



JOB DESCRIPTION

Post Title: Director of Public Health

Portfolio/Service Area:	Public Health
Scale/Grade:	Head of Service Band 1 (plus responsibility allowance)
Reporting To:	Chief Executive (Secretary of State for Health through Chief Medical Officer)
Responsible For:	Senior public health management team, including consultants and registrars in training Community Safety Emergency Planning

This is a key leadership role expected to inspire, lead, drive and deliver world class Public Health Services. As Director of Public Health (DPH) you will have a strategic corporate role, working across the organisation to challenge and influence change. The role will be operating in a challenging financial environment and will be expected to work with the Strategic Leadership Team, Cabinet, Councillors, with colleagues and partners to help generate and nurture innovative solutions to deliver excellent, continuously improving public health outcomes for Worcestershire residents. You will also be expected to contribute to the organisation's reputation and overall performance through;

- Leading the development and implementation of the authority's strategic approach to Public Health, co-ordinating this approach with partners and then embedding it within Worcestershire County Council and the services it provides as well as across the partnership environment
- Carrying out the statutory responsibilities, duties and obligations allocated to the DPH, and ensuring adequate performance monitoring is in place to guarantee the highest standards of professional practice and service delivery
- Working with colleagues and Councillors to drive forward the strategic and transformational agenda set by Cabinet ensuring that all public health commissioned services deliver high quality and value for money services.
- Working proactively and closely with colleagues across the organisation to identify, create and embed the necessary sustainable changes in culture and practice to meet the strategic and transformational needs and aspirations of the service and Council. This will include ensuring that the appropriate structures are set, implemented and maintained to allow these changes to take effect.

- Developing and maintaining successful joint working arrangements and partnerships with other Councils, internal and external service providers, and regional and local agencies to deliver a high quality, evidence based, cost effective public health service, representing the Council as an ambassador of the organisation.

Job Context

The Director of Public Health will understand and enhance the health and wellbeing of the people of Worcestershire and adopt an approach which:

- Understands the link between economic success and good health and wellbeing and takes a long term approach to strategic improvement in both.
- Develops a clear, targeted long term strategy that ensures health and social care, education, housing, jobs and economic policies and infrastructure are shaped in ways which deliver maximum improvements in health and wellbeing.
- Minimises any adverse effects of demographic change by making sure demand management and community asset-building reduce the need for high cost services in the medium and longer term.

Statutory functions of the Director of Public Health

The Director of Public Health and Wellbeing is a statutory chief officer of WCC and is the principal adviser on all health matters to elected members and officers, with a leadership role spanning all three domains of public health: health improvement, health protection and healthcare public health. Section 73A(1) of the NHS Act 2006, inserted by section 30 of the Health and Social Care Act 2012, gives the Director of Public Health responsibility for:

- all of their local authority's duties to take steps to improve public health
- any of the Secretary of State's public health protection or health improvement
- functions that s/he delegates to local authorities, either by arrangement or under regulations – these include services mandated by regulations made under section 6C of the 2006 Act, inserted by section 18 of the 2012 Act
- exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to public health
- their local authority's role in co-operating with the police, the probation service and the prison service to assess the risks posed by violent or sexual offenders
- such other public health functions as the Secretary of State specifies in regulations

The Director of Public Health will lead a team within WCC, responsible for the development of a strategic needs assessment for the local population and for the delivery of:

1. Health Improvement

- Developing healthy, sustainable and cohesive communities through Health and Wellbeing Board and the wider Council and partners.
- Developing healthy lifestyles for individuals and communities.
- Tackling specific issues based on local needs assessment such as childhood obesity, smoking.
- Developing a strategy for reducing health inequalities.

2. Health Protection

- Dealing with infectious disease threats including food and water borne disease supported by local Public Health England.
- Preparing for emergencies including pandemic influenza.
- Providing advice and challenge, especially advising on environmental threats including pollution, noise and contaminated land.
- Co-chairing the Local Health Resilience Partnership when applicable.

3. Health services public health

- Population health care, including oversight and promoting population coverage of immunisation and screening programmes.
- Supporting the commissioning of appropriate, effective, and equitable health care from the NHS locally.
- Delivery of mandated support to NHS commissioning, through a locally agreed Memorandum of Understanding with the CCGs
- Contribute to the integration of health and social care services.

