



I. Early years

Policy options to target investment include:

1. Applying a proportionate universalism* approach to early years
2. Supporting parents and preventing Adverse Childhood Experiences (ACEs)

Key Responsibilities:

Welsh Government



- Support early child development (ECD) interventions such as: support to mothers before and after giving birth, breastfeeding and nutritional support, parenting support, access to health services and childcare, and access to early education, etc.

This Priority falls within the portfolio of the following Ministers:

- Minister for Health and Social Services
- Minister for Education

NHS Wales, including Public Health Wales



- ECD interventions (see above examples)
- Parenting programmes
- Implementing National Institute for Health and Care Excellence (NICE) guidance on promoting the quality of life of looked after children and young people
- Earlier access to mental health services
- Preventing dental decay

Other public sectors and local authorities



- ECD interventions (see above examples)
- Parenting programmes
- Programmes addressing emotion-based learning in schools
- Early education (0-3 years) & pre-school programmes (4-5 years)
- Preventing dental decay
- Preventing ACEs and improving resilience

* Resourcing and delivering universal services at a scale and intensity proportionate to the degree of need

Preventing costs*

Around **80%** of all criminal activity in Britain is attributed to **behavioural problems in childhood or adolescence** with a total cost to society of **£60 billion** per year



In Wales, **ACEs** are associated with

- over **1/2** of the **violence and drugs abuse**

- over **1/3** of **teenage pregnancies**

- nearly **1/4** of **adult smoking**



Bringing social and economic returns**

Investing in **targeted interventions + universal childcare + paid parental leave** in Wales

could save **£72 billion** over 20 years

from the costs of social problems



Every **£1** invested in **parenting programmes to prevent conduct disorder** saves the NHS in England **£8** over 6 years



Preventing ACEs and improving resilience and protective factors for children could reduce **acts of violence in adults** by **60%** and **violence victimisation in adults** by **57%** in Wales



In the United Kingdom, the **'Triple P' parenting programme** which aims to reduce conduct disorder can save an estimated



In the United States and European countries, investing in ECD brings **£1.30 to £16.80** for every **£1** invested with wider social benefits across the family targeted and in the next generation (converted from US dollars).



In the United Kingdom, antisocial behaviour family support projects have a **return of £17- £44** per **£1** spent



*Data retrieved from Dyakova M, Knight T, Price S. (2016). *Making a difference: investing in sustainable health and well-being for the people of Wales*. Cardiff: Public Health Wales NHS Trust.

**Data retrieved from Dyakova M, Hamelmann C, Bellis MA, Besnier E, Grey CNB, Ashton K et al. (2017). *Investment for health and well-being: a review of the social return on investment from public health policies to support implementing the Sustainable Development Goals by building on Health 2020*. Copenhagen: WHO Regional Office for Europe.



II. Housing

Policy options to target investment include:

1. Ensuring safe and healthy housing
2. Preventing homelessness
3. Providing adequate housing for healthy and active ageing

Key Responsibilities:

Welsh Government



- Preventing homelessness through reducing levels of unemployment and poverty
- Providing safe and healthy housing

This Priority is directly relevant to the portfolio of the following Ministers:

- Minister for Health and Social Services
- Minister for Economy and Transport
- Minister for Housing and Local Government

NHS Wales, including Public Health Wales



No specific evidence-based interventions for the health sector. A role to continue to inform, support and work with Welsh Government and other sectors.

Other public sectors and local authorities



- Making housing improvements to ensure homes are safe, dry, warm and free of fuel poverty
- Developing adequate housing for health and active ageing (to prevent falls and injuries)

Preventing costs*

Unsafe stairs and steps, electrical hazards, damp and mould growth, excessive cold and overcrowding cost

£67 million per year to the NHS in Wales



Wider cost to society of poor housing, including factors such as poor educational attainment and reduced life chances -

£168 million per year in Wales

Bringing social and economic returns**

Supported housing for families with complex emotional needs and chaotic lives in the UK



can save **£12,000 per client** for local authorities

In France, removing lead from domestic paint & plumbing in at-risk neighbourhoods – costs **£3,215 - £8,216** per home –

but can save **£7,859 – £45,902** a year

per de-lead home from the cost of illness***



In the Netherlands, for every

£1



spent on preventing homelessness,

approximately **£2.20** is saved elsewhere

including in emergency health care, psychiatric services and prisons****



Investing in **insulation and heating** to address cold and damp housing could return nearly

£35 million for the NHS in Wales

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***Converted from European data (France)

****Converted from European data (Netherlands)



III. Social care

Policy options to target investment include:

1. Providing universal social protection
2. Adopting a life course approach to health and social care starting from the early years to healthy ageing
3. Preventing and addressing domestic violence

Key Responsibilities:

Welsh Government



- Providing universal social protection, including effective social transfers and provision of adequate and sustainable funding for social protection, legislation and administrative system – for example, introducing a living wage

This Priority is directly relevant to the portfolio of the following Ministers:

- Minister for Housing and Local Government
- Minister for Health and Social Services

NHS Wales, including Public Health Wales



- Ensuring healthy and active ageing
- Reducing domestic violence and abuse by implementing National Institute for Health and Care Excellence (NICE) guidance programme for identification of domestic violence and abuse in GP practices (Identification and Referral to Improve Safety)
- Adopting a multi-agency approach in the sharing and use of anonymised information on violence-related injuries

Other public sectors and local authorities



- Ensuring healthy and active ageing, such as falls and injury prevention; physical activity; communicable disease prevention and vaccination; preventing mental ill health and elder maltreatment; multifaceted housing interventions; and reducing poverty, social isolation and exclusion by providing public support for informal care and home care
- Interventions to identify and provide care for women victims of domestic violence
- Volunteering for health
- Adopting a multi-agency approach in the sharing and use of anonymised information on violence-related injuries

