

Amser i Siarad  
Iechyd Cyhoeddus  
*Cymru*

Time to Talk  
Public Health  
*Wales*



## Time to Talk Public Health

February - March 2023 Panel Survey Findings

Published: April 2023



# Background

- **Time to Talk Public Health** is a nationally representative panel of Welsh residents established by Public Health Wales to enable regular public engagement to inform public health policy and practice.
- Currently in its pilot phase, the panel aims to recruit a nationally representative sample of residents aged 16+ years to participate in regular surveys and provide insight into key public health issues.
- This report presents findings from the February - March 2023 survey, covering issues including screening, sustainability, campaigns and current concerns. The following topics were also asked in the survey: food environments, healthy weight and Healthy Weight Healthy You campaign, however, their findings will be reported internally initially and published at a later date.
- Unless stated otherwise, data were weighted to reflect national population demographics. Appendix 1 provides a demographic breakdown of all panel members who were invited to complete the survey, the demographic breakdown of the 1,007 participants who completed the survey, and a summary of the project methods.
- We are very grateful to the residents of Wales who have given their valuable time to participate in the panel.



- 1,007 participants took part in the February - March 2023 survey (6<sup>th</sup> February – 26<sup>th</sup> March).

## Screening

- Cervical Screening Wales was the most known screening programme (83%).
- Cervical Screening Wales and Breast Test Wales were the programmes most known to be delivered by Public Health Wales (56%).
- 28% of people were not aware that the following statement was incorrect 'screening is for people who have symptoms of a particular condition'.
- 74% of people were not aware that the following statement was incorrect 'you will be automatically invited for the screening tests you are eligible for, regardless of whether you are registered with a GP'.

## Sustainability

- 81% of people are concerned (40% very) about climate change.
- 72% of people agreed (21% strongly) that it is their responsibility to do something about climate change.
- 90% of people agreed (54% strongly) that big businesses such as supermarkets need to do more to help people change their behaviour.
- 28% of people have heard of the Well-being of Future Generations (Wales) Act 2015.

## Public Health Wales Campaigns

- 54% of people have seen Public Health Wales messaging about receiving a flu and/or COVID-19 booster vaccine.
- 27% of people have seen Public Health Wales messaging about staying well during the cost of living crisis.



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# Screening

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The NHS offers screening tests to people throughout their life when they become eligible for the different programmes.



# Screening

**Before today, had you heard of the following screening programmes? If yes, did you know that they are delivered by Public Health Wales? \* ^**

	Knew of the programme and knew that it is delivered by Public Health Wales	Knew of the programme but not that it is delivered by Public Health Wales	Did not know of the programme
Newborn Bloodspot Screening Wales	15%	8%	77%
Newborn Hearing Screening Wales	21%	14%	64%
Diabetic Eye Screening Wales	27%	11%	61%
Cervical Screening Wales	56%	27%	16%
Breast Test Wales	56%	22%	21%
Bowel Screening Wales	49%	16%	34%
Wales Abdominal Aortic Aneurysm Screening	14%	4%	82%

\*Knew of the programme but prefer not to say whether they know the programme was delivered by Public Health Wales: ≤1%

^Prefer not to say: <1% for all statements

Please state if you think the following statements are true or false.\*

	True	False	Don't know	Correct answer
Deciding whether to have a screening test is a personal choice	92%	4%	4%	True
Screening tests are not 100% accurate. Even if you've taken part in screening, you should contact your GP if you have symptoms of a particular condition	87%	5%	8%	True
Screening is a way of finding out if a person has a higher chance of having a health problem. Finding out about a problem early can mean that treatment is more likely to be successful	96%	2%	2%	True
Screening is for people who have symptoms of a particular condition	22%	72%	6%	False
You will be automatically invited for the screening tests you are eligible for, regardless of whether you are registered with a GP	33%	26%	41%	False

