



## JOB DESCRIPTION

### JOB DETAILS:

<b>Job Title</b>	Senior Public Health Practitioner
<b>Pay Band</b>	7
<b>Hours of Work and Nature of Contract</b>	To be completed on recruitment
<b>Division/Directorate</b>	Betsi Cadwaladr University Health Board
<b>Department</b>	Public Health Team
<b>Base</b>	To be completed on recruitment

### ORGANISATIONAL ARRANGEMENTS:

<b>Managerially Accountable to:</b>	Principal Public Health Practitioner
<b>Reports to: Name Line Manager</b>	Principal Public Health Practitioner
<b>Professionally Responsible to:</b>	Principal Public Health Practitioner

#### **Job Summary/Job Purpose:**

This is a Senior Public Health Practitioner role within the Betsi Cadwaladr University Health Board (BCU HB) Public Health team. The postholder will have responsibility for leading work across the East Area (Wrexham and Flintshire), in addition to working regionally across North Wales on projects or programmes within the annual workplan; current priorities include physical activity and weight management, tobacco, alcohol, mental health and well-being and immunisations.

The population profile of the area has an impact on the breadth and complexity of the work undertaken by the team as outlined in the strategic and operational priorities of the Executive Director of Public Health.

The post holder will contribute to the planning, implementation and evaluation of a range of public health programmes that promote health and wellbeing across sectors in line with agreed local and national strategies.

The role involves working with specific target groups in a range of settings, in partnership with local communities and partner organisations. The post holder will provide specialist advice and support on the development of public health/health promotion programmes and support community health development approaches and initiatives to address health inequalities.

## **DUTIES/RESPONSIBILITIES:**

### **COLLABORATIVE WORKING FOR HEALTH**

#### **1. To identify, develop and maintain 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 the Betsi Cadwaladr University Health Board (BCU HB) Public Health team 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.
  - Provides highly specialised advice to primary care teams, general practice, local authorities and community groups in respect of health improvement activities and evidence based practice.

### **DEVELOPMENT OF HEALTH PROGRAMMES AND SERVICES AND REDUCTION IN INEQUALITIES**

#### **2. 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 programmes within a defined geographical area or across North Wales.
- Prepare reports, reviews and presentations on the achievements/outcomes of health promotion programmes for Public Health Wales, BCU HB, other partners and funding bodies

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

#### **3. 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 PHW policies in order to implement and evaluate programmes
- Proactively engage with the media for the promotion and protection of health within clearly defined PHW protocols
- Co-ordinate, implement and evaluate 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**

CAJE Reference/Date:

**4. To contribute to the planning and implementation of community health development initiatives that impact on health and wellbeing**

- 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**

**5. To contribute to the management and professional leadership of Health Promotion staff working within Public Health Wales as delegated by the Director of Public Health**

- Monitor budget(s) applicable to a specific programme of work, as and when required in accordance with Public Health Wales policies and procedures
- Participate in reflective practice as part of personal professional development
- Prepare a personal development plan
- Develop personal professional practice, within the frameworks for Performance Management and Clinical Governance
- Manage and supervise the work of Public Health Practitioners as and when required

**POLICY AND STRATEGY DEVELOPMENT AND IMPLEMENTATION**

**6. 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 strategic priorities and other local and national policies for their impact on health and well being at a local level.
- Work with other members of the Public Health Team to support the implementation of national policies at local level

**STRATEGIC LEADERSHIP FOR HEALTH**

**7. 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

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

**8. 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

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

**9. To support the regular assessment and identification of health needs and priorities**

- Contribute to the collection, analysis, interpretation and dissemination of information on

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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

