

Government initiatives and campaigns which contribute to improvements in the health, well-being and resilience of the population in Wales

A Level Health and Social Care

What is the source of campaigns and initiatives?

The people, politics, environment and society of Wales are the sources of the Welsh Government's initiatives and campaigns. The Welsh Government recently commissioned a Parliamentary Review of the Long-Term Future of Health and Social Care. An international panel of experts identified the need for a "revolution from within" in order to drive the necessary changes in Wales' health and social care system. These changes will ensure that Wales is able to meet the needs of current and future generations of the nation. The Parliamentary Review found many challenges for the NHS and social care services in Wales such as an ageing population, lifestyle changes, public expectations and new medical technologies. The Review decided that separate systems of health and social care would not meet the needs of the people of Wales in the future.

Based on this review, Wales now have established integrated Local Health Boards and statutory Regional Partnership Boards. In addition to this, new legislative powers have led to the Well-being of Future Generations (Wales) Act, the Social Services and Well-being (Wales) Act, the Regulation and Inspection of Social Care (Wales) Act, and to important initiatives like the ban on smoking in public places and the opt out scheme for organ donation. The Welsh Government has set out a strategy of "health in all policies" which considers health and well-being in all government policies on housing, parenting, education and employability named Prosperity for All. Health and social care services are being brought together and redesigned around the needs and preferences of individuals and the goal of keeping people healthy and well. The government aims to provide a system where services from all providers are fully coordinated. The aim is to make a difference to the social and economic factors which influence health and well-being. The Welsh Government are putting the individual at the centre of this, encouraging people to take responsibility for their own health and wellbeing

The government, in partnership with NHS Wales, supports a wide range of health care initiatives and programmes throughout Wales at a national level and locally. These include resources promoting self-care and healthy lifestyles.

How campaigns and initiatives intend to make a difference/improvement to the health, well-being and resilience of people in Wales.

Government campaigns and initiatives aim to improve the health of the population by encouraging us to take responsibility for our own health by influencing our beliefs and attitudes. To improve our health, well-being and resilience, the government wants to influence us to reduce behaviours and lifestyle choices that are harmful and could affect our lives. To achieve this, the Welsh Government is funding organisations to provide information to the people of Wales. These organisations also create programmes that will deliver practical help, advice and support to the public to help them improve their lifestyle based on the government's initiatives and campaigns. An example of this would be the Welsh Network of Healthy Schools which was launched in 1999 to promote health, wellbeing and resilience in Welsh children. Schools actively promote and protect children's physical, mental and social health by promoting exercise and healthy eating, supporting children's personal and social development and tackling issues such as substance misuse.

How campaigns and initiatives are developed by government.

Campaigns and initiatives are developed due to a wide range of reasons, including statistical analysis of the health and well-being of the nation by regulatory and public bodies such as Public Health Wales, Office for National Statistics, the NHS etc. If the government is concerned about a particular aspect of public health, they will often commission an independent review by experts to discover the best way to tackle the problem. These reviews suggest recommendations upon which the government bases strategy for campaigns and initiatives. The Welsh Government is influenced by how we live our lives in Wales and creates initiatives to improve our quality of life such as tackling poverty. Health and social care services and the manner which they are delivered are influenced by reviews of these services and their results. Improvements are made based on these reviews through initiatives, campaigns and changes in government strategy. The government is often influenced by groups in our society who are trying to improve outcomes for certain sections of the population or the whole population. An example of this being the opt out system for organ donation where there was a campaign for a change in the system which led to a change in government policy on the issue. There are many campaign groups that influence policy regarding children, the elderly and those with disabilities.

What forms campaigns and initiatives can take.

There are many different forms of campaigns and initiatives that provide information, encouragement, advice and support to help people to lead healthier lives. An example of this being the development of an integrated system of all NHS anti-smoking services across Wales. The first step towards this development was the launch of the Help Me Quit service in April 2017. This was developed by the Welsh Government's Tobacco Control Strategic Board's Smoking Cessation Sub-group and introduced wide ranging measures to reduce the number of smokers in Wales including a ban on smoking in public places. There are also programmes that have been put in place across Wales including the First 1000 Days programme, which is a programme designed to improve outcomes for pregnant women and their children in the first 1000 days. There are also strategies such as Child Poverty Strategy for Wales. This is a strategy that intends to eradicate child poverty in Wales that is based on the statistics that showed that, in 2011, a third of children in Wales lived in poverty. The aim of the strategy is to eradicate child poverty in Wales.

How campaigns and initiatives are evaluated and what improvement they bring.

It is important that the government evaluates campaigns and initiatives to ensure they are working and benefiting the people of Wales. The government will look at statistics such as if the 'Help Me Quit' campaign is reducing the number of smokers in Wales. This will help them decide if campaigns continue, if changes are needed and if funding should be continued. It is important to review and evaluate initiatives and campaigns through research and by reviewing data and statistics. If a campaign is no longer needed or is no longer improving public health, funding may be better used elsewhere. A report will be produced and then government strategy will be informed by the findings and decisions made on which initiatives and campaigns are most needed to improve the health, well-being and resilience of the population in Wales.