

## JOB DESCRIPTION

### CARDIFF AND VALE UNIVERSITY HEALTH BOARD

09351

#### JOB DETAILS

<b>Job Title:</b>	Senior Public Health Practitioner
<b>Pay Band:</b>	Agenda for Change Band 7
<b>Department:</b>	Cardiff and Vale Local Public Health Team
<b>Directorate:</b>	Public Health
<b>Clinical Board:</b>	Public Health
<b>Base:</b>	Woodland House, Maes Y Coed Road, Cardiff

#### ORGANISATIONAL ARRANGEMENTS

<b>Managerially Accountable to:</b>	Executive Director of Public Health
<b>Reports to:</b>	Principal Public Health Practitioner
<b>Professionally Responsible to:</b>	Principal Public Health Practitioner

#### Our Values: 'CARING FOR PEOPLE; KEEPING PEOPLE WELL'

Cardiff and Vale University Health Board has an important job to do. What we do matters because it's our job to care for people and keep them well. We all want to do this to the best of our abilities – but we know that good intentions are not always enough.

At Cardiff and Vale University Health Board our values and example behaviours are:

<b>We care about the people we serve and the people we work with</b>	Treat people as you would like to be treated and always with <b>compassion</b>
<b>We trust and respect one another</b>	Look for <b>feedback</b> from others on how you are doing and strive for <b>better</b> ways of doing things
<b>We take personal responsibility</b>	Be <b>enthusiastic</b> and take responsibility for what you do.
<b>We treat people with kindness</b>	<b>Thank</b> people, celebrate success and when things go wrong ask 'what can I learn'?
<b>We act with integrity</b>	Never let structures get in the way of doing the <b>right thing</b> .

Our values guide the way we work and the way we behave with others. Post holders will be expected at all times to behave in accordance with our values demonstrating commitment to the delivery of high quality services to patients.

## **JOB SUMMARY/JOB PURPOSE**

This is a specialist Senior Public Health Practitioner role within the Cardiff and Vale Public Health Team. The post holder will contribute to the planning, implementation and evaluation of a range of public health and health promotion programmes in line with agreed local and national priorities included within the Cardiff and Vale Local Public Health Plan, in particular, the 'Move More, Eat Well' strategic framework for Cardiff and the Vale of Glamorgan, and with a focus on the Children and Families pilot (CFP).

The role involves working with specific target groups in a range of settings, in partnership with local communities and partner organisations to address health inequalities. The post holder will provide specialist advice and support to the development of public health/health promotion programmes that adopt a range of approaches including, systems thinking, behavioural insights, community health development approaches and innovative communication techniques.

## **DUTIES AND RESPONSIBILITIES**

### **POLICY AND STRATEGY DEVELOPMENT AND IMPLEMENTATION**

**1. To contribute to the provision of professional support, to all sectors, on the implementation of county-wide policies that contribute to the promotion of health and well-being:**

- Provide specialist advice and contribute to the development of the local Public Health Team Plan and other local and national policies for their impact on health and well-being at a local level
- Work with other members of the Local Public Health Team to support the implementation of national policies at local level

### **STRATEGIC LEADERSHIP FOR HEALTH**

**2. To contribute to the development of local public health capacity and networks:**

- Design, deliver and evaluate specialist training courses to ensure effective public health practice across organisations and disciplines including basic and post basic training of health and other professionals within the locality.
- Contribute to the development and maintenance of local networks of public health practitioners
- Provide a specialist input to the work of other public health partners, including advice on a regional/national basis

### **COLLABORATIVE WORKING FOR HEALTH**

#### **3. To identify, develop and maintain public health related partnerships with individual communities and organisations to promote health and well-being:**

- Contribute to the development and maintenance of effective local partnerships across organisational boundaries
- Represent Cardiff & Vale University Health Board at local partnerships to maximise the potential for health improvement
- Provide specialist advice and support to others in the development of knowledge, understanding and skills in collaborative working for health improvement

