



JOB DESCRIPTION

DIRECTOR OF PUBLIC HEALTH

Accountable to:

Chief Executive for statutory Public Health functions (and the Secretary of State for Health and Social Care)

Salary:

Chief Officer, Band 1
(Salary ranges from £91,756 to £100,580 per annum)

Responsible to:

Strategic Director (Adults & Health) for Portfolio and Departmental management, strategy, public health policy, commissioning and service delivery.

Key Relationships:

- Cabinet/Portfolio holder
- Senior Management Team
- Local NHS bodies including Clinical Commissioning Groups
- UKHSA and OHID
- Health and Wellbeing Board
- Local Resilience Forum
- NHS England
- District/Borough Councils
- The public and the press

Hours:

37 per week

Responsible for:

- Providing independent statutory public health advice to the Council, CCG, community voluntary and faith sector, commercial sector, media and general public in Blackburn with Darwen.
- Public health services in Blackburn with Darwen and the public and population health impacts of all Local Authority policies and services
- All employees within the Public Health Team, including the jointly appointed PH Partnerships Manager, PH elements of the Joint Intelligence Unit and Consultant in Dental PH, the BwD COVID team, PH trainees and Specialist Registrars, regional PH workforce team and any other associated staff working with the PH function.
- Public health advice provided to 'place based' NHS and other public health relevant agencies and organizations delivering services to Blackburn with Darwen residents.

Why Blackburn with Darwen?

Blackburn with Darwen is a place of high challenge and high response.

High Challenge

With over 50% of its population living in the poorest 20% of IMD lower super output areas in England, the Borough has high rates of morbidity and mortality, low income per household, overcrowded housing, and high levels of child poverty. These higher 'structural and place based risks' have meant that Blackburn with Darwen is the worst hit Local Authority area in the UK from the Coronavirus pandemic-now having the highest cumulative case rate in the UK with just over 30,000 of its population recorded as having had Covid since the start of the pandemic. With just over 30% of its population from South Asian heritage communities there are also some specific health and wellbeing challenges for the DPH to ensure equal health outcomes across the whole population.

High Response

The Borough is well run, with a strong management team and excellent links to the local NHS services and VCFS organisations. As a small Unitary Authority, Blackburn with Darwen has won Council of the Year more than once in its Unitary history, last in 2018, and it continues to be a national leader in a number of areas. The public health team is well established and experienced and have taken a high national profile in public policy debates and innovative actions during the Pandemic.

DPH Role

The DPH role is very well supported by the political leadership of the Council, senior officers across the Council and the Chief Executive. The DPH function is closely engaged in the community with a high local profile including a regular column in the Lancashire Telegraph and weekly interviews on Radio Lancashire. The Blackburn with Darwen DPH is a Board member of Pennine Lancashire CCG and an invited member on East Lancashire Hospitals Trust Board. The Public Health Department has a strong research and publications profile with good relationships with Liverpool and Lancaster Universities and the University of Central Lancashire. The DPH works closely with colleagues across Cumbria and Lancashire and is currently working with the Marmot Review team 'Health Equity Commission' for Lancashire and South Cumbria ICS to co-produce a report for publication early in 2022 on Health Inequalities across the ICS footprint.

Job Purpose:

- To provide the statutory functions of the Director of Public Health. 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
- 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
- To provide clear independent public health advice to the people of Blackburn with Darwen through local media and other routes as appropriate.
- To provide the full functions defined within the Director of Public Health (Specimen) Job Description as defined and periodically amended by the Faculty of Public Health.
- To be the chief source of public health leadership expert advice to elected members, the CCG and the wider local authority and community on all aspects of public health and to ensure delivery of the wider government targets.
- To ensure delivery of a comprehensive specialist public health service as a Director of Blackburn with Darwen Borough Council.
- To provide public health leadership and ensure that the requirements contained in the specification for the provision of a common service for Public Health are met.
- To be responsible for the delivery of public health strategies across the borough, promoting and protecting health and wellbeing, tackling health inequalities and improving health care quality.
- To be responsible for producing an independent annual report on the health of the local population.
- To provide expert advice to support evidence based commissioning, prioritisation of services for the population in order to maximise opportunities for improving health and wellbeing, and addressing health inequalities.