\*Prefer not to say: <1% for all statements

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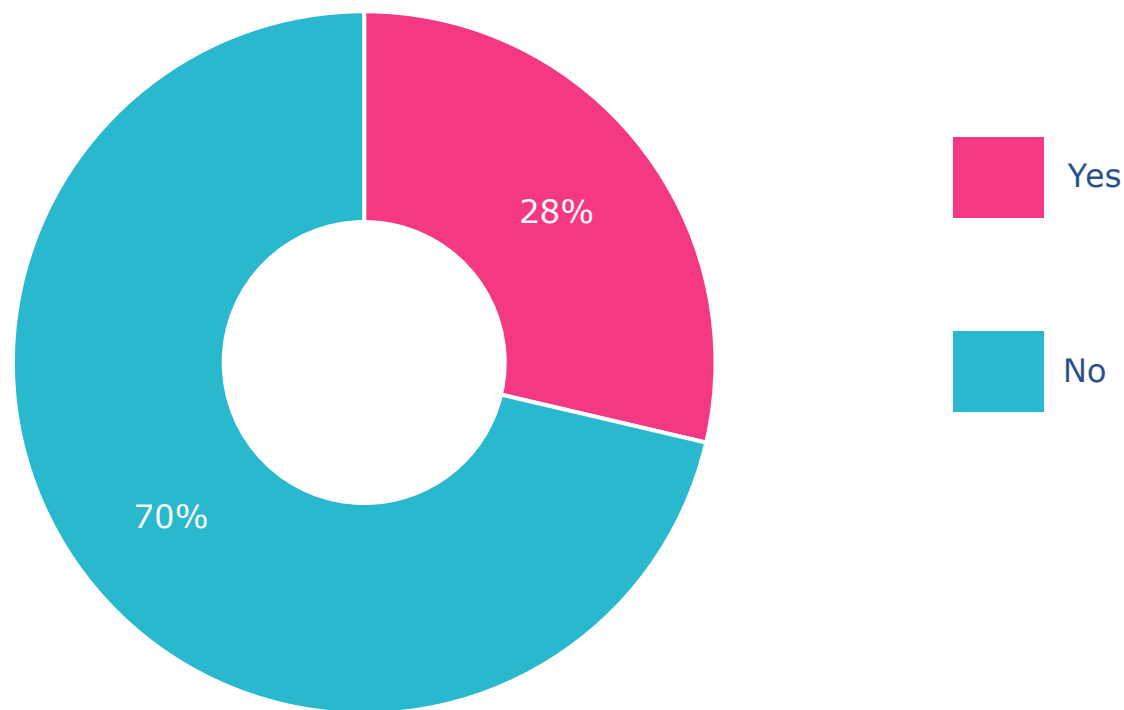
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# Sustainability

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## Have you heard of the Well-being of Future Generations (Wales) Act 2015?\*

