#### **JOB DESCRIPTION**

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| JOB IDENTIFICATION |
|  Job Title: **SENIOR HEALTH IMPROVEMENT PROGRAMME OFFICER**Responsible to: **HEALTH IMPROVEMENT LEAD**Department(s): **DEPARTMENT OF PUBLIC HEALTH**Directorate: **PUBLIC HEALTH**Operating Division:Job Reference:No of Job Holders: 1Last Update: April 2022 |

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| 2. JOB PURPOSE |
| To facilitate capacity building for health improvement by leading, directing and working in partnership with locality planning structures and a variety of settings to develop, deliver and build capacity for prevention and early intervention programmes focussing on targeted populations throughout Ayrshire & Arran communities. Support the work of the wider Health Improvement Team in the implementation of health improving strategies, policies and frameworks within different settings, topic and target groups to improve health and reduce health inequalities. This includes implementation of the core health improvement functions of strategic leadership in delivery of health improvement; training; health information, social marketing, resource and campaign development; strategy and policy development; developing partnerships for health; project management; and research and evaluation. |

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| **3. DIMENSIONS** |
| The post holder will lead on programme delivery of prevention and early intervention with key partners from the Health and Social Care Partnerships (HSCP), Community Planning Partnerships (CPP), locality planning partnerships and the third sector. The post holder will build knowledge and capacity within these partnerships for partners to lead on the delivery of public health at a local level. This involves working with a range of agencies responsible for health improvement delivery within these programmes, and also with, for example, Public Health Scotland, NHS Education for Scotland Scottish Government departments, COSLA, national third sector organisations and higher education establishments.The post holder will facilitate practice development of the emerging and existing public health workforce and therefore work with a range of local and national colleagues who have a role relating to workforce development. The public health workforce includes groups such as health and social care staff, education staff and third sector staff. The post holder will manage the work of members of staff aligned to the programme/s, however at times, depending on their portfolio, may line manage others.The post holder is also responsible for project managing all aspects of externally funded projects/initiatives (for example budget, actions, and timescales). The post holder also project manages partnership groups made up of representation from various agencies to take forward their work remit in partnership with key stakeholders.   |

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| 4. ORGANISATIONAL POSITION: CHANGE |
| Director of Public HealthAssistant Director HI Senior Health Improvement Officer (this post)Health Improvement Lead |

