



## 1 Context

People in Wales are currently experiencing unfair and avoidable gaps in health and wellbeing. For example, women in the least deprived areas of Wales live 20 years more of their life in good health than those who live in the most deprived areas. In our most deprived communities, we also see three times as many avoidable deaths and 70% more child deaths. Without change, poor health in our most deprived communities will continue to result in increased demand for our public services.

Through a prevention-first approach to policy and by working together in partnership, we can overcome these challenges and build a healthier future for Wales. We know that every £1 invested in prevention returns £14 for society by creating healthier people, a stronger economy and lowered NHS costs.

### Our five policy priorities

#### 1. The best start in life builds lifelong health and wellbeing

*The foundation for a life lived in good health is built in our early years. Policies need to promote the wellbeing of babies and young children and protect children from harm, for example from adverse childhood experiences (ACEs) and poverty, to give them the best chance to thrive through life.*

- Consider children's wellbeing in all policy decisions.
- Deliver the Best Start in Life framework through cross-government leadership.
- Ensure comprehensive child health data to guide policy, target support, and track outcomes for babies and young children.
- Ensure every family can easily access Health Visitor support, and provide Flying Start based on need, not postcode.
- Embed trauma and adverse childhood experience-informed approaches from pre-pregnancy onwards.

#### 2. Financial wellbeing drives better health and a prosperous economy

*Secure and fairly rewarded work that pays a living wage is good for our health. Healthy communities mean a healthy workforce, and a healthy, productive workforce is good for a prosperous Welsh economy. Policies need to support people in Wales to find, stay in or return to healthy, safe and secure work.*

- Ensure public bodies provide safe, secure jobs paying at least the Real Living Wage.
- Monitor progress on workplace equality, including gender, ethnicity, and disability pay gaps.
- Support people with health challenges to enter, stay in, or return to work.

- Link employment services with health support especially for those with long-term or mental health conditions so people get help when they need it.

### **3. Healthy lives start in our everyday places**

*When the places where we live, eat, shop, and play are healthy, it is easier for all of us to live healthier and happier lives.*

*National planning and other policies need to create and strengthen healthier places strategically, regionally and locally to support physical, mental and social health and wellbeing and reduce the appeal and availability of health harming products.*

*Healthy communities – characterised by healthy homes, sustainable transport, safe space for active travel, and green spaces – create additional benefits to the environment.*

- Increase the availability of healthy and affordable homes, especially social housing.
- Raise standards in private rental housing.
- Reduce exposure and availability of tobacco and vapes by licensing retailers, and extend smoke-free zones.
- Make healthier food and drink the affordable, visible options in shops and restaurants, and restrict price promotions for less healthy food and drinks

### **4. Care tailored to local need builds health and resilience**

*Addressing the root causes of poor health—not just the consequences—means everyone in Wales can prosper and enjoy better health and wellbeing and our health system is resilient.*

*Policies need to address the needs of local people through earlier intervention and delivery of joined-up, effective care for the whole person when and where people need it.*

- Increase the yearly share of the NHS budget spent on prevention and primary and community care instead of hospital treatment.
- Join up health and community care with public services and voluntary organisations to support the whole person.
- Invest in community health facilities, skilled staff, data and digital tools that link with health records to support early and preventative care.

### **5. A healthy planet protects our people now and in the future**

*The health of people and the planet are interconnected. Many actions that address climate change also support longer, healthier lives.*

*Policies need to focus on both preventing the health harms of climate change and tackling its root causes, especially for those most vulnerable and least able to adapt.*

- Invest in safe walking and cycling routes, footpaths, and car-free town centres.

- 
- Make public transport accessible and affordable, including free bus travel for young people.
  - Protect communities from the health harms of climate change by tackling flooding, improving food security, ensuring sufficient and quality water for private supply, and expanding access to green spaces and tree cover

---

At Public Health Wales we welcome the opportunity to engage further with the Committee to inform the development of its Legacy Report, and we look forward to ongoing, constructive engagement with your successor Committee. If you would like more detailed information in relation to the specific interventions to tackle these five areas then please do not hesitate to contact us. I have also attached the infographics for the summary and solutions for the priority areas for information.

Yours sincerely,



Tracey Cooper  
Chief Executive, Public Health Wales

Copy: [SeneddFinance@senedd.Wales](mailto:SeneddFinance@senedd.Wales)

Webpage: <https://phw.nhs.wales/>  
Email: [phw.advocacy@wales.nhs.uk](mailto:phw.advocacy@wales.nhs.uk)

# Working Together for a Healthier Wales: Get to Know Us

**Who we are, what we do, why it matters.**

## Who we are

Everyone in Wales deserves the chance to live a healthy life. That's what we work for every day.

Public Health Wales is the national public health organisation for Wales. We exist to help all people in Wales live longer, healthier lives.

With our partners, we aim to increase healthy life expectancy, improve health and wellbeing, and reduce inequalities for everyone in Wales, now and for future generations.

**Prevent  
disease**



**Protect  
health**



**Improve  
wellbeing**



**Reduce health  
inequalities**



## What we do

We play a unique and vital role in population health by focussing on prevention and supporting healthcare.

We deliver national services, such as screening, vaccination, and public health protection programmes, to help people stay healthier for longer.

We also address the full range of issues that shape health. From preventing disease and protecting against threats, to reducing inequalities and shaping the conditions that support wellbeing.

