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|  | **POST TITLE:** | PUBLIC HEALTH ADVANCED PRACTITIONER (MENTAL HEALTH AT SCALE) |
| 1. **2.** | **POST NUMBER:** |  |
| 1. **3.** | **GRADE:** | 16 |
|  | **LOCATION:** | Your normal place of work will be Durham but you may be required to work at any council workplace within County Durham; some travel across the North East may also be required. |

**5. RELEVANT TO THIS POST:**

**Flexible Working:** Subject to service needs the council’s flexible working policy is applicable to this post

**Disclosure & Barring Service:** Not applicable

**6. ORGANISATIONAL RELATIONSHIPS:**

The post holder will be line managed by the Public Health Strategic Manager (Healthy Communities, Strategy and Assurance)

**7. DESCRIPTION OF OVERALL ROLE:**

**Overall Objectives of the Post:**

The Public Health Advanced Practitionerwill play a key role in forging partnerships with and influencing all key stakeholders within their specialist area of responsibility. This will ensure the widest possible participation in the public health agenda to support the development and delivery of strategic council objectives.

The post holder will also be responsible for key elements of the Council’s public health vision and strategic plan, developing, implementing, monitoring and leading key public health programmes to reduce health inequalities and improve health and wellbeing. This will be delivered through the commissioning process and marketplace development with providers including other Local Authorities, the NHS (commissioners, providers in the acute, mental health and primary care), the third sector and independent/private sector.

The post holder will be required to report performance and progress to the Public Health Senior Management Team, and work with both provider and commissioning staff.

1. **You will lead, coordinate, or contribute to a number of priority areas and public health programmes, engaging with a range of partners, organisations and individuals within all sectors and settings. This will include:**

* Identifying health and wellbeing related issues, needs, and priorities of population cohorts across the County.
* Increasing public awareness of risk factors that may contribute to the development of disease linking into Public Health campaigns.
* Planning and supporting the delivery of structured public health programmes linked to priorities identified in Joint Health and Wellbeing Strategy
* Quality assurance of agreed programmes.
* Using appropriate information to develop service strategies and action plans with clear timescales and responsibilities.
* Developing and updating action plans and strategies in line with changing needs, consultation and expected outcomes.
* Taking responsibility for the achievement of defined targets and identification and implementation of appropriate health outcomes measures.
* Ensuring all connections are identified and made between all appropriate staff, teams and service providers.
* Ensuring that the activities undertaken take full account of the Council’s corporate policies and requirements.
* Contributing to the JSNA, local profiling and health needs assessment.
* Ensuring that all health promotion and prevention programmes target vulnerable groups appropriately.
* Support any work for the achievement of awards in relevant settings.
* Being responsible for leading on areas of service development and evaluation.

1. ***You will take a key role in the delivery of mandated public health functions. This will include:***

* Contributing to the design, planning and evaluation of high quality services across a range of sectors and settings that will deliver significant improvements to reduce health inequalities and improve health services within the resources available.
* Supporting delivery of relevant aspects of the team’s Health Protection Assurance
* Supporting the DPH and CsPH in healthcare public health and partnerships with Durham Clinical Commissioning Groups
* Providing oversight of key mandated services including NCMP, sexual health, and NHS Health Checks

1. ***You will support the Public Health Strategic Manager to deliver the team’s Public Health priorities. This will include:***

* Ensuring that public health responsibilities are based on national, regional and local policies.
* Working with the commissioning team to ensure alignment of public health programmes.
* Ensuring public health priorities are delivered against identified evidence-based information and utilises equity audit and health needs assessment.
* Ensuring Public Health priorities are achieved.
* Having an oversight of quality standards and governance.
* Ensuring that there is the best use of resources to deliver the Public Health priorities.
* Supporting the management of budgets.
* Developing pooled budget arrangements as appropriate.
* Influencing the use of Council and partner resources.
* Ensuring equity of access is maintained.

1. ***You will act in an expert advisory capacity and lead a range of professionals, groups, sectors and settings on standards and practice, across a range of levels. This will include:***

* Ensuring effective communication, which is often highly complex, sensitive and contentious to a range of partners, clients and service users on programmes and interventions as well as dealing and responding to the media.
* Leading key communications and social marketing campaigns relating to your portfolio of work.

