

<i>Title</i> Deputy Director of Public Health	<i>Department</i> Adult Social Care & Health	<i>Post Ref.</i> PH33
<p>Working with the Director of Public Health (DPH) and other consultant colleagues, the postholder will lead on improving the health and wellbeing of the residents of Nottinghamshire County which is underpinned by the statutory duty placed on local government to take such steps as it considers appropriate to improve the health of its residents.</p> <p>They will lead senior teams within the Council and across the health and care system with the overall aim of promoting evidence-based commissioning which results in improvements in population health and reduces inequalities. They will demonstrate a consistently high level of personal effectiveness and diplomacy to persuade senior officers within the Council and partner organisations of the utility of specialist public health advice and of aligning their budgets more closely to population health need, negotiating and maintaining effective relationships with key system partners to promote a culture of close collaboration and co-production and delivery of public outcomes</p> <p>They will routinely deputise for the DPH in the discharge of their statutory duties in executive level partnership arrangements across the local system spanning all three domains of PH, and within the organisation</p> <p>They will be expected to demonstrate and sustain a high level of resilience along with intellectual and practical flexibility to deal effectively with multiple and changing demands in complex multi-organisational contexts, and to meet tight deadlines. A high level of intellectual rigour, negotiation and motivation skills are required to deal with complex public health issues, to advise and make recommendations regarding services and patient care. An ability to understand other cultures to enable effective working across organisational boundaries, influencing without authority and working with tact and diplomacy are essential.</p> <p>They will take responsibility for strategic objectives of the local authority and the Health & Wellbeing Board and act as a change agent to enable delivery of relevant outcome indicators from the public health, NHS and social care outcome frameworks. They will exercise direct managerial responsibility for services and budgets which directly contribute to these objectives but will usually also have substantially greater strategic responsibilities across the council and other agencies.</p> <p>They will need to be intellectually and practically flexible and to be able to cope with multiple and changing demands to meet tight deadlines.</p>		

On behalf of the local authority, the post holder will, working to the DPH and with other consultant colleagues, lead on improving the health and wellbeing of local residents and will contribute to the leadership of the health and wellbeing system as epitomized by the Health and Wellbeing Board.

The post holder will be expected to have been certified by the Faculty of Public Health as having specialist expertise across the full range of competencies as set out by the Faculty of Public Health (Appendix 1). In negotiation with the DPH, the post holder may be asked to take on responsibilities that are underpinned by any of the FPH competencies. They will be expected to maintain both the general expertise as well as develop topic-based expertise as required by the DPH.

Key Responsibilities

1. On behalf of the authority, take responsibility for whole system leadership across the health and wellbeing community for a range of public health issues (covering client groups / topics / wider determinants / CCG facing / community development) to deliver improvements in health and wellbeing in order that they are developed, prioritised and implemented in light of local and national circumstances. This will include working across all council directorates.
2. Deputise for the DPH in the discharge of their statutory duties in executive level partnership arrangements across the local system for the planning and response of local authority public health arrangements to protect people in Nottinghamshire from acute environmental and communicable disease hazards, including the provision of PH leadership to the Local Resilience Forum and Local Health Resilience Partnership, and ensuring that arrangements across the entire local health protection system remain sufficient for threats identified on the community risk register.
3. Using specialist PH knowledge, be responsible for producing health needs assessments based on an analysis of the epidemiology and critical appraisal of the evidence as required, to enable actions to be taken to improve the health of the local population.
4. Clarify and explain (to a range of audiences) the evidence for effective interventions and relevant key performance indicators, developing actions plans for commissioning/delivery of cost effective interventions in order to improve health and wellbeing.

Key Accountabilities

1. Public health issues are appropriately prioritised, and strategies are based on an analysis of need grounded in robust evidence.
2. Public health and service outcomes are achieved within budget and in ways which deliver maximum value for money for residents
3. Delivery of a divisional commissioning and contract management plan for public health commissioned services which delivers exceptional outcomes and best health from the public health grant
4. Leads a continuous improvement and SLI approach which fosters innovation and embeds transformational public health approaches across the division
5. Reports are written on time for a range of audiences including the health and wellbeing Board
6. Staff are managed and deployed effectively
7. Practice is in accordance with all relevant sections of the General Medical Council's "Good Medical Practice" and the requirements of the UK Public Health Register (UKPHR)
8. Relevant sections of the JSNA are produced
9. Appropriate verbal and written briefings produced when required
10. Full contribution to the professional aspects of the department

5. Act as a change agent and influence key stakeholders and partners at senior level across both within, and external to, local authorities for the development of, implementation and delivery of policies across the whole system, and so that there is a consensual approaches to improving health and wellbeing.
6. Apply strategic commissioning skills to deliver maximum value for money, for both the council and Clinical Commissioning Groups (CCGs), assessing and developing the capacity of the market and using best practice procurement approaches to realise its potential.
7. Work effectively with all CCGs to ensure they are fully supported with PH specialist expertise, and commissioning expertise, so that the memorandum of Understanding between the council and the CCGs is fully implemented, including any integrated commissioning arrangements managed by the council on behalf of the CCGs.
8. Work effectively with Public Health England (PHE) both regionally and nationally, to ensure national and other expertise is utilized locally, to maximize benefits for local communities.
9. Lead the development and implementation of evaluation frameworks for programmes of work and align, where possible, with the Public Health Outcomes Framework as required.
10. Working with the DPH take responsibility in ensuring appropriate and timely written and verbal briefings are available to elected members, officers and the public.

11. Develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data including production of the JSNA, the Health & Wellbeing strategy, the PH strategy and the independent report of the DPH, so that all these documents reflect the needs of the local population

12. Lead on public health research, including the translation of evidence into practice so that all commissioned services are based on the latest relevant evidence

Professional obligations

The post holder will be expected to:

1. participate in the organisation's staff appraisal scheme and quality improvement programme, and ensure appraisal and development of any staff for which they are responsible.
2. contribute actively to the training programme for Foundation Year Doctors/ Specialty Registrars in Public Health and Local Authority management trainees as appropriate, and to the training of practitioners and primary care professionals within the locality.
3. undertake an annual professional appraisal including completion of a programme of Continuous Professional Development (CPD), in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation, audit or other measures required to remain on the General Medical Council (GMC)/General Dental Council (GDC) Specialist Register or the UK Public Health (Specialist) Register or other specialist register as

appropriate. In agreement with the DPH, contribute to the wider the public health professional system e.g. by becoming an appraiser for a specified period of time, being an external assessor for the Faculty of Public Health, or being the local Training Network Coordinator.

The post holder will perform any duty or task that is appropriate for the role described

Person Specification

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. Further amended in June 2015

Education and Knowledge

1. Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists. This entails a Masters programme plus further specialist training and formal certification of competency against the full range of competencies in the FPH curriculum.
2. If included in the GMC Specialist Register/GDC Specialist List 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
3. Public health specialty 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
4. Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body

Personal skills and general competencies

1. Able to lead and work within teams to deliver a set of outcomes successfully
2. Demonstrates expertise and commitment to public health principles
3. Commitment to working with range of stakeholders and communities to deliver health improvements
4. Strategic thinker with proven leadership skills
5. Excellent oral and written communication skills (including dealing with the media) in a number of situations, able to translate complex data into clear messages
6. Able to lead and manage change successfully both within and across organisations, including in unplanned and unforeseen circumstances.
7. Substantially numerate, with highly developed skills for the critical appraisal and synthesis of complex scientific data from peer reviewed research and other sources including both qualitative (e.g. health economics) and quantitative information.

5. Membership of the Faculty of Public Health (MFPH) by examination, by exemption or by assessment
6. Masters degree or equivalent
7. In depth understanding of NHS and local government cultures, structures and policies
8. In depth knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice
9. Strong and demonstrable understanding of interfaces between health, social care and key partners (dealing with wider determinants of health)

8. Ability to design, develop, interpret and implement strategies and policies
9. Ability to deal with complex public health challenges in a multi-organisational environment with widely differing governance and finance systems, often with no direct management (or other types of) authority
10. Ability to cope with multiple and changing demands, and complex interdependencies across the whole system, and to meet tight deadlines.
11. A high level of intellectual rigour, political awareness and negotiation and motivation skills as well as flexibility and sensitivity.
12. A high level of tact, diplomacy and leadership is required including the ability to work within political and other systems and at the same time maintain the ability to challenge and advocate for effective working within the local authority at senior level and across organisational boundaries in order to achieve public health outcomes
13. Resilience and flexibility to secure long term objectives in a strongly contested multi-professional, multi-agency environment
14. Able to provide educational supervision and effective teaching for public health specialist registrars, foundation year doctors, and other medical staff on secondment to public health
15. Able to influence senior members including directors and CEOs

Experience

1. Delivery of successful change management projects against defined outcomes within the available re resources in a range of areas
2. Supporting and managing a range of staff
3. Management or support in health protection situations
4. Use of a range of media to deliver effective health behaviour or health promotion messages
5. Experience of using complex information to explain public health issues to a range of audiences.

16. Able to demonstrate motivation of organisations to contribute to improving the public's health and wellbeing through mainstream activities and within resources.

Role Dimensions

1. Registered public health specialist (i.e. included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR)).
2. Takes lead responsibility for a range of complex public health issues and works across organizational and professional boundaries to act as a change agent and deliver improvements in health and wellbeing. This will include aspects to do with health economics, workforce, finance and organizational culture.
3. Working with the DPH, will provide briefings at senior level on the health and wellbeing needs of local communities to Councillors, senior Council Officers, CCGs, the 3rd sector, the public and partners. Where required to so, the post-holder will provide verbal briefing to Councillors, other colleagues and stakeholders in person which maybe at short notice.
4. The post holder will be dually accountable: professionally to the employing authority Nottinghamshire County Council managerially to the Director of Public Health (and to deputise when required, including providing assessments of the adequacy of the arrangements across the whole system for the protection and improvement of health)
5. Managerially responsible for a team of staff in the Public Health division.
6. Direct budget responsibility for part(s) of the Public Health grant (up to £10m).

August 2021

Appendix 1

FACULTY OF PUBLIC HEALTH COMPETENCIES

Surveillance and assessment of the population's health and well-being

Consultants are expected to be competent in designing and interpreting surveillance and information systems in such a way as to be able to present intelligence to a range of organisations and audiences.

This includes being competent in epidemiological methods and statistical techniques. They are expected through their professional development programmes to keep up to date with new techniques and developments.

Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services

Both understand and able to use methods of systematic reviews of evidence and be able to provide tailored expert public health advice and leadership to support and influence commissioning with the aim of developing 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.

Able to lead or be an effective member of teams responsible for service development, evaluation and quality assurance in the context delivering outcomes/outputs for communities.

To develop/provide expert advice and be able to influence systems for prioritisation of services for the population (and in some circumstances for the individual) in order to maximise health and wellbeing in the context of ethical frameworks and financial constraints.

Up to date on providers of information on clinical and cost effectiveness of interventions and able to use the outputs to support local communities. In particular, take responsibility for ensuring outputs from NICE are routinely considered by the Health and care system.

Policy and strategy development and implementation

To lead on behalf of Nottinghamshire County Council on the development, communication, dissemination and implementation and delivery of health and wellbeing policies, involving 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 and be able to exercise influence accordingly.

To be able to take into financial, and equality and health inequality requirements in the development and implementation of multi-agency long-term public health programmes to support health and wellbeing improvement in the context of the local demography, geography and diversity.

Tier 3 Public Health Consultant

To be able to exercise influence on the programmes to with the determinants of health and their implementation including for example, community safety, planning, housing and sustainability.

Able to ensure imaginative use of the Equality and Diversity legislation and other local government legislation in reducing inequalities in health outcomes.

Leadership and collaborative working for health

Able to exercise leadership on both health and wellbeing issues as well as the wider determinants of health and across organizational and departmental boundaries with the specific purpose of improving health and wellbeing of communities. Able to work with primary care professionals, staff from NHS Trusts as well as other stakeholders and the public to raise awareness of public health issues and their public health role in that context.

To lead on or support the integration of health, social services and voluntary organisations to promote effective joint working to deliver public health outcomes.

To influence external agencies in their public health policy

Health Improvement, Health Care and Service Improvement

Able to take responsibility and accountability for delivering health improvements for communities defined in terms of the protected characteristics, disease or geography.

Understand the science of health, wellbeing and ill health and be able to use that knowledge in describing the health of communities as well as in designing interventions and influencing the public and the 3rd sector to deliver those interventions.

Able to use 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.

To provide expert advice 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 lead the developments of clinical networks, clinical governance and audit.

To review evidence and provide highly specialised advice on preferred treatment options or protocols based on the evidence for individual patients.

Health Protection

Take responsibility for safeguarding the health of the population in relation to communicable disease, infection control and environmental health, including delivery of immunisation targets.

Tier 3 Public Health Consultant

Take part in local arrangements and contributing to 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.

Public Health Intelligence

Analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make organization/audience specific recommendations and be able to influence decision making.

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 present, analyse and communicate knowledge in a way that appeals to diverse groups, influences decision-making and supports community engagement.

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 are of Public Health England and other organisations to strengthen local, regional and national public health intelligence and information capacity.

Public Health Teaching/ Research and Development

Able to both undertake and when appropriate commission, literature reviews, evaluative research surveys, audits and other research as required to inform equitable service and reduce health inequalities. This may involve taking the lead on public health R&D and related activities.

Understanding epidemiological methods and statistical techniques routinely used and able to provide intelligence accordingly.

Enable the LA to be a credible partner to local universities and enable the LA to take advantage of the national R&D strategy and associated activities.

Contribute to education and training and development of all PH staff, and within the wider public facing workforce.