

JOB DESCRIPTION

Job Title: Directorate & Section/Unit: Reporting to: Responsible for:	Public Health Practitioner Public Health Senior Public Health Practitioner NA
Salary Grade: DMA Management Level: * DMA Span of Control (Direct Reports): *	PO1 Frontline NA

Background to the Public Health Directorate

Public Health is by definition a generalist specialism. The Faculty of Public Health defines it as the "science and art of promoting and protecting health and well-being, preventing ill health and prolonging life through the organised efforts of society." It states three domains of Public Health; Health Improvement, Health Protection and Population Healthcare, with nine key areas for public health practice;

Key areas for public health practice

- 1) surveillance and assessment of the population's health and wellbeing
- 2) assessing the evidence of effectiveness of health and healthcare interventions, programmes and services
- 3) policy and strategy development and implementation
- 4) strategic leadership and collaborative working for health
- 5) health improvement
- 6) health protection
- 7) health and social service quality
- 8) public health intelligence
- 9) academic public health

All of our staff will contribute to more than one of these areas. At the highest specialist level (Consultants in Public Health), staff will contribute to all nine areas.

Portfolio areas

- I. Health improvement and wider determinants
- II. Population healthcare and intelligence

Key practice areas by portfolio

This will be operationalised by implementing an 80:20 balance within the job description. This will enable staff to have more flexibility to develop expertise in other areas of public health and progress their careers more broadly.

Health improvement and wider determinants

Staff focussing on health improvement and wider determinants will be expected to have greater skills and experience in the practice areas of **2, 3, 4 and 5**.

Population healthcare and intelligence

Staff focussing on population healthcare and intelligence will be expected to have greater skills and experience in the practice areas of 1, 2, 8 and 9.

Consultants in Public Health

Consultants in public health are expected to be competent across the two domains and in all practice areas **1, 2,3,4,5,6,7,8 and 9**. All consultants will be required to be registered with either the General Medical Council or the United Kingdom Public Health Register and also to be members or fellows of the Faculty of Public Health.

On appointment a detailed job plan will be drawn up with the post holder so that there is clarity of work programmes to be covered.

Outline purpose of job:

The post holder will work with elected members, partners and communities to develop and deliver a coherent programme of services that are aligned to more effectively support health improvement with wider partners including local communities.

The post holder will be required to develop and implement evidence based health and well-being strategies, ensuring that effective strategies are in place, involving a range of professional and other partners where appropriate. All strategies will link to the over-arching Health and Well-being Strategy.

This will be done by, identifying local health and wellbeing needs and demands on services by sharing high level and local intelligence aligned to local and national public health policy and intelligence. The post holder will work with partners and communities to develop and implement programmes that will effectively tackle health inequalities, improve health, focussing on areas of highest need, embedding health promoting approaches.

The post holder will seek to build community capacity with all partners including health, local government organisations, and community organisations and utilise community assets more effectively to lead health improvement through a range of approaches, including training.

Practitioners will develop skills across the public health knowledge and skills framework. However, they will also be expected to develop a specialist interest within the team which they will champion and support others within the team and wider to develop and strengthen skills.

Main Activities & Responsibilities:

To provide strategic input and leadership to improving health and wellbeing across Worcestershire with a specific locality focus, working closely alongside key partners. This includes:

- Secure the commitment and involvement of local partners in understanding local health needs by sharing intelligence in service utilisation, needs and understanding of the causes of health damaging behaviours at the local level. This will be achieved through a range of activities, including organising partnership forums and supporting existing partnership structures. This will include managing the successful implementation of strategies, including through tailored governance arrangements with reporting mechanisms to the Health and Well-being Board and its sub-groups.
- Facilitate, lead and coordinate and/or support the development and delivery of services and programmes to improve health and wellbeing of local communities and tackle health inequalities. This will involve seizing opportunities to engage partners in aligning services, policies and strategies and reducing duplication at the local level and embedding health improvement as the core function.
- Facilitate successful communication of strategies to all relevant partners including the general public with the aim of building capacity of local partners and communities to create a choice architecture so that

individuals are nudged towards healthy lifestyle choices through more effective use of community assets such as green space, focused programmes, training, service improvement and local commissioning.

- Provide specialist public health expertise at the local level to support and coordinate the development of coherent programmes and campaigns at a county wide and local level to tackle health inequalities and improve health and wellbeing.
- Maintain an over view of countywide activities and providing public health representation on relevant forums as appropriate.
- Develop evaluation frameworks for health improvement programmes and strategies that enable services and strategies to demonstrate how they improved health and wellbeing. This should be done in a manner that satisfies statutory services in addressing the public health outcomes framework, but also makes sense to partners and local people. This will ensure that strategies remain effective and active.
- Manage the successful implementation of strategies, including through tailored governance arrangements with reporting mechanisms to the Health and Well-being Board and its sub-groups.
- Establish good working relationships with national, regional and local organisations that progress the improvement of health and the reduction of health inequalities.