#### **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 REQUIREMENTS**

Include those relevant to the post requirements

- **Values:** All employees of the Health Board are required to demonstrate and embed the Values and Behaviour Statements in order for them to become an integral part of the post holder's working life and to embed the principles into the culture of the organisation.
- **Registered Health Professional:** 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:** Healthcare Support Workers make a valuable and important contribution to the delivery of high quality healthcare. The national Code of Conduct for NHS Wales describes the standards of conduct, behaviour and attitude required of all Healthcare Support Workers employed within NHS Wales. Health Care Support Workers 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.
- **Competence:** At no time should the post holder work outside their defined level of competence. If there are concerns regarding this, the post holder should immediately discuss them with their Manager/Supervisor. Employees have a responsibility to inform their Manager/Supervisor if they doubt their own competence to perform a duty.
- **Learning and Development:** All staff must undertake induction/orientation programmes at Corporate and Departmental level and must ensure that any statutory/mandatory training requirements are current and up to date. Where considered appropriate, staff are required to demonstrate evidence of continuing professional development.
- **Performance Appraisal:** We are committed to developing our staff and you are responsible for participating in an Annual Performance Development Review of the post.

CAJE Reference/Date:

- **Health & Safety:** All employees of the organisation have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. The post holder is required to co-operate with management to enable the organisation to meet its own legal duties and to report any hazardous situations or defective equipment. The post holder must adhere to the organisation's Risk Management, Health and Safety and associate policies.
- **Risk Management:** It is a standard element of the role and responsibility of all staff of the organisation that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.
- **Welsh Language:** All employees must perform their duties in strict compliance with the requirements of their organization's Welsh Language Scheme and take every opportunity to promote the Welsh language in their dealings with the public.
- **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.
- **Data Protection:** The post holder must treat all information, whether corporate, staff or patient information, in a discreet and confidential manner in accordance with the provisions of the General Data Protection Legislation and Organisational Policy. Any breach of such confidentiality is considered a serious disciplinary offence, which is liable to dismissal and / or prosecution under current statutory legislation and the HB or Trust Disciplinary Policy.
- **Records Management:** As an employee of this organisation, the post holder is legally responsible for all records that they gather, create or use as part of their work within the organisation (including patient health, staff health or injury, financial, personal and administrative), whether paper based or on computer. All such records are considered public records and the post holder has a legal duty of confidence to service users (even after an employee has left the organisation). The post holder should consult their manager if they have any doubt as to the correct management of records with which they work.
- **Equality and Human Rights:** The Public Sector Equality Duty in Wales places a positive duty on the HB/Trust to promote equality for people with protected characteristics, both as an employer and as a provider of public services. There are nine protected characteristics: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation. The HB/Trust is committed to ensuring that no job applicant or employee receives less favour-able treatment of any of the above grounds. To this end, the organisation has an Equality Policy and it is for each employee to contribute to its success.
- **Dignity at Work:** The organisation 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 HB/Trust Disciplinary Policy.
- **DBS Disclosure Check:** In this role you will have \* direct / indirect contact with\* patients/service users/ children/vulnerable adults in the course of your normal duties. You will therefore be required to apply for a Criminal Record Bureau \*Standard / Enhance Disclosure Check as part of the HB/Trust's pre-

employment check procedure. \*Delete as appropriate.

If the post holder does not require a DBS Disclosure Check, delete as appropriate.

- **Safeguarding Children and Adults at Risk:** The organisation is committed to safeguarding children and adults at risk. All staff must therefore attend Safeguarding Children & Adult training and be aware of their responsibilities under the All Wales Procedures.
- **Infection Control:** The organisation is committed to meet its obligations to minimise infections. 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 the content of and consistently observing Health Board/Trust Infection Prevention & Control Policies and Procedures.
- **No Smoking:** To give all patients, visitors and staff the best chance to be healthy, all Health Board/Trust sites, including buildings and grounds, are smoke free.

**Flexibility Statement:** The duties of the post are outlined in this Job Description and Person Specification and may be changed by mutual agreement from time to time.

