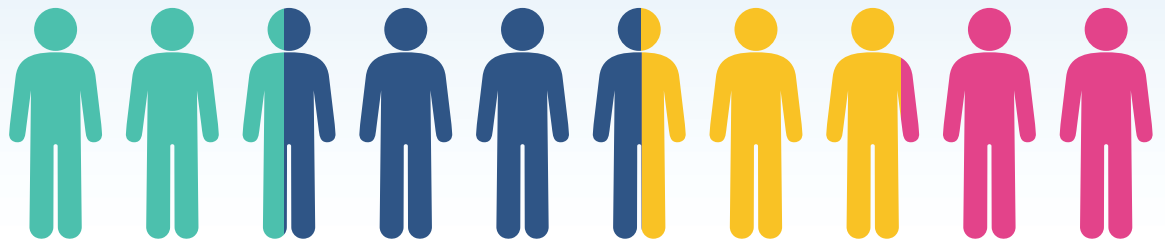
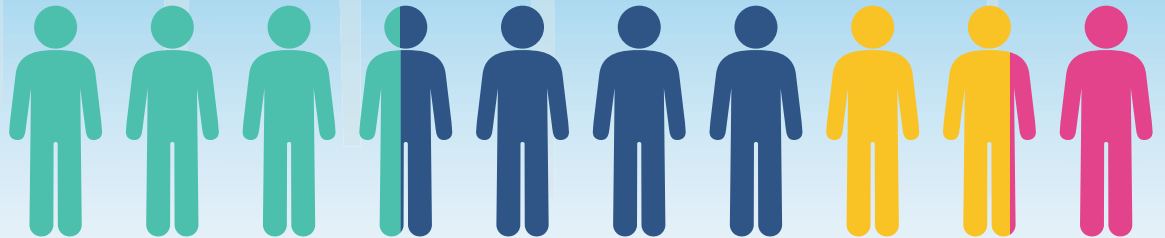


COST OF LIVING CRISIS IN WALES: A PUBLIC HEALTH LENS



Secure

Exposed

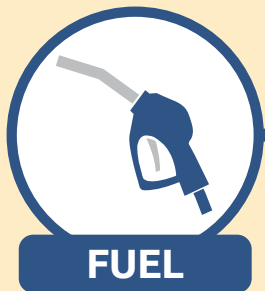
Struggling

In serious difficulties

Proportion of households in four financial well-being categories in Wales. Data provided by the [University of Bristol Personal Finance Research Centre](#).



ENERGY



FUEL



HOUSING



FOOD

People's wages and welfare payments are not keeping pace with **rising living costs**, in particular, the costs of energy, fuel, housing, and food.

Not being able to afford the essentials has significant and wide-ranging negative impacts on **mental and physical health**.

The cost of living crisis will **accelerate already increasing differences** in health between those with more and less money in Wales.

The crisis will also **compound other long-standing problems**, such as poverty, lower wages, and an older, less energy efficient housing stock.

The cost of living crisis requires an urgent public health response in the short, medium and longer-term.

Examples include:



Short-term response

- ✓ **Mental health and well-being** support, and protection against social isolation
- ✓ **Income maximisation** (including support on energy, housing and food costs) and debt support
- ✓ Efforts to reduce **fuel poverty** and the impact of cold homes
- ✓ **Homelessness** prevention
- ✓ Promotion of **healthy eating**
- ✓ Improved equity in **public service access**
- ✓ Employers supporting staff, including careful management of **redundancy**
- ✓ Collaborative preparation for expected increases in **winter pressures**
- ✓ **Safeguarding** against an increased risk of violence and domestic abuse



Medium/longer-term response

- ✓ **Housing energy efficiency** measures and a shift to **affordable, green energy**
- ✓ Improving **housing** availability, affordability and quality
- ✓ Developing healthy and sustainable **local food systems**
- ✓ Encouraging **active, low-carbon travel** and public transport
- ✓ Promoting **fair work**
- ✓ **Violence prevention** initiatives
- ✓ Enhancing **support for parents** to address common family stressors



Approaches to support a healthier and more equal Wales

- ✓ **Implementing the Well-being of Future Generations Act, Socio-economic Duty and other enabling legislation** in order to mainstream consideration of health, well-being and equity in all policies ('health in all policies')
- ✓ **Building societies and communities that support health**, including:
 - **Community resilience, community cohesion and social capital**
 - **Healthy behaviours**
 - **An 'Economy of Well-being'** (a society that prioritises well-being in its economic decisions)
- ✓ **Taking a life-course approach with a focus on early years**