

OXFORDSHIRE HEALTH AND WELLBEING BOARD
12 MARCH 2026

DIRECTOR OF PUBLIC HEALTH ANNUAL REPORT 2025/26

Report by Ansaf Azhar, Director of Public Health and Communities

RECOMMENDATION

1. **The Oxfordshire Health and Wellbeing Board is RECOMMENDED to**
 - 1.1 Consider the 2025/26 Director of Public Health Annual Report and specifically note the progress made to address health inequalities in Oxfordshire following the publication of the Director of Public Health Annual Report in 2019/2020, which marked a pivotal moment in Oxfordshire.
 - 1.2 Support the interactive format of the Director of Public Health Annual Report 2025/26 and note the insights that can be used for informing future service delivery plans.

Executive Summary

2. The Director of Public Health Annual Report 2025/26 offers a comprehensive and accessible review of Oxfordshire's progress in addressing health inequalities since the 2019/20 report, *Some Are More Equal Than Others*. That marked a pivotal moment in Oxfordshire's efforts to address health inequalities, by identifying ten priority wards across the County where joint action was essential to improve health and wellbeing for those facing the greatest disadvantages. Drawing on hyper-local information from the Community Insight Profiles, the work of Community Health Development Officers, and collaborative efforts across districts and the voluntary and community sector as well as wider health partners, the 2025/26 report provides a clear account of insights gained, impacts achieved and recommendations for next steps.
3. The report is being delivered as an interactive website, enhancing accessibility and engagement for a diverse audience. This digital format allows users to easily navigate, search, and personalise their experience, making complex data and findings more engaging and meaningful. Key messages will be presented through varied media, including text, videos, infographics, graphs, and animations.

Exempt Information

4. This report contains no exempt or confidential information.

The Director of Public Health Annual Report 2025/26

Context and Purpose

5. All Directors of Public Health are required to produce an annual report. The Director of Public Health Annual Report for Oxfordshire 2025/26 provides a public, accessible account of progress in tackling health inequalities since 2019/20. The report draws on hyperlocal information from the Community Insight Profiles, programme delivery by Community Health Development Officers, and partnership activity across districts, the voluntary and community sector (VCS) as well as wider health partners. It sets out insight, impact, and recommendations for next steps.
6. The high-level recommendations from the 2025/26 report call for sustained, long-term commitment from all partners to address health inequalities and their underlying causes in Oxfordshire. This includes implementing the Marmot recommendations, securing ongoing financial investment, involving communities in shaping action, making use of opportunities arising from Local Government Re-organisation (LGR) to strengthen and align efforts, and sharing learning across the system.

Report Format for 2025-26

7. The 2025/26 Director of Public Health Annual Report is in the format of an interactive website. The interactive report draws on selected key messages from the draft content framework appended to this cover report. The content is presented in various interactive formats on a website platform which includes text, videos, animations, infographics, graphs, tables and other communication methods.
8. The draft content framework indicates which methods are used to deliver the key messages however this will be subject to change. It is also important to note that not all the content in the draft framework will be used and content that is used may be used in a different order to how it appears in the framework.

The benefits of an interactive report format

9. An interactive report transforms the way information is shared and used and can offer several key benefits compared to a traditional written report:
 - 9.1. **Enhanced Accessibility and Engagement:** Interactive reports allow users to easily navigate and search for information according to their interests or needs. This makes complex data and insights more accessible and engaging for a wider audience, including community members, partners, and decision-makers.
 - 9.2. **Up-to-Date Information:** Sections of an interactive web-based report can be updated when needed with the latest data, case studies, and outcomes. This

ensures that users always have access to the most current information and can track progress over time.

9.3. **Personalised Exploration:** Users can explore topics, maps, charts, and stories that are most relevant to them, rather than reading through lengthy documents. This flexibility supports deeper understanding and more meaningful engagement with the material.

9.4. **Visual and Dynamic Content:** Interactive features such as videos, infographics, and maps help to make complex information easier to interpret and act upon.

Corporate Policies and Priorities

10. The Director of Public Health Annual Report for 2025/26 aligns with the Oxfordshire County Council corporate priorities for 2025-2028 which are centred around making the county greener, fairer, and healthier.

Financial Implications

11. The cost of the creation and maintenance of the interactive website will be met through the Public Health grant.

Comments checked by: Emma Percival (Finance Business Partner)
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Legal Implications

12. The director of public health for a local authority must prepare an independent annual report on the health of the people in the local authority's area, and the local authority must publish that report. (National Health Service Act 2006, as amended). The content and structure of that report may, however, be decided locally.

Comments by: Janice White, Principal Solicitor (ASC, SEND and Education)

Staff Implications

13. This section does not apply.

Equality & Inclusion Implications

14. The Director of Public Health Annual Report is explicitly focused on reducing health inequalities and advancing equity.

Sustainability Implications

15. No direct sustainability implications have been identified.

Risk Management

16. There is a risk that the updated Index of Multiple Deprivation (IMD) data that is included in the Director of Public Health Annual Report could be misunderstood or misrepresented. This could lead to incorrect conclusions about progress or the scale of ongoing challenges. If improvements are overstated or not properly contextualised, it could damage credibility or relationships with partners and communities. To address these risks, the report contains clear technical caveats with balanced reporting that combines quantitative indicators with qualitative stories.

Consultations

17. This section does not apply.

NAME	Ansaf Azhar, Director of Public Health and Communities, Oxfordshire County Council
Annex:	DRAFT Content Framework for the Interactive Director of Public Health Annual Report for 2025/26
Background papers:	None
Contact Officers:	Kate Austin, Public Health Principal, Oxfordshire County Council. Fiona Ruck, Health Improvement Practitioner, Oxfordshire County Council

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