

Dosbarth Meistr Gwerth Cymdeithasol

Mesur Gwerth Iechyd y Cyhoedd

25 Ionawr 2024

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Gyfarwyddwr ac Arweinydd Iechyd Rhyngwladol

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**Canolfan Gydweithredol WHO ar Fuddsoddi ar gyfer Iechyd a Llesiant,
Iechyd Cyhoeddus Cymru**

Social Value Masterclass

Measuring the Value of
Public Health

25 January 2024

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**WHO Collaborating Centre on Investment for Health and Wellbeing,
Public Health Wales**

Agenda

Amser	Item
5 munud	Cyflwyniad a gosod y cefndir
10 munud	Cyd-destun strategol a pholisi
10 munud	Beth yw gwerth?
15 munud	Beth yw gwerth cymdeithasol?
15 munud	Holi ac Ateb cychwynnol a myfyrdodau
Sesiwn ryngweithiol	
20 munud	Cwestiynau i'w trafod:
Egwyl cysur (10 munud)	
15 munud	Sut gallwn ni fesur Gwerth Cymdeithasol?
25 munud	Cymwysiadau ymarferol ym maes iechyd y cyhoedd ac enghreifftiau
15 munud	Holi ac Ateb, myfyrdodau, y camau nesaf a chau

Agenda

Time	Item
5mins	Introduction and setting the scene
10mins	Strategic and policy context
10mins	What is value?
15mins	What is social value?
15mins	Initial Q&A and reflections
Interactive session	
20mins	Questions to discuss:
Comfort break (10mins)	
15mins	How can we measure Social Value?
25mins	Practical applications in public health and examples
15mins	Q&A, reflections, next steps and close



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Cyd-destun Strategol a Pholisi

Strategic and Policy Context

Heriau byd-eang a chenedlaethol...

- **Heriau:** demograffig, economaidd, annhegwch, risgiau a bygythiadau byd-eang...
- **Tystiolaeth a Gwerth:** 'beth sy'n gweithio' - 'beth sydd bwysicaf' - 'elfennau gorau'
- **Arloesi:** technolegau newydd ac AI, trawsnewid, integreiddio...

Cydbwyso

- Pwysau uniongyrchol ar y sector cyhoeddus **vs**
- Cynaliadwyedd hirdymor

Global and national challenges...

- **Challenges:** demographic, economic, inequity, global risks and threats...
- **Evidence & Value:** 'what works' - 'what matters most' - 'best buys'
- **Innovation:** new technologies & AI, transformation, integration...

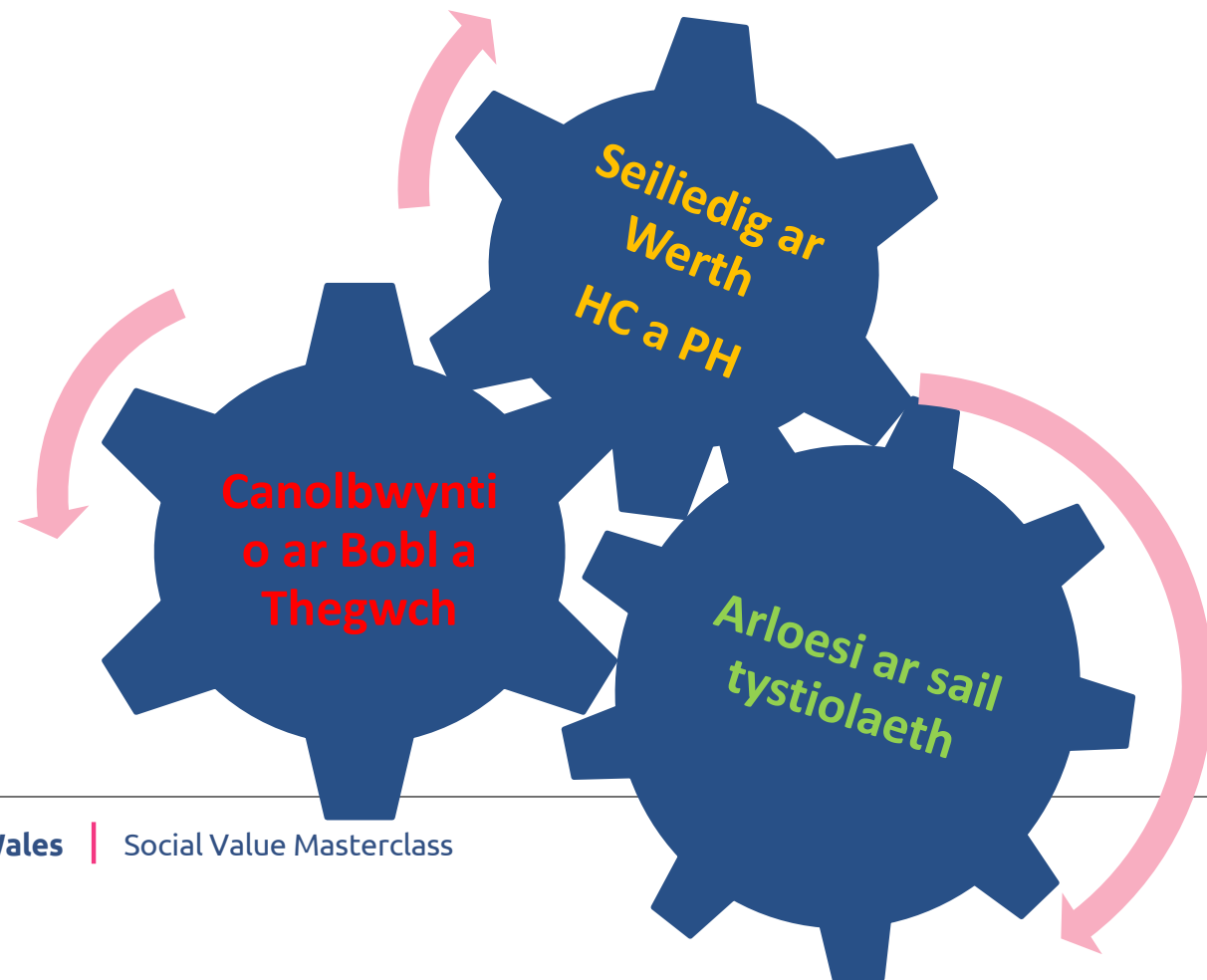
Balancing

- Immediate pressures on the public sector **vs**
- Long-term sustainability

...a chyfleoedd

Symudiad tuag at

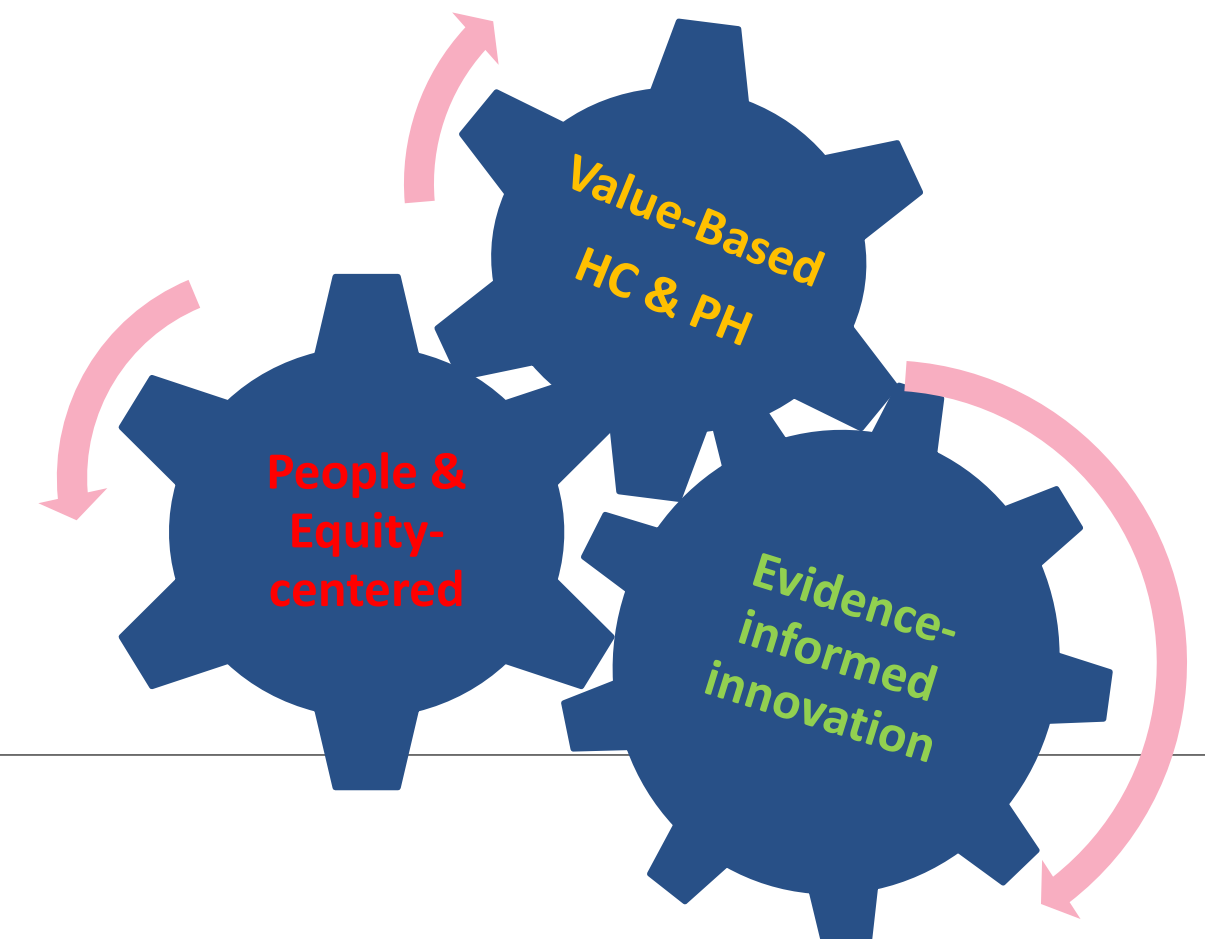
- **Economi Llesiant** gyda'r GIG fel galluogwr ac ysgogwr (Economi Sylfaenol)
- **Atal ac ymyrraeth gynnar** ar hyd **Cwrs Bywyd**
- Gwasanaethau ac ymyriadau **seiliedig ar werth** sy'n canolbwyntio ar yr hyn sydd bwysicaf i
- **System wydn gynaliadwy integredig sy'n canolbwyntio ar yr unigolyn ar gyfer** iechyd a llesiant yn cael ei gyrru gan dystiolaeth, gwerth ac arloesedd



...and opportunities

A shift towards

- **Wellbeing Economy** with NHS as an enabler and driver (Foundational Economy)
- **Prevention and early** intervention along the **Life Course**
- **Value-Based** services and interventions focusing on what matters most to people
- **Integrated person-centred sustainable resilient system for** health and wellbeing driven by evidence, value & innovation



Cymru – Safle Arloesi Byw

Byd-eang

Agenda ar gyfer Datblygu Cynaliadwy 2030 (NDC)
 Economi Llesiant (y tu hwnt i CMC)
 Blaenoriaethau a mentrau WHO

DU

Deddf Gwerth Cymdeithasol
 Datganoli, trawsnewid, digideiddio...

Cymru

Deddf Llesiant Cenedlaethau'r Dyfodol (Cymru)
 Dyletswydd Economaidd-gymdeithasol
 Cymru Iachach
 Economi Sylfaenol Cymru Iachach
 MOU WHO/Llyw Cymru
 Canolfan Gydweithredol WHO



Wales – a Live Innovation Site

Global

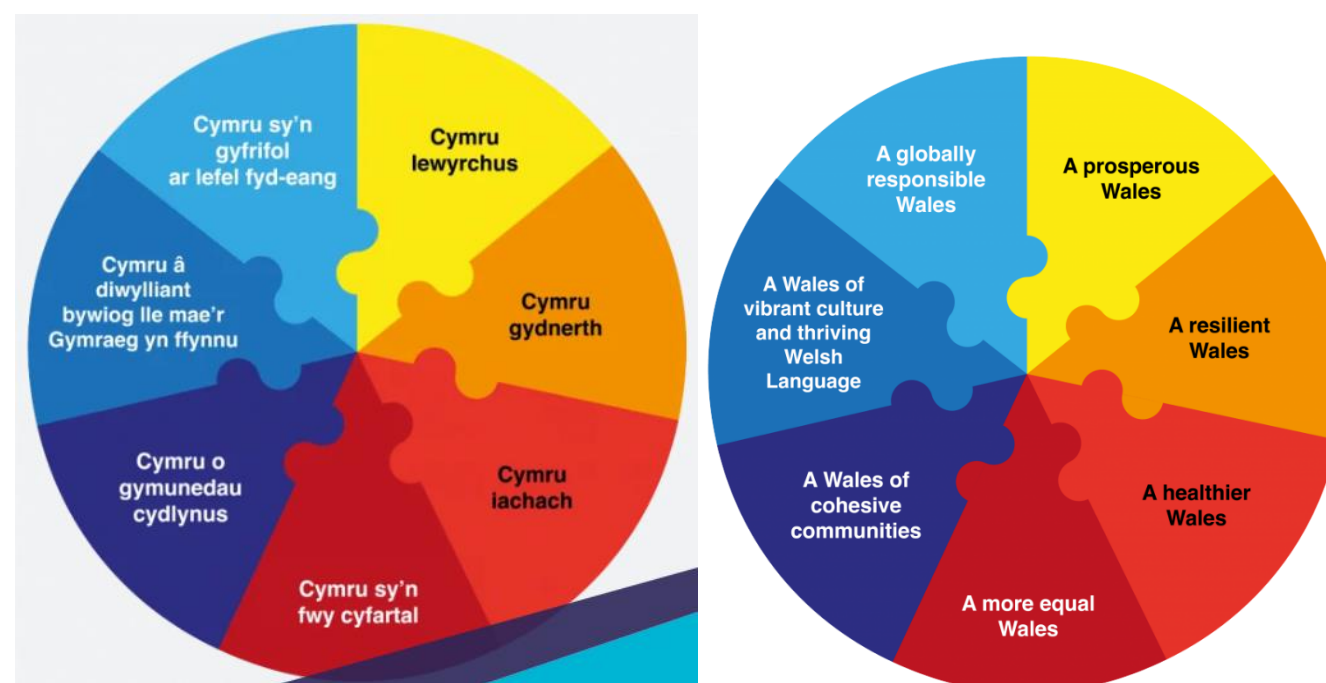
2030 Agenda for Sustainable Development (SDGs)
 Wellbeing Economy (beyond GDP)
 WHO priorities and initiatives

UK

Social Value Act
 Decentralisation, transformation, digitalisation...

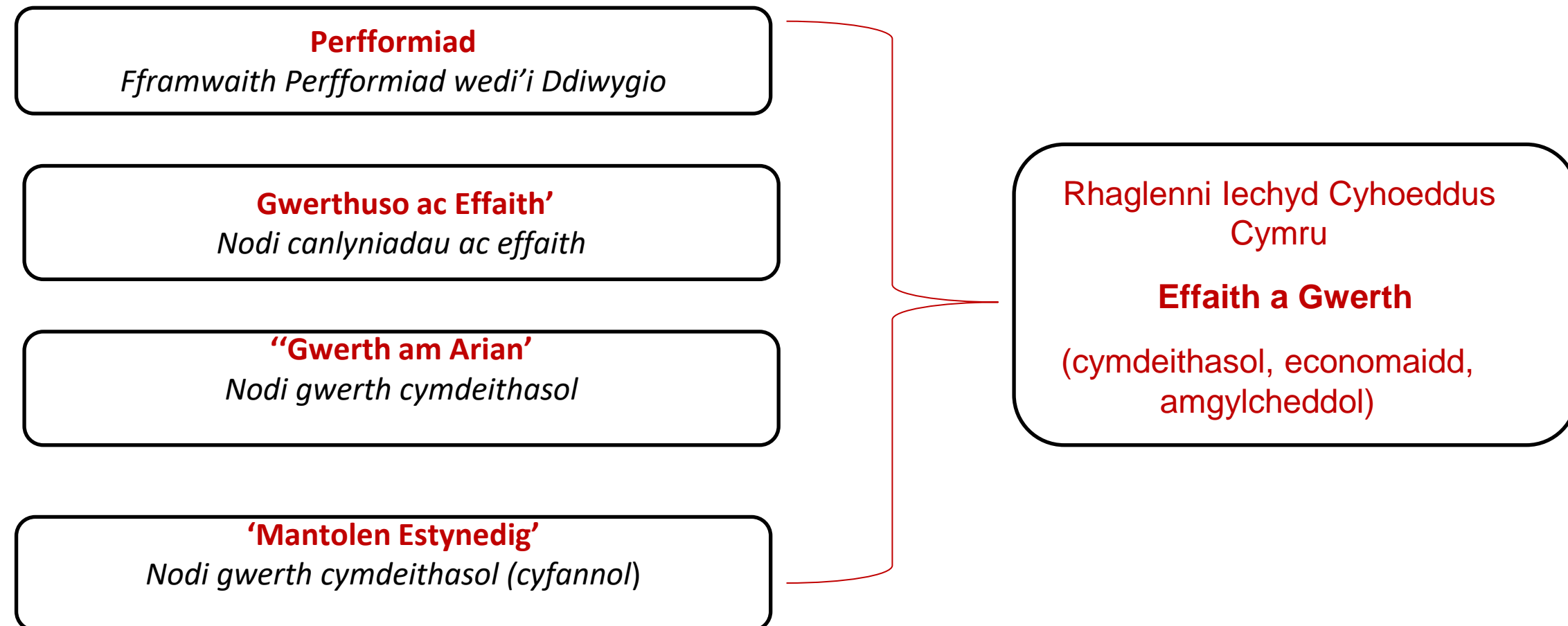
Wales

Wellbeing of Future Generations (Wales) Act
 Socio-economic Duty
 A Healthier Wales
 Healthier Wales Foundational Economy
 WHO/Welsh Gov MOU
 WHO Collaborating Centre



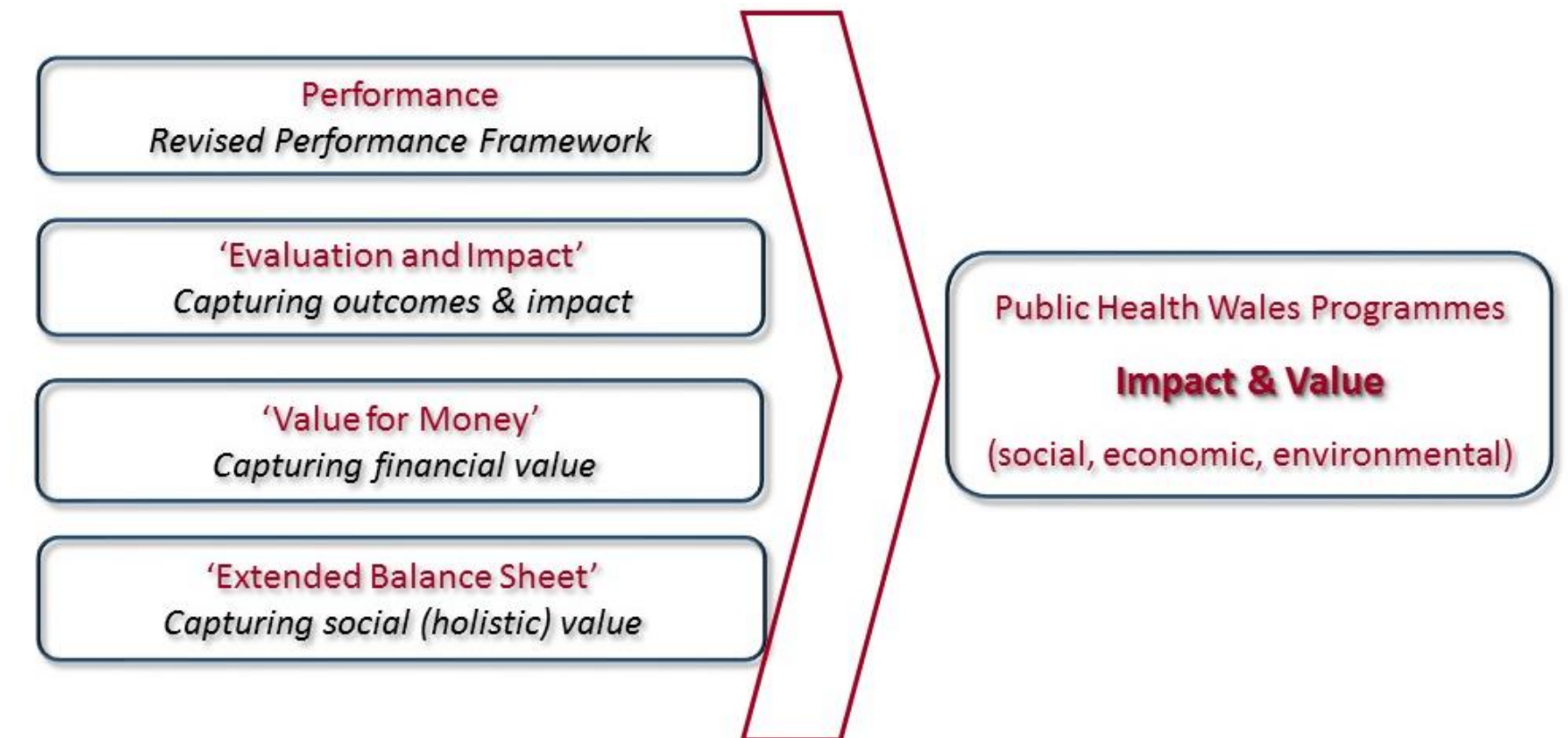
Ysgogiad sefydliadol...

