Chief Executive Board Report
November 2026

1 Meeting with the Deputy Minister for Public and Preventative Health

On the 4 November, Clare Jenkins, our interim Chair, hosted a meeting with the Executive Team and the Deputy Minister for Public and Preventative Health at our Cardiff office. This was an opportunity to present and discuss with the Deputy Minister the broad range of functions that we undertake as an organisation. This was a constructive and engaging meeting and we will be providing further detail on a number of areas that were of particular interest to the Deputy Minister.

2 Mid-Year Accountability Meeting with the Welsh Government

We had our mid-year accountability meeting with Welsh Government officials on the 14 October. This is part of the routine NHS accountability arrangements. This was a wide-ranging meeting following the main accountability headings from the Welsh Government and included discussions relating to the following main areas:

1. Leadership (well-led framework)
2. Delivery and Performance
3. Quality
4. Workforce
5. Finance and Planning

This was a constructive and balanced meeting focusing on what has gone well over the past six months and areas for improvement, and the risks of delivery for the next six months. Unfortunately, due to family reasons on the morning of the meeting, I was unable to attend the meeting and so I wanted to thank Executive Team colleagues for all the work for the meeting and to Nathan Jones for supporting the preparations, and particular thanks to Paul who acted in my place during the meeting.

3 Flu Vaccination Campaign Launch

The 2026 flu vaccination campaign used an integrated communications approach to encourage eligible audiences to get vaccinated and to increase awareness of the importance of flu vaccination. Activity included national media engagement, organic and paid social media, digital and radio advertising, influencer partnerships, and a new Substack article explaining the wider benefits of vaccination. The campaign achieved widespread media coverage, including prominent placement on WalesOnline and broadcast coverage on ITV Wales and BBC Radio Wales, helping to raise public awareness at the start of the winter vaccination period.

The campaign successfully influenced key behavioural drivers associated with vaccine uptake. Personal stories shared through media coverage increased audiences' perception of the risks associated with flu, and influencer activity provided positive social proof by encouraging people to share their own experiences. Paid advertising

generated 3.7m impressions across target audiences and directed people to seek further information, contributing to 2,902 visits to the campaign web page. Communications activity also coincided with a significant increase in online searches for flu vaccination information, demonstrating the campaign's effectiveness in motivating audiences to take action and supporting the wider goal of improving vaccination uptake across Wales.

4 International Horizon Scanning on Approaches to Measuring and Growing Prevention Spend and Investment

Our World Health Organization Collaborating centre on Investment for Health and Wellbeing has published new international evidence examining how countries are measuring, protecting and increasing investment in prevention. The work draws on approaches from Germany, Estonia, Finland and South Korea to identify practical mechanisms that can support sustained investment in prevention, including protected long-term funding, legislation, cross-sector collaboration and stronger measurement of prevention spend and outcomes.

The findings are particularly relevant to the challenge of shifting resources towards prevention when public finances and services are under pressure. International experience demonstrates that sustained prevention investment is possible where it is supported by strong governance, dedicated funding mechanisms, cross-sector alignment and robust measurement systems.

For Wales, the work provides international evidence that can inform consideration of how prevention is funded, measured and protected over the longer term, and how investment decisions can better recognise the wider economic and societal benefits of preventative action. Better measurement of both prevention expenditure and outcomes is particularly important in strengthening the evidence available to support investment decisions.

By identifying approaches that are already being used internationally, Public Health Wales is helping to move the conversation beyond the case for prevention to the practical mechanisms that can enable greater and more sustainable investment in it. This is important in supporting longer-term population health improvement and reducing future demand on public services.

The report has featured in the media, including Future Generations Commissioner warns Wales cannot tackle health inequality through the NHS alone; and an interview invitation from the Greatest Hits Radio South Wales. Further information: Investing in prevention can save lives and strengthen Wales's future .

5 Hosting of the International Association of National Public Health Institutes European Regional Meeting

Between the 20 and 22 October, we were honoured to host the International Association of National Public Health Institutes' (IANPHI) European Regional meeting in Cardiff. This was a positive and engaging event with representatives from 22

National Public Health Institutes across Europe, together with representation from the World Health Organization, EuroHealthNet, European Centre for Disease Control and the Organisation for Economic Co-operation and Development (OECD).

The theme of the event was *Stronger Together for a Healthy and Sustainable Future.* We were joined by the Deputy Minister for Public and Preventative Health who gave a speech and set the scene for Wales. Across the main two days, we covered a broad range of public health areas and it was also an opportunity for a wide range of workshops to showcase the excellent work of our teams across Public Health Wales.

It was a very successful event and I would like to thank our team who were involved in the design and logistics of the event with special thanks to Tom Fowler, Fu-Meng Khaw, Teri Hart, Michele Lewis-Marsden, Leah Morantz, Eric Maljian, Eleri Davies and many more.

6 Welsh Public Health Conference

This year's Welsh Public Health Conference successfully brought together nearly 400 representatives from the public, private, academic and third sectors to explore how a people-centred approach can improve health outcomes in Wales. The event provided a platform for collaboration, knowledge sharing and discussion on key public health challenges. We were joined by the Deputy Minister for Public and Preventative Health who opened the conference with a speech and shared a number of key announcements.

Feedback from attendees was very positive, with strong satisfaction scores across speakers, workshops, venue facilities and overall event experience. The conference strengthened our reputation as a leader in public health innovation and partnership working, while showcasing the organisation's role in driving prevention-focused approaches across Wales.