**PERSON SPECIFICATION**

<b>ATTRIBUTES</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>METHOD OF ASSESSMENT</b>
<b>Qualifications and/or Knowledge</b>	<p>Masters or equivalent experience in Public Health/Health Promotion or allied discipline or equivalent professional qualification</p> <p>Evidence of continuing professional/personal development.</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>Registered, or working towards registration, with the UK Public Health Register (Practitioner Registration)</p> <p>Information management and an understanding of health related data and its interpretation</p>	<p>Application form and pre employment checks</p>
<b>Experience</b>	<p>Experience in public health/health promotion.</p> <p>Experience of working with communities.</p> <p>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.</p>	<p>Qualitative and quantitative research methods</p> <p>Policy development</p>	<p>Application form and interview</p>
<b>Aptitude and Abilities</b>	<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</p> <p>Ability to initiate and implement programmes that promote health and well-being.</p> <p>Management of meetings</p> <p>Multi-media presentation skills.</p> <p>Training skills including training needs analysis and evaluation</p> <p>IT skills.</p>	<p>Ability to speak Welsh or a willingness to learn</p> <p>Project planning and management.</p> <p>Capacity building.</p> <p>Staff management and development.</p> <p>Information and knowledge</p>	<p>Interview</p>

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		management skills.  Consultancy/ Facilitation skills.	
<b>Values</b>	Self motivated, self starter.  Ability to prioritise, plan and manage workload.  Team player.  Committed to equality of opportunity.	Resilience  Ability to positively influence the actions of others.	Application Form Interview References
<b>Other</b>	Willingness to travel to other locations if required by the service.		Application form and interview

### **GENERAL REQUIREMENTS**

Include those relevant to the post requirements

- **Values:** All employees of the Health Board are required to demonstrate and embed the Values and Behaviour Statements in order for them to become an integral part of the post holder's working life and to embed the principles into the culture of the organisation.
- **Registered Health Professional:** 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:** Healthcare Support Workers make a valuable and important contribution to the delivery of high quality healthcare. The national Code of Conduct for NHS Wales describes the standards of conduct, behaviour and attitude required of all Healthcare Support Workers employed within NHS Wales. Health Care Support Workers 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.
- **Competence:** At no time should the post holder work outside their defined level of competence. If there are concerns regarding this, the post holder should immediately discuss them with their Manager/Supervisor. Employees have a responsibility to inform their Manager/Supervisor if they doubt their own competence to perform a duty.
- **Learning and Development:** All staff must undertake induction/orientation programmes at Corporate and Departmental level and must ensure that any statutory/mandatory training requirements are current and up to date. Where considered appropriate, staff are required to demonstrate evidence of continuing professional development.

CAJE Reference/Date:



- **Performance Appraisal:** We are committed to developing our staff and you are responsible for participating in an Annual Performance Development Review of the post.
- **Health & Safety:** All employees of the organisation have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. The post holder is required to co-operate with management to enable the organisation to meet its own legal duties and to report any hazardous situations or defective equipment. The post holder must adhere to the organisation's Risk Management, Health and Safety and associate policies.
- **Risk Management:** It is a standard element of the role and responsibility of all staff of the organisation that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.
- **Welsh Language:** All employees must perform their duties in strict compliance with the requirements of their organisation's Welsh Language Scheme and take every opportunity to promote the Welsh language in their dealings with the public.
- **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.
- **Data Protection Act 1998:** The post holder must treat all information, whether corporate, staff or patient information, in a discreet and confidential manner in accordance with the provisions of the Data Protection Act 1998 and Organisational Policy. Any breach of such confidentiality is considered a serious disciplinary offence, which is liable to dismissal and / or prosecution under current statutory legislation (Data Protection Act) and the HB Disciplinary Policy.
- **Records Management:** As an employee of this organisation, the post holder is legally responsible for all records that they gather, create or use as part of their work within the organisation (including patient health, staff health or injury, financial, personal and administrative), whether paper based or on computer. All such records are considered public records and the post holder has a legal duty of confidence to service users (even after an employee has left the organisation). The post holder should consult their manager if they have any doubt as to the correct management of records with which they work.
- **Equality and Human Rights:** The Public Sector Equality Duty in Wales places a positive duty on the HB to promote equality for people with protected characteristics, both as an employer and as a provider of public services. There are nine protected characteristics: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation. The HB is committed to ensuring that no job applicant or employee receives less favourable treatment of any of the above grounds. To this end, the organisation has an Equality Policy and it is for each employee to contribute to its success.
- **Dignity at Work:** The organisation 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 HB/Trust Disciplinary Policy.
- **DBS Disclosure Check:** In this role you will have \* direct / indirect contact with\* patients/service users/