Gwerth ac Effaith – y tu hwnt i 'werth am arian'



Organisational drive...

Value and Impact – beyond 'value for money'



Canolfan Gydwethredol WHO (WHO CC) ar Fuddsoddi ar gyfer Iechyd a Llesiant

WHO Collaborating Centre (WHO CC) on Investment for Health and Well-being

- Y cyntaf a'r unig un yn ei faes gwaith yn fyd-eang
- Rhwydwaith o fwy na 800 o ganolfannau cydwethredol WHO ar draws dros 80 o wledydd
- Yn llywio ac yn cefnogi polisiau, camau gweithredu ac atebion i gyflawni bywydau iach, ffyniannus ar gyfer cenedlaethau'r presennol a'r dyfodol
- Gweithio ar y cyd ar draws y DU ac yn fyd-eang...



- The first and only one in its area of work globally
- Network of more than 800 WHO collaborating centres across in over 80 countries
- Informs and supports policies, action and solutions to achieve healthy prosperous lives for current and future generations
- Working collaboratively across the UK and globally...



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Beth yw gwerth? What is value?



Beth yw gwerth?

Pan rydym wedi gofyn y cwestiwn hwn yn flaenorol, cawsom ymatebion fel:

<p>Pa mor werth chweil yw rhywbeth o ran cost a gwerthfawrogiad personol</p>	<p>Mae'r buddion yn fwy na'r mewnbwn ariannol</p>	<p>Pa mor ddefnyddiol/da yw rhywbeth</p>
<p>Siarad â defnyddwyr gwasanaeth am yr hyn sy'n bwysig iddynt</p>	<p>Canlyniad cadarnhaol i'r unigolyn a chymdeithas</p>	<p>Ansawdd cost effeithiol</p>

Nid oes un diffiniad unigol

What is value?

When we have previously asked this question, we have had responses such as:

<p>How worthwhile something is in terms of cost and personal appreciation</p>	<p>Benefits are greater than the financial input</p>	<p>How useful/good something is</p>
<p>Talk to service users about what matters to them</p>	<p>Positive outcome for individual and society</p>	<p>Cost effective quality</p>

There is no single definition

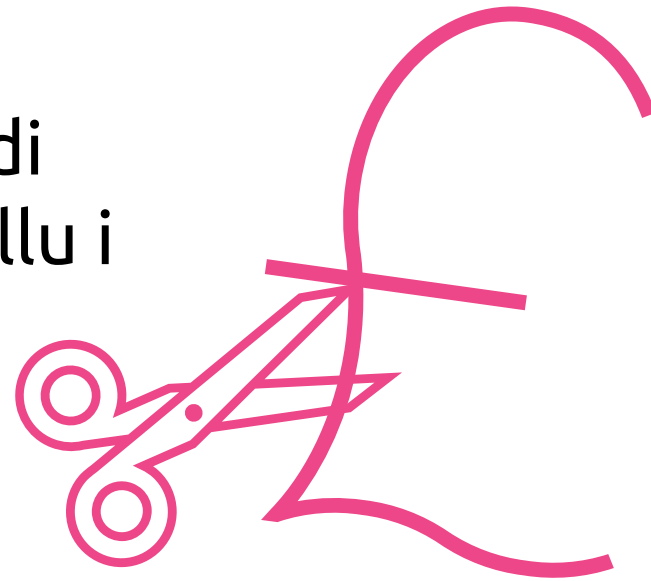
Beth yw gwerth?

Yn hanesyddol, mae diffiniadau o werth wedi canolbwyntio ar ei **werth ariannol**, neu'r gallu i **wneud mwy gyda llai o adnoddau**.

Cymhareb syml o **ganlyniadau** i **gost**.

Erbyn hyn, mae'r ffocws wedi symud oddi wrth werth fel **ymarfer torri costau** yn unig.

Yn hytrach na chanolbwyntio ar gostau ac enillion yn unig, mae diffiniadau ehangach o werth wedi'u cynnig sy'n **ystyried gwerth o safbwyntiau lluosog**.



What is value?

Historically, definitions of value have focused on its **monetary worth**, or the ability to **do more with fewer resources**.

Simple ratio of **outcomes** to **cost**.

Nowadays, the focus has shifted away from value as simply a **cost-cutting exercise**.

Instead of just focusing on costs and returns, broader definitions of value have been proposed that **consider value from multiple perspectives**.

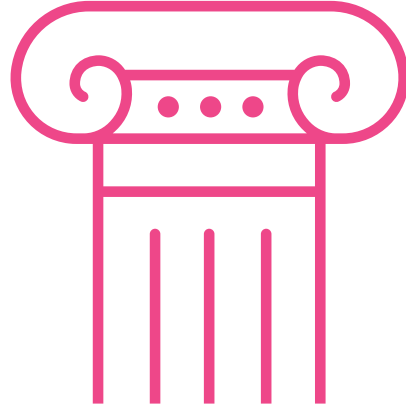
Beth yw gwerth?

Mae'r Panel Arbenigol ar Ffyrdd Effeithiol o Fuddsoddi mewn Iechyd (2019) wedi cynnig cysyniad o werth wedi'i adeiladu ar **bedwar piler gwerth**, a elwir yn gyffredin yn 'Gofal Iechyd Seiliedig ar Werth':

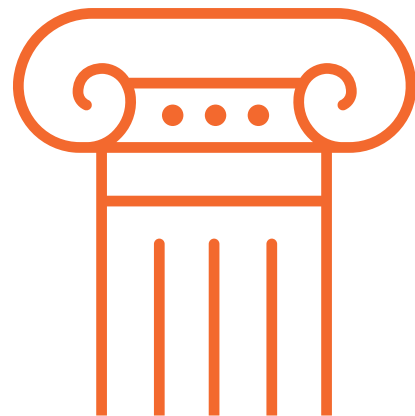
Gwerth
Dyraniadol



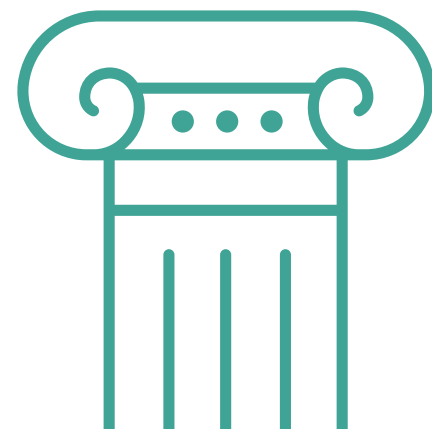
Gwerth
Technegol



Gwerth
Personol



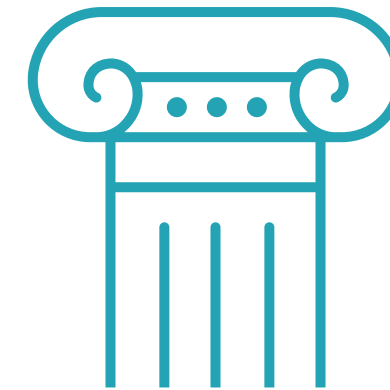
Gwerth
Cymdeithasol



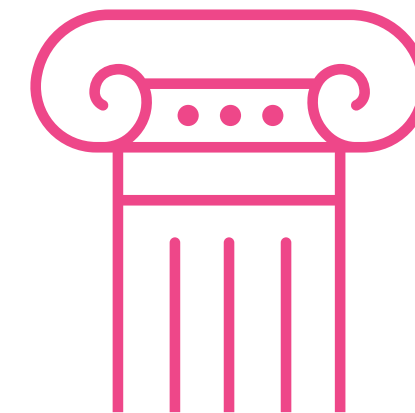
What is value?

The Expert Panel on Effective Ways of Investing in Health (2019) have proposed a concept of value built on **four value-pillars**, commonly known as 'Value-Based Healthcare':

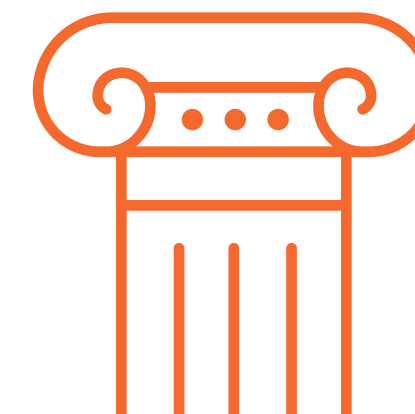
Allocative
Value



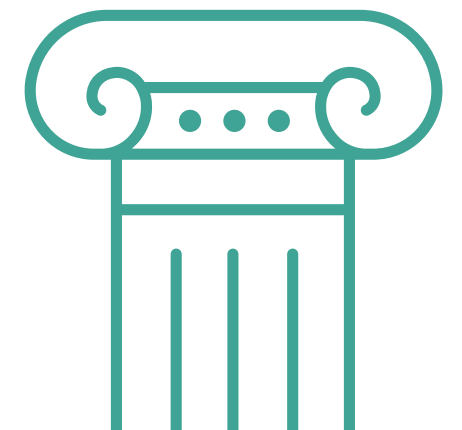
Technical
Value



Personal
Value



Societal
Value



Beth yw gwerth?

Gwerth Dyraniadol



Dosbarthu adnoddau yn deg ar draws yr holl grwpiau cleifion/defnyddwyr gwasanaeth

Gwerth Technegol



Cyflawni'r **canlyniadau gorau** posibl gyda'r adnoddau sydd ar gael

Gwerth Personol

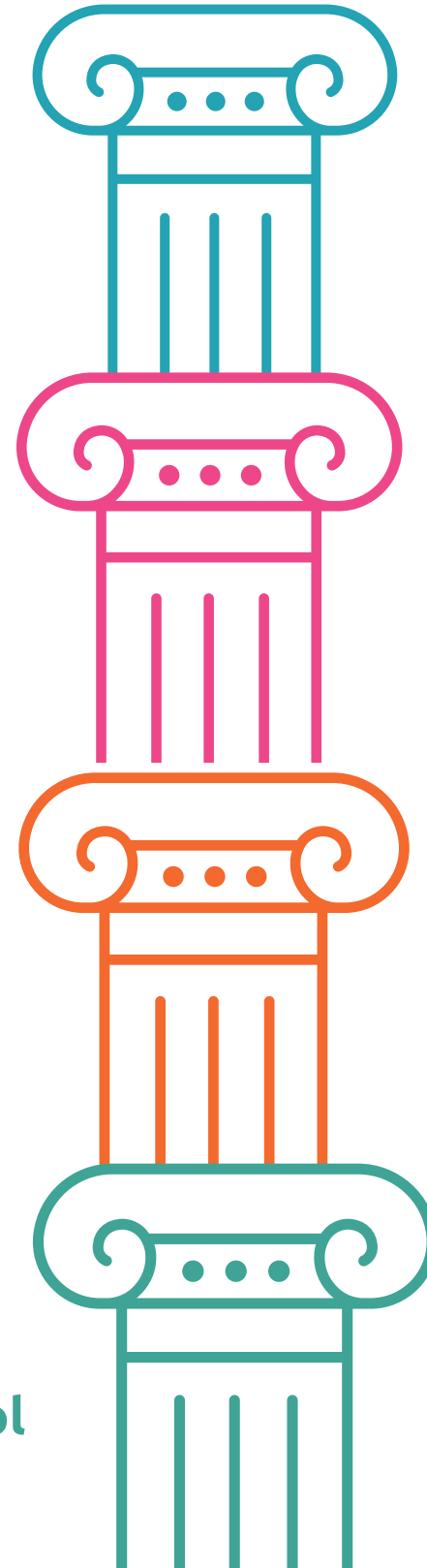


Gofal priodol i **gyflawni nodau personol** cleifion/defnyddwyr gwasanaeth

Gwerth Cymdeithasol



Cyfraniad gofal iechyd i **gyfranogiad cymdeithasol** a chysylltedd



What is value?

Allocative Value



Equitable **distribution of resources** across all patient/ service user groups

Technical Value



Achievement of **best possible outcomes** with available resources

Personal Value



Appropriate care to **achieve patients / service users personal goals**

Societal Value

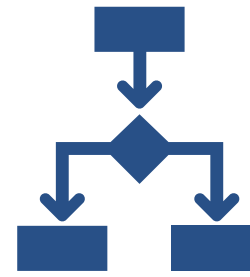
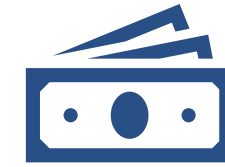


Contribution of healthcare to **social participation and connectedness**

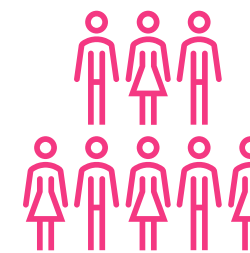
Beth yw gwerth?

Gellir ystyried gwerth hefyd o dair ongl:

1. **Cydrannau** – cost, canlyniadau



2. **Safbwyntiau** - yn amrywio yn ôl grŵp rhanddeiliaid yn dibynnu ar anghenion ac ati. Er enghraifft, defnyddiwr gwasanaeth, cyllidwr, y gymuned ehangach



3. **Cwmpas** - math o raglen neu ymyriad



What is Value?

Value can also be considered from three angles:

1. **Components** – cost, outcomes

2. **Perspectives** – differs by stakeholder group dependent on needs etc. For example, service user, funder, wider community

3. **Scope** – type of programme or intervention



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Beth yw Gwerth Cymdeithasol?

What is Social Value?



Gwerth Cymdeithasol

Gwerth cymdeithasol yw “meintioli’r pwysigrwydd cymharol y mae pobl yn ei roi ar y newidiadau y maent yn eu profi yn eu bywydau”.

Mae'r rhan fwyaf o ddiffiniadau gwerth cymdeithasol yn cynnwys thema creu neu ddarparu manteision **economaidd**, **cymdeithasol**, ac **amgylcheddol** i ardal, cymuned neu grŵp o randdeiliaid.



Social Value

Social value is “the quantification of the relative importance that people place on the changes they experience in their lives”.

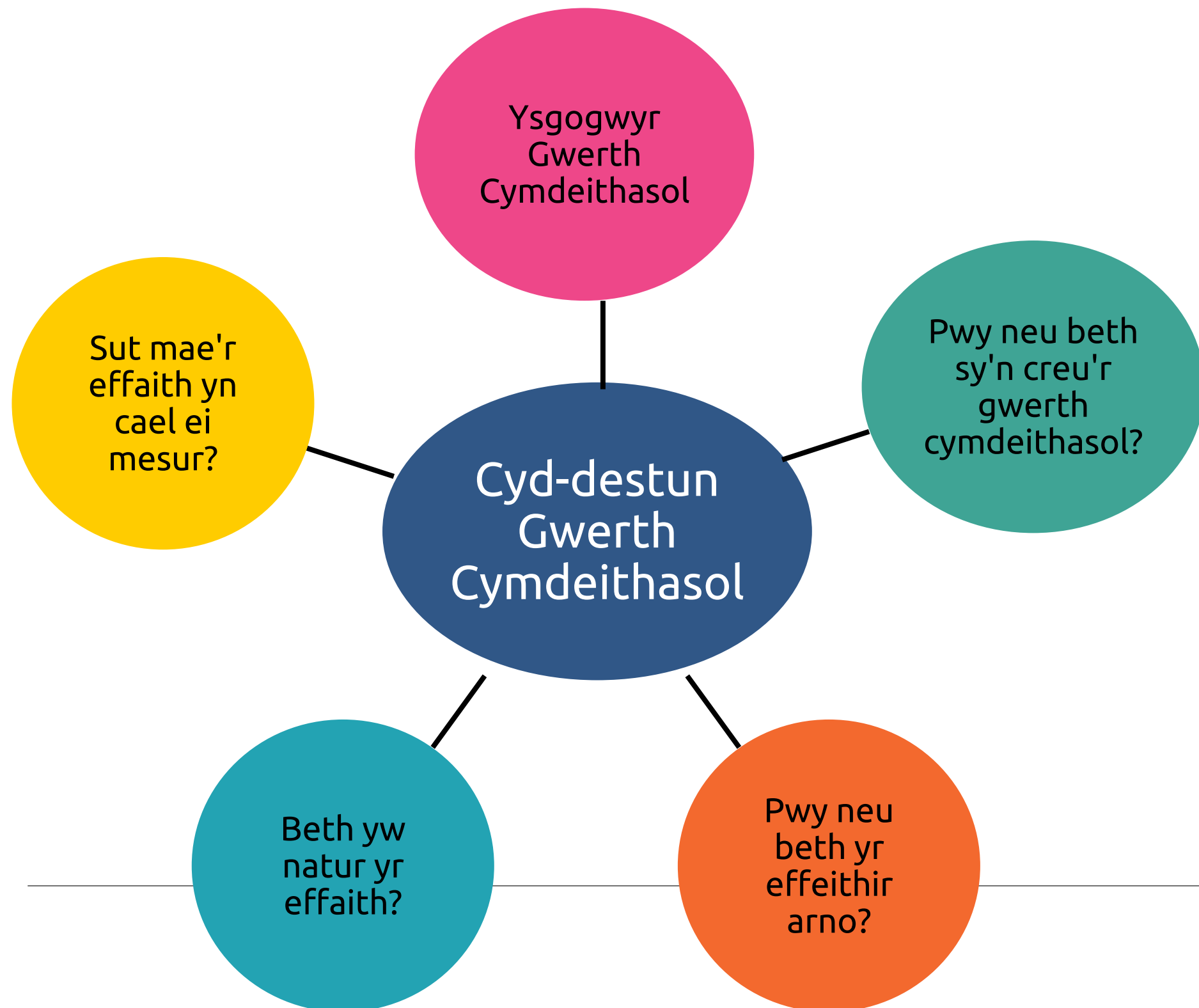
Most social value definitions include the theme of creating or providing **economic**, **social**, and **environmental** benefits for an area, a community or a group of stakeholders.