1. ***You will lead, or contribute to, coordinating and managing the development, implementation and delivery of national, regional and local policies. This will include:***

* Representing the Public Health team on relevant partnerships and strategic groups (Chairing where appropriate) with authority for a number of public health programmes.
* Leading change management processes to ensure achievement of specific health outcomes through service redesign with a range of staff, partners (internal and external) and providers.
* Taking a lead role in dedicated areas linked to health improvement, health protection or health care quality.
* Working closely with Public Health England on relevant public health areas specific your portfolio of work.  This should include engaging with and contributing to public health networks and regional fora in the North East in order to share best practice, skills and resources relevant to the your portfolio.

1. ***You will contribute to the analysis of monitoring and performance reports. This will include:***

* Contributing to and ensuring that the JSNA is developed and utilised to target key interventions.
* Monitoring and analysis of systems to record and monitor individuals’ progress through lifestyle interventions, including review and long-term follow-up of participants.
* Writing briefing reports as appropriate.

1. ***You will utilise information and intelligence systems to underpin public health improvement and action across disciplines and organisations, using both quantitative and qualitative data to inform decision making for long term impact. This will include:***

* Undertaking, leading and commissioning research and development to ensure evidenced based public health practice, appropriate and safe service delivery models and improved health outcomes.
* Using technology and appropriate software packages as an aid to planning, implementation and performance monitoring, presenting and communicating information.
* Researching existing resources.
* Liaising with Public Health colleagues to confirm delivery is appropriate.
* Ensuring any developed resources meet visibility and readability standards.
* Ensuring any developed resources are culturally sensitive.
* Ensuring resources are realistic and evidence based.

1. ***You will lead and manage staff and support employees within the Public Health team (including volunteers) where required. This will include:***

* Recruitment and selection, performance management and development.
* Ensuring delivery of educational and training programmes linked to the delivery of public health programmes.
* Ensuring staff delivering public health programmes and services are appropriately trained and supported to deliver interventions.
* Ensuring Health and Safety and compliance to regulations are adhered to.

1. ***You will work with other Public Health colleagues to support or deliver PH priorities when required.***

**8. DUTIES AND RESPONSIBILITIES *SPECIFIC* TO EACH POST:**

The individual would be responsible for managing the following public health programmes:

* + Leading the mental health at scale agenda
  + Working in close partnership with partner organisations (of the County Durham Partnership) to develop a county wide approach to mental health at scale
  + Work with Business Durham, the County Durham Economic Partnership and the North-East Chamber of Commerce to develop and deliver a strategy for ‘healthy businesses’ in County Durham.
  + Contributing to the development of ‘social movements’ for health
  + Developing and implementing an evidenced based workforce mental health training package adopted across the whole partnership (considering key competencies, centralized delivery, shared resources and sustainable approaches)
  + Developing relationships across the business (especially SME) sector to champion workforce wellbeing and develop the appropriate mechanisms to deliver across a diverse sector.
  + Working within HR/policy/organisational development to embed healthier working practices
  + Champion tackling stigma and discrimination in partnership with the Time for Change hub
  + Work across the public health team to ensure that good mental health is embedded in every setting in County Durham.

**9. COMMON DUTIES AND RESPONSIBILITIES:**

9.1 **Quality Assurance**

To set, monitor and evaluate standards at individual, team performance and service quality so that the user and the Service’s requirements are met and that the highest standards are maintained.

To establish and monitor appropriate procedures to ensure that quality data are reported and used in decision making processes and to demonstrate through behaviour and actions a firm commitment to data security and confidentiality as appropriate.

9.2 **Communication**

To establish and manage the team communications systems ensuring that the Service’s procedures, policies, strategies and objectives are effectively communicated to all team members.

9.3 **Professional Practice**

To ensure that professional practice in the team is carried out to the highest standards and developed in line with the Service’s stated objectives of continual improvement in quality of its service to internal and external customers.

