Consultant in Public Health: intelligence and healthcare

Employing organisation: London Borough of Waltham Forest

Title: Consultant in Public Health/Consultant in Public Health Medicine (Full Time)

Accountable to: The postholder will be dually accountable:
- managerially to the employing authority
- professionally to the Joint Director of Public Health for Redbridge and Waltham Forest

Salary scale: Assistant Director/ Divisional Director

Managerially responsible for: A team including senior public health strategist, health intelligence team, public health strategists, public health trainees and other staff as assigned.

Appointment

This is a full time post for a CPH/CPHM. The Public Health Division is located in Families Directorate of Waltham Forest Council. The post holder will be based in The Town Hall, Walthamstow, London E17.

Job Summary

This is an exciting opportunity for an experienced Consultant in Public Health / Public Health Medicine who is committed to a successful transition of public health responsibilities to Local Government, and tackling health inequalities. S/he will be expected to work confidently with the key stakeholders to deliver improvements in the health of the population and reduce health inequalities while also supporting the successful transition of the Public Health function.

The post holder will join the Public Health Division at an exciting, formative time. Their portfolio will reflect the priorities of the local population and the employing organisation and will be negotiated with the post holder. At the time of appointment the post holder will provide senior leadership for a broad portfolio of areas to ensure robust public health intelligence is available in Waltham Forest and support the Clinical Commissioning Group in their healthcare commissioning functions. They will provide public health leadership for efforts to reduce the burden of cancer, cardiovascular disease and poor mental health, and oversee strategies to improve mental health and wellbeing, help residents achieve a healthy weight, and deliver an effective health check programme. They will work with LBWF and WF CCG partners to ensure spatial and economic development plans for the borough address health needs and inequalities.

The postholder will be expected to be able to cope with multiple and changing demands, and to meet tight deadlines. A high level of intellectual rigour, political awareness, negotiation and motivation skills and flexibility are required. The post holder will deal with complex public health issues, advise the health and wellbeing board and make recommendations regarding services, patient care and wider determinants of health. A high level of tact, diplomacy and leadership is required and an ability to
understand other cultures, advise, challenge and advocate to enable effective working across organisational boundaries and influencing without direct authority.

It is expected that the postholder:

1.1 will be an effective advocate for improving health and tackling health inequalities

1.2 will actively support the transition of responsibility for public health to the London Borough of Waltham Forest with the aim of achieving the effective transfer of responsibility for public health services, development of the core offer to Waltham Forest Clinical Commissioning Group, and embedding new arrangements for health protection and emergency planning.

1.3 will lead across a range of public health responsibilities in Waltham Forest and deputise for the Director of Public Health Redbridge and Waltham Forest when required.

1.4 will work with the Joint Director of Public to identify and implement opportunities for collaboration with the Redbridge Public Health team.

1.5 will have responsibility for development, implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board or organisational authority to deliver key public health targets

1.6 will provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for commissioning and developing high quality equitable services, across primary, secondary and social care, and across sectors including local authorities, voluntary organisations, etc

1.7 will develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data

1.8 will manage a team of staff and deliver training as a major part of the job e.g. day to day management of a group of staff being responsible as a line manager for their functions, and training of Specialty Registrars in Public Health and others.

1.9 will be a delegated budget holder (up to £5m) and monitor and contribute to the formulation of department and service budgets and financial initiatives

1.10 will commission research audits/projects, and undertake research or audit and translate research findings into public health practice

2. The employing organisation

The Public Health Division has been located in the London Borough of Waltham Forest for over a year but remained part of the NHS until 31 March 2013. As part of the Families Directorate the public health division works closely with child and adult social services, education, troubled families and community safety and across the Council on the People and Place agendas in Waltham Forest

3. Department of Public Health

The Joint Director of Public Health is a joint appointment across the London Boroughs of Redbridge and Waltham Forest.

3.1 Current staffing
A copy of the current structure and organisational chart of the public health directorate is available on request. The Joint Director of Public Health will be reviewing opportunities for collaboration between the Redbridge and Waltham Forest Public Health teams over the next 6-9 months and the post holder would be expected to contribute to this review.