Generic Accountabilities:

- To maintain personal and professional development to meet the changing demands of the job by pursuing an agreed programme of personal development within a mutually agreed annual personal development plan aligned to the SRD. This will be expected to include generic public health skills training attended by all staff in the directorate. To facilitate this post holder will have 5 days protected study leave available annually.
- To develop public health capacity and skills through education and training by raising awareness of the contribution of public health skills and knowledge in the local health community, including the local authority, health and voluntary sectors, by contributing to teaching at undergraduate and postgraduate level and by supervise those working in public health.
- The post holder may be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing directorate. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures
- To undertake other such duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job.
- To be fully conversant with the Public Health Outcomes Framework (PHOF) and National Institute of Health and Care Excellence (NICE) guidance and to champion their effective use within the directorate and beyond.
- To undertake health and safety duties commensurate with the job and/or as detailed in the Directorate's Health and Safety Policy.
- The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and service users and is consistent with the Council's Equality and Diversity Policy.
- This post meets Regulated Activity (as defined by the Safeguarding Vulnerable Groups Act 2006 as amended by the Protection of Freedoms Act 2012) and is subject to an enhanced Criminal Records Check (Via the Disclosure Barring Service, DBS) and the relevant children and/ adults barred list(s) checks.

Contacts:

In all contacts the post holder will be required to present a good image of the Directorate and the County Council as well as maintaining constructive relationships.

Internal: Elected Members, Directors, Heads of Service, Senior Managers, Management Teams, Managers & Staff across all directorates, Project Staff, Governors, Head Teachers, Teachers, Support and other staff

External: District & County Councils, Government Agencies & Departments, Healthcare Professionals, CCG(s), Police, Fire, Probation Service, Educational Settings, Suppliers, Contractors, Service providers, Statutory and Voluntary Organisations, service users, clients, customers, parents & pupils, members of the public, volunteers

Additional Information:

- The Council reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility
- Reasonable adjustments will be considered as required by the Equality Act

PERSON SPECIFICATION

Job Title: Public Health Practitioner
Directorate & Section/Unit: Public Health
Salary Grade: PO1

EXPERIENCE: (Of delivering outcome/objectives/service improvements etc, not just time served)

It is **essential** that the post holder has:

- Significant experience in a Public Health/Health Improvement role
- Substantial experience of managing projects to a successful outcome
- Substantial experience of working in a multi-agency environment with considerable experience of developing relationships with all local partners including communities and individuals
- Substantial experience of working in a highly visible role, communicating with a range of audiences
- Significant experience of implementing strategy and policy in at least one key public health area
- Significant experience and understanding of health inequalities
- Significant experience of working with and successfully engaging hard-to-reach groups and communities
- Significant experience of working with health or/and social care practitioners

It is **desirable** that the post holder has:

- Considerable experience of needs assessment
- Considerable experience of programme evaluation
- Demonstrable research experience
- Considerable experience of developing health strategy and policy
- Considerable experience of working with elected members

KNOWLEDGE, SKILLS AND ABILITIES:

It is **essential** that the post holder has:

- Expert and current knowledge of key policies relating to Public Health
- Ability to work flexibly in a rapidly changing policy environment
- Excellent verbal and written communication skills
- Excellent Interpersonal and facilitation skills including presentation skills
- Detailed Record keeping and report writing skills
- Ability to use Microsoft office applications at an advanced level
- Ability to influence and engage those to whom there is no direct line of accountability being able to motivate others and manage change
- Ability to identify and engage in key partnerships to produce health gain
- Ability to prioritise work, manage time and work under pressure to deliver to deadlines.
- Ability to understand complex information and situations in order to inform strategy development and implementation
- Solutions focussed attitude and demonstrable conflict resolution skills

It is **desirable** that the post holder has:

- Specialist Presentation skills.

QUALIFICATIONS/TRAINING & DEVELOPMENT:

It is **essential** that the post holder has:

- A degree or equivalent qualification in a public health or related specialty or equivalent compensatory experience
- Evidence of post qualification continuous professional development in area(s) relevant to the role or demonstrable equivalent

It is **desirable** that the post holder has been:

- Educated to Masters level or equivalent in public health or a related specialty
- Evidence of continuing professional development in public health
- Has a Management and/or Project management qualification
- UKPHR Practitioner registration or working towards