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| 5. ROLE OF DEPARTMENT  |
| * Strategic leadership for the population’s health taking into account of national and local health priorities, and responding to inequalities in health status.
* Advice, advocate, guide and support the public health role of NHS Ayrshire & Arran,across all domains of public health.
* Provide “health in all” policies incorporating universal and targeted delivery of statutory public health functions associated with public health protection, health intelligence, health improvement and environmental health.
* Lead and co-ordinate health protection to support the prevention and control of communicable disease and environmental health threats to health.
* Provision of multi-disciplinary expertise to advise, guide and support the promotion of health improvement, focusing on prevention and reducing health inequalities through Community Planning and Community Health & Social Care Partnerships.
* Surveillance of disease and its determinants including researching, collecting, assessing need and analysing data to improve understanding of public health challenges and evidence based solutions.
* Ensure appropriate governance and accountability in public health practice.
* Oversee the coordination and effectiveness of screening programmes with a focus on reducing inequalities.
* Communicate and reassure the public on important public health issues and produce accessible information to support this including a Director of Public Health report.
* Lead and support the organisation in complying with the Civil Contingencies Act 2004(CCA), the Counter Terrorism and Security Act 2015 as well as other legislation and regulations, and provide assurance to the NHS Board.
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| 6. KEY RESULT AREAS |
| The post holder will: Maintain a strategic overview of the public health response to national policy and direction, and embed this within the appropriate locality planning structures in order to influence and direct the delivery of prevention and early intervention programmes across Ayrshire and Arran. Develop approaches that support the application of evidence based health improvement practice to build the capacity of CPP partners’ workforce for prevention and early intervention to improve health and reduce inequalities. This includes developing evidence based resources (such as toolkits) and approaches (such as routine enquiry, social marketing) informed by critically appraising current research and a sound understanding of the current policy and evidence in relation to health improvement. Design, develop and implement robust evaluation frameworks to determine the effectiveness of these approaches on practice.Design, plan and implement needs assessments, and other methodologies to support locality planning, which provide insight into the knowledge, skills, attitudes and development needs of the emerging and existing public health workforce working with the target population. These will be based on the requirements of a range of national and local policies, strategies and frameworks which seek to improve health and reduce inequalities. This requires a sound understanding of the current evidence for health improvement, knowledge and understanding of research methods, analysis of both qualitative and quantitative data and preparation of comprehensive reports. Disseminate the findings of needs assessments to relevant CPP and Locality Planning partnerships, and other stakeholders, and facilitate discussion on these to inform approaches to develop practice.Work closely with complex agendas from both national and local agencies to highlight opportunities for prevention and early intervention for health improvement, and respond proactively to the rapidly evolving national direction, for example to ensure review recommendations, from the Public Health Review, Adult Social Care Review are integrated into local planning structures. Secure commitment for prevention and early intervention amongst senior staff responsible for the emerging and existing workforce (for example, prepare discussion documents for consideration by senior staff). Lead the development, delivery and evaluation of prevention and early intervention programmes relating to local and national policy, strategy and frameworks which seek to improve health and reduce inequalities, as agreed with the Health Improvement Lead and in line with requirements within the Public Health Business Plan/Heath Improvement Plan. Work in partnership with others to negotiate, develop and influence relationships across Ayrshire’s locality planning structures to build capacity in partnerships and communities to address health inequalities, and lead on the implementation of prevention and early intervention programmes with a focus on a target population. There may also be a requirement to review and influence the direction of existing programmes. This requires knowledge and understanding of the principles and practice of effective health improvement to ensure the current evidence base for health improvement is applied in programmes. Support the work of the wider Health Improvement Team in the implementation of health promotion strategies and policies within locality settings and target groups to improve health and reduce health inequalities. This involves working across a range of CPP partners and HSCPs to encourage and persuade a health promotion perspective, and the creation of action/implementation plans. Utilise improvement methodologies, technologies, and specialist public health expertise with partners to influence and deliver the public health agenda in relation to prevention and early intervention for a targeted population. The post holder is also responsible for project managing externally funded projects which may sit within their remit (for example budget, actions, timescales) and for sourcing funding information for projects to contribute to the development of health improvement activity.Balance the requirement for strategic development and local implementation of early intervention and prevention programmes by ensuring effective processes are in place to monitor developments. Support the work of the wider Health Improvement Team, in developing, implementing and evaluating local, regional and national health improving campaigns in relation to own specialism. Delegate actions to Officers working on specific programme areas within target population programmes. This can include campaign implementation and evaluation, training programme delivery.Act as a primary point of contact for practice development in relation to early intervention and prevention with target populations to ensure effective co-ordination and robust communication about matters relating to health improvement practice development. Act as a link to other internal personnel such as Health Improvement Officers and Health Improvement Leads to ensure effective co-ordination and input of activity. Act as a key point of contact for matters relating to practice development issues for a range of partners to facilitate inclusion of health improvement practice as a core element of learning and development opportunities. Manage work of Officers involved in health improvement early intervention and prevention programmes for target populations and as required, line manage, guide, direct and supervise staff including the development of Personal Development plans to ensure staff develop their own competence in health improvement. Act as a source of expertise regarding health improvement practice which requires the post holder to maintain own knowledge, skills and experience across a wide spectrum of issues relating to early intervention and prevention for target populations by keeping up to date with current evidence and policy direction. Delegate work to other staff as required well as deputising for Senior Health Improvement staff. Act as a resource for the wider Public Health Department and take on additional duties as required to support the effective running of the department.  |