Our Communications Team played a key role in creating a cohesive and enjoyable conference experience through the development of a distinctive visual identity, integrated event branding and digital resources. Big thanks to the Team for such an excellent event, with particular thanks to Leah Morantiz and Laura Overton.

The bilingual *Welsh Public Health Conference Companion* extended engagement beyond the event itself, generating 180 reads and an average engagement time of almost six minutes. Meanwhile, the conference Digital Hub provided delegates with easy access to agendas, presentations, speaker information and supporting resources, generating 780 clicks on the day. These innovations improved accessibility, enhanced delegate experience and increased the reach and longevity of conference content.

7 Celebrating Learning Achievements Across our Infection Service

Over recent months, colleagues across our Infection Services have continued to demonstrate an exceptional commitment to learning, professional development and

excellence, while supporting the delivery of vital services through a particularly demanding period.

Across our teams, colleagues have achieved a wide range of professional qualifications, specialist training, academic awards, certificates and other development milestones. Each achievement represents a significant personal commitment, often involving study, assessment and development alongside demanding operational roles and responsibilities.

These achievements are particularly significant alongside the significant change process with the implementation of the new all Wales Laboratory Information Management System. Teams have had to learn new processes and ways of working, respond to emerging operational issues and support one another through a major change to laboratory systems, while maintaining safe and effective services. Continuing to pursue professional development during this time has required considerable commitment, adaptability and resilience.

Supporting learning and development is central to how our Infection Services invests in our people and its future. By nurturing talent and creating opportunities to grow, we help colleagues build rewarding careers and develop a pipeline of skilled professionals, specialists and future leaders. This strengthens service capability and resilience, supports succession planning and equips our workforce to respond to evolving needs and new technologies. Our commitment extends beyond qualifications to lifelong learning and continuing professional development (CPD) at every career stage. For colleagues registered with the Health and Care Professions Council (HCPC), this also supports their professional requirements for ongoing learning and development, keeping knowledge and skills up to date and applying that learning to improve practice and benefit those who use our services.

Importantly, we want to recognise all forms of learning and development. Whether completing a formal academic or professional qualification, achieving specialist competency, undertaking workplace learning, contributing to research or improvement, developing leadership skills, or simply stepping outside a comfort zone to learn something new, each achievement contributes to the strength of our services.

I would also like to say a heartfelt thank you to the training teams across Infection Services, whose commitment, encouragement and ongoing support have helped colleagues successfully complete many of these qualifications. Alongside managers, supervisors, mentors and colleagues, they create opportunities for people to grow and succeed. Their dedication deserves to be celebrated alongside the achievements they have helped make possible.

8 Recognition of Our People

Our extremely talented people again secured a range of recognitions over the last few months. This included:

- two of our teams being shortlisted in the NHS Wales Awards the first was our Tackling Diabetes Together Team with *Transforming Diagnosis: Consistent, Empowering, Person-centred Support for Type 2 Diabetes Across Wales* and the second ws our Nowel Screening Wales Team with *Creation of the Assistant Practitioner Role for Bowel Screening Wales.* This is a significant achievement and congratulations to both of our teams for doing so well

- congratulations are also due to Amy Davies in our Health Improvement Team, on her recognition as a Future Generations Champion, reflecting the important work taking place across Public Health Wales to embed the Well-being of Future Generations Act and create positive, lasting impacts for the health and wellbeing of current and future generations

- also congratulations to Daniel Gill, one of our Senior Biomedical Scientists in our Specialist Virology Centre, and the team in being recognised for their award-winning work to improve Hepatitis D testing across Wales, increasing diagnosis rates, reducing inequalities in access to care, and demonstrating the innovation and collaboration that help deliver better outcomes for patients. The team won the Award for Excellence in Diagnostics at the Advancing Healthcare Awards Cymru 2026

- and finally, big congratulations Sam Matthews, our Head of Nursing in our HARP team, who is a finalist in the population health category at the RCN award - so very well done Sam that is an amazing achievement.

9 UK COVID-19 Public Inquiry Update

Since the last update, the Inquiry has now published its report and recommendations in report of Module 6 (Care Sector). We attended the report publication event on the 20 October 2026. The report contained a number of recommendations as follows:

1. Improve pandemic planning for adult social care sector
2. Enable the safe and timely isolation of care home residents, including following discharge from hospital
3. Financial support to adult social care staff to self-isolate or to limit working across multiple sites
4. Visiting restrictions and the publishing of guidance for the implementation of visiting restrictions in care homes in a future pandemic
5. Maintaining regulatory oversight of care quality and safety in a public health emergency
6. Collection of data about deaths of adult social care workers during a pandemic
7. A voluntary workforce register for adult social care workers (England only)

These recommendations are predominantly directed at the UK Government Scottish Government, Welsh Government and Northern, with the exception recommendation 5 which is directed at the care regulators in the four nations.

The Inquiry will publish its next report for Module 7 – Test, Trace and Isolate, on the

The report will be considered by the Health Protection Team and a summary and associated actions will be considered by the executive Team and Board when it has been synthesised fully.

The remaining report for publication are:

1. Module 8 – Children and Young People First half of 2027
2. Module 9 – Financial Response First half of 2027
3. Module 10 – Impact on Society Middle of 2027

We are not a core participant in Modules 8, 9 and 10.

Recommendation

The Board is asked to receive this information.

Tracey Cooper

CHIEF EXECUTIVE