The Director of Public Health will

- Produce an independent annual report on the health of the population
- Be principal adviser to Health and Wellbeing Board in developing a Health and Wellbeing Strategy based on the assessed needs of the population and proven interventions to improve health.
- Provide specialist public health advice to commissioners on priorities for health and social care spending and the appropriate configuration of services within and between local authorities.
- Support Local Resilience Forum in developing comprehensive multi agency plans for the anticipated threats to public health.
- Have full access to the papers and other information that they need to inform and support their activity, and day to day responsibility for their authority's ring-fenced public health budget.
- Be Principal Advisor on all health matters to members and officers across local government.
- Take lead responsibility for ensuring the prioritisation of spend under the Public Health Ring-fenced Grant, and for developing a rigorous evidence-based approach to this.
- Lead on embedding an evidence based approach to prevention across the council, including taking an assets based approach to all Directorates

Professional obligations

The Director of Public Health will be expected to:

- Participate in the organisation's staff appraisal scheme and departmental audit, and ensure appraisal and development of any staff for which s/he is responsible.
- Contribute actively to the training programme for Foundation Year Doctors/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.
- Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, professional appraisal, audit or other measures required to remain on the GMC/GDC

Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate.

- Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) and the Faculty of Public Health's Good Public Health Practice.
- Ensure that the public health team works closely with the University of Worcestershire in developing a learning community of public health professionals creating shared learning opportunities at specialist and practitioner levels.

General Duties:

Promotes equality of opportunity and diversity for all employees and service users in line with the Council's policies and practices.

Maintains personal and professional development to meet the changing demands of the job, participates in appropriate training/development activities and encourages and supports staff in their development and training.

Undertakes such other 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.

Discharges the health and safety duties commensurate with the post and participates in the Council's emergency response arrangements as directed.

Presents a positive image of the Directorate and the County Council at all times, as well as maintaining effective relationships with colleagues and external partners and other stakeholders.

Notes:

This post is politically restricted under the terms of the Local Government and Housing Act 1989.

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.

The post holder is required to act at all times in accordance with the County Council's constitution, policies, procedures and other relevant regulations.

PERSON SPECIFICATION

Post Title: Director of Public Health

Scale/Grade: Head of Service Band 1 (plus responsibility allowance)

QUALIFICATIONS / TRAINING:

It is **essential** that the postholder has/is:

- Inclusion in the GMC Specialist Register/GDC Specialist List or UK Voluntary Register for Public Health Specialists (UKVR)
- Specialist registration with the UKPHR

Personal Qualities

The Director of Public Health is:

- A visionary and transformational leader with a full understanding of relationships and culture of organisations that impact on the wider determinants of health as well as health services.
- Trustworthy and independent professional accountable to Secretary of State through Public Health England as well as to the local population through the Local Authority.
- Trained and experienced in all areas of public health practice and registered as a public health specialist with the GMC or another appropriate regulatory body and accountable to them for their professional practice including ethical standards. . .
- Strongly committed to teaching and research in collaboration with academic departments.
- Up to date and can demonstrate continuing professional development through appraisal and revalidation as a specialist with GMC or other regulator.
- Highly visible to ensure in-depth knowledge of local communities and better working between the public and local organisations.
- Able to show intellectual rigour and personal credibility to collaborative working and commissioning processes.
- Demonstrably accomplished in improving the health of communities.
- Able to lead across all local authority functions to district councils, NHS bodies, the private sector and the third sector indicating the impact of investment on public health and inequalities.

WCC KNOWLEDGE, SKILLS AND ABILITIES

The Director of Public Health will demonstrate skills in :

Creating a Compelling Vision

- Have an in-depth understanding and knowledge of how your role fits with and supports organisational objectives and the wider public needs.
- Translate the Directorate vision into clear quantifiable goals for your services
- Expands current boundaries of thinking and present possibilities that can take you and your Services beyond perceived limitations
- Engages and inspires the service in building commitment to growth

Leading Change

- Be adaptable in dealing with change, ambiguity and uncertainty, acting decisively, knowing how to challenge the status quo whilst respecting the past
- Provide the necessary direction and impetus in leading others to change; being sensitive to the impact of change in others, whilst still dealing with and overcoming resistance to change
- Seek to evolve the Council to meet future trends by challenging the status quo.

Agile Thinking

- Make objective decisions using sound judgment, evidence and knowledge to provide accurate, expert and professional advice.
- Use a suitable balance of rational analysis, personal intuition and consultation with others to evaluate options before arriving at well-reasoned justifiable decisions.
- Facilitate member and officer thinking, helping them to look at issues from different perspectives.
- Use their analytical skills and personal judgement to quickly diagnose underlying causes in a complex environment.
- Take informed decisions, anticipating, tackling and mitigating against performance issues.

Delivering Results

- Strive to build a performance culture to deliver outcomes with a firm focus on prioritisation and addressing performance issues resolutely, fairly and promptly
- Create results through a disciplined approach to business planning, goal setting and setting meaningful targets, aligned with WCC's strategic aims
- Use clear targets and metrics to provide feedback on performance and seek out customer-centric feedback that when acted upon will enhance service delivery

Leading from within and Communicating with impact

- Use influence and strong interpersonal skills to inspire the confidence of elected members, local businesses, employees, council staff and other stakeholders.