Cyd-destunau Gwerth Cymdeithasol

Er mwyn deall gwerth cymdeithasol yn llawn, mae'n bwysig deall **y cyd-destun y mae gwerth cymdeithasol yn cael ei fesur ynddo.**

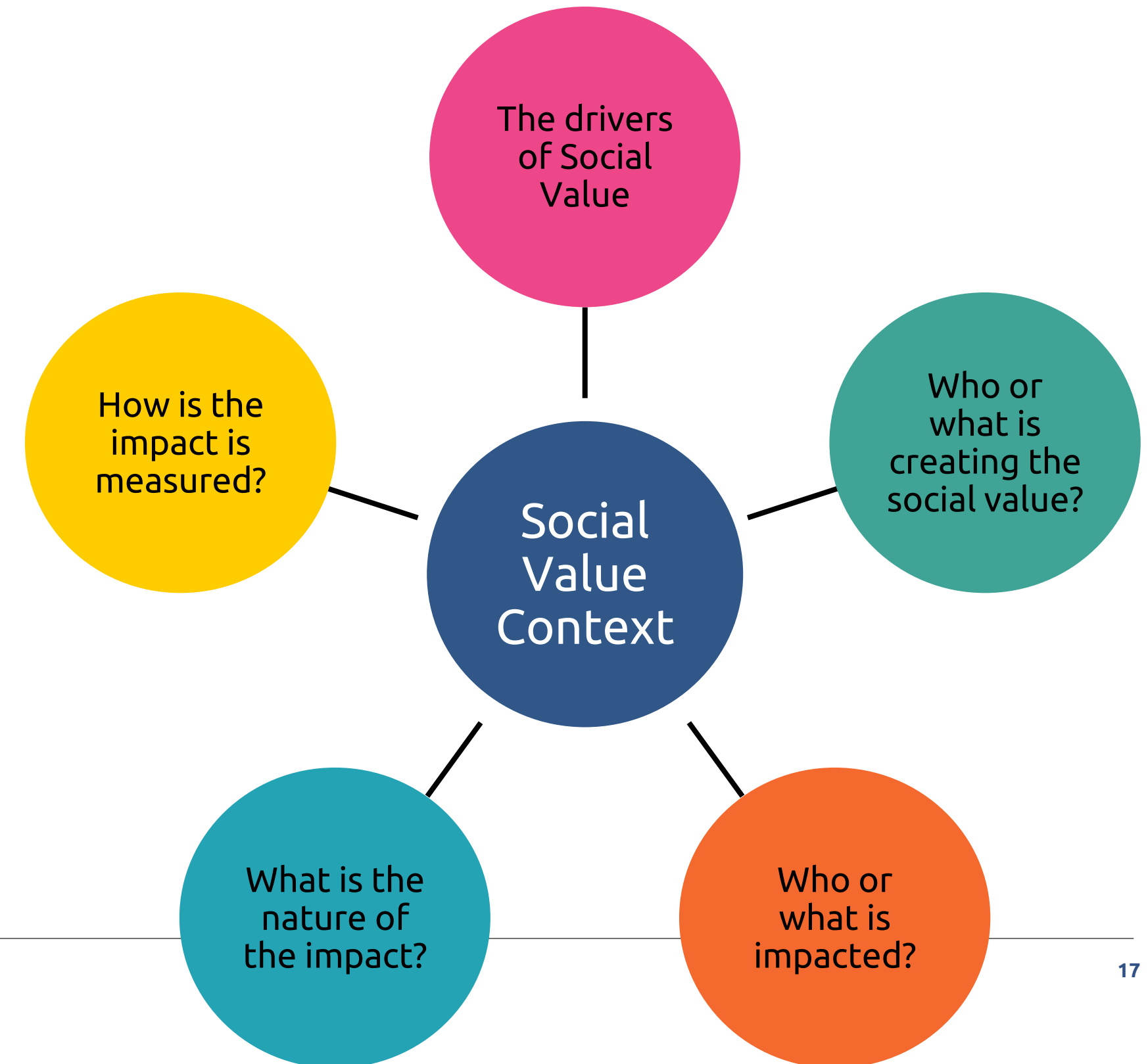
Bydd y **cyd-destun y mae'r gwerth cymdeithasol yn cael ei fesur ynddo** yn amrywio yn dibynnu ar:



Social Value Contexts

To fully understand social value, it is important to understand **the context in which the social value is being measured.**

The **context in which the social value is being measured** will be vary depending on



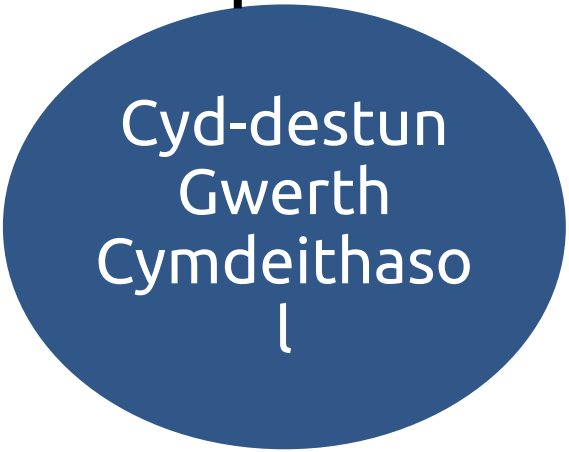
Cyd-destunau Gwerth Cymdeithasol



Mae yna **sawl rheswm pam** gallai sefydliadau ddefnyddio gwerth cymdeithasol.

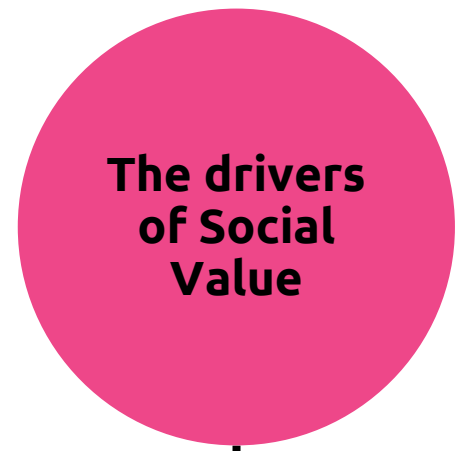
Er enghraifft:

- Dangos sut y gall y gwasanaethau y maent yn mynd i'w prynu sicrhau manteision ehangach i'w hardal neu randdeiliaid
- Denu cyllid
- Dangos gwerth am arian
- Tynnu sylw at y gwaith da y maent yn ei wneud ar gyfer y cyhoedd
- Mae Gwerth Cymdeithasol yn ganolog i'w cenhadaeth



Er y gall y rhesymau amrywio, mae dangos effaith gadarnhaol ar gyfer yr **economi**, **cymdeithas** a'r **amgylchedd** yn nod canolog i holl ysgogwyr gwerth cymdeithasol.

Social Value Contexts



There are **several reasons why** organisations may use social value.

For example:

- To demonstrate how the services they are going to buy can secure wider benefits to their area or stakeholders
- To attract funding
- Demonstrate value for money
- Highlight the good work they are doing for the public
- Social Value is central to their mission



Although the reasons may vary, demonstrating a positive impact for the **economy**, **society** and the **environment** is a central aim of all drivers of social value.

Cyd-destunau Gwerth Cymdeithasol

Pwy neu beth sy'n creu'r gwerth cymdeithasol?

Bydd y ffordd y caiff gwerth cymdeithasol ei ddiffinio hefyd yn amrywio yn ôl ffynhonnell y gwerth cymdeithasol. Gall sawl sefydliad gynhyrchu gwerth cymdeithasol.

Er enghraifft:

- Polisiâu neu brosesau
- Gweithredu neu ddiffyg gweithredu sefydliadau neu ymyriadau
- Gweithredu neu ddiffyg gweithredu unigolion eraill
- Gweithredoedd wedi'u dychmygu neu eu hawgrymu
- Presenoldeb eraill
- Newid yn yr amgylchedd naturiol

Cyd-destun Gwerth Cymdeithasol

Social Value Contexts

Who or what is creating the social value?

The way in which social value is defined will also vary according to the source of the social value. Several organisations may produce social value.

For example:

- Policies or processes
- The action or inaction of organisations or interventions
- The action or inaction of other individuals
- Imagined or implied actions
- Presence of others
- Change in the natural environment

Social Value Context

Cyd-destunau Gwerth Cymdeithasol

Pwy neu beth yr effeithir arno?

Bydd y diffiniad o Werth Cymdeithasol yn amrywio yn ôl pwy neu beth yr effeithir arno. Gall y Gwerth Cymdeithasol fod **wedi'i anelu'n benodol at berson neu gynnyrch unigol** neu gael ei deimlo'n eang.

Cyd-destun Gwerth Cymdeithasol

Er enghraifft:

- Unigolion
- Cymunedau
- Cymdeithas yn gyffredinol
- Yr economi
- Yr amgylchedd/adnoddau naturiol
- Cynhyrchion neu wasanaethau

Social Value Contexts

Who or what is impacted?

The definition of Social Value will vary according to who or what is impacted. The Social Value may be **aimed specifically at a single person or product** or be felt broadly.

Social Value Context

For example:

- Individuals
- Communities
- Society as a whole
- The economy
- The environment/natural resources
- Products or services

Cyd-destunau Gwerth Cymdeithasol

Beth yw natur yr effaith?

Bydd y diffiniad o Werth Cymdeithasol hefyd yn amrywio yn ôl natur yr effaith.

Er enghraifft:

- Llesiant goddrychol / Ansawdd bywyd
- Gwybodaeth / Sgiliau / Cyflogaeth
- Cymhelliant / Credoau
- Ymddygiad
- Cysylltiadau cymdeithasol / Cyfalaf cymdeithasol
- Cydraddoldeb a chynhwysiant
- Cynhyrchiant / elw
- Adnoddau gwario
- Llygredd / Cyflenwad adnoddau naturiol

Cyd-destun Gwerth Cymdeithasol

Social Value Contexts

The definition of Social Value will also vary according to the nature of the impact.

For example:

- Subjective wellbeing / Quality of life
- Knowledge / Skills / Employment
- Motivation / Beliefs
- Behaviour
- Social relations / Social capital
- Equality and inclusion
- Productivity / profit
- Spending resources
- Pollution / Natural resource supply

What is the nature of the impact?

Social Value Context

Cyd-destunau Gwerth Cymdeithasol

Sut mae'r effaith yn cael ei mesur?

Cyd-destun Gwerth Cymdeithasol

Gellir mesur Gwerth Cymdeithasol mewn sawl ffordd.

Er enghraifft:

- Hunan-adroddiad meintiol
- Cyfrifon ansoddol / Arsylwi
- Dewis wedi'i nodi neu ei ddatgelu
- Parodrwydd i dalu
- Canlyniadau caled
- Dadansoddiad ariannol uniongyrchol

Social Value Contexts

How is the impact measured?

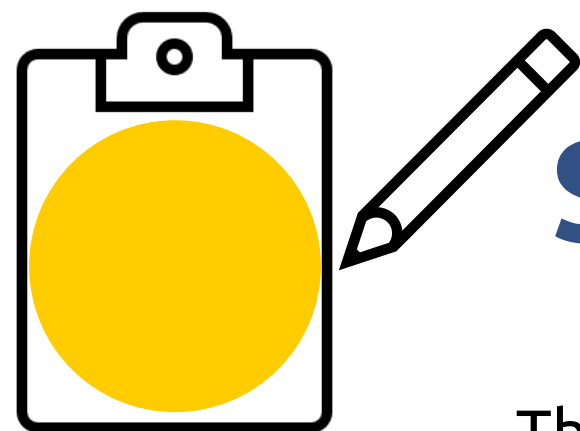
Social Value Context

Social Value can be measured in several ways.

For example:

- Quantitative self-report
- Qualitative accounts / Observation
- Stated or revealed preference
- Willingness to pay
- Hard outcomes
- Direct financial analysis

Dulliau Gwerth Cymdeithasol



Social Value Approaches

The way in which Social Value is **valued** can also affect the context in which it is used and defined.

Gall y modd y **gosodir gwerth** ar Werth Cymdeithasol hefyd effeithio ar y cyd-destun y caiff ei ddefnyddio a'i ddiffinio ynddo.

Pan fydd Gwerth Cymdeithasol yn ganolog i brosiect, **mae'r pwyslais mewn mesur fel arfer ar y newid sy'n cael ei greu** gan yr ymyriad ei hun. Mae rhyw fath o fodel 'theori newid' yn debygol o gael ei ddefnyddio, lle mae mewnbynnau mesuradwy (pobl, adnoddau, cyllid) yn cynhyrchu gweithgareddau sy'n arwain at allbynnau a chanlyniadau mesuradwy.

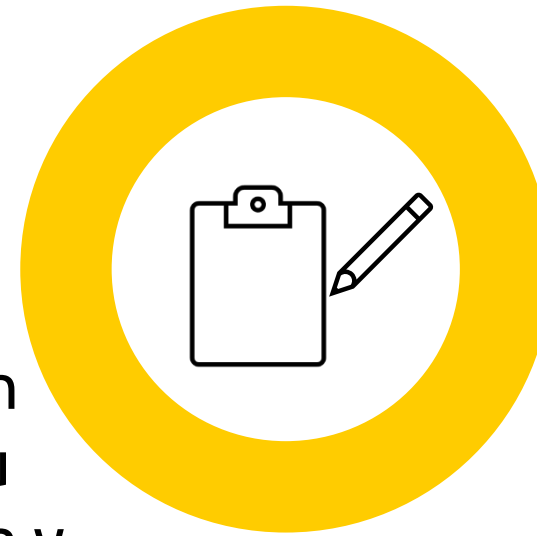
Lle mae effaith gymdeithasol wrth wraidd y rhaglen neu'r ymyriad, mae tuedd i fesur y gwahaniaeth a wneir drwy ystyried mesur gwrth-ffeithiol neu drwy ystyried y gwahaniaeth rhwng poblogaeth darged yr ymyriad, a grŵp rheoli o grŵp poblogaeth wahanol.

When Social Value is placed at the core of a project, **the emphasis in measurement is usually on the change that is created** by the intervention itself. Some form of 'theory of change' model is likely to be used, in which measurable inputs (people, resources, finance) generate activities that lead to measurable outputs and outcomes.

Where social impact is at the core of the programme or intervention, measurement of the difference made tends to be done by taking account of a counter-factual measure or by considering the difference between the target population of the intervention and a control group of a different population.

Dulliau Gwerth Cymdeithasol

- Gellir gosod Gwerth Cymdeithasol ar y cyrion. Gwelir hyn amlaf mewn dulliau a arweinir gan gaffael. Mewn dulliau gweithredu a arweinir gan gaffael, fel y'u nodweddir gan y Ddeddf Gwerth Cymdeithasol, mae gwerth cymdeithasol, economaidd neu amgylcheddol yn cael ei weld fel budd ychwanegol o gyflawni'r contract craidd.



Lle mae gwerth cymdeithasol yn cael ei greu drwy gyflenwi contract, gellir ystyried hyn fel budd ychwanegol na fyddai wedi'i gyflawni yn absenoldeb y contract.

- Gwahaniaeth posibl arall yw bod dulliau a arweinir gan gaffael at werth cymdeithasol yn dilyn proses sydd wedi'i diffinio'n glir mewn perthynas â thendro a chontractio a all gynnwys sgorio fel ffordd o asesu gwerth cymdeithasol arfaethedig gwahanol gynigwyr yn oddrychol.

Social Value Approaches

- Social Value may be placed at the periphery. This is most often seen in procurement-led approaches. In procurement-led approaches, as typified by the Social Value Act, social, economic or environmental value is seen as an additional benefit of the delivery of the core contract.

Where the social value is created through the delivery of a contract, this can be seen as an additional benefit that would not have been achieved in the absence of the contract.

- Another potential distinction is that procurement-led approaches to social value follow a clearly defined process in relation to tendering and contracting that can include scoring as a way to assess the proposed social value of different bidders subjectively.

Gwerth Cymdeithasol

Mae Gwerth Cymdeithasol yn gynyddol bwysig i helpu i ddarparu'r gwerth mwyaf am arian. Gellir ymgorffori Gwerth Cymdeithasol mewn:

Social Value

Social Value is increasingly important to help deliver the most value for money. Social Value can be embedded in:



Caffael a chomisiynu



Buddsoddi a blaenoriaethu adnoddau/cyllidebau



Procurement and commissioning



Investment and resource/budget prioritisation



Asesu a gwerthuso



Assessment and evaluation

Gwerth Cymdeithasol mewn Iechyd y Cyhoedd

Mae pandemig Coronafeirws wedi datgelu canlyniadau **diffyg adnoddau digonol mewn iechyd y cyhoedd** a thynnodd sylw at yr annibyniaeth glir rhwng iechyd y boblogaeth, llesiant cymdeithasol, a'r economi.

Mae'r achos o blaid **buddsoddiad wedi'i dargedu mewn tegwch iechyd a llesiant pobl** yn gryfach nag erioed, sy'n gofyn am weithredu cydlynol ar draws y GIG a sectorau eraill – cynyddu gwerth ac effaith gwasanaethau cyhoeddus ac ymyriadau i'r eithaf.

Social Value in public health

The Coronavirus pandemic has exposed the consequences of **under resourcing of public health** and highlighted the clear independence between population health, societal well-being, and the economy.

The case for **targeted investment in people's well-being and health equity** is stronger than ever, requiring coherent action across the NHS and other sectors - maximise the value and impact of public services and interventions.

