

NHS WIRRAL / METROPOLITAN BOROUGH OF WIRRAL

JOINT DIRECTOR OF PUBLIC HEALTH

JOB DESCRIPTION

Employing organisation:	NHS Wirral
Title:	Joint Director of Public Health (Full Time/Job Share)
Accountable to:	The postholder will be dually accountable: Professionally to NHS Wirral Managerially to the Chief Executive of the PCT and the Chief Executive of the Metropolitan Borough of Wirral.
Managerially responsible for:	All staff of the Public Health Directorate

Appointment

This is a replacement full time/job share post for a Joint Director of Public Health (JDPH) to NHS Wirral and Wirral Council based at PCT HQ. The postholder will be an executive member of the PCT Board and a Chief Officer of the Local Authority.

1. Job Summary

The Joint Director of Public Health is one amongst the most senior staff and the most senior advocate for public health across the Wirral. The postholder will be an executive member of the PCT Board and a Chief Officer of the Local Authority. Working closely with the Director of Adult Social Services (DASS) and the Director of Children's Services (DCS), the JDPH will not only have the lead responsibilities traditionally associated with the JDPH role promoting and protecting health and wellbeing, tackling health inequalities and improving health care quality but will have close collective working relationships with other Local Authority Directors. Their role within the local authority will be to drive and monitor the Local Authority contribution to the Local Area Agreement, contributing to the corporate decision making of the local authority ensuring that the health and wellbeing of the population is at the forefront of its decision making. They will also be responsible for strengthening the capacity across the whole public sector to improve the health of the population and reduce health inequalities.

Such a role requires the postholder to:

- Be a transformational and visionary leader
- Fully understand and be committed to addressing the relationships and cultures of organisations that impact on the wider determinants of health
- Bring a high level of intellectual rigour and personal credibility to the collaborative and commissioning agendas

- Be highly visible to ensure in depth knowledge of communities and better working between the public and local organisations
- Demonstrate high levels of political awareness, be able to work to different organisational cultures and to plan and implement programmes for short and long term health gain
- Be able to co-ordinate high quality advocacy across all three domains of public health – health improvement, health protection and health service quality
- Have exceptional people management skills both in relation to developing the public health community and in helping to develop the public health leadership of organisations and the wider workforce
- Have a proven record of previous accomplishments in improving the health of communities.

In general the postholder will be expected to be able to cope with multiple and changing demands, and to meet tight deadlines. Excellent negotiation and motivation skills and flexibility are required to deal with highly complex public health issues, and to advise and make recommendations regarding services and patient care. A high level of tact and diplomacy is required and an ability to manage different cultures to influence change and enable effective working across organisational boundaries.

The details of the post are set out below and it is expected that the postholder will:

- 1.1 have responsibility for the health of the local population, for delivery of key public health goals
- 1.2 have responsibility for producing an independent annual report on the health of the local population
- 1.3 be the chief source of public health leadership expert advice to the NHS Wirral Board and to the Local Authority on all aspects of public health, will ensure that resources are brought to bear across the public sector to promote health and wellbeing for the whole community, and will provide reports directly to Local Authority Overview & Scrutiny committees on wellbeing as set out in para 2.58 of *Our health, Our care, Our say*.
- 1.4 have a key role in leading and driving programmes to improve health and wellbeing and reduce inequalities
- 1.5 work closely with PCT, Local Authority, NHS Trust and voluntary sector colleagues to ensure evidence based commissioning of health and social care, and to help establish strong practice based commissioning
- 1.6 play a powerful role in forging partnerships with, and influencing all local agencies to ensure the widest possible participation in the health and wellbeing agenda

1.7 be an executive director of the NHS Wirral Board and a Chief Officer of the Local Authority responsible to the Chief Executive and working closely with the Cabinet member with lead responsibility for public health

1.8 be a member of key decision-making bodies including the NHS Wirral Corporate Directors Group; Local Authority Chief Officers Management Team; Local Strategic Partnership (LSP) Management Group and will Chair the Health and Wellbeing partnership reporting to the LSP Executive.

1.9 work closely with the Health Protection Agency and other relevant organisations to ensure high levels of local resilience

1.10 be a highly effective leader for the Directorate of Public Health and ensure its appropriate contribution to wider public health networks and to bringing public health practice, teaching and research together as appropriate.

2. The employing organisation

NHS Wirral was established on 1 October 2006. It is responsible for the healthcare of the 335,000 registered population of the peninsular of Wirral and has a budget in the region of £600 million. There is one main acute NHS provider (Wirral University Teaching Hospital Trust) and one mental health provider (Cheshire and Wirral Partnership Trust).

NHS Wirral is one of only a handful of Primary Care Trusts in England to have retained its Community Services as a direct provider. This reflects our World Class Commissioning report (2009) which noted strengths in clinical engagement, partnership working, the use of high quality information and all round commissioning capability including extensive public engagement. In its Care Quality Commission (CQC) Annual Health Check (08/09) NHS Wirral achieved all its core standards and was rated as 'Good' for both Quality of Services and Financial Management. We will continue to transform and improve community services, including Public Health Provider Services, working with partners in primary care, the Local Authority and local Foundation Trusts.