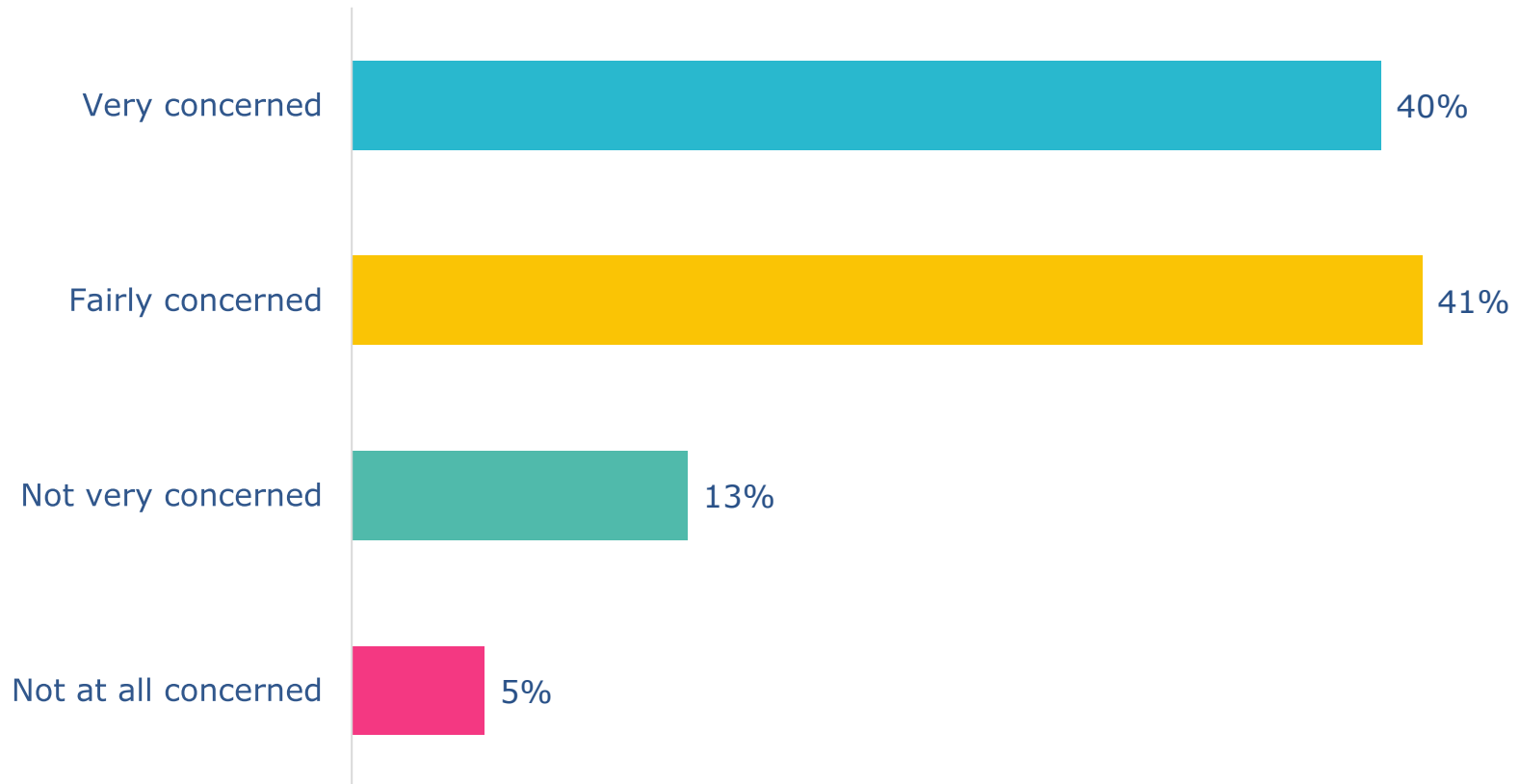


\*Prefer not to say: 2%



# Climate Change

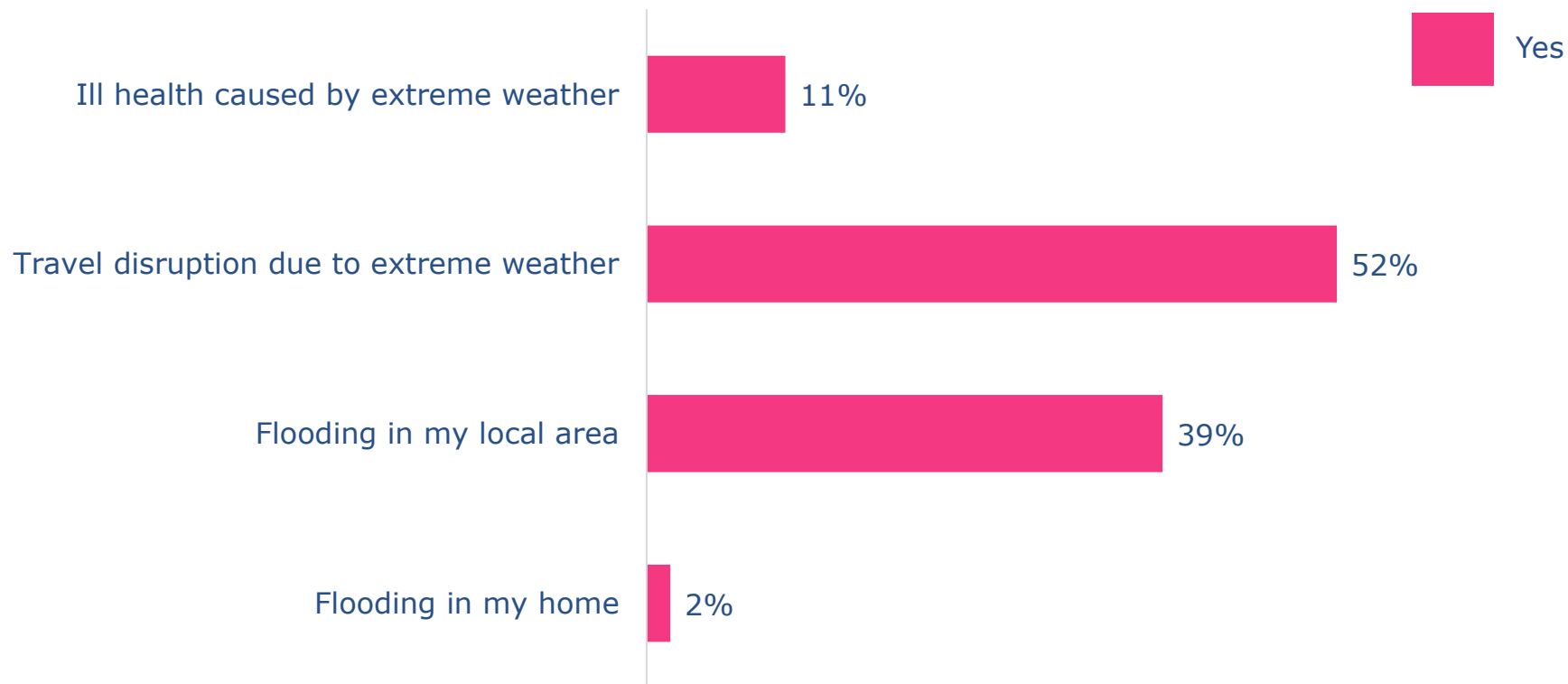
## How concerned are you about climate change?\*



\*Prefer not to say, I don't believe in climate change: 1%

# Climate Change

Have you experienced any of the following in the last 5 years?\*



\*Prefer not to say: 1% for each statement

# Climate Change

## How much do you agree or disagree with the following statements?\*

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
It is my responsibility to do something about climate change	21%	51%	19%	7%	2%
Big businesses such as supermarkets need to do more to help people change their behaviour	54%	36%	6%	1%	2%
Most people I know take action to tackle climate change	5%	31%	30%	29%	4%
Most people in Wales do not do much to help tackle climate change	7%	31%	39%	18%	2%
The media exaggerates the impacts of climate change	6%	16%	21%	34%	23%
There is so much conflicting information about climate change it is difficult to know what to believe	10%	35%	16%	26%	13%

\*Prefer not to say: ≤2% for each statement

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# Current Concerns

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# Current Concerns

Over the past week, how much have the following issues been worrying you?\*

	A lot	A little	Not at all
Your finances	31%	46%	23%
The cost of living	41%	48%	11%
Your mental health and well-being	24%	44%	32%
Your ability to heat your home	24%	42%	33%
Climate change	24%	44%	31%
Flooding	2%	13%	85%
Your personal safety	8%	28%	64%

\*Prefer not to say:  $\leq 1\%$  for each statement



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# Public Health Wales Campaigns