- Lead from the front and communicate with clarity, conviction and enthusiasm. You support principles of fairness of opportunity for all and a dedication to a diverse range of residents.
- Establish a strong direction and a persuasive future vision; managing and engaging with people with honesty and integrity.
- Act with authenticity, courage and conviction, responding positively to feedback from both internal and external sources.

Fostering Teamwork and Facilitating Development

- Develop and implement strategies to enhance the performance of your teams, maximising individual performance.
- Build cohesive teams around a common purpose and inspire allegiance, ensuring accountability through defining clear roles and responsibilities
- Build mutually beneficial relationships, seeking opportunities to promote a culture of collaboration and partnership
- Empower staff to solve WCC challenges through seizing responsibility and engaging their own innovation
- Enhance your own personal performance by seeking out constructive feedback, gaining insight and awareness of your own strengths and challenges

CORE COMPETENCY AREAS

Surveillance and assessment of the population's health and well-being

- To ensure the proper design, development and utilisation of major information and intelligence systems to underpin public health improvement and action for the population across disciplines and organisations.
- To receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the Local Authority, NHS and voluntary organisations.
- To ensure the use of the best available evidence base to support the assessment of health needs, health inequalities, health impact assessment and the identification of areas for action within the local population.
- To produce an annual report on the health of the population of the County.

Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services

- To provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and develop high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations and others, in potentially contentious and hostile environments where barriers to acceptance may exist.
- To be responsible for leading on service development, evaluation and quality assurance governance in specific areas and for preparing and adjusting action plans in line with changing needs and changing geographical boundaries.
- To provide expert advice to support evidence based commissioning, prioritisation of services for the population (and in some circumstances for the individual) in order to maximise opportunities for health.

Policy and strategy development and implementation

- To lead on behalf of Worcestershire County Council on the communication, dissemination, implementation and delivery of national, regional and local policies in respect of public health strategies, developing inter-agency and

interdisciplinary strategic plans and programmes, with delegated authority to deliver key public health targets.

- To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health at Board or equivalent level.
- To be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.
- To ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability.

Leadership and collaborative working for health

- To take the lead role on behalf of Worcestershire County Council in developing inter-agency and interdisciplinary short and long-term strategic plans for securing health improvement both in the general population and in vulnerable groups at high risk of poor health and reduced life expectancy, in partnership with a range of agencies such as those in the statutory, non- statutory, voluntary and private sectors and by taking lead responsibility with a defined local authority. This requires the ability to work cross-directorate and across other agencies and voluntary organisations.
- To work with primary care professionals and community staff to raise awareness of their public health role.
- To work collectively with WCC Directors to facilitate the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets and improved health and wellbeing
- To influence external agencies in their public health policy decisions by working with complex professional, managerial and population groups and other organisations in the statutory, non-statutory and private sectors.

DEFINED COMPETENCY AREAS

Health Improvement

- To be responsible for designated areas of health improvement programmes, public health surveillance or population screening or geographical areas.
- To take an appropriate leadership role in specified areas with local communities and vulnerable and hard to reach groups, helping them to take action to tackle longstanding and widening health inequality issues, using community development approaches as appropriate.
- To provide expert knowledge to ensure effective community involvement with regard to all the work of the organisation including commissioning and prioritising high cost services and to ensure that policies and strategies are interpreted, developed and implemented at all levels.

Health Protection

- To take responsibility for safeguarding the health of the population in relation to communicable disease, infection control and environmental health
- To communicate effectively and diplomatically with a wide audience including the media and the public to change practice in highly challenging circumstances such as communicable disease outbreaks, chemical incidents, immunisation and screening.

- To seek assurance through the Health and Well-being Board that key health protection systems are in place and that effective surveillance of the local population in this regard is in place with action plans where improvement is needed.

Service Improvement

- To provide expert advice to support evidence based commissioning, prioritisation of health and social care services for the population (and in some circumstances provide highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients) in order to maximise opportunities for health.
- To be responsible for implementation of NICE and National Service Frameworks or equivalent national standards, guidance and frameworks.
- To lead the development of clinical networks, clinical governance and audit.
- To review evidence and providing highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients.

Public Health Intelligence

- To analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts.
- To compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the local community.
- To be responsible for the identification and implementation of appropriate health outcome measures, care pathways, protocols and guidelines for service delivery across patient pathways for the local population.
- To work with the information and intelligence arm of Public Health England and other organisations to strengthen local, regional and national public health intelligence and information capacity.