

Job Title:	Health Improvement Practitioner
Reports to (job title):	Healthy Lifestyle Manager
Line Manager to:	N/A

Job purpose

As a 'Health Improvement Practitioner' you will work in our dynamic Healthy Lifestyle team and be a source of specialist advice and support for our Stop Smoking Service for some of the most vulnerable people living in Bath and Northeast Somerset. Although your main focus will be supporting people to stop smoking and tobacco control work you will at times to a lesser extent, support people with weight management, healthier cooking and physical activity in-line with our person-centered approach to improving peoples' overall health and wellbeing. This work will be carried out on a one-to-one and group basis within different settings throughout Bath and Northeast Somerset.

Key responsibilities

- To focus on the design, implementation, delivery and monitoring of the Stop Smoking Service
- To deliver training to other health professionals on smoking cessation and other relevant interventions
- To deliver the Swap to Stop initiative in B@NES
- To maintain a busy caseload of smokers who wish to quit
- To run and deliver smoking cessation in a variety of settings ie groups, face to face, telephone support
- To promote and market the stop smoking service
- To work closely with local secondary care providers to ensure that smokers discharged are picked up and supported in a timely manner
- Work with smoking cessation team to achieve "set quit date" targets set by commissioners
- To have a focus and knowledge of the areas of high health inequalities in B@NES and work with
- To contribute (when needed) to the delivery of the food and health / weight management interventions / physical activity interventions
- To contribute to the development and implementation of other health improvement programmes if required
- To maintain public health information and support networks
- To facilitate and provide health improvement training courses
- To maintain information directories, data collection systems

Dimensions

Budget: None

Staffing: Potentially supervise volunteers, at appointed times to monitor their workload, job satisfaction and personal development. Peer support colleagues.

Patients Direct contact with clients through the delivery of the stop smoking service, other health improvement programmes, outreach events and promotional activities

Sites: The post holder will be based at Peasedown St John, Bath and nearby area but will work throughout Bath and Northeast Somerset. The post-holder will be required to attend meetings and events at a range of different locations locally, regionally and nationally. This is a hybrid working role

Principal Duties and Responsibilities

Supervisory and/or training / development responsibilities

- Be a source of specialist advice and support primarily on stop smoking for public health practitioners and other professionals in BANES keeping them informed of local, regional and national development to enable them to promote health in the course of their work.
- Support/develop, facilitate and evaluate training courses (based on needs assessments) for a range of health promoters and the general public in conjunction with service leads.
- Potentially supervise volunteers at appointed times to monitor their workload, job satisfaction and personal development.

Operational responsibilities

- Co-ordinate and deliver a range of evidenced based stop smoking interventions and to a lesser extent food and health / weight management programmes so that contractual requirements are met within an agreed timescale.

The following provides examples of the range of activities involved:

Community development work in areas of high health need.

- Work in areas of high health need. Target people at risk of behaviors detrimental to good health, primarily people who smoke but also those who are overweight or obese, have a poor nutrition, undertake no or low levels of physical activity.

Stop Smoking (Main Focus)

- Provide 1-1 advice and support to people who want help to stop smoking, face-to face, or on the telephone, to enable them to successfully stop smoking. 1-1 support includes motivational interviewing and advice on the use of pharmacological products
- Raise awareness of Stop Smoking opportunities / support through information sessions, awareness raising events, marketing, social media and the website
- Supporting and developing new drop-in stop smoking clinics to support people to stop smoking at times and at venues that are easily accessible to them
- Support national stop smoking campaigns such as 'Stoptober'

Resource and information work

- Review, develop, purchase and provide excellent quality resources relating to stopping smoking, tobacco control and other health-related areas for the public and fellow professionals.
- Design, produce and disseminate resources to increase awareness of local initiatives and services and to increase knowledge of health improvement programmes.
- Involve local services and service users in the development and evaluation of resources.
- Responsible for the delivery of training, providing guidance, support and coaching to more junior colleagues, volunteers or those with limited knowledge primarily in the field of stopping smoking and to a lesser extent in the field of food and health / weight management / health improvement

Improve access to services

- Raise awareness of the Health Improvement Service, national help-lines and websites.
- Distribute and promote resources to direct people to local services
- Coordinate and evaluate initiatives that aim to improve access to stop smoking services and other health improvement programmes. Ensure effective involvement of adults and/or young people in this.

Co-ordination of national and local campaigns.

- Advise on the selection, purchase and disseminate resources.
- Co-ordinate and publicise events to raise the profile of national campaigns relating primarily to stop smoking and to a lesser extent weight management, food and nutrition and physical activity.
- Encourage local organisations to promote national and local awareness raising campaigns.

Research and development projects.

- Disseminate latest research findings and evidence base to relevant organisations.
- Provide expert advice and recommendations where evidence base is conflicting

Promotion and publicity.

