

‘How Are We Doing in Wales’ Public Engagement Survey

Q: How many minority languages is this survey done in so people with language barriers or whose first language is not English can participate?

Q: What piloting and consultation was done on the survey, and was it inclusive of BAME communities? Being involved at an early stage will foster better engagement with the survey and its findings.

Q: Is there a plan to do targeted research rather than randomised one to get responses from different communities?

A: In response to the questions raised in the forum about the ‘How Are We Doing in Wales’ public engagement survey, we can provide the following additional information. The aim of the survey is to give a picture of how the Welsh population as a whole is responding to coronavirus and the ‘stay at home’ measures. Researchers ask members of the public in Wales how coronavirus and related control measures are affecting their health and wellbeing. This data is used to assess both the overall impact on well-being in Wales, and the general reaction to the measures to stop the spread of the virus e.g. 2 metre distancing.

This work is at a population-wide level. The survey aims is to provide data representative of the Welsh population and data are adjusted to represent the Welsh population by age, sex and deprivation. We aim for a sample that is representative of the ethnic make-up of Welsh society through a proportion of Black, Asian and minority ethnic (BAME) respondents that is reflective of the proportion of these groups in the Welsh population. The survey is conducted in English and Welsh.

In some weeks, new questions are added and others removed. This depends on emerging issues at that time, and on feedback from respondents and surveyors about the previous week’s survey. For example, if we receive feedback that a question is unclear or difficult to answer, that question will be reviewed. Questions are then piloted usually on a weekly basis. Questionnaire piloting has generally been undertaken on a non-structured sample of people but this includes people from BAME backgrounds. In addition, people of BAME backgrounds are included in the final survey and their feedback used in the development of the survey and influencing how it evolves.

Targeted research with diverse communities, rather than a randomised survey like the one we are currently conducting, would have to be a separate piece of work with different aims. We recognise that there are very good reasons for doing this kind of targeted research. Public Health Wales has submitted applications for funding to look at the impact of COVID-19 on some very specific groups in Wales, including asylum seekers and refugees. However, future work of this nature is dependent on resourcing and the organisation’s work to protect the health of the Welsh population in response to the pandemic.

Public Health Wales staff well-being

Q: How is Public Health Wales reaching out to its black members of staff after what happened in America - how many staff have been emailed/called to check on how their mental health is?

A: PHW has sent information to all staff via our daily staff bulletin, intranet and Staff Facebook page about the organisation's stance on Black Lives Matter, on how to be a BAME Ally, and links to anti-racism resources. All staff have received a video message via our intranet from our HR Director on behalf of the Executive Team, with a clear message of support to our BAME staff.

We also have a BAME Staff Network who we contact on a weekly basis. The network recently met with our CEO and had the opportunity to share any of their concerns. Our CEO is also meeting with the chair of the network to discuss current issues and provide visible senior support.

We have also published a public article, alongside social media posts, which you can read here: <https://phw.nhs.wales/news/black-lives-matter/>

Engagement with Universities

Q: Are there any plans as to how universities can help with developing resources through engagement with students?

A: Public Health Wales is supporting the Healthy and Sustainable Universities and Colleges Network for Wales and are part of the UK Healthy Universities Network, both of which are engaged and working with students across Wales on the issues that matter to them.

How Are You Doing Campaign

Q: How is this campaign reaching young people? Is there a way to monitor engagement to understand the audiences?

A: Public Health Wales is always looking for opportunities to reach diverse audiences, and we have attended various forums to talk about the 'How Are You Doing' website and campaign. In response to feedback we have developed specific content for children and young people (available [here](#)) and we will work to raise awareness of these resources by working with stakeholders who work directly with children and young people.

In terms of monitoring engagement, we conduct regular social listening reports that measure responses to our content online. This allows us to shape and adjust our approach accordingly. We then pair this with stakeholder feedback to make sure the changes we make are suited to their audience. We value this feedback and interaction to better inform what we're doing. We are also continually exploring additional ways to understand our audiences and to ensure we reach as wide an audience as possible.