Effaith ehangach iechyd y cyhoedd

Gall Mesur Gwerth Cymdeithasol alluogi sefydliadau iechyd (cyhoeddus) i:

- Deall **yr hyn sy'n bwysig** i bobl, cleifion, teuluoedd a chymunedau;
- Asesu, mesur a thracio **canlyniadau ac effeithiau gwirioneddol** mewn ffordd systematig a chynhwysfawr;
- Dyrannu adnoddau i'r manau lle maent yn cael yr **effaith fwyaf (gwerth)** ar bobl, grwpiau penodol, cymunedau, cymdeithas, yr economi a'r amgylchedd;
- **Buddsoddi mewn ymyriadau gwerth uchel yn gynharach yn y broses** (atal sylfaenol ac ymyrraeth gynnar) i ddiogelu a gwella iechyd a llesiant, ac i leihau annhegwch iechyd;
- Hysbysu a **helpu i sicrhau'r gwerth gorau am arian**, ansawdd a manteision ehangach gwasanaethau ac ymyriadau.

The wider impact of public health

Measuring Social Value can enable (public) health organisations to:

- Understand **what matters** to people, patients, families and communities;
- Assess, measure and track **real outcomes and impacts** in a systematic and comprehensive way;
- Allocate resources to where they are having the **greatest impact (value)** on people, specific groups, communities, society, the economy and the environment;
- **Invest in high value upstream interventions** (primary prevention and early intervention) to protect and improve health and well-being, and to reduce health inequities;
- Inform and **help maximise the value for money**, quality and wider benefits of services and interventions.

Rhaglen waith WHO

Mae'r WHO CC yn **arwain rhaglen waith arloesol 'Iechyd y Cyhoedd Seiliedig ar Werth'** gan ddefnyddio dull Gwerth Cymdeithasol.

Arloesi, hyrwyddo a chodi ymwybyddiaeth a gwella gweithrediad ar y defnydd o ddulliau Gwerth Cymdeithasol yn genedlaethol ac yn rhyngwladol.

Archwilio tystiolaeth a chyfleoedd i ddatblygu ymhellach y cysyniad, y fethodoleg a chymhwysiad bywyd go iawn Gwerth Cymdeithasol a SROI

Treialu a datblygu'r defnydd o fethodoleg SROI i asesu gwasanaethau ac ymyriadau iechyd y cyhoedd.

Defnyddio arfer gorau a phrofiad cenedlaethol a rhyngwladol

Helpu i adeiladu dull systemau yn seiliedig ar dystiolaethu Gwerth Cymdeithasol

WHO programme of work

The WHO CC is leading an **innovative 'Value-Based Public Health' programme of work** applying a Social Value approach.

Pioneer, promote and raise awareness and enhance implementation on the use of Social Value methods nationally and internationally .

Explore evidence and opportunities to develop further the concept, methodology and real life application of Social Value and SROI

Pilot and progress the application of SROI methodology to assess public health services and interventions.

Utilise national and international best practice and experience

Help build a systems approach based on evidencing Social Value



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Public Health
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Holi ac Ateb ac adfyfyrio

Q&A and reflections





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Sesiwn Ryngweithiol

Interactive Session



**Join at [menti.com](https://www.menti.com)
Use code: 4516 6956
Or use the QR code**



Cwestiynau

1. Beth mae gwerth cymdeithasol yn ei olygu i chi?
2. Beth ydych chi'n meddwl yw manteision nodi gwerth cymdeithasol?
3. Beth ydych chi'n meddwl yw'r rhwystrau/heriau i nodi gwerth cymdeithasol?
4. Yn wyneb pwysau digynsail ar y GIG, sut y gall dulliau gwerth cymdeithasol helpu i ysgogi cynaliadwyedd, gwytnwch a llesiant y boblogaeth?
5. Pa ddangosyddion neu fetrigau penodol y dylid eu blaenoriaethu wrth asesu gwerth cymdeithasol?
6. Sut byddech chi'n defnyddio gwerth cymdeithasol i gefnogi eich gwaith/amcanion/blaenoriaethau?

Questions

1. What does social value mean to you?
2. What do you think are the benefits of capturing social value?
3. What do you think are the barriers/challenges to capturing social value?
4. In the face of unprecedented NHS pressures, how can social value approaches help drive sustainability, resilience and population wellbeing?
5. What specific indicators or metrics should be prioritized when assessing social value?
6. How would you use social value to support your work/objectives/priorities?



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Egwyl Cysur

Comfort Break



Pam mae mesur gwerth yn bwysig?

- Mae **pobl** yn rhoi gwerth uchel iawn ar fyw bywyd hirach ac iachach – mesur yr hyn sydd bwysicaf i'r holl randdeiliaid/defnyddwyr/grwpiau – helpu i ddylunio gwasanaethau a rhaglenni o ansawdd ymatebol sy'n canolbwyntio ar yr unigolyn (cyfranogiad, cydgynhyrchu, grymuso, tegwch...)
- **Sefydliadau** yn symud oddi wrth 'werth am arian' tuag at werth ehangach (cymdeithasol/cyhoeddus) a mwy o gyfrifoldeb corfforaethol i fodloni gofynion cyfreithiol, economaidd ac amgylcheddol (e.e. Deddf Gwerth Cymdeithasol)
- **Cyllidwyr a buddsoddwyr** (e.e. Byrddau Iechyd Lleol, ALLau, comisiynwyr) angen tystiolaeth a data mwy cynhwysfawr a pherthnasol – ar gyfer effeithlonrwydd a blaenoriaethu o fewn adnoddau cyfyngedig tra'n sicrhau'r budd a'r effaith fwyaf posibl, gan gynnwys tegwch dosbarthiad

Why measuring value is important?

- **People** place very high value on living a longer healthier life – measuring what matters most to all stakeholders/ users/ groups - help design person-centred responsive quality services and programmes (participation, co-production, empowerment, equity...)
- **Organisations** moving away from 'value for money' towards wider (social/public) value and increased corporate responsibility to satisfy legal, economic and environmental requirements (eg Social Value Act)
- **Funders & investors** (eg HBs, LAs, commissioners) require more comprehensive and relevant evidence & data – for efficiency and prioritisation within limited resources while maximising benefit and impact, including distributional equity

Pam mae mesur gwerth yn bwysig?

- **Llywodraethau ac asiantaethau byd-eang** (CU/WHO) yn gallu cyflwyno ysgogiadau a chymhellion deddfwriaethol, ariannol neu amgylcheddol ffafriol - i helpu i gyflawni poblogaethau iachach, cymdeithasau tecach, economïau cynhwysol cynaliadwy a chynaliadwyedd y blaned; ac i fesur cynnydd
- Mae angen **i ymarferwyr a gweithredwyr** fesur holl effeithiau a chynnydd polisi/rhaglenni (mae'r hyn a fesurir yn cael ei wneud) - i ddenu cyllid a dangos y gwerth amdano; i sicrhau dichonoldeb, cynaliadwyedd ac atebolrwydd; ac ar gyfer gwella ansawdd
- **Ymchwilwyr ac economegwyr** yn edrych ar ddatblygu ymhellach y dulliau a'r offer trwy gymhwyso a dysgu mewn gwahanol leoliadau/ cyd-destunau – i fesur y pethau cywir yn y ffordd gywir

Why measuring value is important?

- **Governments & global agencies** (UN/WHO) can introduce favourable legislative, financial or environment levers and incentives - to help achieve healthier populations, fairer societies, sustainable inclusive economies and planetary sustainability; and to measure progress
- **Practitioners and implementers** need to measure all policy/programme impacts and progress (what's measured gets done) - to attract funding and demonstrate the value for it; to ensure feasibility, sustainability and accountability; and for quality improvement
- **Researchers and economists** look at developing further the methods and tools through application and learning in different settings/ contexts – to measure the right things in the right way

Sut gallwn ni fesur Gwerth Cymdeithasol?

Y fframwaith Elw Cymdeithasol ar Fuddsoddiad (SROI)

Oliver Kempton

Ionawr 2024

How can we measure Social Value?

The Social Return on Investment (SROI) framework

Oliver Kempton

January 2024

Ynglŷn ag Elw Cymdeithasol ar Fuddsoddiad

About Social Return on Investment

Mae Elw Cymdeithasol ar Fuddsoddiad (“SROI”) yn fframwaith ar gyfer rhoi cyfrif am greu gwerth, gan gynnwys gwerth cymdeithasol, economaidd ac amgylcheddol. Mae SROI yn galluogi sefydliadau i fesur faint o newid sy'n cael ei greu neu ei ddinistrio, ac yn gosod gwerth ariannol ar y canlyniadau. **Yn benodol, gall dadansoddiad SROI helpu sefydliad i ddeall a yw prosiect neu raglen benodol yn cynrychioli *gwerth am arian*.**

Mae SROI yn gysylltiedig â'r cysyniad o 'Werth Cymdeithasol', ac weithiau mae'r termau'n cael eu defnyddio'n gyfnewidiol. Mae Social Value International [yn disgrifio Gwerth Cymdeithasol](#) fel a ganlyn: *“Mae gwerth cymdeithasol yn ymwneud â deall pwysigrwydd cymharol newidiadau y mae pobl yn eu profi a defnyddio'r mewnwediadau a gawn o'r ddealltwriaeth hon i wneud penderfyniadau gwell”.*

Social Return on Investment (“SROI”) is a framework for accounting for value creation, including social, economic, and environmental value. SROI enables organisations to measure how much change is being created or destroyed, and places a monetary value on the outcomes. **In particular, an SROI analysis can help an organisation to understand whether a particular project or programme represents *value for money*.**

SROI is linked to the concept of ‘Social Value’, and the terms are sometimes used interchangeably. Social Value International [describes Social Value](#) as follows: *“Social value is about understanding the relative importance of changes that people experience and using the insights we gain from this understanding to make better decisions”.*

Elw Cymdeithasol ar Fuddsoddiad

Social Return on Investment

Cymhareb SROI = $\frac{[\text{Gwerth y buddion}]}{[\text{Buddsoddiad}]}$

- Mae'n werthusiad sy'n seiliedig ar ganlyniadau
- Mae'n mesur newid sydd o bwys i randdeiliaid
 - Canolbwyntio ar atebolrwydd am effaith gyffredinol, yn hytrach na chyflawni amcanion
- Mae'n gosod gwerth ariannol ar bob canlyniad materol

SROI ratio = $\frac{[\text{Value of benefits}]}{[\text{Investment}]}$

- It is an outcomes-based evaluation
- It measures change that matters to stakeholders
 - Focus on accountability for overall impact, rather than achieving objectives
- It places a monetary value on all material outcomes

Egwyddorion gwerth cymdeithasol

The principles of social value

Mae gwerth cymdeithasol yn defnyddio set o egwyddorion i arwain arfer gorau. Rheolir yr egwyddorion a'r canllawiau gan Social Value International

1. Cynnwys rhanddeiliaid
2. Deall beth sy'n newid
3. Rhowch werth ar y pethau sy'n bwysig
4. Cynhwyswch yr hyn sy'n berthnasol yn unig
5. Peidiwch â gor hawlio
6. Byddwch yn dryloyw
7. Gwiriwch y canlyniadau
8. Byddwch yn ymatebol

Social value draws on a set of principles to guide best practice. The principles and guidance are managed by Social Value International

1. Involve stakeholders
2. Understand what changes
3. Value the things that matter
4. Only include what is material
5. Do not over claim
6. Be transparent
7. Verify the results
8. Be responsive

Camau SROI / Stages of SROI

Mae dadansoddiad SROI yn mynd rhagddo yn ôl chwe cham:

1. Sefydlu cwmpas a nodi rhanddeiliaid

2. Mapio canlyniadau

3. Dangos tystiolaeth am ganlyniadau a rhoi gwerth arnynt

4. Sefydlu effaith

5. Cyfrifo'r SROI

6. Adrodd, defnyddio ac ymgorffori

An SROI analysis proceeds according to six stages:

1. Establishing scope and identifying stakeholders

2. Mapping outcomes

3. Evidencing outcomes and giving them a value

4. Establishing impact

5. Calculating the SROI

6. Reporting, using and embedding

Mapio canlyniadau: ystyriaethau allweddol

Mapping outcomes: key considerations

- Canolbwyntiwch ar ganlyniadau yn hytrach nag allbynnau ar gyfer cyfrifo gwerth cymdeithasol
- Ystyriwch y canlyniadau i'r rhai yr effeithir arnynt yn anuniongyrchol (e.e. aelodau o'r teulu, gofalwyr, gwasanaethau'r llywodraeth)
- Osgowch gyfrif ddwywaith trwy ganlyniadau sy'n gorgyffwrdd. Gellir cyflawni hyn drwy ganolbwyntio ar 'ganlyniadau terfynol' (y rhoddir gwerth ariannol iddynt) ochr yn ochr â 'chanlyniadau canolradd' (na roddir werth ariannol iddynt)
- Focus on outcomes rather than outputs for the calculation of social value
- Consider outcomes for those affected indirectly (e.g. family members, carers, government services)
- Avoid double counting through overlapping outcomes. This might be achieved by a focus on 'final outcomes' (which are given a monetary value) alongside 'intermediate outcomes' (which are not given a monetary value)

Mesur goddrychol / Subjective measurement

“Mae ymchwil wedi dangos ei bod yn bosibl casglu data ystyrlon a dibynadwy ar lesiant goddrychol... **dylid mesur llesiant goddrychol [ar wahân]** i gael mesuriad mwy cynhwysfawr o ansawdd bywyd pobl ac i ganiatáu gwell dealltwriaeth o’r penderfynyddion (gan gynnwys cyflyrau gwrthrychol pobl).”

Joseph Stiglitz

“Research has shown that it is possible to collect meaningful and reliable data on subjective wellbeing... **subjective well-being should be measured [separately]** to derive a more comprehensive measure of people’s quality of life and to allow a better understanding of its determinants (including people’s objective conditions).”

Joseph Stiglitz

Mynegai Llesiant WHO-5

<i>Over the last two weeks:</i>	All the time	Most of the time	More than half of the time	Less than half of the time	Some of the time	At no time
1. I have felt cheerful and in good spirits	5	4	3	2	1	0
2. I have felt calm and relaxed	5	4	3	2	1	0
3. I have felt active and vigorous	5	4	3	2	1	0
4. I woke up feeling fresh and rested	5	4	3	2	1	0
5. My daily life has been filled with things that interest me	5	4	3	2	1	0

Rhoi gwerth ariannol ar ganlyniadau

Placing a monetary value on outcomes

Mae llawer o SROI yn defnyddio dull economeg gofal iechyd o brisio canlyniadau.

Diffiniad QALY:

“Mesur o gyflwr iechyd person neu grŵp lle mae’r buddion, o ran hyd oes, yn cael eu haddasu i adlewyrchu ansawdd bywyd. Mae un flwyddyn bywyd wedi’i haddasu gan ansawdd (QALY) yn hafal i 1 flwyddyn o fywyd mewn iechyd perffaith.

Cyfrifir QALY trwy amcangyfrif y blynyddoedd o fywyd sy'n weddill i glaf yn dilyn triniaeth neu ymyriad penodol a phwysoli bob blwyddyn gyda sgôr ansawdd bywyd (ar raddfa 0 i 1). Mae’n cael ei fesur yn aml yn nhermau gallu’r person i gyflawni gweithgareddau bywyd bob dydd, a rhyddid rhag poen ac aflonyddwch meddwl.”

[Sefydliad Cenedlaethol er Rhagoriaeth mewn Iechyd a Gofal](#)

Many SROIs draw on a healthcare economics approach to valuing outcomes.

QALY definition:

“A measure of the state of health of a person or group in which the benefits, in terms of length of life, are adjusted to reflect the quality of life. One quality-adjusted life year (QALY) is equal to 1 year of life in perfect health.

QALYs are calculated by estimating the years of life remaining for a patient following a particular treatment or intervention and weighting each year with a quality-of-life score (on a 0 to 1 scale). It is often measured in terms of the person’s ability to carry out the activities of daily life, and freedom from pain and mental disturbance.”

[National Institute for Health and Care Excellence](#)

Enghraifft o brisiad QALY

Example QALY valuation

Table 15: Discounted total economic value of the health gain associated with playing sport (based on actual frequency and duration of engagement, and £/QALY = £20,000)

	Age (years)				
	11-15	16-29	30-49	50-64	65+
Swimming	£9,023	£19,320	£24,681	£16,432	£7,953
Cycling	£10,418	£22,290	£28,473	£17,965	£8,471
Football	£10,093	£21,601	£27,594	£17,732	£8,438
Athletics	£6,718	£14,383	£18,375	£12,244	£5,928
Golf	£12,368	£26,463	£33,805	£21,417	£10,119
Badminton	£4,171	£8,934	£11,413	£7,827	£3,840
Tennis	£6,833	£14,627	£18,685	£12,186	£5,840
Squash	£9,543	£20,428	£26,097	£17,149	£8,249
Cricket	£7,045	£15,084	£19,270	£12,881	£6,246
Recreational walking	£15,481	£33,129	£42,321	£27,195	£12,940
Health/fitness	£16,772	£35,879	£45,831	£28,521	£13,355

Ystyriaethau allweddol ynghylch Effaith

Effaith	Eglurhad
Difuddiant (neu wrthffeithiol)	<ul style="list-style-type: none"> • Y newid sy'n debygol o fod wedi digwydd beth bynnag • Gall hyn fod yn gadarnhaol neu'n negyddol • Fel arfer yn cael ei bennu trwy feincnodau
Priodoliad	<ul style="list-style-type: none"> • Faint o'r newid sydd i'w briodoli i'r prosiect sy'n cael ei werthuso • Yn ystyried mewnbwn rhanddeiliaid eraill, yn enwedig lle mae prosiect yn gatalydd i newid
Dadleoli	<ul style="list-style-type: none"> • Ystyried a yw gwerth yn cael ei symud o un lle i'r llall mewn gwirionedd, yn hytrach na chreu gwerth newydd • Yn enwedig mewn sefyllfa o gyfrifiad sero - ee dim ond nifer cyfyngedig o swyddi sydd ar gael

Key considerations around Impact

Impact	Explanation
Deadweight (or counterfactual)	<ul style="list-style-type: none"> • The amount of change that is likely to have happened anyway • This might be positive or negative • Usually determined through benchmarks
Attribution	<ul style="list-style-type: none"> • How much of the change is attributable to the project being evaluated • Considers input of other stakeholders, especially where a project is a catalyst to change
Displacement	<ul style="list-style-type: none"> • Considers whether value is actually moved from one place to another, rather than new value created • Particularly in zero sum situation – e.g. there are only a limited number of jobs to go round

Cyfrifiadau enghreifftiol (1) / Example calculations (1)

Cynnydd mewn llesiant, wedi'i gynrychioli mewn unedau QALY

$$\begin{array}{l}
 \text{Rhanddeiliaid} \\
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 \end{array}$$

$$1,000 \times (0.64 - 0.45) \times 0.352 \times 0.5 = 33.4$$

Increase in wellbeing, represented in QALY units

$$\begin{array}{l}
 \text{Stakeholders} \\
 \text{affected}
 \end{array}
 \times
 \left(
 \begin{array}{l}
 \text{Wellbeing post-} \\
 \text{measurement} \\
 - \\
 \text{Wellbeing pre-} \\
 \text{measurement}
 \end{array}
 \right)
 \times
 \text{QALYs gained}
 \times
 \text{Attribution}
 =
 \begin{array}{l}
 \text{QALYs} \\
 \text{created}
 \end{array}$$

$$1,000 \times (0.64 - 0.45) \times 0.352 \times 0.5 = 33.4$$

Cyfrifiadau enghreifftiol (2) / Example calculations (2)

Gwerth Cymdeithasol a grëwyd

$$\begin{array}{r}
 \text{Rhanddeiliaid} \\
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Social Value created

$$\begin{array}{r}
 \text{Stakeholders} \\
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 \times
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 \begin{array}{r}
 \text{Wellbeing post-} \\
 \text{measurement}
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 \begin{array}{r}
 \text{Wellbeing pre-} \\
 \text{measurement}
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 \text{QALYs gained}
 \end{array}
 \times
 \begin{array}{r}
 \text{Attribution}
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 \times
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 \text{Financial} \\
 \text{proxy}
 \end{array}
 =
 \begin{array}{r}
 \text{Social Value} \\
 \text{created}
 \end{array}$$

$$\begin{array}{r}
 1,000 \\
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 \begin{array}{r}
 0.64 \\
 - \\
 0.45
 \end{array}
 \right) \\
 \times \\
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 0.5 \\
 \times \\
 \begin{array}{r}
 \text{£30,000} \\
 \text{per year}
 \end{array}
 \end{array}
 =
 \begin{array}{r}
 \text{£1 million} \\
 \text{per year}
 \end{array}$$

Diolch!