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| 7a. EQUIPMENT AND MACHINERY |
| 1. Daily use of Personal Computer (PC), Printer, and telephone function of MS Teams
2. Use of laptop and multimedia projector for presentations
3. Use of television/ /DVD or alternatives for display of health improvement information
4. Use of large display boards for health promotion/health improvement presentations
5. Use of car for travel to and from meetings/venues for work events etc.
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| **7b. SYSTEMS** |
| 1. Use of Microsoft packages such as Word, Excel, Outlook, MS Teams and research and evaluation software
2. Producing presentations using Microsoft PowerPoint
3. Use of the internet and different search engines for evidence
4. Uses the departmental Project Management System to ensure sound governance of research and evaluation
5. Audit, monitoring and reporting systems (such as Performance Assessment Framework, Local Health Plan, Department of Public Health Work Programme, Director of Public Health Annual Report, Healthcare Improvement Scotland, Local Outcome Improvement Plans, locality plans)
6. Accountability on performance measures via the Pentana Performance Management System and in line with departmental and organisational governance procedures
7. Integration with relevant locality planning governance arrangements to ensure dovetailing of work
8. Use of other digital solutions such as social media to communicate health improvement messages in an engaging way.
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| 8. ASSIGNMENT AND REVIEW OF WORK |
| The post holder will work on his/her own initiative within the framework set by the Health Improvement Lead. Individual objectives, performance and associated personal development plan will be agreed with the Health Improvement Lead annually and reviewed mid-year. The post holder also works within the following areas;* The post holder works to key activities set out in the Public Health Department Business Plan/Health Improvement Plan
* Local priorities for work are agreed with the post holder via the Health Improvement Lead and through identification of priorities in planning and needs assessment documents (such as Local Outcome Improvement Plans and locality plans)
* Areas of work related to national priorities and policy development such as the National Performance Framework, Public Health Strategies/Frameworks, the Healthcare Quality strategy, Realistic Medicine, Inequalities policy.
* There is an expectation that the post holder will work autonomously and on their own initiative to instigate the progression of the priorities such identifying and agreeing with partners actions to implement evidence base practice and developing the evidence base.
* The post holder is also expected to be proactive in addressing other areas of work (for example should funding become available)
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| **9. DECISIONS AND JUDGEMENTS** |
| The post holder is responsible for planning, prioritising and allocating his/her own workload and has freedom to initiate, implement and deliver outcomes within a framework agreed with the Health Improvement Lead. The post holder is expected to work independently, Maintaining effective time management and prioritising tasks appropriately, involving prolonged concentration.  This involves: * Ongoing development of specialist knowledge in health improvement, principles of effective learning and keeping up-to-date with current research in relation to health improvement
* Management of own daily workload to ensure deadlines, priorities and actions within work programme are met. Responding to unpredictable and unforeseen events such as short notice requests and making decisions regarding prioritisation of own work and the work ofthe staff they programme manage/line manage
* Appropriate delegation of work and monitoring/reviewing work of the staff they programme manage/line manage (e.g. reviewing and offering feedback on work to staff). Also identifying work that is suitable for completion by other Health Improvement staff and delegating this as appropriate. Delegating relevant work to administration support staff.
* General day to day management decisions of the staff they manage
* Supporting staff to ensure they have the necessary skills to effectively carry out their role and identifying appropriate training and learning opportunities to develop these skills.
* Decision making within a partnership forum with stakeholders, acknowledging the complexity of partnership working and competing agendas
* Decision making in acting up capacity for Health Improvement Lead
* Reacting to any urgent requests (such as Ministerial enquiries, complaints, communications) and re-prioritising workload as required, seeking guidance from the Health Improvement Lead and Senior Management Team as appropriate
* Acting on behalf of the Health Improvement Team in national forums/partnership groups and making decisions within the complexity of a partnership working on how best to progress work locally
* Delegating work to other individuals when Chairing/Leading partnership meetings
* Identifying and working with the most appropriate personnel when setting up health partnerships.
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| 10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB  |
| 1. High-level knowledge and skills required to underpin own practice and lead on the development of programmes focused on targeted populations in Ayrshire & Arran. This includes creative strategies to raise awareness of the complexity of health improvement especially prevention, early intervention and health inequalities whilst building workforce capacity to deliver using appropriate methodologies to support and empower staff
2. Influencing, engaging and maintaining effective communication with national and local professional and statutory bodies, especially Health & Social Care and Local Authorities, relating to building health improvement skills and knowledge resulting in improved workforce capacity to deliver and evaluate health improvement using improvement methodologies.
3. Influencing and maintaining communications with a range of audiences to convey complex information
4. Collating, interpreting and reconciling information around complex topics such as early intervention, prevention and health inequalities to share or develop evidence based practice and funding opportunities
5. Considering the feasibility of initiatives in practice, avoiding duplication and developing flexible approaches that enable goals/implementation to be achieved successfully.
6. To identify and make appropriate use of performance and outcome measures to show changes in practice as a result of learning and development opportunities.
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| **11. COMMUNICATIONS AND RELATIONSHIPS**  |
| The post holder is required to deploy high level interpersonal and communication skills. They will communicate with a range of internal and external stakeholders to deliver targeted population programmes, which focus on prevention and early intervention. The post holder will take raise awareness, negotiate and motivate others to consider their health-improving role and gain commitment for this. The post holder will work closely with other members of the Health Improvement/Public Health Team and with Health and Social Care partners. Internal* All NHS Staff including Organisational and Human Resources Development
* Including members of Ayrshire and Arran NHS Board

External* Local Authorities
* Community planning partners
* Health and social care partnership staff
* Local elected members
* Third sector agencies at a local and national level
* Further and higher educational establishments (for example Heads of Departments, Lecturers)
* Public Health Scotland
* NHS Education for Scotland Workplaces (for example managers)
* Other NHS Board areas (for example other Health Improvement Officers/Leads)
* Scottish Government
* Healthcare Improvement Scotland
* National working groups (for example in relation to Public Health strategy)
* MSPs
* Local media (via NHS Communications) and national media
* Patients and Public
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| **12. PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB** |
| Physical* Manual handling of large display boards and other equipment such as television/video and research equipment - weekly
* Sitting at desk for prolonged periods of time - daily use of computer/laptop and keyboard
* Driving to varying destinations though-out the working day which includes travel out-with NHS Ayrshire and Arran
* Standing for long periods of time when delivering presentations or training.