### **SURVEILLANCE & ASSESSMENT OF THE POPULATION'S HEALTH AND WELL-BEING**

#### **4. To support the regular assessment and identification of health needs and priorities:**

- Contribute to the collection, analysis, interpretation and dissemination of information on health and well being
- Interpret and use data sources on health and well-being in the targeting of health promotion programmes
- Identify and implement tools and methods to collect information from local communities on health needs and priorities

### **DEVELOPMENT OF HEALTH PROMOTION /PUBLIC HEALTH PROGRAMMES AND SERVICES**

#### **5. To contribute to the development, implementation, delivery and evaluation of public health/health promotion programmes to meet identified needs and priorities contributing to health improvement and reduction in health inequalities:**

- Co-ordinate/manage a range of programmes/services across Cardiff and Vale of Glamorgan
- Prepare reports, reviews and presentations on the achievements/outcomes of health promotion programmes for the University Health Board, other partners and funding bodies

### **PROMOTING AND PROTECTING THE POPULATION'S HEALTH AND WELL-BEING**

#### **6. To support the prevention/promotion agenda in being at the forefront of key strategies and programmes that impact on the health and well-being of the population:**

- Develop action plans to support health promotion programme delivery at a local level
- Establish/participate in local multi-agency partnerships and assist in securing resources within Cardiff and Vale University Health Board policies in order to implement and evaluate programmes

- Proactively engage with the media for the promotion and protection of health within clearly defined Cardiff & Vale University Health Board protocols
- Co-ordinate, implement and evaluate public health campaigns to meet local needs
- Contribute to the dissemination of accurate and appropriate information and educational resources to support effective public health/health promotion practice

### **WORKING WITH AND FOR COMMUNITIES**

#### **7. To contribute to the planning and implementation of community health development initiatives that impact on health and well-being:**

- Provide training and leadership to support groups, communities and organisations to identify their health needs, formulate plans to address their needs
- Provide specialist advice, training and support to enable other workers and organisations to actively engage with communities to promote health and well being
- Build relationships and networks to promote and support community health development approaches

### **ETHICALLY MANAGING SELF, PEOPLE AND RESOURCES TO IMPROVE HEALTH**

#### **8. To contribute to the management and professional leadership of Health Promotion staff working within Cardiff and Vale University Health Board as delegated by the Director of Public Health:**

- Manage and supervise the work of public health staff in line with personal development plan arrangements
- Monitor a budget applicable to a specific programme of work, as required in accordance with Cardiff and Vale University Health Board policies and procedures
- Participate in reflective practice as part of personal professional development
- Prepare a Personal Development Plan (PDP)
- Develop personal professional practice, within the frameworks for Performance Management and Clinical Governance

### **DEVELOPMENT OF QUALITY AND RISK MANAGEMENT WITHIN AN EVALUATIVE CULTURE**

#### **9. To contribute to the development and dissemination of the evidence base for health promotion:**

- Implement evidence based research within practice
- To develop and maintain an overview of developments in knowledge and practice in public health/health promotion and identify opportunities to integrate these into practice

- Develop and implement programme evaluation methods and the appropriate performance indicators
- Facilitate access to quality assured health information and educational resources to promote health and well-being

## **RESEARCH AND DEVELOPMENT**

### **10. To contribute to relevant research activities working with academic centres and others on collaborative projects:**

- Provide support for and maintain an overview of current research findings relevant to specific health improvement issues
- Implement research/evidence into programme planning and practice
- Develop with others, appropriate tools and methods to conduct local research to improve understanding of the needs of key groups within the community