children/vulnerable adults in the course of your normal duties. You will therefore be required to apply for a Criminal Record Bureau \*Standard / Enhance Disclosure Check as part of the Trust's pre-employment check procedure. \*Delete as appropriate.  
The post holder does not require a DBS Disclosure Check. \*Delete as appropriate.

- **Safeguarding Children and Vulnerable Adults:** The organisation is committed to safeguarding children and vulnerable adults. All staff must therefore attend Safeguarding Children training and be aware of their responsibility under the Adult Protection Policy.
- **Infection Control:** The organisation is committed to meet its obligations to minimise infections. 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 the content of and consistently observing Health Board Infection Prevention & Control Policies and Procedures.
- **No Smoking:** To give all patients, visitors and staff the best chance to be healthy, all Health Board sites, including buildings and grounds, are smoke free.

**Flexibility Statement:** The duties of the post are outlined in this Job Description and Person Specification and may be changed by mutual agreement from time to time.

#### APPENDIX 1

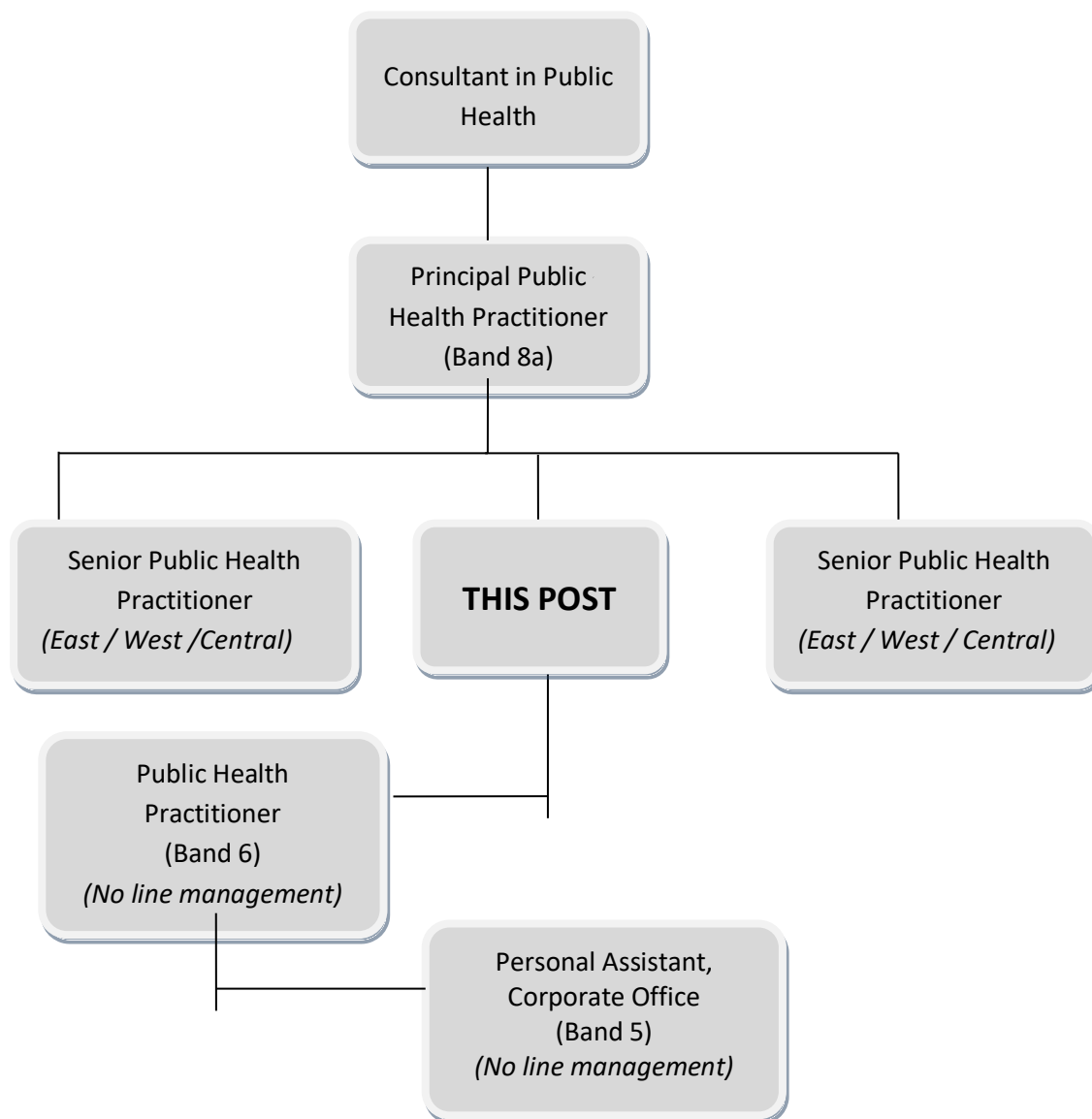
**Job Title:** \_\_\_\_\_

CAJE Reference/Date:

## Organisational Chart

The Organisational Chart must highlight the post to which this job description applies showing relationship to positions on the same level and, if appropriate, two levels above and below.

Complete, add or delete as appropriate the text boxes below showing the organisational relationships.



**Job Title:** Senior Public Health Practitioner

**Supplementary Job Description Information**

**Physical Skills e.g. Clinical skills (e.g. intubation, venepuncture) or non clinical skills (e.g. high speed accurate typing).**

*Please detail the physical skills required to fulfil the duties of the job. Take into account:*

- *Hand-eye co-ordination such as may be required for audio typing or manipulation of materials/tools*
