



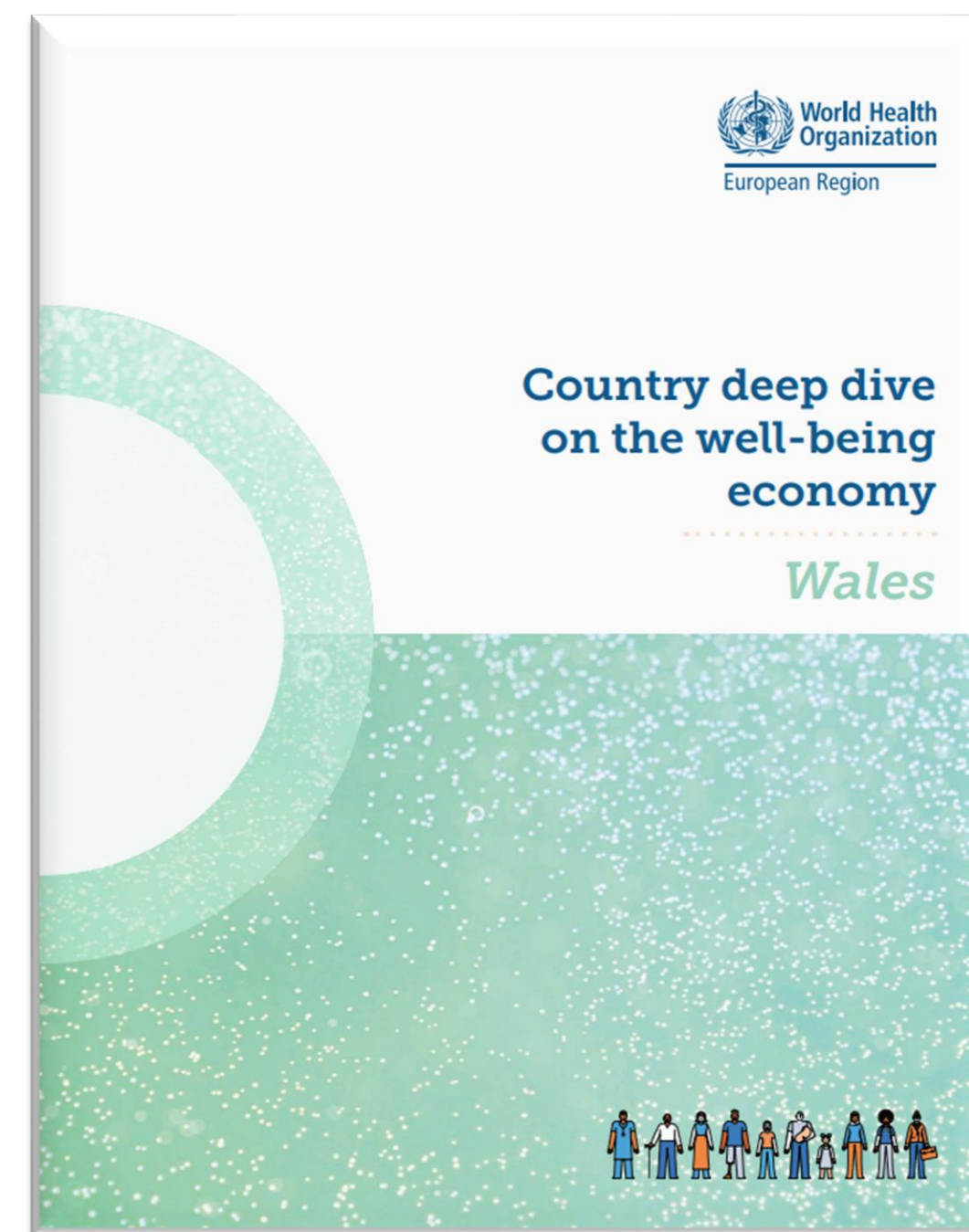
Country deep dive on the well-being economy: Wales