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Thank you!

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Cymwysiadau Ymarferol

Practical Applications



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Cymwysiadau Ymarferol (i)

Astudiaeth beilot HIA a SROI

Practical Applications (i)

A HIA & SROI pilot study

Cefndir

Ym mis Mai 2020, lansiwyd y gwasanaeth **PROFI A PHOSTIO** ar gyfer y cyhoedd.

Fodd bynnag, nid oes gan garcharorion fynediad rheolaidd i gyfrifiaduron/y rhyngrwyd. Felly, sefydlwyd fersiwn analog o'r gwasanaeth hwn gan dîm yn Iechyd Cyhoeddus Cymru.

Ysgogwyd hyn gan: **Carcharorion ddim yn cael gofal cyfartal a Charcharorion yn aml yn aros wythnosau am apwyntiad yn y clinig iechyd rhywiol.**

Nod yr astudiaeth hon oedd darparu gwerthusiad gwasanaeth o'r gwasanaeth hunan-brofi a mesur ei werth cymdeithasol trwy lens gyfunol Asesiad o'r Effaith ar Iechyd (HIA) ac Elw Cymdeithasol ar Fuddsoddiad (SROI).

Background

In May 2020, the **TEST AND POST** service was launched for the general public.

However, Prisoners do not have regular access to computers/the internet. Therefore, an analogue version of this service was set up by a team at Public Health Wales.

This was motivated by: **Prisoners not having equitable care and Prisoners often waiting weeks for an appointment at the sexual health clinic.**

The aim of this study was to provide a service evaluation of the self-test service and measure its social value through the combined lens of Health Impact assessment (HIA) and Social Return on Investment (SROI).

Gwasanaeth hunan-samplu

Self-sampling service

Cymharu'r ymyriad ag ymarfer safonol

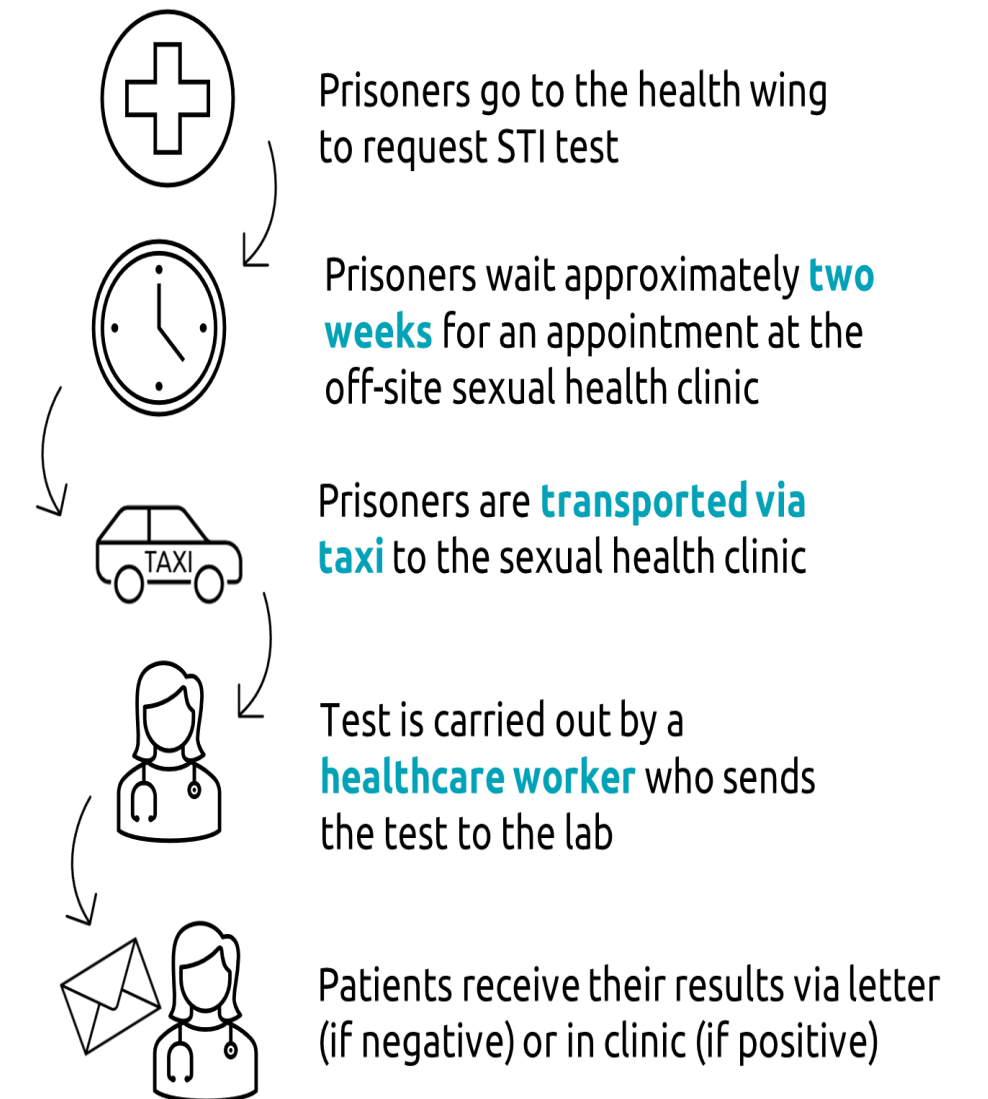
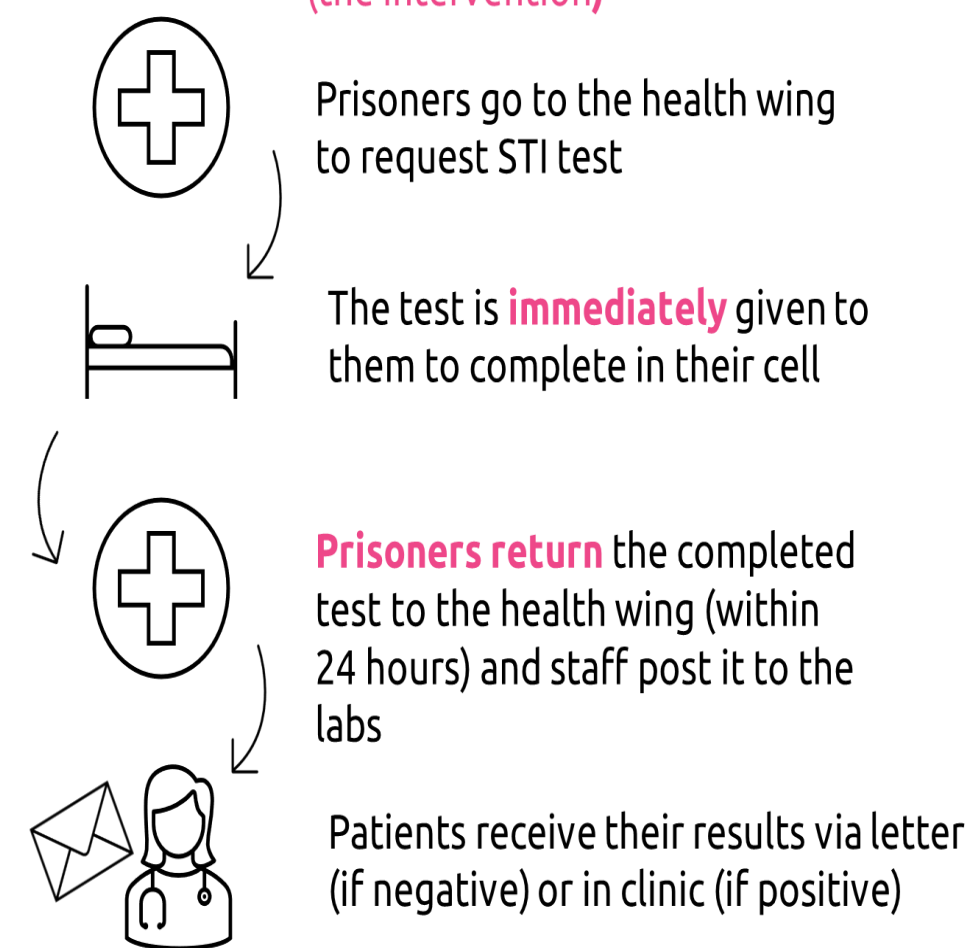
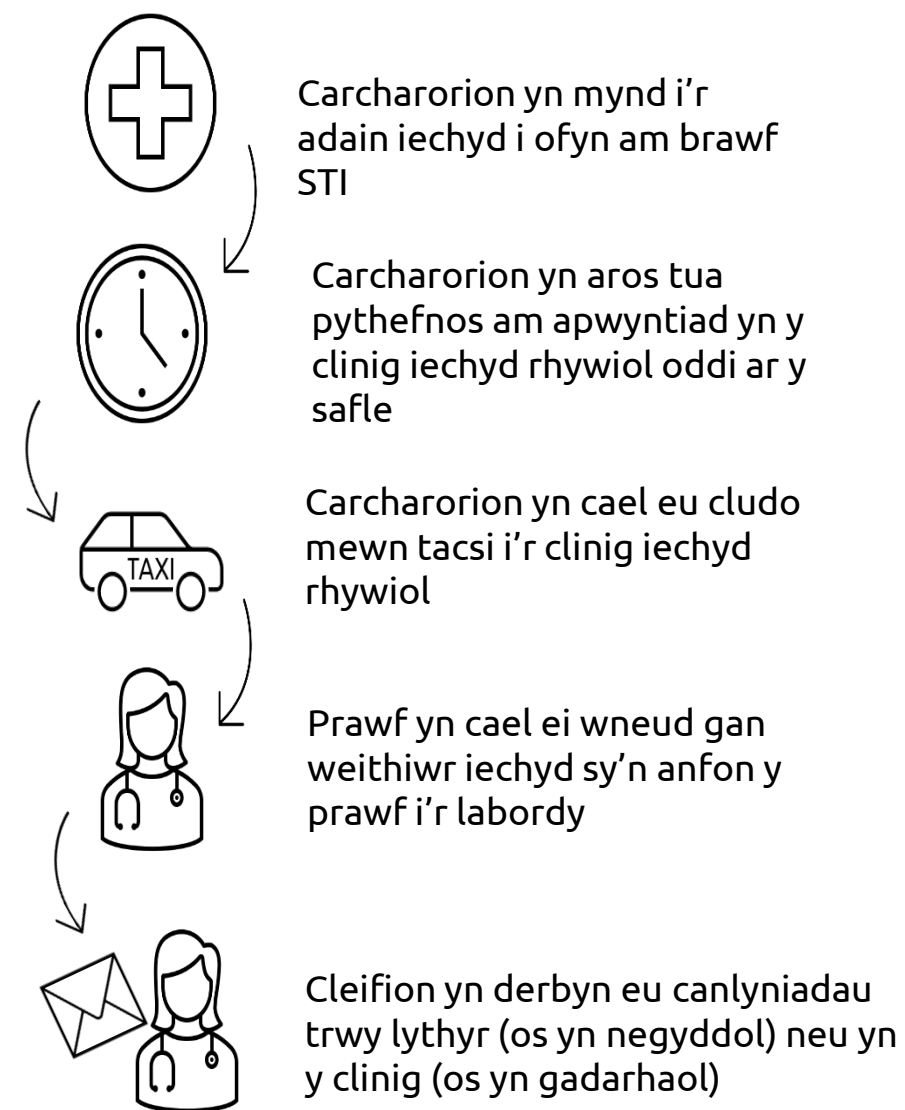
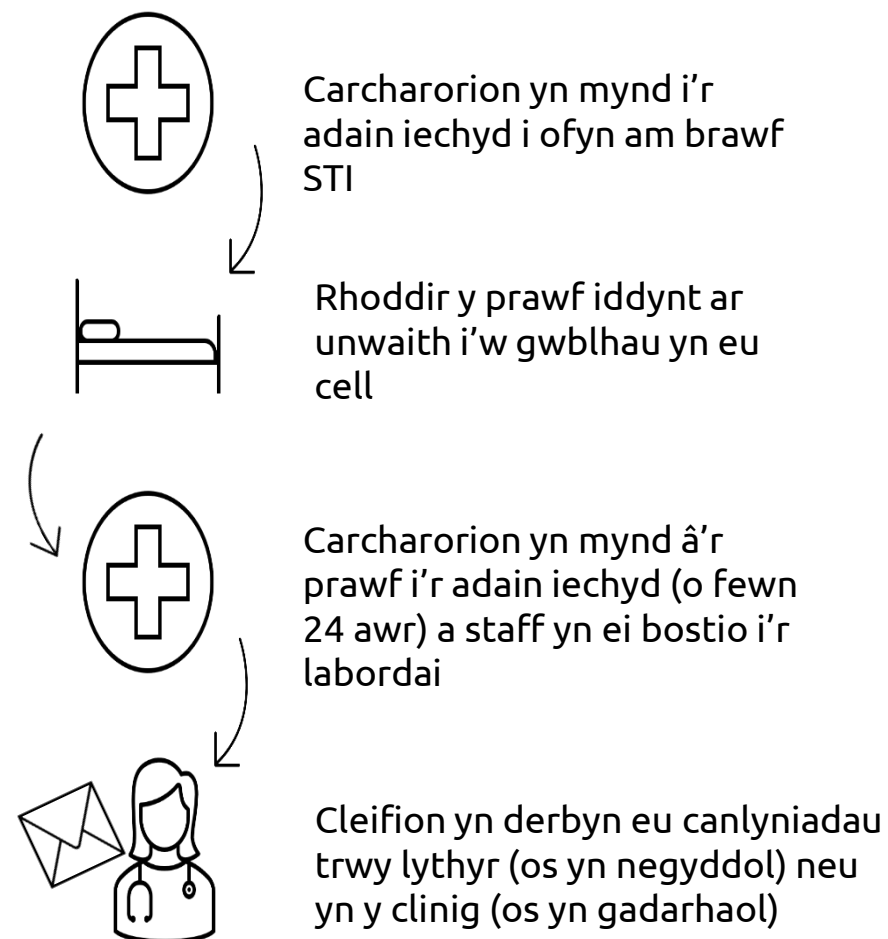
Comparing the intervention to standard practice

Hunan-brofi (yr ymyriad)

Prawf mewn clinig (ymarfer safonol)

Self-test (the intervention)

In-clinic test (standard practice)



Canlyniadau ymyrraeth

Gan ddefnyddio HIA ac SROI, nodwyd nifer o ganlyniadau o ganlyniad i'r gwasanaeth hunan-samplu a neilltuwyd dirprwy iddynt:

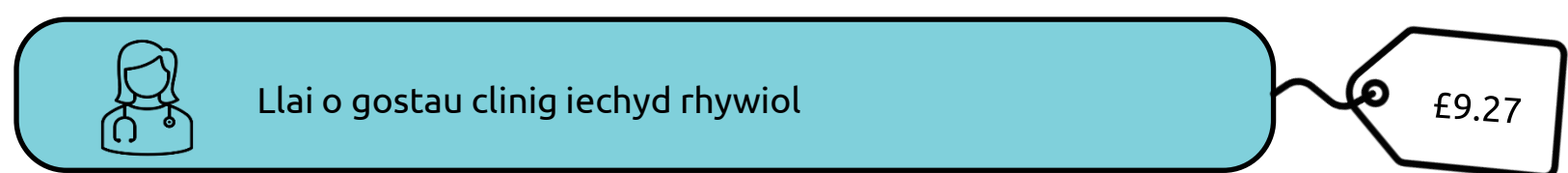
Defnyddwyr gwasanaeth



HMPPS



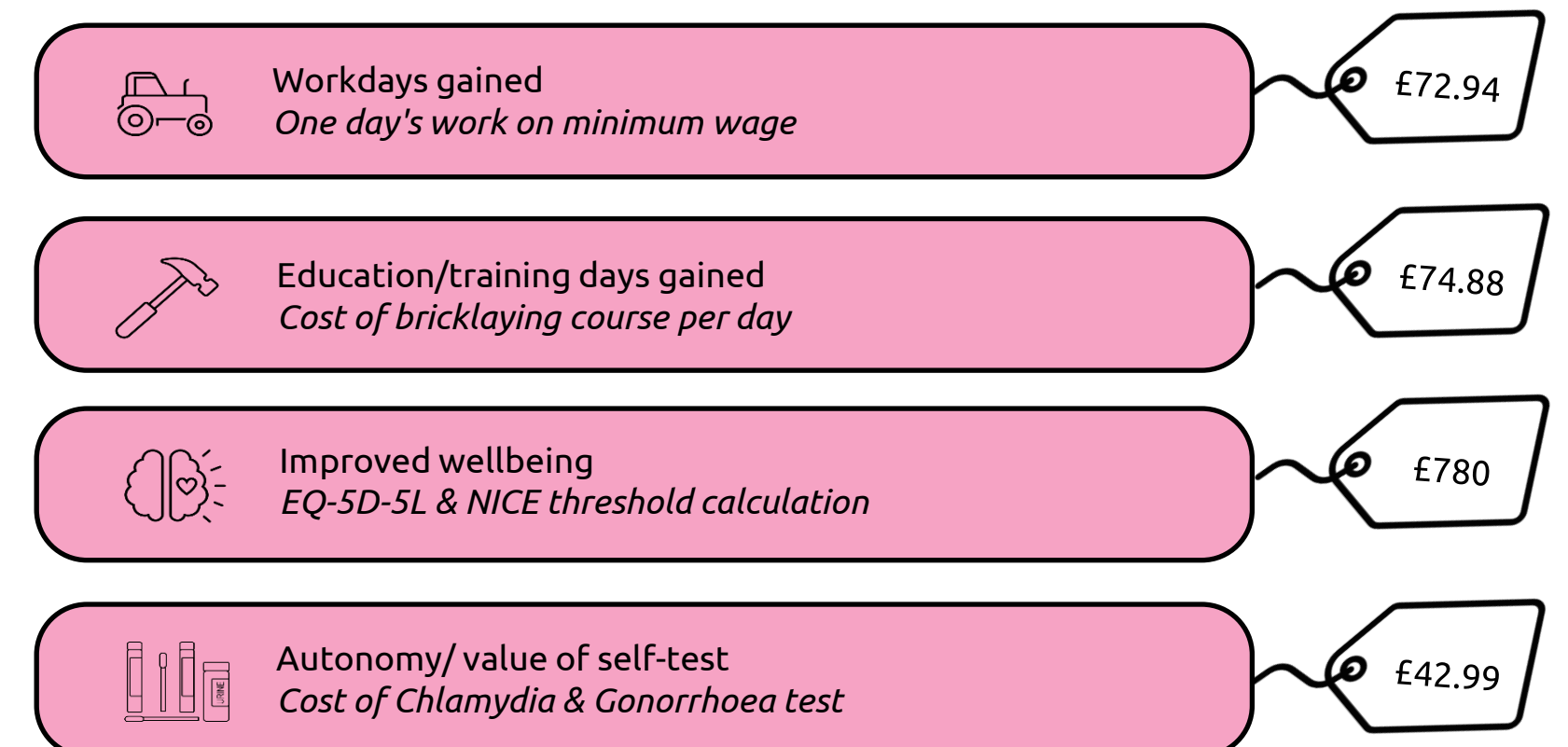
GIG



Intervention outcomes

Using HIA and SROI a number of outcomes resulting from the self-sampling service were identified and assigned a proxy:

