

Public Health : Embracing Challenge

Techyd Cyhoeddus: Cofleidio Her

28/29 April 2010 Hilton Hotel Cardiff

Public health practice has always been challenging, but never more so than at present.

Challenges are multiple. There are emerging issues such as climate change and its impact on weather patterns, pest species and emerging diseases, and the pressure on land and resource. There is also the challenge of tackling poor health brought about by lifestyle choices and dealing with an aging population.

Facing practitioners there is the added challenge of shrinking resources and the requirement to deliver more for less. Service delivery and resources are inextricably linked. The challenge of delivering public health during the economic downturn is one that must be addressed.

Public and environmental health practitioners identify and tackle challenges, promoting deliverable solutions. However before a solution can be designed, the nature of the problem must be considered.

This conference will explore the challenges currently facing public health practitioners from a National and a local perspective.

The first day of the conference will look at the political imperatives impacting on public health. National politicians from across the spectrum will outline their public health policy, debate and advise conference how they will address public health issues whether in Government or opposition. Delegates will have the opportunity to raise issues from the floor.

The conference will consider some traditional public health challenges and ask whether there are newer and better ways of addressing them. We must be prepared to re-engage with the old challenges in new and innovative ways. The conference will ask how can we adapt what we do to provide new solutions to old problems.

Two new pieces of CIEH commissioned research will be showcased at the event and new resources to assist practitioners address the findings of the research will be launched.

Register now to ensure your place at this pivotal event. Email Gail Gerrard at g.gerrard@cieh.org or telephone 01633 865533.

Who should attend?

Environmental health practitioners, trading standards officers, food safety and health and safety technical officers, elected members, health promotion specialists, health alliance staff and anyone with an interest in the development of public health in Wales and beyond.

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Wednesday 28 April 2010

10.30 - 11.00 Registration and exhibition viewing

Public health in challenging times Opening session

11.00 - 11.10 Welcome - The Rt. Hon. The Lord Mayor of Cardiff - Brian Griffiths
11.15 - 11.25 Conference opening - CIEH Chair, Alan Higgins

Session 1 Environmental health: a political priority?

11.25 - 11.30 Chair - Sarah Dickins, freelance TV and radio journalist
11.30 - 11.40 Conservative - speaker invited
11.40 - 11.50 Labour - speaker invited
11.50 - 12.00 Plaid Cymru - speaker name TBC
12.00 - 12.10 Liberal Democrats - Peter Black AM
12.10 - 12.45 Debate

12.45 - 2.00 Lunch

Session 2 Importance of environmental health

2.00 - 2.05 Chair - Philip Walton, DPPW
2.05 - 2.30 Public health in local government - Steve Thomas, WLGA
2.30 - 2.55 Health & public health - Dr Tony Jewell Chief Medical Officer
2.55 - 3.05 Questions to speakers

3.05 - 3.25 Tea

Session 3 The challenge to deliver

3.25 - 3.30 Chair - Paul Mee, RCT CBC
3.30 - 3.55 The imperative for change - Susan Perkins, Regional Coordinator Central Wales/WLGA
3.55 - 4.20 The reality of a shared service Phil Rafferty - Head of Regulatory Services, Conwy CBC
4.20 - 4.30 Questions to speakers

Evening

7.00 - 7.30 Drinks reception
7.30 - 9.00 Conference dinner
9.00 - 9.20 After dinner speaker - Professor Alan Maryon-Davis



Thursday 29 April 2010

Approaching the challenge - challenging the approach

Session 4 Pest control

9.20 - 9.25 Chair - TBC
9.25 - 9.50 Targeting rodent hot spots - Graham Burgess, Liverpool City Council
9.50 - 10.10 Tick borne disease - risks and reality - Wendy Fox, BADU-UK Ltd
10.10 - 10.30 Lyme disease: awareness and precautions in Wales - Elinor Bright CIEH/Powys County Council
10.30 - 10.40 Questions to speakers

10.40 - 11.10 Coffee

Session 5 Climate change

11.10 - 11.15 Chair - Tim Everett, CIEH Director of Policy
11.15 - 11.40 The challenge for local authorities - Tony Bosworth, FOE
11.40 - 12.05 Helping local authorities - CIEH role, Gary McFarlane, CIEH Director NI
12.05 - 12.30 Practical example - speaker TBC
12.30 - 12.40 Questions to speakers

12.40 - 1.45 Lunch

Session 6 Challenging beliefs, changing behaviours

1.45 - 1.50 Chair - Paul Belcher, UWIC
1.50 - 2.15 Sunscreen - facts and fallacies, Melanie Jenkins, NPT CBC
2.15 - 2.40 Research into reality - Dr. Ian Lewis, Tenovus
2.40 - 2.50 Questions to speakers

Closing session

2.50 - 3.00 Closing remarks
John Spence - CIEH Vice President

3.00 pm Close of conference