Public Health Wales International Public Health Forum
20th November 2024

Wales as a leading nation and a live innovation site for the Well-being Economy



**Eluned Morgan appointed WHO
Champion for the European Well-
being Economy Initiative**



Key policy messages

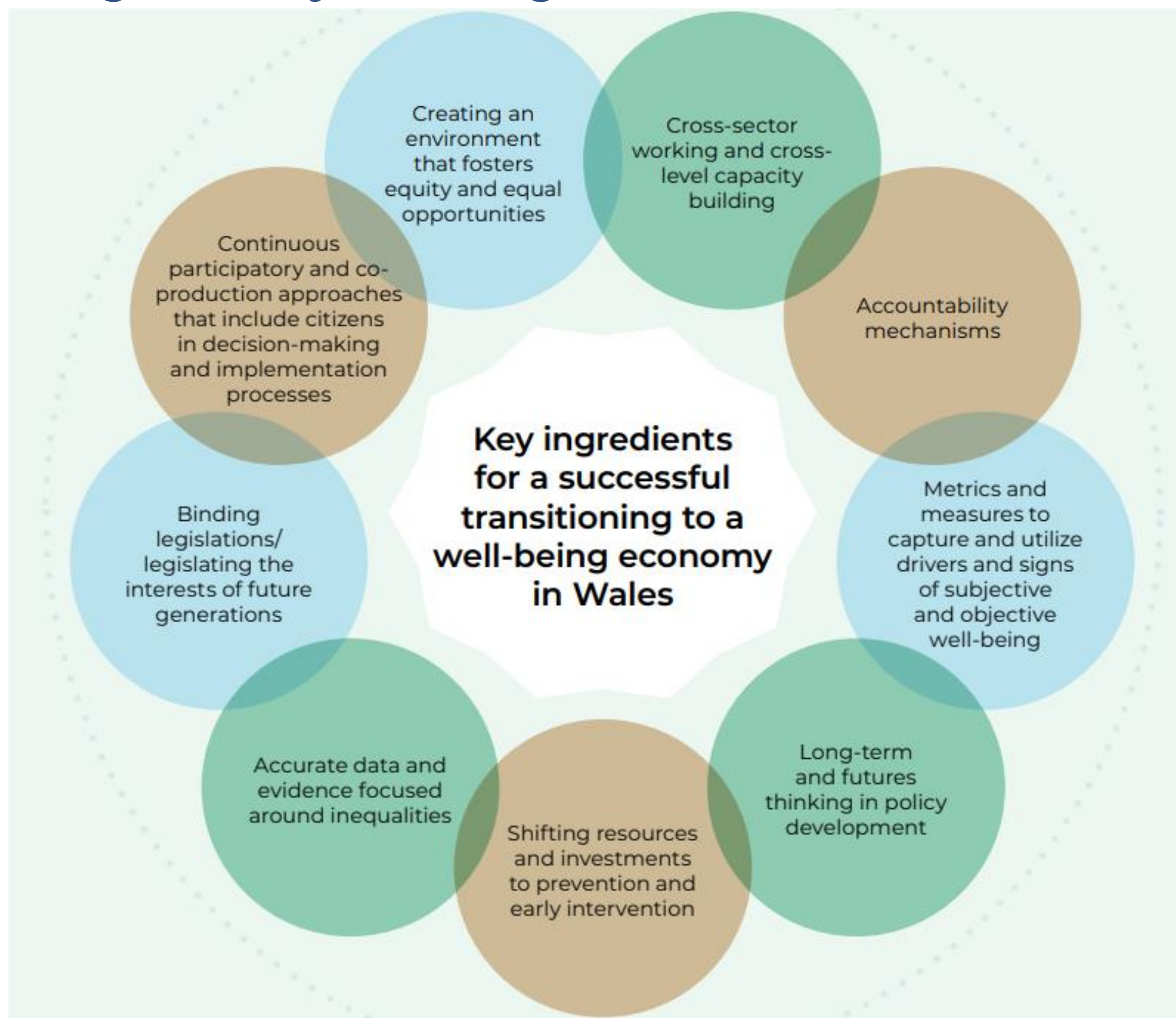
Drivers of Wales's shift to a well-being economy

- Legally binding, whole-of-government and public sector commitments
- A future-focused approach
- Accountability measures and metrics
- Participatory engagement processes
- The Future Generations Commissioner
- Role of (public) health as a driver
- International collaboration

Challenges to implementation

- Implementing legislation and policies
- Balancing short-term results with long-term thinking
- Applying metrics for measuring well-being
- Bridging the rural–urban gap
- Operating within the United Kingdom Government's tax and benefits system

Key ingredients for a successful transition to a Well-being Economy according to Welsh stakeholders



Public Health Wales –

Uniquely positioned in terms of our offer on public health and the well-being economy

The WHO CC on Investment for Health and Well-being:

- Programme of work on investing in prevention, social value, and health economics
- Development of public health informed well-being economy approaches
- Focus on Health Equity – Solutions Platform
- Active liaison and driving role working closely with the Welsh Government and the WHO
- Supporting the WHO European Well-being Economy Initiative



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Canolfan Gydweithredol Sefydliad
Iechyd y Byd ar Fuddsoddi
ar gyfer Iechyd a Llesiant



World Health Organization
Collaborating Centre on Investment
for Health and Well-being

Discussion

1. From your perspective, why are health and well-being **important** for the economy?
2. What is the **relationship** between health and well-being and the economy?
3. Why are health and the public health sector **important** for the economy?
4. How can the health and public health sector **deliver a Well-being Economy**?