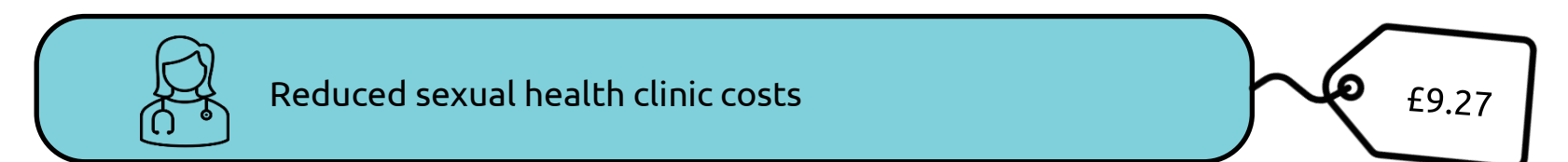
Service users



HMPPS

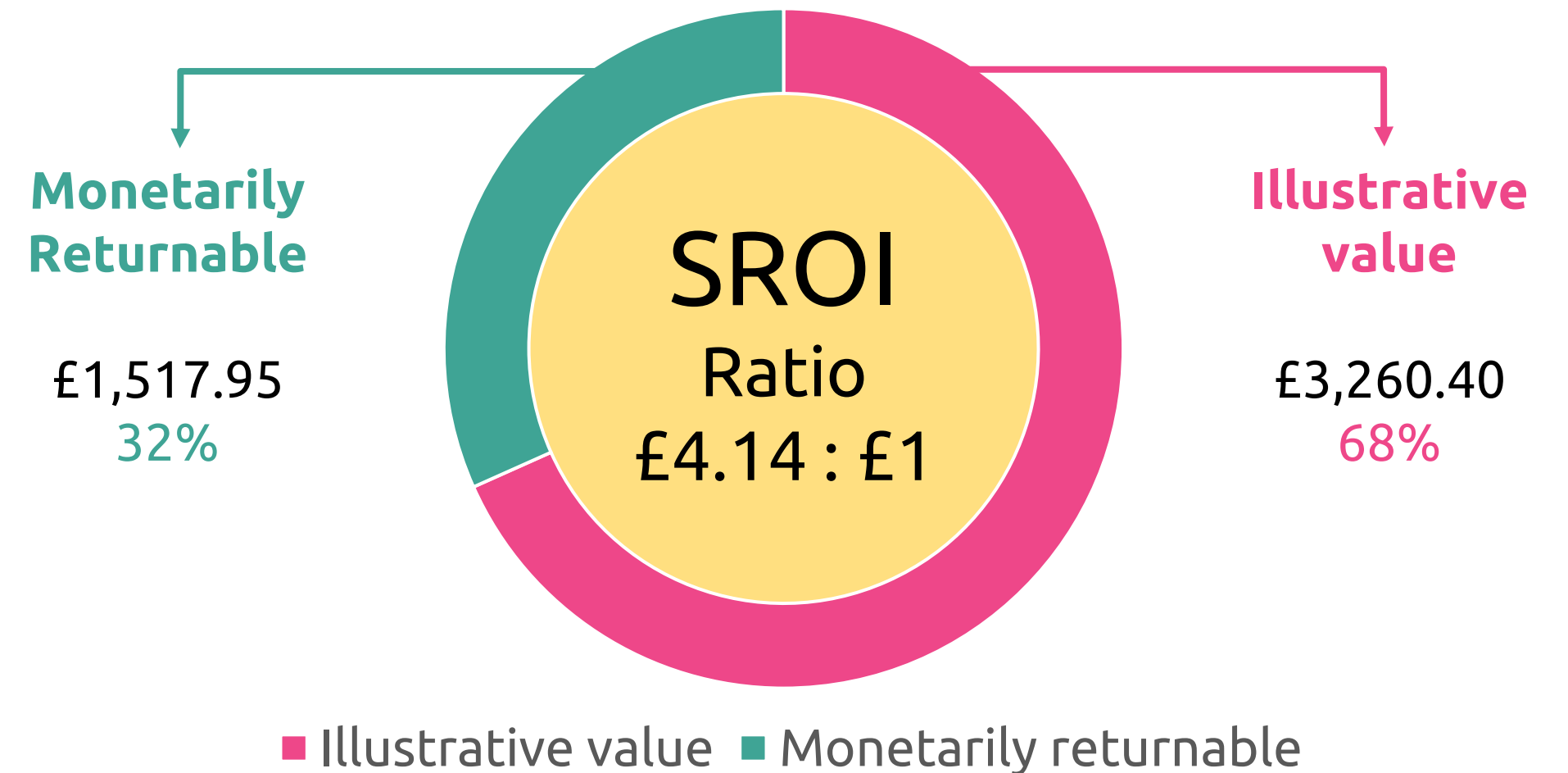
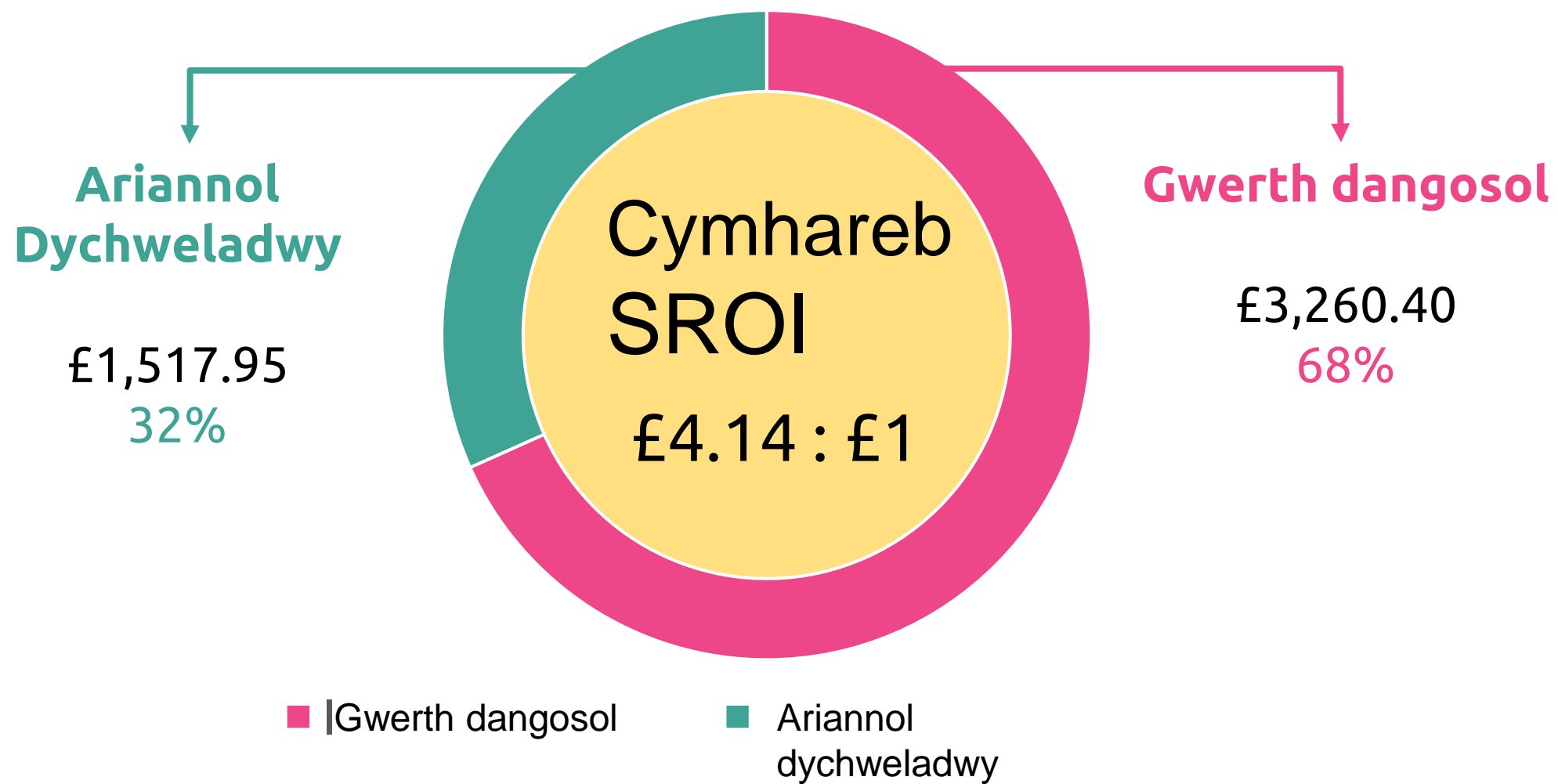


NHS



Cyfrifo gwerth cymdeithasol

Calculating social value



“Mae SROI yn ymwneud â gwerth, yn hytrach nag arian. Yn syml, uned gyffredin yw arian ac felly mae’n ffordd ddefnyddiol a dderbynnir yn eang o gyfleu gwerth.”

“SROI is about value, rather than money. Money is simply a common unit and as such is a useful and widely accepted way of conveying value”

Gwersi allweddol

- Dyma'r astudiaeth gyntaf i gyfuno ac arddangos y defnydd o HIA a SROI gyda'i gilydd a chynhyrchu mesur ehangach o werth.
- Canfu'r astudiaeth hon gymhareb SROI gadarnhaol er gwaethaf nad oedd unrhyw heintiau positif o clamidia neu gonorea wedi'u nodi yn ystod cyfnod yr astudiaeth.
- Gellir tybio pe bai heintiau cadarnhaol yn cael eu nodi, **ni fyddai'r gwerth ond yn cynyddu** oherwydd effeithiau ar ganlyniadau iechyd corfforol.
- Ni fyddai **68%** o'r gwerth a amlygwyd gan yr astudiaeth hon wedi'i nodi pe defnyddiwyd dull economaidd traddodiadol i werthuso'r ymyriad hwn.

Key takeaways

- This is the first study to combine and demonstrate the use of HIA and SROI together and produce a wider measure of value.
- This study found a positive SROI ratio despite zero positive infections of chlamydia or gonorrhoea were identified during the study period.
- It can be assumed if positive infections were identified, **the value would only increase** due to impacts on physical health outcomes.
- **68%** of the value highlighted by this study would not have been identified if a traditional economic method was used to evaluate this intervention.



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Cymwysiadau Ymarferol (ii)

SROI ar waith

Practical Applications (ii)

SROI in practice

Cyfres adolygiadau cwmpasu

Mae bylchau yn bresennol yn y dystiolaeth sy'n casglu gwerth (cymdeithasol) ymyriadau/rhaglenni iechyd y cyhoedd sy'n mynd i'r afael â materion iechyd cyhoeddus penodol. Felly, bydd adolygu, cyfodod a chyflwyno tystiolaeth economaidd iechyd yn helpu i gael gwell dealltwriaeth o rôl a defnydd presennol SROI ym maes iechyd y cyhoedd. Bydd hefyd yn ein helpu i greu darlun mwy cyfannol o'r ymyriadau/rhaglenni rydym yn eu datblygu a'u rhedeg. Mae gan yr adolygiadau tystiolaeth y potensial i lywio blaenoriaethau ymchwil yn y dyfodol yn y maes hwn yn ogystal â chefnogi prosesau gwneud penderfyniadau

Mae Iechyd Cyhoeddus Cymru wedi cwblhau 3 adolygiad cwmpasu sy'n canolbwyntio ar ymyriadau sy'n cynnwys:



Cwrs bywyd



Iechyd meddwl



Gweithgarwch corfforol a maeth

Scoping review series

Gaps are present in the evidence capturing the (social) value of public health interventions/programmes addressing specific public health issues. Hence, reviewing, synthesising and presenting health economic evidence will help to gain a better understanding of the current role and use of SROI in public health. It will also help us create a more holistic picture of the interventions/programmes we develop and run. The evidence reviews have the potential to inform future research priorities in this area as well as support in decision-making processes.

Public Health Wales have completed 3 scoping reviews which centre around interventions involving:



The life course

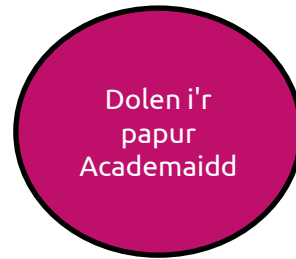


Mental health



Physical activity and nutrition

Buddsoddi ar draws cwrs bywyd



- Nod yr adolygiad cwmpasu hwn oedd mapio'r dystiolaeth SROI a SCBA bresennol ar werth cymdeithasol ymyriadau iechyd y cyhoedd ar draws cyfnodau cwrs bywyd.
- Mae'r dull cwrs bywyd ym maes iechyd y cyhoedd yn atgyfnerthu pwysigrwydd buddsoddi mewn pedwar cyfnod allweddol ar draws bywydau pobl:



Cyfnod 1
Geni, cyfnod ôl-enedigol babandod



Cyfnod 2
Plentyndod a llencyndod cynnar a hwyrach



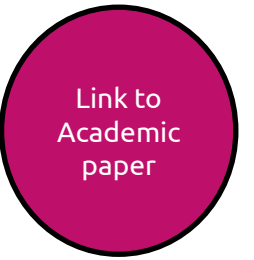
Cyfnod 3
Oedolaeth (prif flynyddoedd cyflogaeth a blynyddoedd atgennedlu cynnar)



Cyfnod 4
Oedolaeth hŷn

- Trwy fynd i'r afael nid yn unig â chanlyniadau iechyd gwael, ond ystyried hefyd yr achosion a'r cyfranwyr, mae'r dull cwrs bywyd yn hyrwyddo buddsoddiadau amserol sy'n cynhyrchu cyfradd elw uchel i iechyd y cyhoedd, ond hefyd buddion ariannol i'r economi.

Investing across the life course



- The aim of this scoping review was to map out the existing SROI and SCBA evidence on the social value of public health interventions across stages of the life course.
- The life course approach in public health reinforces the importance of investment in four key stages across people's lives:



Stage 1
Birth, neonatal period and infancy



Stage 2
Early and later childhood and adolescence



Stage 3
Adulthood (main employment years & reproductive early years)

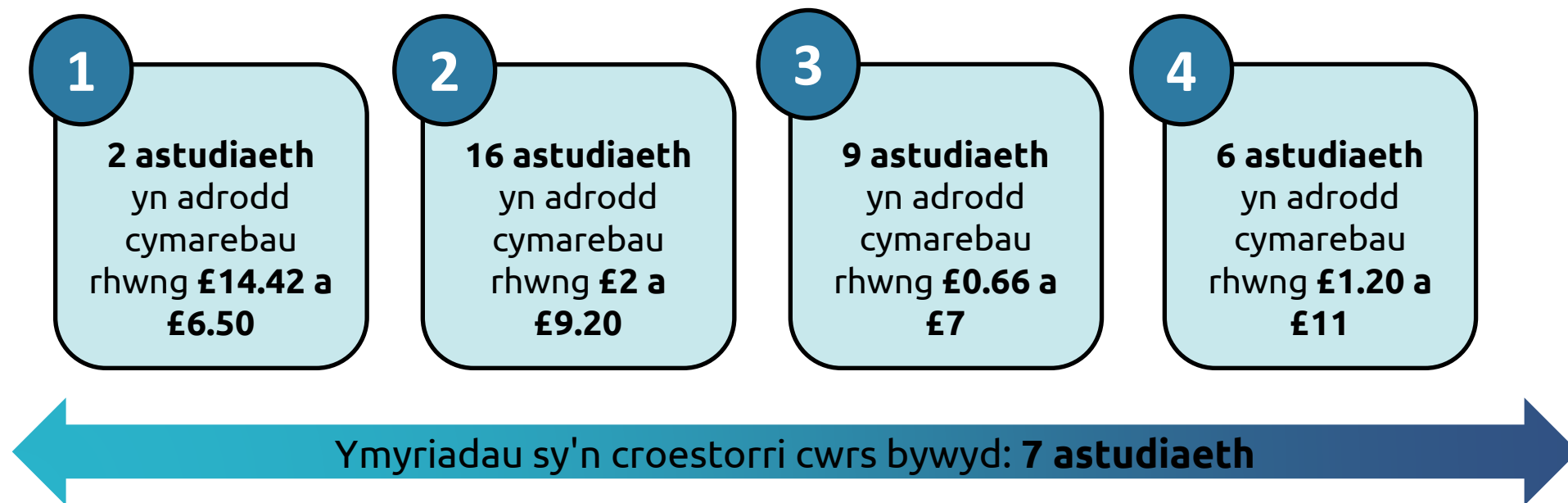


Stage 4
Older adulthood

- By addressing not only the consequences of ill health, but considering the causes and contributors, the life course approach promotes timely investments which produce a high rate of return for both the health of the public, but also financial benefits to the economy.