- Proactively seek opportunities to promote local health and wellbeing messages through a range of media channels.

Evaluation of health promotion outcomes.

- Evaluate health promotion initiatives using a variety of methods including focus groups, questionnaires and data collection.
- Write and disseminate evaluation reports with recommendations for future actions.

Quality Assurance

- Demonstrate that all work adheres to agreed quality standards, is clearly planned (based on available evidence) and evaluated so that effectiveness and outcomes can be reported on, and good practice disseminated.
- Report to the Healthy Lifestyle Service Lead on a regular basis regarding progress towards annually agreed objectives to ensure contractual requirements are met.
- To demonstrate the implementation of organisational policies and the Service Guidelines particularly on Equal Opportunities to ensure a wide variety of users receive an appropriate service.

Finance and IT

- No budget management.
- Responsibility for using the service's SystemOne card, database and updating of client information in a timely manner.

General

- To contribute to the development and implementation of team action plans
- To ensure the efficient and effective implementation of organisational policies and the achievement of the organisational objectives.
- To ensure that services are responsive to community needs and that equal opportunity issues are identified and addressed effectively
- To ensure that effective external working relationships are established and maintained with organisations and agencies relevant to the work of the post.
- To represent the health improvement service / organisation on a range of partnerships and events
- To develop and disseminate health improvement promotional materials in conjunction with service leads

Other requirements

- To undertake such other duties and responsibilities as are specified by the line manager and are commensurate with the level of the post. This job description only contains the principal accountabilities relating to this post and does not describe in detail all the duties required to carry them out.
- The post holder must possess a current driving license and access to a car.
- The post holder will be expected to work outside normal office hours on occasion for the delivery of the role.

Organisational Chart



Contacts:

The post holder will have to communicate with health alliances with a wide variety of people and organisations locally, regionally and nationally. These will include staff and teams within the Service and the local authority, Clinical Commissioning Group, local health alliances, staff and managers in the local NHS trusts, neighbouring local authorities, staff of trade and commercial organisations, training departments, educational establishments, media organisations, local community groups and voluntary groups.

Working Conditions:

- The post is based at Peasedown St John Wellness Hub and involves travel to a range of venues throughout Bath and Northeast Somerset. There may be occasional travel to regional and national meetings/training.
- Weekend and evening work is sometimes necessary.
- Accommodation currently includes shared office, use of a shared desk (hot desk), laptop computer, and mobile phone.
- The post holder will need to be mobile to meet the requirements of the post (own car use required).
- Flexible working patterns available as part of work-life balance policy. This is a hybrid working role and the successful applicant will be expected to work from the office at least two days per week (subject to change according to the Working Together Agreement), as well as working from home, and in the community.
- Full DBS clearance will be completed as part of the recruitment process, prior to appointment.

- Evidence of up-to-date vaccinations will be required.

Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

Care	Think	Do
<ul style="list-style-type: none">• Inspire• Understand• Communicate	<ul style="list-style-type: none">• Challenge• Improve• Learn	<ul style="list-style-type: none">• Accountability• Involve• Resilience

Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 2018 Data Protection Act and should be managed in accordance with this legislation. This and all other information must be held in line with NHS national standards including the Records Management: NHS Code of Practice , NHS Constitution and HSCIC Code of Practice on Confidential Information and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training
- Reading applicable policies and procedures
- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements
- Ensuring the security and confidentiality of all records and personal information assets
- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead
- Adherence to the clear desk/screen policy
- Only using approved equipment for conducting business

Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a "non-smoking" policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

Equal Opportunities

It is the company's intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual

orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

Personal Specification

Essential

- Qualified to degree standard or equivalent in a public health related area.
- Experience working in health improvement where you have supported people in 1-2-1 and group scenarios.
- Excellent interpersonal and communication skills to motivate clients to adopt healthier behaviours.
- Experience of developing relationships with external agencies and organisations (i.e. partnership working) and will have previous experience working with vulnerable groups within society.
- Excellent written communication skills to communicate via email with internal colleagues and external professionals /partners.
- Strong organisational skills to organise (implement/deliver/monitor) numerous stop smoking / health improvement interventions.
- Ability to work independently and manage a varied client caseload whilst meeting agreed targets.
- Excellent computer skills and have experience operating Word, PowerPoint, Internet, and Outlook.
- Willingness and ability to learn and become a proficient System1 user.
- Ability to work under pressure with minimum supervision.
- Car driver and access to a car that is able to transport equipment.

Desirable

- Knowledge of stop smoking work.
- Experience of supporting people to stop smoking on a 1-2-1 and/or group basis.

Other requirements: -

- Ability to work independently on own initiative and also to contribute as part of a team.
- Willingness and ability to be flexible.
- Ability to get on well with a wide variety of people.

Employee signature

Manager signature