- *Sensory skills (sight, hearing, touch, taste, smell) such as those required for listening for speech and language defects*
- *Dexterity such as those required for use of fine tools/laying out of instruments, manipulation*
- *Requirements for speed and accuracy such as advanced keyboard use/high speed driving.*
- *Highly developed physical skills as may be required for e.g. performing surgical interventions, suturing, intubation or a range of manual physiotherapy treatments or carrying out endoscopies.*

Please complete information on Physical Effort, Mental Effort, Emotional Effort and Working Conditions in order to assist the Job Matching process.

Nature of skills required:

**Non Clinical Skills required for this post**

### Physical Effort

This factor measures the nature, frequency and duration of physical effort (sustained effort at a similar level or sudden explosive effort) required for the job.

Please ensure any circumstances that may affect the degree of effort required, such as working in an awkward position; lifting heavy weights etc. are detailed, such as:

‘Working in uncomfortable/unpleasant physical conditions; sitting in restricted positions; repetitive movements; lifting heavy weights; manipulating objects; kneeling, crouching, twisting; heavy duty cleaning; working at heights; using controlled restraint; driving as part of daily job - **N.B. Walking /driving to work is not included**’

Examples of Typical effort(s)	How often per day / week / month	For how long?	Additional Comments
The post holder will be required to attend meetings across the area to represent the Betsi Cadwaladr University Health Board (BCU HB) Public Health team at local partnerships to maximise the potential for health improvement.	Weekly	2-3 times per week  driving	

CAJE Reference/Date:

### **Mental Effort**

This factor measures the nature, level, frequency and duration of mental effort required for the job, for example, concentration, responding to unpredictable work patterns, interruptions and the need to meet deadlines.