Buddsoddi ar draws cwrs bywyd

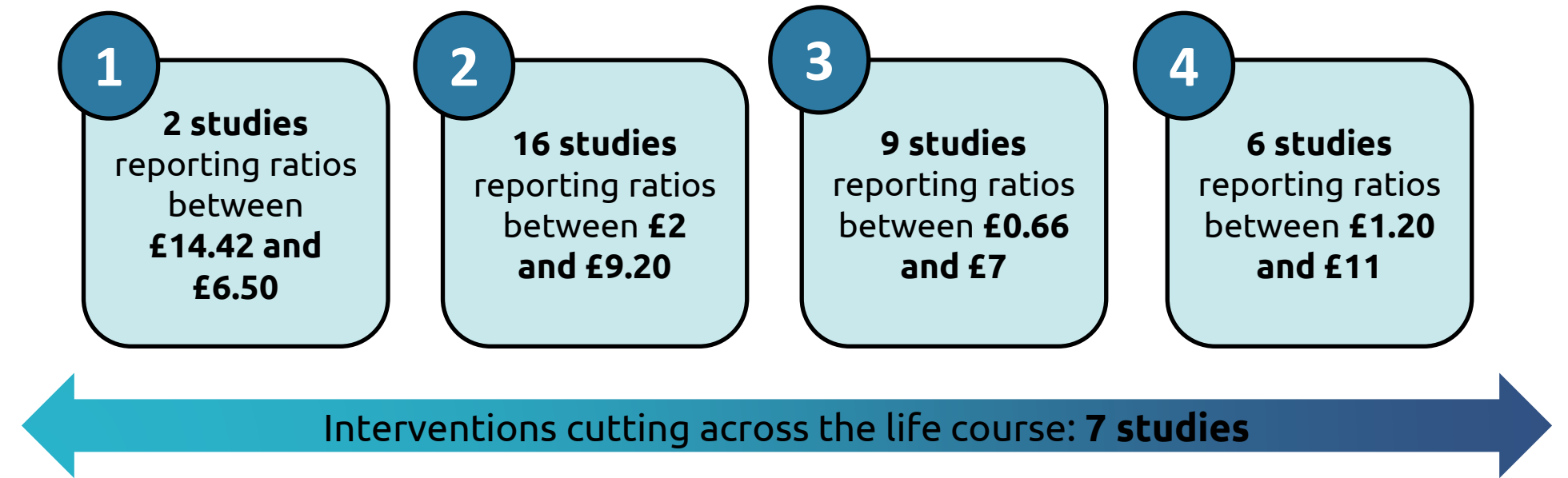
- Nodwyd cyfanswm o 40 o astudiaethau, ac o'r rhain, gwerthusodd 33 ymyriad yn ôl-weithredol ac roedd 37 o ffynonellau llenyddiaeth:



Gwers allweddol: Gellir defnyddio'r adolygiad o dystiolaeth hwn fel man cychwyn gan weithwyr iechyd y cyhoedd proffesiynol a sefydliadau sy'n edrych y tu hwnt i fesurau economaidd traddodiadol. Fodd bynnag, mae angen ymchwil pellach i ddatblygu'r maes.

Investing across the life course

- In total, 40 studies were identified of which 33 retrospectively evaluated an intervention and 37 were from literature sources:



Key takeaway: This evidence review can be used as a starting point by public health professionals and institutions that are looking beyond traditional economic measures. However, further research is required to develop the field.

Ymyriadau iechyd meddwl

Dolen i'r
papur
Academaidd

- Mae problemau iechyd meddwl (MHPs) yn un o brif achosion afiechyd ac anabledd ledled y byd.
- Mae nifer o ymyriadau wedi'u cynnal i wella iechyd meddwl a llesiant ar draws cwrs bywyd. Drwy anelu at leihau nifer yr achosion ac effaith problemau iechyd meddwl ar y boblogaeth, gall yr ymyriadau hyn gynhyrchu cyfradd uchel o enillion diriaethol ac anniriaethol ar gyfer ystod o randdeiliaid ar draws yr economi a chymdeithas
- Fodd bynnag, nid oedd unrhyw astudiaethau hyd y gwyddom ni wedi mapio tystiolaeth bresennol sy'n defnyddio'r dull SROI
- Arweinodd hyn at adolygiad cwmpasu o'r dystiolaeth bresennol ar werth cymdeithasol ymyriadau iechyd meddwl (cyhoeddus) neu **astudiaethau a oedd yn cynnwys canlyniadau iechyd a/neu lesiant meddwl wrth werthuso gwerth cymdeithasol yr ymyriad gan ddefnyddio'r dull SROI**

Mental health interventions

Link to
Academic
paper

- Mental health problems (MHPs) are one of the leading causes of ill health and disability worldwide
- Numerous interventions have been conducted to improve mental health and well-being across the life course. By aiming to reduce the prevalence and impact of mental health problems on the population, these interventions can produce a high rate of both tangible and non-tangible returns for a range of stakeholders across economy and society
- However, no studies to our knowledge had mapped out existing evidence which use the SROI method
- This led to a scoping review of the existing evidence on the social value of (public) mental health interventions or **studies that included mental health and/or wellbeing outcomes while evaluating social value of the intervention using the SROI method**

Buddsoddi mewn iechyd meddwl

Nodwyd cyfanswm o **42 o astudiaethau**, roedd 28 wedi gwerthuso ymyriad yn ôl-weithredol ac roedd 39 o ffynonellau llenyddiaeth

Investing in mental health

In total **42 studies were identified**, 28 retrospectively evaluated an intervention and 39 were from literature sources



Roedd **24 astudiaeth** yn asesu ymyriadau wedi'u targedu at y boblogaeth gyffredinol ac adroddwyd cymarebau SROI o **£2.75 i £14.55** am bob £1 a fuddsoddwyd



Roedd **5 astudiaeth** yn asesu ymyriadau gyda grwpiau agored i niwed mewn perygl o broblemau iechyd meddwl ac adroddwyd cymarebau SROI o **£1.94 i £9.38** am bob £1 a fuddsoddwyd



Roedd **13 astudiaeth** yn asesu ymyriadau gyda phobl a oedd eisoes yn dioddef problemau iechyd meddwl ac adroddwyd cymarebau SROI o **£0.79 i £28** am bob £1 a fuddsoddwyd



24 studies assessed interventions targeted at the general population reported SROI ratios of **£2.75 to £14.55** for every £1 invested



5 studies assessed interventions with vulnerable groups at risk of mental health issues and reported SROI ratios of **£1.94 to £9.38** for every £1 invested



13 studies assessed interventions with people already experiencing mental health problems and reported SROI ratios of **£0.79 to £28** for every £1 invested

Gwersi allweddol: Mae'r dull SROI yn cael ei ddefnyddio fwyfwy i werthuso effaith ehangach rhaglenni amrywiol. Gellir defnyddio cymhwys SROI i werthuso manteision cymdeithasol ehangach yr ymyriadau iechyd meddwl **i lywio penderfyniadau polisi a blaenoriaethu buddsoddiad mewn iechyd meddwl ac iechyd y cyhoedd ehangach.**

Key takeaways: The SROI method is being increasingly used to evaluate the wider impact of various programmes. The application of SROI to evaluate the wider social benefits of the mental health interventions **could be used to inform policy decisions and investment prioritisation in mental and wider public health.**

Gweithgarwch corfforol a maeth

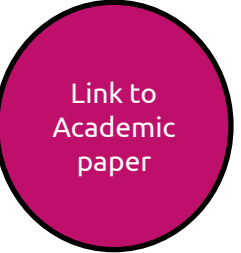


- Mae ymyriadau wedi'u datblygu sy'n ceisio mynd i'r afael â phwysau gormodol a'i ganlyniadau iechyd negyddol cysylltiedig. Yn achos ymyriadau gweithgarwch corfforol, mae'r rhan fwyaf o werthusiadau'n canolbwyntio ar y manteision iechyd a maeth. Fodd bynnag, gall cymdeithasau sy'n fwy egniol gynhyrchu gwerth ychwanegol, gan gynnwys llai o ddefnydd o danwydd ffosil ac aer glanach **efallai na chânt eu nodi gan ddulliau economeg iechyd traddodiadol.**



Canolbwyntiodd yr adolygiad cwmpasu hwn ar ymyriadau sy'n anelu at gynyddu lefelau gweithgarwch corfforol a gwella lefelau maeth.

Physical activity and nutrition



- Interventions have been developed which aim to address excess weight and their associated negative health outcomes. In the case of physical activity interventions, most evaluations focus on the health and nutrition benefits. However, societies that are more active can generate additional value including reduce use of fossil fuels and cleaner air **which may not be traditionally captured by traditional health economic methods**



- This scoping review focused on interventions which aim to increase levels of physical activity and improve levels of nutrition.

Gweithgarwch corfforol a maeth

Nodwyd cyfanswm o **21 o astudiaethau**, roedd 20 wedi gwerthuso ymyriad yn ôl-weithredol ac roedd 16 o ffynonellau llenyddiaeth lwyd

Nododd **1 ymyriad maethol** gymhareb SROI o **£2.20** am bob £1 a fuddsoddwyd

Roedd **2 astudiaeth yn cynnwys ymyriadau gweithgarwch corfforol a maeth** ac adroddwyd cymarebau SROI o **£0.01 i £5.42** am bob £1 a fuddsoddwyd

Roedd **18 astudiaeth yn cynnwys ymyriadau cysylltiedig â gweithgarwch corfforol** ac adroddwyd cymarebau SROI o **£1.91 to £22.37** am bob £1 a fuddsoddwyd

Gwersi allweddol: Roedd y canlyniadau'n amrywio o berfformiad addysgol gwell i lai o arwahanrwydd cymdeithasol. Mae natur y canlyniadau hyn yn golygu ei bod yn dod yn fwyfwy pwysig bod effaith gyfannol ymyriadau a rhaglenni maeth a gweithgarwch corfforol yn cael eu deall, fel y gellir datblygu a gweithredu ymyriadau sydd â'r gwerth mwyaf i bobl.

Physical activity and nutrition

In total, **21 studies were identified**, 20 retrospectively evaluated an intervention and 16 were from grey literature sources

1 nutritional intervention reported an SROI ratio **£2.20** for every £1 invested

2 studies involved both physical activity and nutrition interventions and reported SROI ratios of **£0.01 to £5.42** for every £1 invested

18 studies involved interventions associated with **physical activity** and reported SROI ratios of **£1.91 to £22.37** for every £1 invested

Key takeaways: Outcomes ranged from improved educational performance to reduced social isolation. The nature of these outcomes means it is becoming increasingly important that the holistic impact of nutrition and physical activity interventions and programmes is understood, so that interventions that have the greatest value to people can be developed and implemented.



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Cymwysiadau Ymarferol (iii)

Cronfa Ddata Gwerth Cymdeithasol

Practical Applications (iii)

Social Value Database

Diben

Wedi'i rhyddhau ym mis Mehefin 2022, mae'r Gronfa Ddata ac Efelychydd Gwerth Cymdeithasol (SVDS) yn anelu at lywio a hwyluso prosesau gwneud penderfyniadau cynaliadwy a theg, blaenoriaethu buddsoddiadau a gwella ansawdd yn yr adferiad COVID-19 yng Nghymru. Mae'n storio tystiolaeth economaidd berthnasol sydd ar gael a all gefnogi penderfyniadau o ran blaenoriaethu a buddsoddi sy'n ymwneud ag ymyriadau/rhaglenni iechyd y cyhoedd. Ar hyn o bryd mae'r SVDS yn cynnwys astudiaethau a nodwyd trwy'r adolygiadau tystiolaeth a thrwy samplu pelen eira.

Dwy brif swyddogaeth y SVDS yw:

Cronfa ddata

Cronfa ddata sy'n rhannu astudiaethau SROI perthnasol yn rhanddeiliaid yr effeithir arnynt, canlyniadau a gwerth a gynhyrchwyd.

Efelychydd

Gall yr efelychydd drin tystiolaeth sydd wedi'i storio i greu amcangyfrifon economaidd efelychiedig i ddeall ymyriadau iechyd y cyhoedd.

Database

A database which splits relevant SROI studies into impacted stakeholders, outcomes and value generated.

Simulator

The simulator can manipulate stored evidence to create simulated economic estimates to understand public health interventions.

Purpose

Released in June 2022, the Social Value Database and Simulator (SVDS) aims to inform and facilitate sustainable and equitable decision-making, investment prioritisation and quality improvement in the COVID-19 recovery in Wales. It stores available and relevant economic evidence which can support prioritisation and investment decision making related to public health interventions/programmes. At present the SVDS contains studies identified through the evidence reviews and by snowball sampling.

The two main functions of the SVDS are:

Cronfa ddata: Ystadegau cryno

76

Astudiaethau wedi'u huwchlwytho i'r SVDS ar hyn o bryd

Am bob 1 uned a fuddsoddwyd, roedd cymarebau SROI yn amrywio rhwng:

-0.35 to 124

Mae'r rhan fwyaf o astudiaethau'n adrodd SROI o 2 i 6 uned a gynhyrchwyd am bob 1 uned a fuddsoddwyd

*Gwybodaeth yn gyfredol ar 27/10/2023

Database: Summary statistics

76

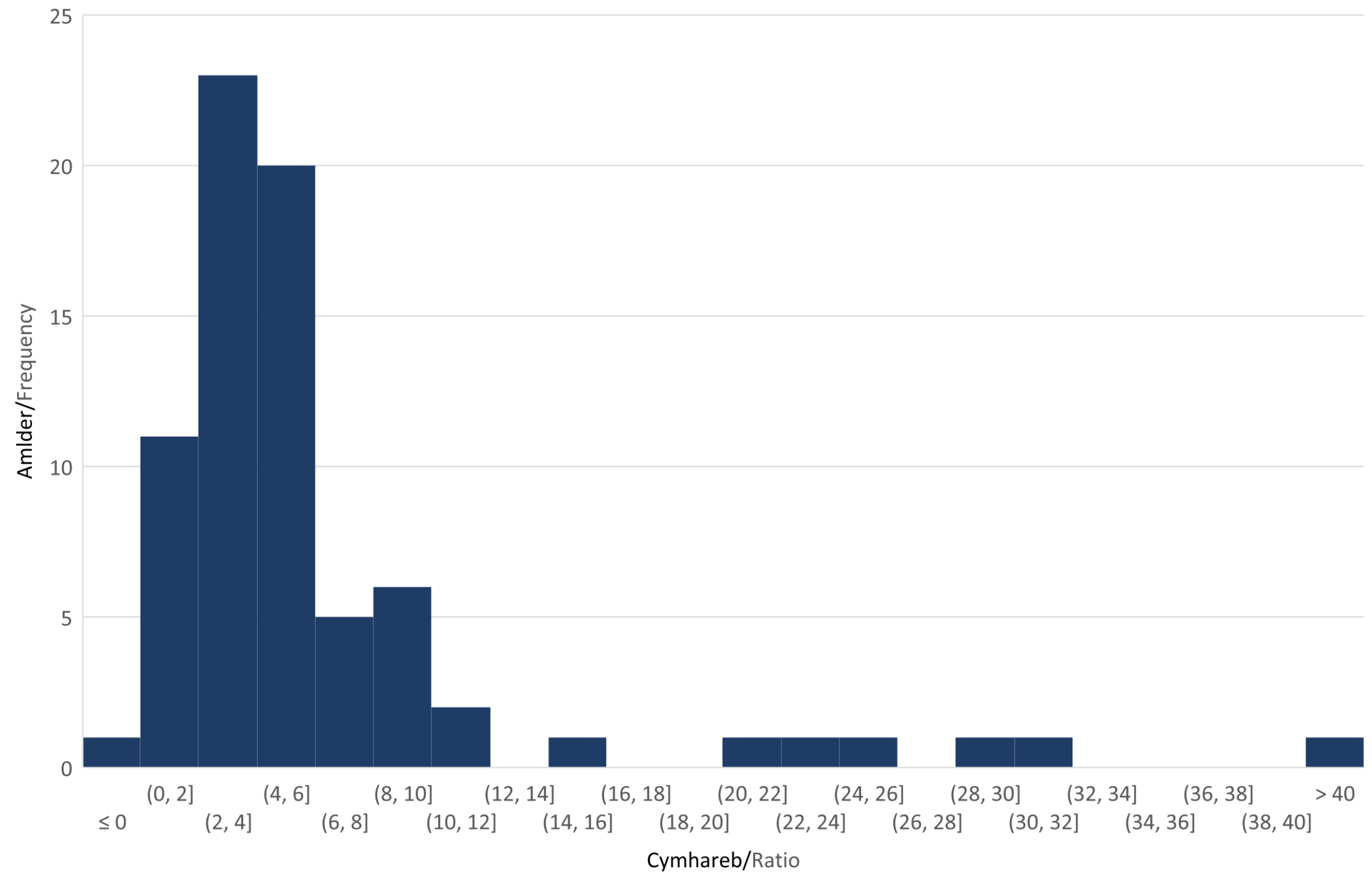
Studies currently uploaded to the SVDS

For every 1 unit invested, SROI ratios ranged between:

-0.35 to 124

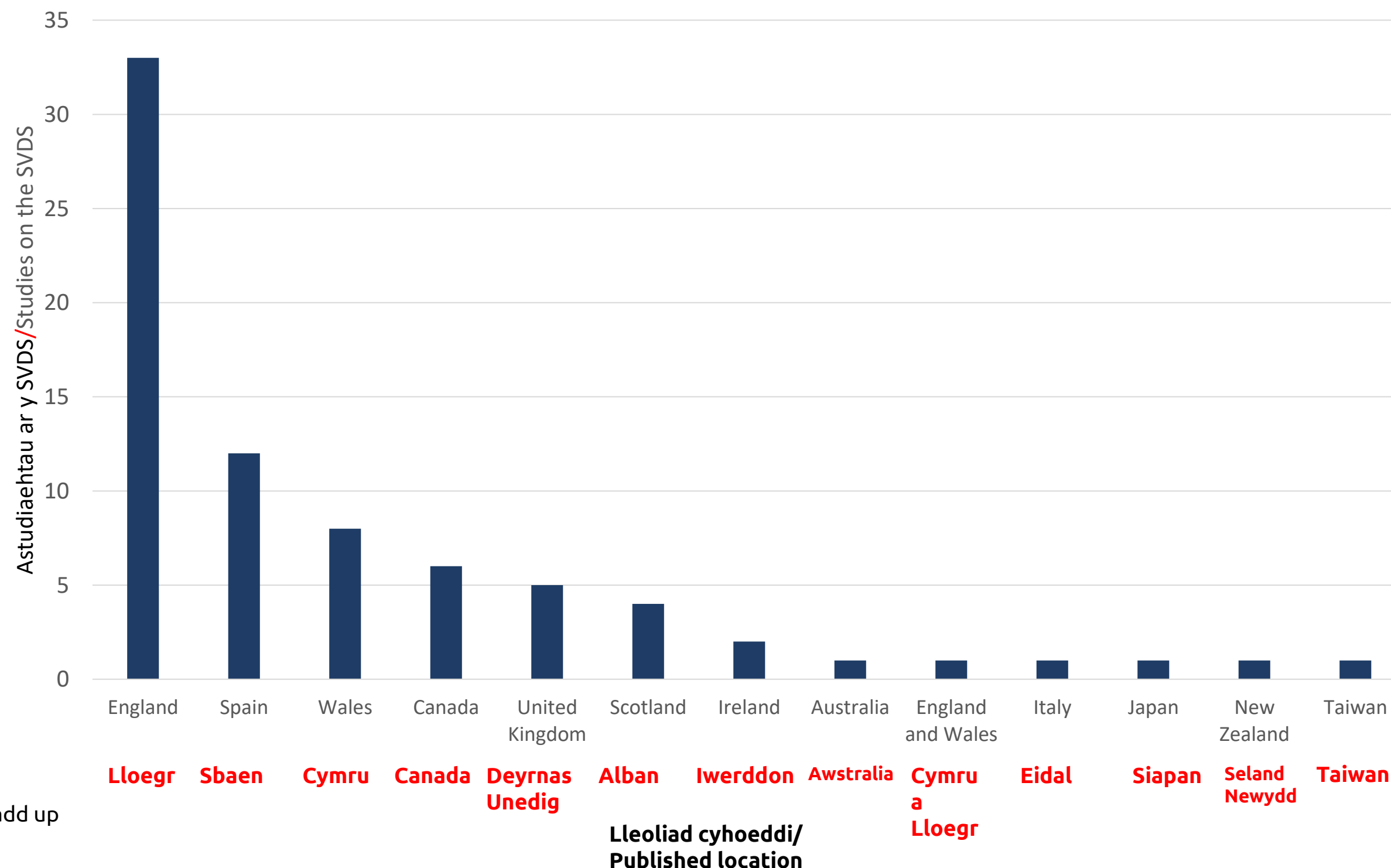
Most studies report an SROI of 2 to 6 units generated for every 1 unit invested.

