

CABINET – 22 JUNE 2010

DIRECTOR OF PUBLIC HEALTH FOR OXFORDSHIRE ANNUAL REPORT IV

Report by Director of Public Health

Introduction

1. This is the fourth Annual Report by a Director of Public Health appointed jointly by local government and the NHS. This report attempts to build on the momentum generated by the first three which were generously received by a wide range of audiences.
2. This report aims to keep the spotlight firmly on the five main long term threats to public health by reporting on progress made in the last year and by making recommendations for next year. The main threats are:
 - Breaking the cycle of deprivation
 - An ageing population – the “demographic time bomb”
 - Mental health and wellbeing: avoiding a Cinderella service
 - The rising tide of obesity
 - Fighting killer infections
3. Sound progress is now being made to organise work across the county on these five areas.
4. It is now timely to emphasise two new threats which are emerging, namely those posed by dementia and alcohol abuse.
5. The threat posed by dementia is described within the chapter on an ageing population.
6. The threat posed by alcohol abuse is set out in a new chapter ‘Alcohol: What’s Your Poison’ making it the sixth current major threat to the public’s health.
7. Progress will be monitored in future reports. Long-term success will depend on achieving wide consensus across many organisations.
8. This report is designed to summarise the major health and wellbeing needs for Oxfordshire’s residents so as to influence the planning of public services, including Oxfordshire County Council’s, during 2010/11.

Main Headings

9. The attached report is arranged as follows:

Chapter 1: Progress Report for 2009/10

Chapter 2: Older People & the Demographic Timebomb (incorporating dementia)

Chapter 3: Breaking the Cycle of Deprivation

1. Children, Young People and Families
2. Focus on Banbury and Oxford
- 3.

Chapter 4: Mental Health in Adults

Chapter 5: The Rising Tide of Obesity

Chapter 6: Fighting Killer Diseases

Chapter 7: Alcohol: What's Your Poison?

10. **RECOMMENDATION**

The Cabinet is RECOMMENDED to approve and adopt the recommendations in the report.

JONATHAN McWILLIAM
Director of Public Health for Oxfordshire

Background papers: Nil

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