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# Campaigns

Have you recently seen any messages from Public Health Wales about ways to...?\*

Yes

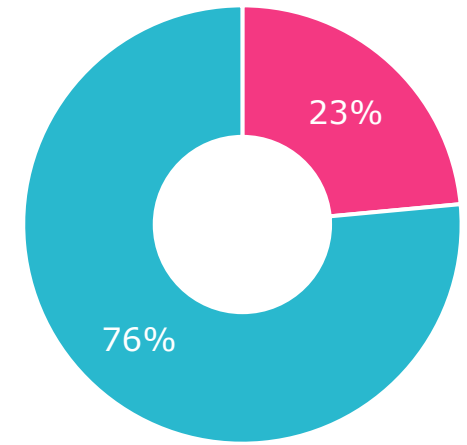
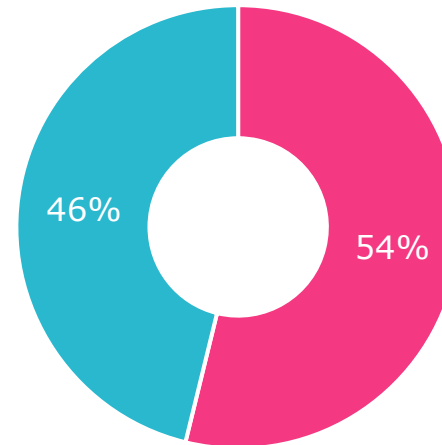
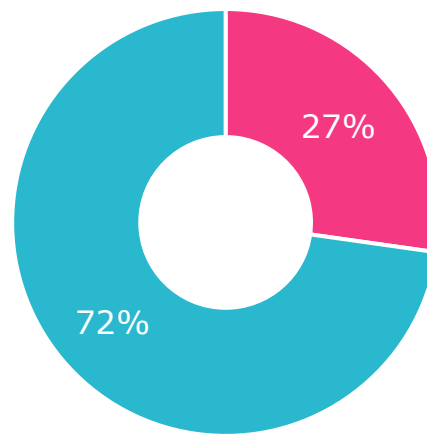
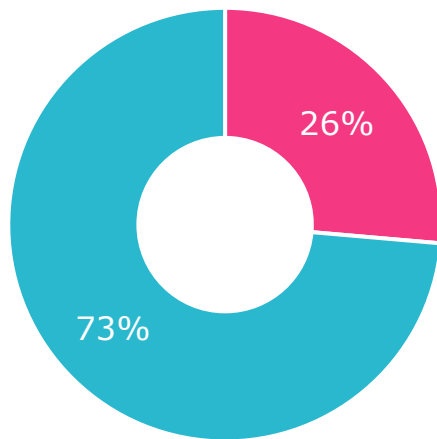
No

Protect and improve your mental well-being

Stay well during the cost of living crisis

Receive a flu and/or COVID-19 booster vaccine

Understand that the flu vaccine can help to prevent secondary infection such as Strep A



\*Prefer not to say: ≤1% for all statements

# Food Environments

Questions on food environments were asked in the survey. Findings from these questions will initially be reported internally and may be reported externally in future outputs.



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# Healthy Weight

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Questions on healthy weight were asked in the survey. Findings from these questions will initially be reported internally and may be reported externally in future outputs.



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# Healthy Weight Healthy You Campaign

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Questions on the Healthy Weight Healthy You campaign launched in February 2023 were asked in the survey. Findings from these questions will initially be reported internally and may be reported externally in future outputs.



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## Want to be involved in the Panel?

Recruitment to the Time to Talk Public Health Panel is continuous as we want to speak with a broad range of individuals across Wales.

If you live in Wales and are aged 16+ years, this is your opportunity to be heard.

 [TalkPHWales.com](http://TalkPHWales.com)

 **01663 761976**

 [TalkPHWales@wales.nhs.uk](mailto:TalkPHWales@wales.nhs.uk)

Join the  
panel

How does  
the panel  
work?

Have  
your say!

What is  
public  
health?

Make a  
difference!





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phw.nhs.wales



TalkPHWales@wales.nhs.uk



02920 227744



Public Health Wales



@PublicHealthW

**Want to learn more about how to live a healthy and prosperous life?**

**Want to find out how to help your community flourish?**

**Public Health Wales works to protect and improve health and well-being and reduce health inequalities for the people of Wales.**



**Project Team:** Dr Catherine Sharp | Prof Karen Hughes



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# Appendix

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Demographics – Panel and Sample  
Methods

# Panel Sample Demographics

		Panel Sample N=2,592		Survey Sample N=1,007		Population*
Gender*	Male	898	35%	332	33%	49%
	Female	1660	64%	666	66%	51%
	Other	34	1%	9	1%	- \$
Age group (years)*	16-29	387	15%	122~	12%	21%
	30-49	927	36%	294	29%	29%
	50-69	843	33%	396	39%	31%
	70+	435	17%	195	19%	19%
Deprivation quintile <sup>^</sup>	1 (Most)	454	18%	158	16%	19%
	2	502	19%	203	20%	20%
	3	536	21%	205	20%	21%
	4	535	21%	209	21%	21%
	5 (Least)	565	22%	232	23%	20%