*Information up to date as of 27/10/2023



Cronfa ddata: Ystadegau cryno Database: Summary statistics

Gwasanaeth iechyd y cyhoedd/ymyrraeth/Public health service/intervention*	Nifer yr astudiaethau / Number of studies
Newid Ymddygiad a Gwybodaeth Gyhoeddus/Behaviour Change and Public Information	22
Lleoliad Addysg/Education Setting	7
1000 Diwrnod Cyntaf/Blynyddoedd Cynnar/First 1000 Days/Early Years	2
Iechyd a Gwaith/Health and Work	9
Cymunedau Iach a Hwylus/Healthy and Well Communities	25
Iechyd meddwl/Mental health	49
Maeth ac Atal Gordewdra/Nutrition and Obesity Prevention	12
Gweithgarwch Corfforol /Physical Activity	17
Lleoliad Cyn Ysgol/Pre School-Setting	5
Gofal Sylfaenol/Primary Care	22
Iechyd rhywiol ac atal HIV/Sexual health and HIV prevention	1
Camddefnyddio sylweddau/Substance misuse	3
Atal Camddefnyddio Sylweddau/Substance Misuse Prevention	5
Rheoli Tybaco/Tobacco Control	2



*noder: Gall astudiaeth ddisgyn i sawl categori. Felly, ni fydd nifer yr astudiaethau yma yn cyfateb i'r swm a gynhwysir yn y SVDS.

*Note: A study can fall into multiple categories. Therefore, the number of studies here will not add up to the amount contained within the SVDS.

Cronfa ddata: Canlyniadau

1095

o ganlyniadau wedi'u rhestru ar y SVDS

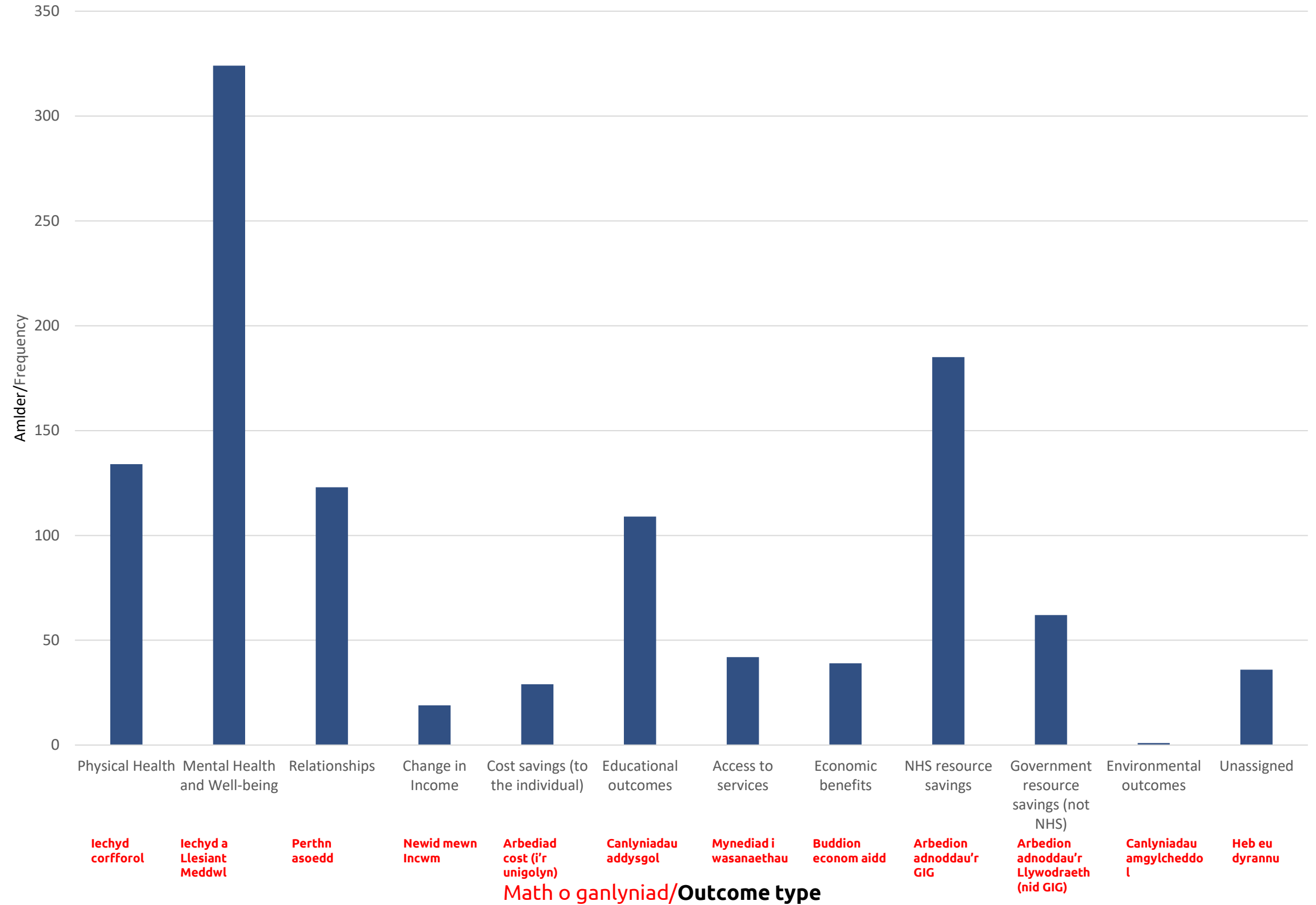
Mae **28%** o'r holl ganlyniadau yn cael eu dosbarthu fel Iechyd Meddwl a Llesiant

Database: Outcomes

1095

outcomes are listed on the SVDS

28% of all outcomes are classified as Mental Health and Well-being



***Noder:** Mae canlyniadau'r graff a ddangosir yn gyfanswm o 1103 gan fod rhai canlyniadau wedi'u dosbarthu'n finiau lluosog

***Note:** The outcomes of the displayed graph total 1103 as some outcomes have been classified into multiple bins

Cronfa ddata: Dull gosod gwerth ar ganlyniadau

Mae **40.7%** o'r canlyniadau yn cael eu priso gan ddefnyddio dirprwy **cost uned**

Mae **23.2%** o'r canlyniadau yn cael eu priso gan ddefnyddio dirprwy **gwerth y farchnad**

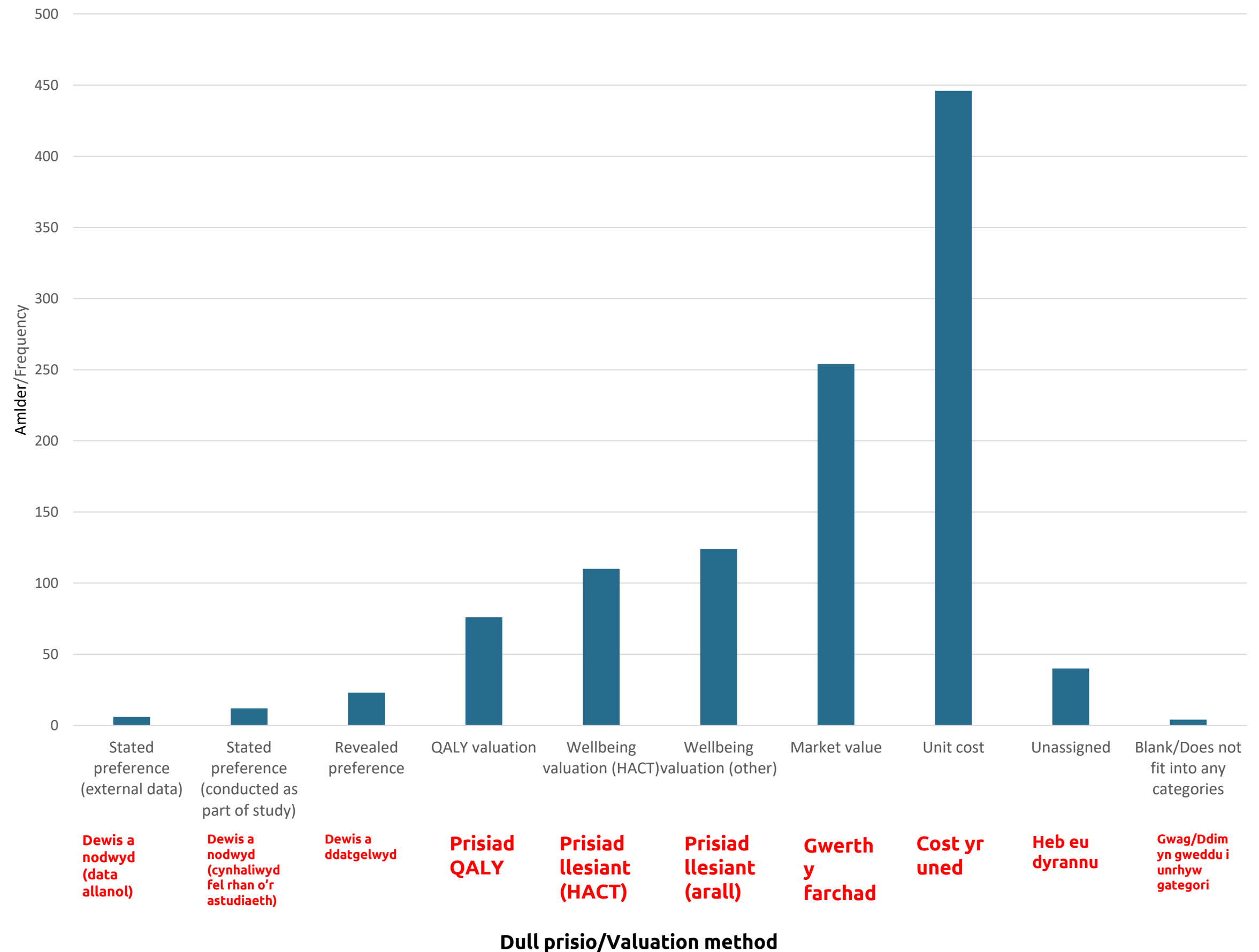
Mae **10.0%** o'r canlyniadau yn cael eu priso gan ddefnyddio dirprwy o'r **banc HACT**

Database: Outcome valuation method

40.7% of outcomes are valued using a **unit cost** proxy

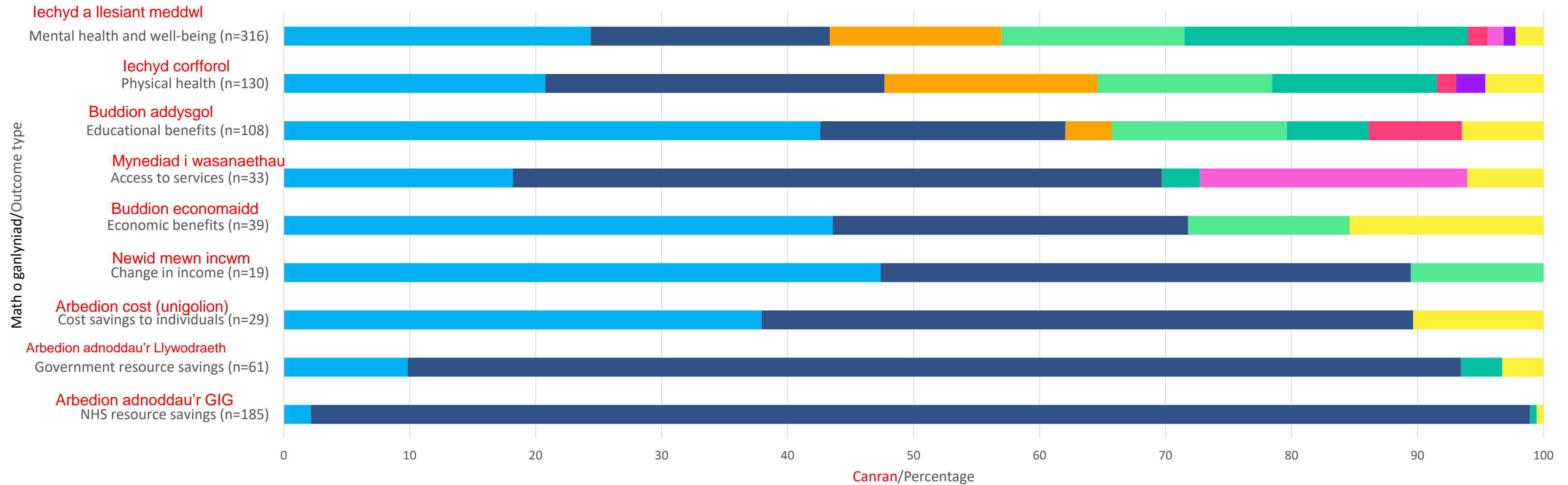
23.2% of outcomes are valued using a **Market value** proxy

10% of outcomes are valued using a proxy from the **HACT bank**



Cronfa ddata: manylion prisiad

Database: Valuation breakdown



Please see translation for key on previous slide

- Market value
- Unit Cost
- QALY valuation
- Wellbeing valuation (HACT)
- Wellbeing valuation (other)
- Stated preference (conducted as part of study)
- Stated preference (external data)
- Revealed preference
- Unassigned



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Cymwysiadau Ymarferol (iv)

**Cyfraniad y GIG i Economi
Cymru**

Practical Applications (iv)

**NHS contribution to the
Welsh Economy**

Cyfraniad y GIG i Economi Cymru

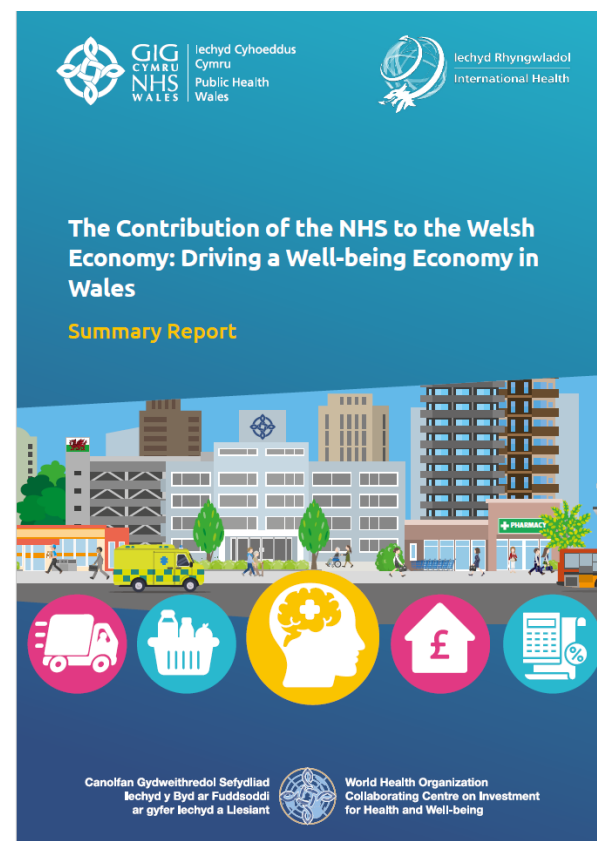
Diben

- Meintioli cyfraniad y sector gofal iechyd (y Gwasanaeth Iechyd Gwladol, y GIG) i'r economi ehangach yng Nghymru;
- Ymhellach, ei nod yw darparu tystiolaeth empirig i helpu i adeiladu economi sy'n seiliedig ar egwyddorion gwaith teg a chynaliadwyedd.

Methodoleg

Mae'r dadansoddiad hwn yn dibynnu ar **dablau mewnbwn-allbwn**, sy'n dangos y rhyngddibyniaethau rhwng gwahanol sectorau o'r economi. Er enghraifft, bydd y sector gofal iechyd yn dibynnu ar brynu nwyddau a gwasanaethau gan lawer o sectorau eraill:

- Mae angen cyflenwadau pŵer, dŵr a bwyd ar ysbytai
- Mae angen dillad unffurf ar weithwyr y GIG
- Mae angen cynnal a chadw a thanwydd ar ambiwlansys



NHS contribution to the Welsh Economy

Purpose

- Quantify the contribution of the healthcare sector (the National Health Service, NHS) to the wider economy in Wales;
- Further, it aims to provide empirical evidence to help build an economy based on the principles of fair work and sustainability.

Methodology

This analysis relies on **input-output tables**, which show the interdependencies between different sectors of the economy. For example, the healthcare sector will rely on purchasing goods and services from many other sectors:

- Hospitals require power, water, and food supplies
- NHS employees require uniforms
- Ambulances need to be maintained and fuelled

Negeseuon allweddol

Am bob punt ychwanegol a wariwyd yn Sector Iechyd Cymru (GIG)

Byddai allbwn cyffredinol economi Cymru yn cynyddu gan **£2.47** - uwch na'r cyfartaledd.



NHS

Mae'r GIG yng Nghymru yn un o'r sectorau economaidd mwyaf arwyddocaol, yn sefydlogwr pwerus ac yn lluosydd buddsoddi, yn hytrach na draen economaidd.

Mae'r GIG yng Nghymru yn chwarae rhan gynyddol bwysig wrth gynhyrchu datblygu cynaliadwy drwy sicrhau cyflogaeth o ansawdd uchel a phrynu (caffael) nwyddau a gwasanaethau mewn modd cyfrifol a chynaliadwy.

Mae gwariant cynyddol yn y GIG o fudd i economïau lleol, megis caffael cyflenwyr lleol (er enghraifft, cynnal a chadw bwyd ac ystadau) a chreu swyddi.

Key messages

For each additional pound spent in the Welsh Health Sector (NHS)

Overall output of the Welsh economy would increase by **£2.47** – above average.



NHS

The NHS in Wales is one of the most significant economic sectors, a powerful stabiliser and investment multiplier¹, rather than an economic drain.

The NHS in Wales plays an increasingly important role in generating sustainable development by ensuring high-quality employment and responsible and sustainable purchasing (procurement) of goods and services.

Increased spending in the NHS benefits local economies, such as procuring local suppliers (for example, food and estate maintenance) and job creation.



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Iechyd Cyhoeddus
Cymru
Public Health
Wales

Adfyfyrdodau a chau

Reflections and close