As Wales's national public health organisation, we lead long-term prevention and population health efforts, working with partners across the country to help create healthy and prosperous communities.

Our goal is a Wales where everyone can live longer, healthier lives with fair and equal access to the things that support good health and wellbeing.

### Our work covers:

#### Health Protection and Infection

Diagnosing, treating and controlling infectious diseases, environmental threats and public health emergencies.

#### Policy and Partnerships

Advising and supporting government and partners with trusted, expert public health insight.

#### Screening Services

Detecting conditions like cancer and newborn disorders early through national screening programmes.

#### Health Improvement

Supporting ways of living that improve health, from reducing smoking and substance use to better nutrition, physical activity, and mental wellbeing.

#### Research and Innovation

Improving health outcomes through evidence-based change and new ideas.

#### Surveillance and Intelligence

Turning data into actionable insights to inform decisions and raise awareness.

## Why it matters

Not everyone in Wales has the same chance to live a healthy life.

Health isn't just about healthcare. Housing, education, jobs, income, and the environment all affect how long and well we live. That's why we work across sectors to put health at the heart of decisions about Wales's future.

By bringing evidence, partnership, and innovation together, we help to create the conditions for people and communities across Wales to thrive.

**We are Public Health Wales.**  
**Working together for a healthier Wales.**

# Working together for a healthier Wales: A summary

## Longer, healthier lives and a fairer, more prosperous Wales - practical actions to make a difference.



### The best start in life builds lifelong health and wellbeing

**We need to** prioritise the health and wellbeing of babies, children and young people so they can thrive today and shape resilient communities tomorrow.

**This means** families have access to the right support, safe places to play, and nurturing care. Children are protected from harm, including poverty and adverse childhood experiences, so they can grow up strong and healthy.



### Financial wellbeing drives better health and a prosperous economy

**We need to** support more people to stay healthy and in work, and improve financial security so families can live well.

**This means** access to fair, secure jobs that pay a living wage, affordable childcare for working parents, and support for people with health issues to stay in or return to work. When families can afford essentials like healthy food and social connection, they stay healthier, and local economies benefit.



### Healthy lives start in our everyday places

**We need to** make homes, shops, and public spaces healthier so it's easier for people to live well and avoid harmful habits.

**This means** healthy homes and food are affordable and accessible, and tobacco and vaping products are less visible, less appealing, and not seen as a normal part of daily life.



### Care tailored to local need builds health and resilience

**We need to** strengthen primary and community care to prevent illness, respond early, and better meet the needs of supporting those with long term conditions.

**This means** services have the resources and staff to provide timely care that supports all aspects of people's wellbeing, close to home and when it's needed most.



### A healthy planet protects our people now and in the future

**We need to** protect people and communities from the health risks of climate change and environmental harm.

**This means** clean air and water, access to healthy food and health services that can withstand extreme weather and disease. Pollution and environmental risks must be reduced to protect lives and mental wellbeing.

# Working together for a healthier Wales: How we make change happen

## Longer, healthier lives and a fairer, more prosperous Wales - practical actions to make a difference.



### The best start in life builds lifelong health and wellbeing

The foundation for a life lived in good health is built in our early years.

- Consider children's wellbeing in all policy decisions.
- Deliver the Best Start in Life framework through cross-government leadership.
- Ensure comprehensive child health data to guide policy, target support, and track outcomes for babies and young children.
- Ensure every family can easily access Health Visitor support, and provide Flying Start based on need, not postcode.
- Embed trauma and adverse childhood experience-informed approaches from pre-pregnancy onwards.



### Financial wellbeing drives better health and a prosperous economy

Secure and fairly rewarded work that pays a living wage is good for our health.

- Ensure public bodies provide safe, secure jobs paying at least the Real Living Wage.
- Monitor progress on workplace equality, including gender, ethnicity, and disability pay gaps.
- Support people with health challenges to enter, stay in, or return to work.
- Link employment services with health support especially for those with long-term or mental health conditions so people get help when they need it.



### Healthy lives start in our everyday places

When the places where we live, eat, shop, and play are healthy, it is easier for all of us to live healthier and happier lives.

- Increase the availability of healthy and affordable homes, especially social housing.
- Raise standards in private rental housing.
- Reduce exposure and availability of tobacco and vapes by licensing retailers, and extend smoke-free zones.
- Make healthier food and drink the affordable, visible options in shops and restaurants, and restrict price promotions for less healthy food and drinks.



### Care tailored to local need builds health and resilience

Addressing the root causes of poor health - not just the consequences - means everyone in Wales can prosper and enjoy better health and wellbeing and our health system is resilient.

- Increase the yearly share of the NHS budget spent on prevention and primary and community care instead of hospital treatment.
- Join up health and community care with public services and voluntary organisations to support the whole person.
- Invest in community health facilities, skilled staff, data and digital tools that link with health records to support early and preventative care.



### A healthy planet protects our people now and in the future

The health of people and the planet are interconnected. Many actions that address climate change also support longer, healthier lives.

- Invest in safe walking and cycling routes, footpaths, and car-free town centres.
- Make public transport accessible and affordable, including free bus travel for young people.
- Protect communities from the health harms of climate change by tackling flooding, improving food security, ensuring sufficient and quality water for private supply, and expanding access to green spaces and tree cover.

Action across these five areas will help build a healthier, fairer and more prosperous Wales for the future and support a strong sustainable health and care system