

Director of Public Health Annual Report IV

Briefing note for Oxfordshire Partnership meeting, July 2010

<http://www.oxfordshirepct.nhs.uk/about-us/publications/documents/DPHARIVMay2010.pdf>

This is the fourth Annual Report by a Director of Public Health for Oxfordshire (jointly appointed by the NHS and the County Council). The recommendations are made for all organisations in Oxfordshire and for the public.

The aims are simple:

- 1.To report on progress made in the last year and set out challenges for the next year
- 2.To galvanise action on five main threats to the future health, wellbeing and prosperity of Oxfordshire
- 3.To add an emphasis on two strongly emerging threats, namely those posed by dementia and alcohol abuse.

The five main long-term 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

The threat posed by dementia is described in the chapter on an ageing population.

The threat posed by alcohol abuse takes its place as the sixth long-term threat to health.

Progress will be monitored in future reports. Long-term success will depend on achieving wide consensus across many organisations.

Dr Jonathan McWilliam

Director of Public Health for Oxfordshire

July 2010