The area served by NHS Wirral is coterminous with the Metropolitan Borough of Wirral. There is a strong tradition of local joint working across the NHS and the Local Authority with a number of joint posts and integrated working across the borough and within localities. This post is established as a Chief Officer within the Chief Officer Management Team of Wirral Council and reports directly to the Chief Executive.

3. Department/Directorate of Public Health

3.1 Staffing

A copy of the structure of the Public Health Directorate is attached (including secretarial support). NHS Wirral is the host for the Cheshire and Merseyside Public Health Network (ChaMPs), Sexual Health Network and Cancer Network.

3.2 Training and CPD arrangements

The department is approved for the training of 5 Public Health Specialist Trainee/Specialist Registrars Public Health Medicine. Links are established with

local higher and further education institutions, including University of Liverpool, Liverpool John Moores University.

3.3 Designated senior administration resource is attached to this post.

4. Management arrangements

The postholder will be professionally accountable to NHS Wirral as the employing body and managerially accountable to, the Chief Executives of both organisations. There will be one set of jointly agreed objectives. Annual performance review will be undertaken by both Chief Executives with appraisal as required by professional revalidation conducted by the Regional Director of Public Health. An initial job plan/set of objectives, including details of full induction to both organisations and how time and responsibilities are to be divided across the two organisations, will be agreed with the successful candidate prior to that individual taking up the post. The job plan/objectives will be reviewed as part of the annual job planning/appraisal process.

The postholder:

4.1 will manage the directorate of public health staff of currently 43 PCT staff and up to 5 Public Health trainees (including line management duties, recruitment, appraisals, disciplinary and grievance responsibilities for the following posts: (see structure chart attached))

<http://www.wirral.nhs.uk/aboutnhsuirral/board/members.html>

4.2 will hold a budget of approximately £7.6million

4.3 will be on the PCT Board as an Executive Director and will also be a Chief Officer of the Local Authority.

4.4 will be expected to take part in on call arrangements for communicable disease control/health protection as appropriate depending on current local arrangements

4.5 may be expected to deputise for the Chief Executive/s

4.6 will manage specialist registrars in Public Health Medicine and Public Health Specialist Trainees and academic contract holders, if appropriate.

5. Professional obligations

The postholder will be expected to:

5.1 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

5.2 contribute actively to the training programme for Foundation Year Doctors/SHOs/Specialist Registrars in Public Health Medicine and Public Health Specialist Trainees as appropriate and to the training and development of

practitioners and primary care professionals within the locality, using the PH knowledge and skills and career frameworks

5.3 pursue a programme of CPD/CME, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the GMC Specialist Register/GDC specialist list in dental public health/UK Public Health Register or other specialist register as appropriate.

5.4 contribute to strengthening local capacity and demonstrate commitment to the broader public health system by contributing to wider regional and national public health networks.

6. *Corporate responsibilities*

6.1 contribute to the full range of PCT Board and Local Authority responsibilities and use the opportunities of system reform, regulatory and performance arrangements to ensure that the public health goals are at the heart of the local authority and local NHS agenda.

6.2 contribute to the wider NHS and Local Authority corporate agenda, team building and organisational development using appropriate management skills and behaviours

6.3 work with other PCT and SHA public health colleagues to strengthen public health capacity and delivery across the region/country

6.4 contribute to performance management programmes such as the CAA and assessments of the CQC and the children's inspectorate.

7. Key tasks

The job description will be subject to review in consultation with the postholder and in the light of the needs of the employing organisation and the development of the speciality of public health and any wider developments in the field of public health.

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 NHS, Local Authority 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 *Wirral*.

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, etc, 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 NHS Wirral and Wirral Council on the communication, dissemination, implementation and delivery of national, regional and local policies and 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, Cabinet 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 NHS Wirral and Wirral 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/or 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 lead on the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets.
- 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 a Board or equivalent level 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, including delivery of immunisation targets.
- To ensure that effective local arrangements exist for covering the on call rota for the effective control of communicable disease, environmental hazards to health and emergency planning, as detailed in local health protection agreements.
- 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.

Service Improvement

- To provide expert advice to support evidence based commissioning, prioritisation of 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 contribute to the implementation of NICE/National Service Frameworks or equivalent national standards/guidance and frameworks.
- To contribute to the developments of clinical networks, clinical governance and/or audit.
- To review evidence and contribute to 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 PHO and/or other organisations to strengthen local, regional and national public health intelligence and information capacity.

Academic Public Health/Research and Development

- To be responsible for the NHS Wirral R& D Team
- To undertake and commission literature reviews, surveys, audits and other research as required to inform public health strategies
- To address the knowledge translation gap through contributing to capacity building for appropriate staff
- To develop links with academic centres as appropriate in the North West of England and the NW Public Health Observatory to ensure a joined up approach to teaching, information, research and practice.
- To develop public health capacity through contributing to education, training and development within the Directorate, and within the wider NHS and non-NHS workforce.

