

## DRAFT - HEREFORDSHIRE DIRECTOR OF PUBLIC HEALTH

<b>Accountable to:</b>	Chief Executive (managerial); Director of Adults and Wellbeing (operational); and Secretary of State for Health through Public Health England (professional)
<b>Hours:</b>	As this is a full-time role however, applications will be welcome from individuals seeking to work a minimum of three days a week.
<b>Work base:</b>	Hereford
<b>Key Relationships:</b>	Cabinet Members; Herefordshire Council (HC) management board; adults and wellbeing directorate leadership team; Clinical Commissioning Group board members; Wye Valley Trust leadership team, other Local NHS bodies; Public Health England, Health and Wellbeing Board, West Mercia Local Resilience Forum
<b>Budget responsibility:</b>	£7m - £8m
<b>Line management responsibilities:</b>	Public Health Consultants

### Statutory functions of the Director of Public Health<sup>1</sup>

The Director of Public Health is a statutory chief officer of their authority and 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

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<sup>1</sup> See Department of Health, *Directors of Public Health in Local Government: Roles, responsibilities and context* (<https://www.wp.dh.gov.uk/publications/files/2012/10/DsPH-in-local-government-i-roles-and-responsibilities.pdf>) and Department of Health, *Directors of Public Health in Local Government: Guidance on appointing directors of public health from 1 April 2013* (<https://www.wp.dh.gov.uk/publications/files/2012/10/DsPH-in-local-government-ii-guidance-on-appointments.pdf>)

- 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

### Context

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

- Understands the link between economic success and good health 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 the adverse effects of demographic change and potential threats from poor health on the long term competitiveness of Herefordshire. The challenges of a growth in numbers of older people and people with disabilities will require a medium term strategy.

These roles are derived from Government policy and clearly identify the unique contribution which local authorities can make to improve the health and wellbeing of communities through:

- Their statutory responsibilities and powers with respect to health protection and health scrutiny
- The level, distribution and quality of services they directly commission or provide
- Strategic leadership-promoting and supporting partnership working by public and private sector agencies on key priorities such as community safety, alcohol and drugs prevention and treatment
- Community leadership-enabling Members to engage effectively with their communities with respect to health and intelligently holds the NHS and the local authority to account
- Advocacy and influence-national and local policy development

The Director of Public Health is appointed according to procedures that replicate the statutory process for senior appointments to the NHS, including an Advisory Appointments Committee.

### Job Purpose

The Director of Public Health is a registered public health specialist (i.e. included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR)).

The Director of Public Health is a statutory member and main source of health advice to the Health and Wellbeing board and principal health advisor to the Council. S/he has a statutory responsibility to produce an independent annual report on the health of the population, process on improving health and reducing inequalities and making recommendations.

The Director of Public Health has professional leadership of a team within the local authority 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

### 3. Health services public health

- population health care such as immunisation and screening programmes
- supporting the commissioning of appropriate, effective, and equitable health care from the NHS locally
- leading the integration of health and social care services

## Key Responsibilities:

1. Produce an independent annual report on the health of the population, progress on improving health and reducing inequalities and making recommendations
2. Being principal health adviser to the 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
3. Providing 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.
4. Supporting the Local Resilience Forum in developing comprehensive multi agency plans for the anticipated threats to public health
5. Having 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.
6. Being Principal Advisor on all health matters to members and officers across local government.

## Management arrangements

The DPH is part of the Senior Management Team leading the organisation and has direct access to the Director of Adults and Wellbeing and the Chief Executive. Quarterly meetings will be held with the Chief Executive and direct access will be available additionally at any time required for the robust exercise of emergency response and health protection responsibilities

The Director of Public Health is professionally accountable to the Secretary of State for Health (through Public Health England) and managerially accountable to the chief executive. Since the large majority of the public health functions will be carried out by staff within teams across the Adults and Wellbeing Directorate, the Director of Public Health will be operationally

accountable to the Director of Adults and Wellbeing. Professional appraisal will be required. An initial job plan will be agreed with the successful candidate prior to that individual taking up the post. This job plan will be reviewed as part of the annual job planning process.

### **The Director of Public Health will:**

1. Manage up to six direct reports, comprising the professionally-qualified Public Health staff and those undertaking their training, and have professional responsibility for a wider Public Health team as per the attached organisational chart and as described in the service specification.
2. Have professional responsibility for the ring fenced Public Health budget of £7m - £8m.
3. Be expected to take part in on call arrangements as appropriate depending on local arrangements
4. Manage Specialty Registrars in Public Health

### **Professional obligations**

#### **The Director of Public Health will be expected to:**

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.
2. 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.
3. 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.

These professional obligations should be reflected in the job plan. The post-holder may also have external professional responsibilities, e.g. in respect of training or work for the Faculty of Public Health. Time allocation for these additional responsibilities will need to be agreed with the line manager.

### **Personal Qualities**

The Director of Public Health is:

1. 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.
2. A trustworthy and independent professional accountable to the Secretary of State through Public Health England as well as to the local population through the Local Authority.