Main Accountabilities:

Duty of Candour

1. In keeping with recommendations made in the Francis Review ⁱ (2015), the Director of Public Health will have a particular, independent and primary 'duty of candour' to inform the public directly of its (population level) health status and any emergent risks to the health of Blackburn with Darwen citizens.

Leadership and collaborative working for health

1. Borough wide leadership for public health strategy, policy, programmes and projects
2. Working collectively with the wider NHS, CCG, criminal justice system, other local public services, the Council executive leadership and Chief Officers of the council to lead on the integration of health, social services and voluntary organisations to promote effective joint working to improve on health and wellbeing.
3. To ensure proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability.
4. 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 and to take the public health leadership role in helping them to take action to tackle longstanding and widening health inequality issues, supporting community development approaches as appropriate.
5. To develop stronger, integrated working partnership relationships with those Borough Council departments that have an impact on the health and wellbeing of the local community.
6. Will influence the use of resources across the public sector to promote health and

wellbeing for the whole community. .

7. To support the establishment of strong practice based commissioning and to provide expert health advice and leadership to support and inform an evidence-based and ethical approach to commissioning across primary, secondary and social care.

Policy and strategy development and implementation

1. To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health.
2. To be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on the identification of areas of potential health improvement, the diversity of local needs and the reduction of inequalities.
3. To have the responsibility for the local population, for delivery of key public health goals.
4. To direct Health Impact Appraisal (HIA) of all local Council and other public services strategy, policy, programmes and projects as appropriate, and to develop healthy settings and environments for the local population as part of a wider 'health in all policies' approach to deliver health.

Health Improvement

1. Have a key role in leading and driving programmes to improve health and wellbeing and reduce inequalities.
2. To work with other CCG and LAT public health commissioning colleagues to strengthen public health capacity and delivery across the region.
3. 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.
4. To be responsible for securing the provision of screening programmes for the local population.

Health Protection

1. Will be expected to take part in on call arrangements for communicable disease control/ health protection as appropriate depending on local arrangements.
2. To lead the communication, dissemination, implementation and delivery of national, regional and local public health policies and strategies.
3. To take responsibility for safeguarding the health of the population in relation to communicable disease (including delivery of immunisation targets) and non-communicable environmental hazards.
4. To communicate effectively and accurately with a wide audience including the media and the public in emergency circumstances such as communicable disease outbreaks, chemical incidents, and incidents related to immunisation and screening.
5. The DPH may be asked to contribute to child protection arrangements and to the performance management of the public health or other functions of other organisations in the locality.
6. Will work closely with the Health Protection Agency and other relevant organisations to ensure high levels of reliance.

Service Improvement

1. To take lead responsibility for ensuring the implementation of NICE/ National Service Frameworks or equivalent national standards/ guidance and frameworks in relation to Public Health.
2. To provide leadership to the review of evidence and provide specialist advice on preferred treatment options or protocols based on the evidence for individual patients.

3. To ensure the use of the best available evidence base to undertake regular joint reviews of the health and wellbeing status and needs of the population, and to undertake the assessment of health needs and inequalities, health impact assessment and the identification of areas for action within the local population.

Public Health Intelligence

1. To lead on public health intelligence.
2. To work collectively with the Councils Executive leadership and chief officers across the CCG and local authority and in collaboration with PHO's, HPU's and other relevant organisations, to ensure the proper design, development and utilisation of major information and intelligence systems.
3. 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.
4. To ensure that appropriate health improvement, public health surveillance or population screening programmes, are planned and implemented.
5. To advise on the health impact of policies and changes of policy which may affect health.

Academic Public Health/Research and Development

1. To ensure the Public Health Department contributes appropriately to wider public health networks, bringing public health practice, teaching and research together as appropriate.
2. Contribute actively to the training programme for Foundation Year Drs/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.
3. To develop links with academic centres as appropriate e.g. UCLAN, Lancaster University and the North West Public Health Observatory to ensure a joined up approach to teaching, information, research and practice.
4. 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. This will require active involvement with the evolving institute of Health and Social Care.