\*Age 16+ Population equivalents from: ONS. Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland. Mid 2020. [www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland](http://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland); <sup>^</sup>Welsh Index of Multiple Deprivation 2019 <https://www.gov.wales/welsh-index-multiple-deprivation-full-index-update-ranks-2019>; \$Data not available. ~41 respondents aged 16-29 completed the survey and were invited to join the panel, whilst they have been included in the panel sample numbers, their recruitment to the panel is pending.

# Panel Sample Demographics

		Panel Sample N=2,592		Survey Sample N=1,007		Population*
Ethnicity <sup>^</sup>	White	2486	96%	972	97%	95%
	Mixed/Multiple Ethnic Groups	28	1%	12	1%	1%
	Asian, Asian Welsh or Asian British	38	1%	10	1%	2%
	Black, African, Caribbean, Black Welsh or Black British	16	1%	1	<1%	1%
	Other Ethnic Group	15	1%	6	1%	1%
	Prefer not to say	9	<1%	6	1%	- \$
Health Board <sup>#</sup>	Aneurin Bevan UHB	425	16%	177	18%	19%
	Betsi Cadwaladr UHB Y	587	23%	211	21%	22%
	Cardiff and Vale UHB Y	443	17%	180	18%	16%
	Cwm Taf Morgannwg UHB Y	343	13%	123	12%	14%
	Hywel Dda UHB Y	345	13%	141	14%	12%
	Powys Teaching HB	124	5%	48	5%	4%
	Swansea Bay UHB Y	325	13%	127	13%	12%

\*16+ years; ^Population ethnicity estimates are for all ages due to data not being available for non-White residents aged 65+; Stats Wales, [stats.wales.gov.wales/Catalogue/Equality-and-Diversity/Ethnicity](https://stats.wales.gov.wales/Catalogue/Equality-and-Diversity/Ethnicity); \$Data not available. #Population estimates for ages 16+; Stats Wales, [stats.wales.gov.wales/Catalogue/Population-and-Migration/Population/Estimates/Local-Health-Boards/populationestimates-by-lhb-age](https://stats.wales.gov.wales/Catalogue/Population-and-Migration/Population/Estimates/Local-Health-Boards/populationestimates-by-lhb-age); UHB – University Health Board.



- An initial target of 2,500 panel members was set in order to obtain approximately 1,000 responses per survey sample, with response rates to the surveys estimated to be a maximum of 50%.
- To reach a range of individuals, three methods of recruitment were used:
  - Telephone
  - Social media
  - Face-to-face
- A professional market research company (DJS Research Limited) was procured to undertake recruitment and the surveys.
- Telephone and face-to-face recruitment used stratified quota sampling. Quotas applied to:
  - Geography (Health Board)
  - Age
  - Sex
  - Deprivation quintile (WIMD\*)
- Social media targeting focused on demographic gaps in recruitment.
- Panel members completed an initial recruitment survey and are asked to complete a 15-20 minute survey every other month. Alternate month surveys are undertaken online or by telephone, depending on participants' preference.

\*Welsh Index of Multiple Deprivation.

Further methodological detail is available in the [project protocol](#).

# Methods – Alternate Month Survey

- For each survey, all panel members are invited through their method of choice (telephone or online) to complete the questionnaire. Panel members have three weeks to complete the survey. Within that timeframe, gaps in the demographic profile to achieve a nationally represented sample are identified, and reminders to complete the survey are sent.
- To increase the representation of the seldom heard from groups, up to 100 face-to-face interviews are conducted per survey wave with pre-determined groups. These individuals are invited to complete the survey and then join the panel.
- Participants (N=1,007) who completed the February/March survey, completed via the following methods:

Participation Method	n	%
Online	788	78%
Telephone	178	18%
Face-to-face	41	4%