3. Trained and experienced in all areas of public health practice and registered with the GMC or another appropriate regulatory body and accountable to them for their professional practice including ethical standards
4. Able to demonstrate corporate skills in strategic leadership within an organisation
5. A skilled and trusted communicator at all times particularly in a crisis
6. Strongly committed to teaching and research in collaboration with academic departments
7. Up to date and can demonstrate continuing professional development through appraisal and revalidation as a specialist with GMC or other regulator
8. Highly visible to ensure in-depth knowledge of local communities and better working between the public and local organisations
9. Able to show intellectual rigour and personal credibility to collaborative working and commissioning processes
10. Demonstrably accomplished in improving the health of communities
11. Able to lead across all local authority functions to, NHS bodies, the private sector and the third sector indicating the impact of investment on public health and inequalities

### Key tasks

The job description will be subject to review in consultation with the post holder in the light of the needs of Herefordshire Council 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 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 Herefordshire.

#### ***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 Herefordshire Council on the communication, dissemination, implementation and delivery of national, regional and local policies and 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 public 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 the Herefordshire 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 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 an Executive Director 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 clinical commissioning groups 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.

### ***Academic Public Health/Research and Development***

- To undertake and commission literature reviews, evaluative research surveys, audits and other research as required informing equitable service and reducing health inequalities. This may involve taking the lead on R&D public health and related activities
- To develop links with local universities to ensure the work of the organisation is based on a sound research and evidence base.
- To develop public health capacity through contributing to education and training and development within the Directorate, and within the wider NHS and non NHS workforce.

## **GENERAL CONDITIONS**

**TBC**

***On call arrangements***

The post holder will be expected to be on call for health protection and public health and to participate in the emergency planning arrangements for Herefordshire and the West Midlands as appropriate. Suitable training will be provided for those who need it in discussion with Public Health England

***Indemnity***

As the post holder will only be indemnified for duties undertaken on behalf of Herefordshire Council the post holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of Herefordshire Council and for private activity within Herefordshire Council.

***Flexibility***

The post holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within any relevant local public health networks and at other organisational levels as appropriate, to be able to meet the challenges and opportunities of working in public health within the new and existing structures.

***Confidentiality***

A Director of Public Health has an obligation not to disclose any information of a confidential nature concerning patients, employees, contractors or the confidential business of the organisation.

***Public Interest Disclosure***

Should a Director of Public Health have cause for genuine concern about an issue (including one that would normally be subject to the above paragraph) and believes that disclosure would be in the public interest, he or she has a duty of candour and should have a right to speak out and be afforded statutory protection and should follow local procedures for disclosure of information in the public interest.

***Data protection***

If required to do so, the post holder will obtain, process and use information held on a computer or word processor in a fair and lawful way. The post holder will hold data only for the specified registered purpose and use or disclose data only to authorised persons or organisations as instructed in accordance with the Data Protection Act.

***Health and safety***

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) and its amendments and by food hygiene legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

***Smoking policy***

The employing organisation has a policy that smoking is not allowed in the work place.

***Equal opportunities policy***

It is the aim of the employing organisation to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or disability or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, there is an Equal Opportunities Policy in place and it is for each employee to contribute to its success.



## Person Specification - Director of Public Health - Herefordshire Council

**IMPORTANT:** This person specification contains changes introduced in amendments made to the NHS (Appointment of Consultants) Regulations for England, Scotland, Northern Ireland and Wales which came into force during 2005.

<b>Education/Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
Inclusion in the GMC Specialist Register/GDC Specialist List or UK Public Health Register(UKPHR)	X	
If included in the GMC/GDC Specialist Register in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health medicine practice	X	
Public health specialist registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview ; all other applicants must provide verifiable signed documentary evidence that they have applied for inclusion in the GMC/GDC/UKPHR specialist registers <i>[see shortlisting notes below for additional guidance]</i>	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment		X
<b>Personal qualities</b>		
Transformational and visionary leader	X	
Commitment to adding public health values to corporate agendas	X	
Strong commitment to public health principles	X	
Able to prioritise work, and work well against a background of change and uncertainty	X	
Adaptable to situations, able to handle people of all capabilities and attitudes	X	
Commitment to team-working, and respect and consideration for the skills of others	X	
Self-motivated, pro-active, and innovative	X	
High standards of professional probity	X	
<b>Experience</b>		
Minimum of three years' experience of public health practice at senior level		X
High level project management skills	X	
Excellent staff and corporate management and development skills	X	
Experience of working in complex political and social environments	X	
Excellent change management skills	X	
Budget management skills	X	
Training and mentoring skills		X
Scientific publications, presentation of papers at conferences, seminars etc		X
<b>Skills</b>		
Strategic thinker with proven leadership skills	X	
Excellent oral and written communication skills (including dealing with the media)	X	
Effective interpersonal, motivational and influencing skills	X	
Ability to respond appropriately in unplanned and unforeseen circumstances	X	
Good presentational skills (written and oral)	X	
Sensible negotiator with practical expectation of what can be achieved	X	
Substantially numerate, with highly developed analytical skills using qualitative and quantitative data	X	
Computer literate	X	
Ability to design, develop, interpret and implement policies	X	
Ability to concentrate for long periods (e.g. analyses, media presentations)	X	
Resource management skills	X	
<b>Knowledge</b>		
High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation	X	
Full understanding of and commitment to addressing relationships and cultures of organisations that impact on the wider determinants of health	X	
Full understanding of and commitment to delivery of improved health through mainstream NHS activities	X	
Understanding of NHS and local government cultures, structures and policies	X	
Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice	X	
Understanding of social and political environment	X	

Understanding of interfaces between health and social care	X	
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