Mental* Influencing the development and implementation of target population health improvement programmes which focus on prevention and early intervention with a range of partners
* Maintaining currency in a diverse health improvement portfolio
* Juggling conflicting agendas and providing contributions to national and regional working groups
* Concentration required to conduct research, write reports, undertake literature reviews and critically appraise reports and articles
* Concentration and alertness required to effectively Chair meetings/Partnership groups
* Mental concentration required to prepare and deliver seminars/conferences/training/ presentations/group activities/workshops etc
* Being the only health representative in a range of differing arenas/forums
* Developing and maintaining specialist knowledge, skills and expertise in a wide range of health improvement and public health arenas to mentor and support other staff.
* Excellent accurate listening skills required and ability to undertake complex communications through development of open questions, affirmations reflections and summaries in the frequent delivery of training and undertaking research activities
* Maintaining accurate reflections and writing up information provided for example by participants in focus groups and other research situations.

Emotional* Often working to tight deadlines and influencing others in highly complex, often contentious or sensitive matters
* Often participating in meetings/situations which includes working with more senior staff, and having the specialist knowledge to present appropriate judgements on complex matters when there are no obvious solutions
* Managing difficult and confrontational situations within partnership groups and meetings. For example, having difficult discussions regarding current practices
* Dealing with sensitive issues which may result from health improvement events activities e.g. gender based violence.
* Engaging in stressful activities such as delivering presentations to large groups of people, and answering questions on reports/papers submitted to formal bodies
* Management of challenging staff issues.

Environmental* Being part of a small team, which covers a large geographical area, and maintaining contact/relationships with other team members and partners. Working at home
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| 13. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB |
| EssentialQualifications:* Educated to degree level in an appropriate subject e.g. health care, social care, education, social policy or life science. or equivalent
* The post holder should have a postgraduate qualification (eg Masters in Public Health) that demonstrates an understanding of health improvement/ health promotion/ public health, or has augmented by additional modules at master’s level an existing related post graduate qualification.
* Experience of working in health improvement, or an area relevant to public health, which is evidenced by a comprehensive portfolio of work in line with professional competencies/standards for public health.

Knowledge* Sound knowledge of health promotion/health improvement theory which underpins health improvement practice
* Sound knowledge of the principles of public health including knowledge in relation to the determinants of health and understanding of approaches which seek to improve health and reduce inequalities
* Sound knowledge of current public health policies, strategies and evidence in relation to improving health and reducing inequalities
* Strategic awareness of the health improvement agenda and ability to influence future

 practice developments* Knowledge of research and evaluation methodology, critical appraisal processes, needs analysis and data analysis
* Knowledge of community planning and health and social care partnerships
* Thorough knowledge of the NHS in Scotland.

Experience* Significant experience within a health improving/public health role
* Comprehensive portfolio of evidence linked to professional competencies/standards which also demonstrates ability to work with, influence and negotiate with a range of partners
* Management experience eg project or staff management
* Working successfully across professional boundaries
* Success in the development of health alliances
* Evidence of health promotion/ public health achievements
* Success in involving stakeholders in the planning and delivery of health improving programmes
* Success in implementing strategies
* Evidence of a pro-active role in supporting organisational goals.

Skills* Excellent communication, influencing, presentation and interpersonal skills. Produces written work (e.g. reports and documents) to a high level
* Computer literate and have experience of using soft ware packages e.g. Word, Power Point, Excel, MS Teams
* Full driving licence
* Ability to work in partnership, delegate and negotiate with a range of different agencies
* Training and group facilitation skills and the ability to effectively chair meetings
* Research and evaluation including data analysis
* Project planning and project management.

Special Aptitudes* Professional approach to work
* Political astuteness
* Creative problem solving
* Team player
* Effective change agent
* Sound leadership skills

Disposition* Customer and consumer focused
* High energy levels
* Sensitivity, tolerance and tact
* Reflective practitioner and committed to own learning and development
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