Please identify the normal requirement to concentrate in the post and determine, how often and for how long it is required to concentrate during a shift / working day, e.g. :

‘Carrying out formal student assessments; carrying out clinical/social care interventions; checking documents; taking detailed minutes at meetings; operating machinery/equipment; carrying out screening tests/microscope work; carrying out complex calculations; carrying out non-clinical fault finding; responding to emergency bleep; driving a vehicle; examining or assessing patients/clients.

<b>Examples of Typical effort(s)</b>	<b>How often per day / week / month?</b>	<b>For how long?</b>	<b>Additional Comments</b>
Concentration will be required on a wide variety of issues throughout the day. The post holder will frequently have to adapt to changing priorities and re-focus work on new priority areas that require urgent action as a result of requests from Principal Public Health Practitioner and Consultant in Public Health.	<b>Daily</b>	<b>Daily</b>	

### **Emotional Effort**

CAJE Reference/Date:

This factor measures the nature, frequency and duration demands of the emotional effort required to undertake clinical or non clinical duties that are generally considered to be distressing and/or emotionally demanding.

Please identify how often the post holder has exposure to direct and/or indirect distressing and/or emotional circumstances and the type of situations they are required to deal with.

For example, 'processing (e.g. typing/transmitting) news of highly distressing events; giving unwelcome news to patients/clients/carers/staff; caring for the terminally ill; dealing with difficult situations/circumstances; designated to provide emotional support to front line staff; communicating life changing events; dealing with people with challenging behaviour; arriving at the scene of an accident.' **N.B. Fear of Violence is measured under Working Conditions**

Examples of Typical effort(s)	How often per week / month?	For how long?	Additional Comments
Able to demonstrate autonomy, assessing and managing competing priorities.	Daily	Daily	
Expected to deal positively and promptly with staff to manage and supervise the work of Public Health Practitioners as and when required	Monthly	Monthly – as and when required	

### Working Conditions

This factor measures the nature, frequency and duration of demands on staff arising from inevitably adverse environmental conditions (such as inclement weather, extreme heat/cold, smells, noise and fumes) and hazards, which are unavoidable (**even with the strictest health and safety controls**), such as road traffic accidents, spills of harmful chemicals, aggressive behaviour of patients, clients, relatives, carers.

CAJE Reference/Date:

Please identify unpleasant working conditions or hazards which are encountered in the post holder's working environment and establish how often and for how long they are exposed to them during a working day / week / month.

Examples are – use of VDU more or less continuously; unpleasant substances/non-household waste; infectious material/foul linen; body fluids, faeces, vomit; dust/dirt; fleas/lice; humidity; contaminated equipment or work areas; driving/being driven in normal or emergency situations - **\*Driving to and from work is not included**

Examples of Typical Conditions	How often per week / month?	For how long?	Additional Comments
Frequent VDU use is required for this post for periods of up to 4 to 5 hours at a time e.g. in order to prepare reports, reviews and presentations on the achievements/outcomes of health promotion programmes for BCU HB, other partners and funding bodies and develop action plans to support health promotion programme delivery at a local level.	Daily	Daily	
The post holder will be required to attend meetings across the area to represent the Betsi Cadwaladr University Health Board (BCU HB) Public Health team at local partnerships to maximise the potential for health improvement.	Weekly	2-3 times per week	
Normal office working conditions	Daily	Daily	
Exposure to unpleasant working conditions or hazards is rare.			

CAJE Reference/Date:



**Submission of documents for job evaluation**

Please sign and retain an original copy for manager and employee.

Send an electronic version of the documents to [BCU.JobEvaluation@wales.nhs.uk](mailto:BCU.JobEvaluation@wales.nhs.uk)

CAJE Reference/Date: