

## Kent County Council

### Job Description:

### Director – Public Health

Date: November 2013

<b>Directorate:</b>	<b>Social Care and Public Health</b>
<b>Division</b>	<b>Public Health</b>
<b>Grade:</b>	<b>NHS Very Senior Manager</b>
<b>Hours:</b>	<b>Full time</b>
<b>Responsible to:</b>	<b>Managerially accountable to Corporate Director - Social Care and Public Health Kent County Council (KCC) Professionally accountable to the Council (and Secretary of State for Health through Chief Medical Officer)</b>
<b>Key Relationships:</b>	<b>Cabinet Corporate Management Team Local NHS bodies including Clinical Commissioning Groups Public Health England Health and Wellbeing Board Local Resilience Forum District Councils</b>

#### Job Context

The Director of Public Health (DPH) post will understand and enhance the health of the people of Kent 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 which works towards ensuring 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 aims of Kent County Council (KCC). 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

### **Job Summary**

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). S/he is 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. S/he leads a team within the local authority responsible for the development of a strategic needs assessment for the local population and for the delivery of:

Corporate Directors will work within the KCC Corporate Responsibilities for Senior Officers. In addition, as a member of the Corporate Management Team, Corporate Directors will work together to enable corporate responsiveness to elected members; secure the best approach to resource stewardship for the council's budget and finances; ensure that overall management attention, effort and controls are commensurate to risk and opportunity across the council's functions and activities; and enhance the reputation of Kent as a place as well as Kent County Council as the democratic agent of change in the region.

#### **1. Health Improvement**

- developing healthy, sustainable and cohesive communities through Health and Wellbeing Board
- 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
- 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
- Clearly to develop and deliver the strategic vision of the local authority, the DPH is part of the senior team leading the organisation and is directly accountable to the Head of Paid Service.

**The Director of Public Health is:**

1. A trustworthy and independent professional accountable to Secretary of State through Public Health England as well as to the local population through the Local Authority.
2. 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
3. Able to demonstrate corporate skills in strategic leadership within an organisation
4. A skilled and trusted communicator at all times particularly in a crisis
5. Strongly committed to teaching and research in collaboration with academic departments
6. Up to date and can demonstrate continuing professional development through appraisal and revalidation as a specialist with GMC or other regulator
7. Highly visible to ensure in-depth knowledge of local communities and better working between the public and local organisations
8. Able to show intellectual rigour and personal credibility to collaborative working and commissioning processes
9. Demonstrably accomplished in improving the health of communities
10. Able to lead across all local authority functions to district councils, NHS bodies, the private sector and the third sector indicating the impact of investment on public health and inequalities

**The Director of Public Health will:**

1. Produce an independent annual report on the health of the population, progress on improving health and reducing inequalities and making recommendations
2. Be principal 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. Provide 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. Support Local Resilience Forum in developing comprehensive multi agency plans for the anticipated threats to public health

**Key tasks**

The job description will be subject to review in consultation with the post holder in the light of the needs of KCC 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 Kent

### **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 KCC 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 and well-being 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 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**

- Work together with KCC Corporate Directors, to lead the development of 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.
- To work with primary care professionals and community staff to raise awareness of their public health role.

- Work collectively with KCC Corporate Directors to facilitate the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider government targets and improved health and well being.
- 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 lead in working 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 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 to inform equitable service and reduce 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 Authority, and within the wider NHS and non NHS workforce.

*This job description sets out the accountabilities specific to the role. These should be read in conjunction with the Corporate Responsibilities that apply to the Corporate Director and Director roles.*

### **General Conditions**

#### **On call arrangements**

The post holder will be expected to be on call for health protection and public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Kent. 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 KCC the post holder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of KCC and for private activity within KCC. For on call duties provided to other organisations as part of cross cover out of hours arrangements KCC will confirm with those organisations that they will provide indemnity for the post holder.

#### **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. KCC 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**

The post holder has an obligation not to disclose any information of a confidential nature concerning patients, employees, contractors or the confidential business of KCC

### **Public Interest Disclosure**

Should an employee 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 should have a right to speak out and be afforded statutory protection and should follow KCC 'whistleblowing procedures' on KNet for disclosure of information in the public interest.

### **Health & Safety**

KCC's Health & Safety policy is available on KNet. It is an employer and employee joint responsibility to make sure there is a safe and healthy working environment at all times. The postholder should familiarize themselves with any health and safety rules relevant to their work environment.

### **Kent Code**

The Kent Code applies to all employees and describes the standards KCC expects of its employees. Details of the Code can be found on KNet.

### **Data Protection**

Under the Data Protection Act 1998, KCC has a legal duty to protect any personal information it collects from employees. KCC will;

- only use personal information for employee administration;
- only hold employee information for as long as necessary to fulfill that purpose;
- not pass personal information to any other parties (including other Council departments) unless this is made clear to the employee at the time they supplied it, or KCC is legally obliged to do so; and,
- all employees and contractors who have access to another employee's personal data or are associated with the handling of that data are obliged to respect confidentiality.

### **Electronic Communications User Policy and Electronic Communications User Guidance**

A copy of KCC's Electronic Communications User Policy and the Electronic Communications User Guidance are available on KNet. Employees are advised to read these documents as they describe the standards expected when using KCC's electronic equipment and systems.

### **Equal opportunities policy**

As a major employer and provider of services Kent County Council is committed to fighting inequality and promoting equality by valuing diversity and combating unfair treatment for all those who live in, work in and visit Kent. Postholders should familiarise themselves with KCC's Equality Policy Statement and exercise leadership and commitment to promote equality of opportunity and freedom from discrimination.

### **Political Restriction**

The post of Director of Public Health is politically restricted under the Local Government and Housing Act 1989 as set out in the Local Government (Political

Restrictions Posts) Regulations 1990. This means that postholders are prevented from having any active political role either in or outside of the workplace. Further details can be found on Knet.

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