3.2 IT, administrative support and other internal resources
The post holder will have administrative support. The health information analyst will provide any necessary health information support. All public health staff have access to library facilities.

3.3 Training and CPD arrangements
All public health staff are supported to undertake CPD.

4. Management arrangements
The post holder will be professionally accountable to the employing authority and managerially accountable to the Joint Director of Public Health for Redbridge and Waltham Forest. 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 at 6 months and annual appraisal undertaken.

The post holder will:

4.1 manage staff in the public health team.

4.2 manage budgets as required.

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

4.4 be expected to deputise for the Director and Deputy Director as required and across a range of duties.

4.5 will manage Specialty Registrars in Public Health and other trainees as 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/Specialty Registrars in Public Health as appropriate, and to the training of practitioners and primary care professionals within the locality.

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/GDC Specialist Register or the UK Public Health (Specialist) Register or other specialist register as appropriate.

6. 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 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 write and/or contribute to national and local policy forming reports on the health of the population of Waltham Forest

**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 to 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 Waltham Forest Council on the communication, dissemination and implementation and delivery of national, regional and local policies, 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 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 Waltham Forest 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, population screening or geographical areas.
- To take a 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 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.

**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 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.

**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 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.

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 Directorate, and within the wider public facing workforce.

Medically qualified members of the public health team are expected to play certain roles in medical leadership, in relationships with the medical profession and in bringing a medical perspective to public health advice. A medically qualified holder of this post would be expected to share these roles with other medically qualified members of the team.
Terms and conditions of service

The post is subject to Waltham Forest Council Terms and Conditions of Service and relevant organisational employment policies.

On call arrangements
The postholder may be expected to be on call for public health and to participate in the communicable disease and environmental hazards control and emergency planning arrangements for Waltham Forest. Suitable training will be provided for those who need it in discussion with the Health Protection Agency.

Indemnity
As the postholder will only be indemnified for duties undertaken on behalf of Waltham Forest Council the postholder is strongly advised to ensure that he/she has appropriate professional defence organisation cover for duties outside the scope of Waltham Forest Council and for private activity. For on call duties provided to other organisations as part of cross cover out of hours arrangements the NHS Litigation Authority has confirmed that those organisations will provide indemnity for the postholder.

Flexibility
The postholder will join Waltham Forest Council at a time of significant change. The postholder will, 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 consultant 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 consultant 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 local procedures for disclosure of information in the public interest.

Data protection
If required to do so, the postholder will obtain, process and/or use information held on a computer or word processor in a fair and lawful way. The postholder 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

7
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.
## Education/Qualifications

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Inclusion in the GMC Specialist Register/GDC Specialist List/UK Public Health Register (UKPHR) for Public Health Specialists</td>
<td>X</td>
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<tr>
<td>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</td>
<td>X</td>
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<tr>
<td>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 [see shortlisting notes below for additional guidance]</td>
<td>X</td>
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<tr>
<td>Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body</td>
<td>X</td>
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<tr>
<td>MFPH by examination, by exemption or by assessment</td>
<td>X</td>
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### Personal qualities

- Strong commitment to public health principles
- Able to prioritise work, and work well against a background of change and uncertainty
- Adaptable to situations, able to handle people of all capabilities and attitudes
- Commitment to team-working, and respect and consideration for the skills of others
- Self-motivated, pro-active, and innovative
- High standards of professional probity

### Experience

- Project management skills
- Staff management and training
- Practical experience in facilitating change
- Budget management skills
- Training and mentoring skills
- Scientific publications, presentation of papers at conferences, seminars etc