People Management

1. To lead, guide and support a coherent framework of performance management, which ensures that employees are inspired and committed to perform to the best of their abilities to achieve service objectives. Professional appraisal will be undertaken by either the Regional DPH or another DPH in the region who will be responsible for appraisal as required for revalidation

Professional obligations

Professional responsibilities will be reflected in the job plan. The Director of Public Health will be expected to:

1. Participate in the organisation's staff and professional appraisal scheme and ensure participation of all staff members.
2. Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in the Council.
3. 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. (*<If the postholder designs and delivers core training, specify as applicable and give details of postholder's involvement e.g. lead trainer, trainer on a module, develops training for others, etc>*)
4. Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and undertake revalidation or other measures required to remain on the GMC/GDC Specialist Register with a license to practice or the UK Public Health (Specialist) Register or other specialist register as appropriate.
5. Practice in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified).
6. Agree any external professional roles and the time required to deliver those roles with the Council.

ⁱ [About the Francis Inquiry \(health.org.uk\)](http://health.org.uk)

PERSON SPECIFICATION

DIRECTOR OF PUBLIC HEALTH

	Essential (E) Or Desirable (D)	To be identified by: Application Form (AF) Interview (I)
Qualifications:		
Higher level of education (degree level qualification or equivalent experience).	E	AF
Relevant management qualification	D	AF
Evidence of CPD in accordance with Faculty of Public Health requirements, or other recognised body and undertake accreditation, revalidation audit or other measures required to remain on the GMC/GDC Specialist Register or the UK Public Health Register or other specialist register, as appropriate.	E	AF/I
To have completed a higher specialist training in public health or equivalent and registration on the GMC Specialist Register or GDC Specialist List in dental _public health or the UK Public Health Register.	E	AF
Knowledge:		
Ability to demonstrate well developed analytical skills with a proven ability of setting/achieving strategic objectives through performance management and of evaluating and achieving service quality.	E	AF/I
Fully understands and is committed to addressing the relationships and cultures of organisations that impact on the wider determinants of health.	E	AF/I
Knowledge and experience of developing and embedding QA and performance management frameworks.	E	AF/I
Knowledge of evidencing strong professional commitment to service development, improvement and transformation.	E	AF/I
An understanding of the corporate vision and priorities of the borough.	E	I

	Essential (E) Or Desirable (D)	To be identified by: Application Form (AF) Interview (I)
Knowledge of management concepts including human resource and financial management and the role of IT	E	AF/I
Experience:		

Experience of being the chief source of public health leadership expert advice to the CCG and the local authority on all aspects of public health, demonstrating delivery of wider government targets	E	AF/I
Can demonstrate high levels of political awareness with an ability to work to different organisational cultures and to plan and implement programmes for short and long term health gain.	E	AF/I
Can co-ordinate high quality advocacy across all domains of public health - health improvement, health protection and health service.	E	AF/I
Has exceptional leadership and influencing 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.	E	AF/I
Has a proven record of previous accomplishments in improving the health of communities.	E	AF/I
Experience of managing relationships within a political environment with Elected Members and Senior Managers and of networking, negotiating and influencing at a senior level.	E	AF/I
Has a proven ability to effectively lead the Public Health agenda and ensure its appropriate contribution to wider public health networks and to bringing public health practice, teaching and research together, as appropriate.	E	AF/I
Ability to lead across all local authority functions, NHS bodies, private and third sector, indicating the impact of investment on public health and inequalities.	E	AF/I
An ability to anticipate, keep track of and interpret national, political and other major developments as they impact on the Council and ensure these are presented to members and planned for in order to maximise the Council's capacity to lead events and not react to them.	E	AF/I
Can demonstrate a strong commitment to teaching and research collaboration with academic departments.	E	AF/I
Can demonstrate personal impact of improving health in communities.	E	AF/I

	Essential (E) Or Desirable (D)	To be identified by: Application Form (AF) Interview (I)
Personal Qualities and Attributes:		
To be a transformational and visionary leader of Public Health.	E	I

Brings a level of intellectual rigour and personal credibility that commands confidence with Elected Members, Senior Officers, CCG members and the health community.	E	I
Is highly visible to ensure in depth knowledge of communities and better working between the public and the local organisations.	E	AF/I
The ability and skill to contribute directly to the corporate strategies of the Council, including service improvement strategies and partnership strategies.	E	I
Ability to develop productive working relationships internally, externally and with voluntary groups.	E	AF/I
Highly motivated with high levels of sensitivity, judgement, energy and enthusiasm and flexibility.	E	I
An ability to demonstrate effective management skills including an ability to lead, motivate and develop staff.	E	I
Effective presentation and communication skills both orally and in writing.	E	AF/I