## **GENERAL**

- **Performance Reviews/Performance Obligation:** The post holder will be expected to participate in the UHB individual performance review process, and as part of this process to agree an annual Personal Development Plan with clear objectives and identified organisational support.
- **Competence:** At no time should the post holder work outside their defined level of competence. If the post holder has concerns regarding this, they should immediately discuss them with their manager. All staff have a responsibility to inform those supervising their duties if they are not competent to perform a duty.
- **Confidentiality:** In line with the Data Protection legislation and the Caldicott Principles of Confidentiality, the post holder will be expected to maintain confidentiality in relation to personal and patient information including clinical and non-clinical records, as outlined in the contract of employment. This legal duty of confidentiality continues to apply after an employee has left the UHB. The post holder may access information only on a need to know basis in the direct discharge of duties and divulge information only in the proper course of duties.
- **Records Management:** The post holder has a legal responsibility to create, maintain, store and destroy records and other UHB information handled as part of their work within the UHB in line with operating procedures and training. This includes all records relating to patient health, financial, personal and administrative, whether paper based or on computer. The post holder has a duty to maintain the highest levels of data quality for all records through accurate and comprehensive recording across the entire range of media they might use. All staff have a responsibility to consult their manager if they have any doubts about the correct management of records with which they work.

- **Information Governance:** The post holder must at all times be aware of the importance of maintaining confidentiality and security of information gained during the course of their duties. This will, in many cases, include access to personal information relating to service users.
- **Health & Safety:** The post holder is required to co-operate with the UHB to ensure health and safety duties and requirements are complied with. It is the post holder's personal responsibility to conform to procedures, rules and codes of practice; and to use properly and conscientiously all safety equipment, devices, protective clothing and equipment which is fitted or made available, and to attend training courses as required. All staff have a responsibility to access Occupational Health and other support in times of need and advice.
- **Risk Management:** The UHB is committed to protecting its staff, patients, assets and reputation through an effective risk management process. The post holder will be required to comply with the UHB Health and Safety Policy and actively participate in this process, having responsibility for managing risks and reporting exceptions.
- **Safeguarding Children and Adults:** The UHB is committed to safeguarding children and adults therefore all staff must attend the Safeguarding Children and Adults training.
- **Infection Control:** The UHB is committed to meet its obligations to minimise infection. All staff are responsible for protecting and safeguarding patients, service users, visitors and employees against the risk of acquiring healthcare associated infections. This responsibility includes being aware of and complying with the UHB Infection, Prevention and Control procedures/policies, not to tolerate non-compliance by colleagues, and to attend training in infection control provided by the UHB.
- **Registered Health Professionals:** All employees who are required to register with a professional body to enable them to practice within their profession are required to comply with their code of conduct and requirements of their professional registration.
- **Healthcare Support Workers:** The All Wales Health Care Support Worker (HCSW) Code of Conduct outlines the standards of conduct, behaviour and attitude required of all Healthcare Support Workers employed in NHS Wales. Healthcare Support are responsible, and have a duty of care, to ensure their conduct does not fall below the standards detailed in the Code and that no act or omission on their part harms the safety and wellbeing of service users and the public, whilst in their care.
- **Health Improvement:** all staff have a responsibility to promote health and act as an advocate for health promotion and prevention

- **No Smoking:** To give all patients, visitors and staff the best chance to be healthy, all UHB sites including buildings and grounds are smoke-free. Staff are encouraged to promote and actively support our No Smoking Policy. Advice and support on quitting smoking is available for all staff and patients. A hospital based service can be accessed by telephoning 02920 743582 or for a community based service, Stop Smoking Wales can be contacted on 0800 0852219
- **Equality and Diversity:** We are committed to promoting inclusion, where every staff member has a sense of belonging. We welcome applications from everyone and actively seek a diverse range of applicants. We value our differences and fully advocate, cultivate and support an inclusive working environment where staff treat one another with dignity and respect. We aim to create an equitable working environment where every individual can fulfil their potential no matter their disability, sex, gender identity, race, sexual orientation, age, religion or belief, pregnancy and maternity or marriage and civil partnership status
- **Dignity at Work:** The UHB condemns all forms of bullying and harassment and is actively seeking to promote a workplace where employees are treated fairly and with dignity and respect. All staff are requested to report any form of bullying and harassment to their Line Manager or to any Director of the organisation. Any inappropriate behaviour inside the workplace will not be tolerated and will be treated as a serious matter under the UHB Disciplinary Policy.
- **Welsh Language:** All employees must perform their duties in strict compliance with the requirements of the current UHB Welsh Language Standards and take every opportunity to promote the Welsh language in their dealings with the public. The UHB also encourages employees to use their available Welsh language skills
- **Job Description:** This job description is not inflexible but is an outline and account of the main duties. Any changes will be discussed fully with the post holder in advance. The job description will be reviewed periodically to take into account changes and developments in service requirements.