Preventing costs*



In 2009, violence cost the Welsh economy

£2 billion

In Wales, **domestic violence and abuse** cost public services

£304 million
per year

Human and emotional costs are an additional

£523 million
per year

Bringing social and economic returns**

Implementing national guidance on domestic violence and abuse

could save
£4,700
per month
per person

on longer-term costs of treating and supporting someone with post-traumatic stress disorder as a result of violence and abuse in the United Kingdom



A primary care programme in the United Kingdom to identify domestic violence and abuse has societal

savings of
£37
per year

per woman registered with the practice



In Cardiff, **a multi-agency approach** to sharing and using **Emergency Department data**

Saves
£82 to society
per £1 invested

and is associated with a **reduction in hospital admissions** for violence



In the United States, **a support programme** from nurses for **vulnerable first time mothers:**

Saves
£2 per 70p
invested

and reduces **child maltreatment** and **criminal behaviour**



In the United Kingdom, **falls prevention leaflets** cost £349 per person but

can save
£3,320 per
fall averted



In the United Kingdom, **debt advice services**

can return
£2.92
per £1 invested

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IV. Mental health

Policy options to target investment include:

1. Promoting mental health in the workplace
2. Preventing mental ill-health in children and eradicating Adverse Childhood Experiences (ACEs)
3. Ensuring early access to mental health services
4. Improving mental health in older people

Key Responsibilities:

Welsh Government



- Promoting mental health
- Supporting parents and early years
- Supporting lifelong learning
- Supporting communities

This Priority is directly relevant to the portfolio of the following Ministers:

- Minister for Health and Social Services
- Minister for Education

NHS Wales, including Public Health Wales



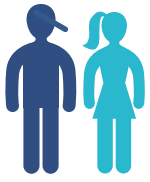
- Supporting positive steps for mental health: lifestyle (diet, exercise, sensible drinking) and social support
- Interventions targeting children and their parents
- Early access to mental health services
- Implementing National Institute for Health and Care Excellence (NICE) guidance on promoting the quality of life of looked after children and young people
- Improving mental health in older people

Other public sectors and local authorities



- Promoting mental health or screening for mental health disorders in the workplace
- Supporting parents and early years: parenting skills training, pre-school education, home learning environment, such as pre-school parenting programmes for conduct disorder
- Supporting lifelong learning: health promoting schools and continuing education, such as emotion-based learning and anti-bullying programmes in schools
- Improving working lives - employment and workplace
- Supporting communities through environmental improvements
- Improving mental health in older people

Preventing costs*



In the United Kingdom, **mental ill health in childhood** costs society

£11,000 to £59,000
per year per child



In Wales, **mental ill health** costs society

£7 billion
per year

Bringing social and economic returns**

Promoting **positive mental well-being programmes** for **everyone born in Wales in a single year**

would cost approximately
£20 million



with potential
benefits of
**£1,114
million**

In the NHS in England, investing in **school based social and emotional learning**

costs **£132**
per pupil per year



and can save
the health sector
£39 per pupil
in the first year

rising to
£751 per pupil
by the fifth year

In the United Kingdom, **anti-bullying interventions in schools** can return **£15** for every **£1** spent



In the United Kingdom, **improving mental health in the workplace**

could produce
annual savings of
£250,607

for an organisation
with 1,000 employees

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V. Skills and employability

Policy options to target investment include:

1. Providing good quality healthy education
2. Ensuring healthy jobs and workplaces
3. Providing universal social protection

Key Responsibilities:

Welsh Government



- Policies to ensure fair and decent work for all, such as:
 - investment strategies for an inclusive economy;
 - active labour market programmes;
 - extending worker representation, particularly for more disadvantaged workers;
 - adequate health and safety legislation;
 - extending employment rights, particularly for self-employed, temporary, part-time and informal workers (who are mostly women)
- Universal social protection, including effective social transfers and provision of adequate and sustainable funding for social protection, legislation and administrative system – for example, introducing a living wage

This Priority is directly relevant to the portfolio of the following Ministers:

- Minister for Economy and Transport
- Minister for Health and Social Services
- Minister for Housing and Local Government

NHS Wales, including Public Health Wales



- Supporting healthy behaviours and health literacy

Other public sectors and local authorities



- Access to quality early education and care
- Education – all stages: (1) Early education (0-3 years); (2) Pre-school programmes (4-5 years); (3) Schooling; and (4) Post-schooling / job training
- Providing employment and healthy jobs - supporting adult learning and employment; a Ready for Work programme for disadvantaged young people
- Health-promoting workplaces and rehabilitation

Preventing costs*

In the United Kingdom, **each young person** (16–18 years) who is **not in education, employment or training** costs

£56,000
to society over their lifetime
including **welfare, tax, health**
and **criminal justice** costs

Nearly **1 million working days** are lost due to **loss of employment or reduced employment opportunities** in Wales



Bringing social and economic returns**

In the United Kingdom, Social Return on Investment (SROI) for **adult education** is **£21.60** for every £1 invested at **age 19–24 years** and **£5.90** at **age 25 years and over**



Workplace interventions to promote mental health

could save up to
€136 billion
a year

by reducing absenteeism and early retirement

A Ready for Work programme

for disadvantaged young people in the United Kingdom brings



Investing in employment support to get people **back into work in London** has brought an SROI of **£17.07** per £1 spent



In England, a range of **behaviour-change programmes in the workplace** return **£2 to £10** per £1 spent



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