9.4 **Health and Safety**

Manage health and safety in their area of responsibility in accordance with the relevant section(s) of the Corporate/Service Health and Safety Policy and to ensure that the Health and Safety policy, organisation arrangements and procedures as they relate to areas, activities and personnel under your control are understood, implemented and monitored.

9.5 **General Management (where applicable)**

To provide vision and leadership to staff within a specialist team, ensuring that effective systems are in place for workload allocation and management, the application of the Authority’s and the Service’s policies and procedures, including those relating to equality, supervision and appraisal and all aspects of their performance, personal development, health and welfare.

9.6 **Financial Management (where applicable)**

To manage a designated budget (as required) ensuring that the Service achieves value for money in all circumstances through the monitoring and control of expenditure and the early identification of any financial irregularity.

9.7 **Appraisal**

All members of staff will receive appraisals and it is the responsibility of each member of staff to follow guidance on the appraisal process. You will also be expected to draw up a personal development plan (PDP), and to plan, reflect and record Continuing Professional Development activities.

9.8 **Equality and Diversity**

As an organisation we are committed to promoting a just society that gives everyone an equal chance to learn, work and live free from discrimination and prejudice.  To ensure our commitment is put into practice we have an equality policy which includes responsibility for all staff to eliminate unfair and unlawful discrimination, advance equality of opportunity for all and foster good relations.

       These policies apply to all employees of Durham County Council.

9.9 **Confidentiality**

All members of staff are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work.

All members of staff must be aware that they have explicit responsibility for the confidentiality and security of information received and imported in the course of work and using Council information assets. The Council has a Personal Information Security Policy in place.

9.10 **Induction**

The Council has in place an induction programme designed to help new employees to become effective in their roles and to find their way in the organisation.

Person Specification: PUBLIC HEALTH ADVANCED PRACTITIONER (MENTAL HEALTH AT SCALE)

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|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualification** | * Master’s Degree in Public Health, Health Promotion or a related field * A relevant degree, supplemented by public health improvement knowledge, acquired through training, courses and experience. * Evidence of continuing professional development | * Registered or working towards inclusion on the Practitioner register * Demonstrated development in leadership, project management and/or quality improvement theory | Application form  Selection Process  Pre-employment checks |
| **Experience** | * Specialist health improvement/development knowledge which can be applied to key local priorities * Have an excellent track record of implementation and evaluation of public health and health improvement programmes in a range of settings and with a range of providers * Have a proven track record of adapting and applying public health skills, knowledge and competencies to all priorities as well as be able to apply the evidenced base to all public health programmes and settings * Proven track record of partnership working with a wide range of statutory, voluntary and academic agencies | * Experience of working with academic health institutions * Experience of working with Elected Members | Application form  Interview  Presentation  Pre-employment checks |
| **Skills / Knowledge** | * Have an in-depth knowledge of current local and national Public Health related policies and strategies * Have excellent skills in: * Written and verbal communication including report writing and verbal presentations * Budget management, monitoring and review * Be able to collate, analyse and present complex, sensitive or contentious information to a range of partners * Knowledge of local health needs and priorities * Knowledge of national strategies relating to behaviour change / health and wellbeing * Knowledge of high risk behaviour and the impact on health and wellbeing * Knowledge of local services to support/signpost clients * Knowledge about local communities * Knowledge of health messages and benefits of changing behaviour * Excellent interpersonal skills * Ability to analyse data and identify trends, prepare reports and presentations * Excellent IT skills, particularly Word, PowerPoint and Excel | * Project Management skills * Change management skills | Application form  Interview  Presentation  Pre-employment checks |
| **Personal Qualities** | * Able to work on own initiative and as a member of a team * Ability to promote fully inclusive services demonstrating a holistic approach to families * Able to organise workload, prioritise competing demands and work to deadlines * Able to maintain confidentiality and security * Able to engage and motivate a wide range of client groups * Flexible approach to work * Committed to the principles of equality and diversity * Willingness to work flexible hours (including weekends and evenings) and be adaptable * Full current driving licence or able to meet the travel needs of the post |  | Application form  Interview  Pre-employment checks |