**Date Prepared:**

**Prepared By:**

**Date Reviewed:**

**Reviewed By:**

**CAJE Reference:**  
RWM/2020/0074-B

## PERSON SPECIFICATION CARDIFF AND VALE UNIVERSITY HEALTH BOARD

<b>Job Title:</b>	Senior Public Health Practitioner	<b>Department:</b>	Cardiff and Vale
<b>Band:</b>	7	<b>Clinical Board:</b>	Public Health
<b>Base:</b>	Woodland House		

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>METHOD OF ASSESSMENT</b>
<b>QUALIFICATIONS</b>	Masters or equivalent level in relevant topic area or allied discipline or equivalent professional qualification  Evidence of continuing professional/personal development.	Achieved or working towards registration as a Public Health Practitioner on the UKPHR	Application Form Certificate / Registration Check

**CAJE Reference:**  
RWM/2020/0074-B

<b>EXPERIENCE</b>	Considerable experience in public health/health promotion. Experience of working with communities  Experience of working across a number of organisations/sectors and/or with a number of programmes, including development, managing and evaluation of significant elements of work.	Qualitative research methods  Experience of using Behavioural Insights research/learning and application to population change  Policy development	Application Form Interview References
-------------------	--	---	---

<p><b>SKILLS</b></p>	<p>Excellent communication and analytical skills</p> <p>Ability to work successfully with diverse professional partners, and manage potentially conflicting perspectives</p> <p>Data collection and analysis Ability to initiate and implement programmes that promote health and well-being</p> <p>Management of meetings Multi-media presentation skills</p> <p>Training skills including training needs analysis and evaluation IT skills.</p>	<p>Project planning and management.</p> <p>Capacity building.</p> <p>Staff management and development.</p> <p>Information and knowledge management skills.</p> <p>Consultancy/ facilitation skills</p> <p>Social media skills</p> <p>Welsh language skills are desirable</p>	<p>Application Form Interview References</p>
<p><b>SPECIAL KNOWLEDGE</b></p>	<p>Understanding of NHS/local government policy agenda and Public Health environment.</p> <p>Practical knowledge of public health practice, health promotion models and community development.</p>	<p>Information management and an understanding of health related data and its interpretation</p> <p>Knowledge of Behavioural Insights approaches</p>	<p>Application Form Interview References</p>
<p><b>PERSONAL QUALITIES</b> <i>(Demonstrable)</i></p>	<p>Self-motivated, self-starter</p> <p>Innovative thinker</p> <p>Ability to prioritise, plan and manage workload</p>	<p>Energy and resilience.</p> <p>Ability to positively influence the actions of others.</p>	<p>Application Form Interview References</p>

**CAJE Reference:**  
RWM/2020/0074-B

	Team player  Committed to equality of opportunity		
<b>OTHER</b> <i>(Please Specify)</i>	Ability to travel between sites in a timely manner to meet the needs of the service	Welsh language skills are desirable.	Application Form Interview Document Check

<b>Date Prepared:</b>		<b>Prepared By:</b>	
<b>Date Reviewed:</b>		<b>Reviewed By:</b>	