.

Follow this QR code to read more about this article.



Public Health Wales staff get 'on their feet'

What is the challenge?

The average UK adult spends 9.5 hours a day sitting down, whether at a desk, in a car or on a sofa. Action is needed to change the working practices, culture and environment of our offices to help reduce inactivity, which can lead to an increased risk of diabetes, cardiovascular disease, cancer, and death.

For more information about sedentary behaviour, go to:

www.bhfactive.org.uk/files/525/sedentary_evidence_briefing.pdf

What we did

Our staff took part in 'On Your Feet Britain' day in April 2015. This first UK national day has been developed in a partnership between the Get Britain Standing Campaign and the British Heart Foundation.

We took part in the day as part of a new programme of work to improve staff's well-being. Teams were encouraged to arrange activities to get staff moving throughout the day. Activities included free fruit for those who cycled or walked to work, lunchtime walks, and a buzzer which sounded every half an hour to remind staff to stand up at their desks. Meeting rooms were also made 'standing only' and emailing other members of staff was discouraged (to get staff to deliver their messages in person instead).

Did you know?



We have **1,454 staff** in more than **40 locations** throughout Wales.

Information from the Public Health Wales Strategic Plan 2015/18 (figures based on 2015/16 financial year)
www.wales.nhs.uk/sitesplus/888/page/82750



What you said

"We can all benefit from moving more and being aware of the risks of sedentary behaviour in the workplace.

This was a great opportunity to raise awareness and come up with new practical ways in which staff can be more active. I'm looking forward to talking to staff to hear their views about how we can develop this important piece of work."

Jane, Public Health Wales staff member

What next?

We will work with staff and partners to improve the well-being of our staff and make progress with our corporate health standard bronze assessment.

Follow this QR code to read more about this article.



Training and employment opportunities

What is the challenge?

There are many diverse groups living in Wales who are under-represented in our workforce. Research shows that households with the following characteristics are much less likely to get employment than others and face the greatest barriers to getting work.

- Young, single-parent households
- Households where the adults have few or no formal qualifications
- People who may have a lack of employment history
- People with disabilities

What we did

Meet Rebecca, who has been able to offer us some immediate and much-needed support following a successful six-week placement with us on the LIFT programme. Overcoming a range of barriers, including the daily commute by train from Cardiff to Llanharan, has shown how determined Rebecca is to be a success in this important role within a demanding project team.



To find out more about the LIFT programme, go to:

www.gov.wales/topics/people-and-communities/communities/lift/?lang=en

Meet Tara, our new Admin Officer. Tara has just started a three-month paid work placement with the NHS Centre for Equality and Human Rights (NHS CEHR). Tara was recruited with the support of Elite Supported Employment Agency. Elite work with lots of different people who can and want to work but face barriers to employment. Tara works part-time and has access to a job coach provided by Elite. The job coach works with people to help them to become independent at work.



We hope to be able to extend Tara's placement for a further three months, with the possibility of a permanent, secure role. To find out more about Elite Supported Employment Agency, go to:

www.elitesea.co.uk/

What you said

"I really enjoyed my time at Welsh Cancer Intelligence Surveillance and am so grateful for Joan giving me this chance to help them during this busy time. The job can be difficult but also fun at times; we all work together and help each other."

Rebecca, OurSpace Team

"Having the opportunity to work is really important to me. Work improves your mental health and keeps you occupied. It also gives me financial security and enables me to have a level of independence. Everyone should have the right to have access to the workplace and to experience all the good things that having a job gives you."

Tara, Admin Officer

For more information about our staff, go to: www.wales.nhs.uk/sitesplus/888/page/82750

Follow this QR code to read more about this article.



What next?

Our strategic equality objective number 5 states: Be recognised as a fair, inclusive and innovative employer. Over the coming year we will work with partners, communities and staff to develop innovative ways to support access to employment, work experience, volunteering and job-shadowing opportunities for all protected characteristics groups across Wales. (The term 'protected characteristics' refers to groups that are protected under the Equality Act 2010. The nine characteristics include age, race, and disability.) For more information about protected characteristics, go to:

www.equalityhumanrights.com/en/equality-act/protected-characteristics

Thank you for taking time to read our Annual Quality Statement.

We have worked with members of the community to put this document together and have highlighted some of the public-health challenges we face and work we have done with our partners to support healthy communities across Wales. However, these challenges still remain and we continue to work across Wales to promote and support a healthy nation.



Public health focuses on improving and protecting community health and well-being, with an emphasis on prevention rather than treatment. We work with partners and communities to keep people healthy through promoting immunisations, good health, housing, preventing disease, and much more.

Our interventions and programmes can only work if we have your support in designing and evaluating what we do, helping us to make sure that the programmes are suitable for your community. Only by working together can we support a healthier, happier and fairer Wales.

Professor Sir Mansel Aylward CB
Chair of Public Health Wales

Follow these QR codes to read more about people's experience of supporting the Annual Quality Statement.



If you would like to share your views and help support our work, please contact us.

Email: general.enquiries@wales.nhs.uk

You can also contact us through social media.

Facebook

www.facebook.com/PublicHealthWales (English)

www.facebook.com/pages/Iechyd-Cyhoeddus-Cymru (Welsh)

Twitter

www.twitter.com/PublicHealthW (English)

www.twitter.com/IechydCyhoeddus (Welsh)

YouTube

www.youtube.com/user/PublicHealthWales (English)

www.youtube.com/user/PublicHealthWalesW (Welsh)