### Skills

- Strategic thinker with proven leadership skills
- Excellent oral and written communication skills (including dealing with the media)
- Effective interpersonal, motivational and influencing skills
- Ability to respond appropriately in unplanned and unforeseen circumstances
- Good presentational skills (oral and written)
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<tr>
<td>Sensible negotiator with practical expectation of what can be achieved</td>
<td>X</td>
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<tr>
<td>Substantially numerate, with highly developed analytical skills using qualitative and quantitative data</td>
<td>X</td>
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<td>Computer literate</td>
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<td>Ability to design, develop, interpret and implement policies</td>
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<td>Ability to concentrate for long periods (e.g. analyses, media presentations)</td>
<td>X</td>
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<td>Resource management skills</td>
<td>X</td>
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<tr>
<td><strong>Knowledge</strong></td>
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<td>High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation</td>
<td>X</td>
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<td>Understanding of NHS and local government cultures, structures and policies</td>
<td>X</td>
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<tr>
<td>Knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice</td>
<td>X</td>
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<td>Understanding of social and political environment</td>
<td>X</td>
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<tr>
<td>Understanding of interfaces between health and social care</td>
<td>X</td>
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**Shortlisting notes**
The Faculty of Public Health advises that in order to be shortlisted for a consultant post 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 an application for inclusion on one of these specialist registers is in progress as follows:

1. **Applicants in training grades**
   Public health Specialty Registrars in a recognised UK public health training scheme must provide evidence to confirm that they are within **SIX** months of award of their certificate of completion of training (CCT) and inclusion in the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR for public health specialists at the date of interview (i.e. the expected date of award of their CCT must fall no more than six months after the date of interview). Please note that from January 2005 in England, May 2005 in Scotland and November 2005 in Northern Ireland and Wales, this period has been extended from the three months required previously. The documentary evidence should be:

   Either a ARCP 6/RITA Form G (Final Record of Satisfactory Progress) or a letter from the postgraduate dean (or Faculty Adviser) specifying the expected date for completion of training (which must be not more than six months after the date of interview).

2. **Applicants in non training grades**

   2.1 **Doctors (i.e. medical practitioners)**

   Doctors outside recognised UK public health training schemes fall into a number of categories:

   those who have trained outside the UK, who may have specialist training and qualifications which they are seeking to have recognised by the General Medical Council (GMC) in order to gain registration with the GMC: these doctors may be shortlisted according to the following 2005 guidance from the Department of Health and Scottish Executive which indicates that There will be some instances (for example when considering applicants trained outside the UK) where an AAC may choose to interview a candidate prior to [GMC] Specialist Register entry. In these circumstances, it will wish to be satisfied that subsequent Specialist Register entry is likely. **Employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GMC which is eligible for consideration at the time of application (for shortlisting).**

   those who have not completed specialist training in the UK who are seeking entry to the GMC Specialist Register through the Certificate of Eligibility for Specialist Registration route (formerly Article 14 of the European Specialist Medical Qualifications Order (ESMQO)), which allows the GMC to consider not only training but also relevant experience: these doctors may have trained in or outside of the UK. **Again, employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GMC which is eligible for consideration at the time of application (for shortlisting).**

   2.2 **Applicants from a background other than medicine**

   Other than trainees (see 1 above), applicants from a background other than medicine would normally be expected to have gained full specialist registration with the UKPHR. However, exceptionally, individuals who can demonstrate that they have submitted a portfolio application to the UKPHR may be considered for shortlisting. **Suitable evidence will be a letter from the UKPHR acknowledging receipt of the portfolio application.**
Other than trainees (see 1 above), applicants from a background in public health dentistry must be included in the GDC Specialist List in dental public health. However, those who can demonstrate that they have submitted an application for inclusion on the GDC specialist list in public health dentistry may be considered for shortlisting. **Employers should ask the applicant to provide documentary evidence that he/she has submitted an application to the GDC which is eligible for consideration at the time of application (for shortlisting).**

**Employers are advised that individuals should not take up consultant in public health medicine or consultant in public health posts (including DPH posts) until such point as they have gained entry to the GMC Specialist Register/GDC Specialist List in dental public health/UK Public Health (Specialist) Register. Although applicants will be able to provide documentary evidence that an application is in progress, no guarantee can be made as to the outcome of an application to the GMC/GDC/UKPHR specialist registers.**

The above guidance applies to applications for both general and defined specialist registration with the UKPHR. Individuals with defined specialist registration are eligible for consideration for shortlisting for, and appointment to, consultant posts including those at DPH level. In all appointments, employers will wish to ensure that an applicant’s areas of competence meet those required in the person specification.