

Job title: Director of Public Health
Service: Public Health
Grade: Director
Reporting to: Director for Adult Social Care and Health

Strategic Vision

Wigan Council is a high performing, nationally recognised council which has a strong track record of delivery.



Through its innovative informal contract with its citizens, ‘The Deal,’ the council has transformed how it works while delivering better and improved services.

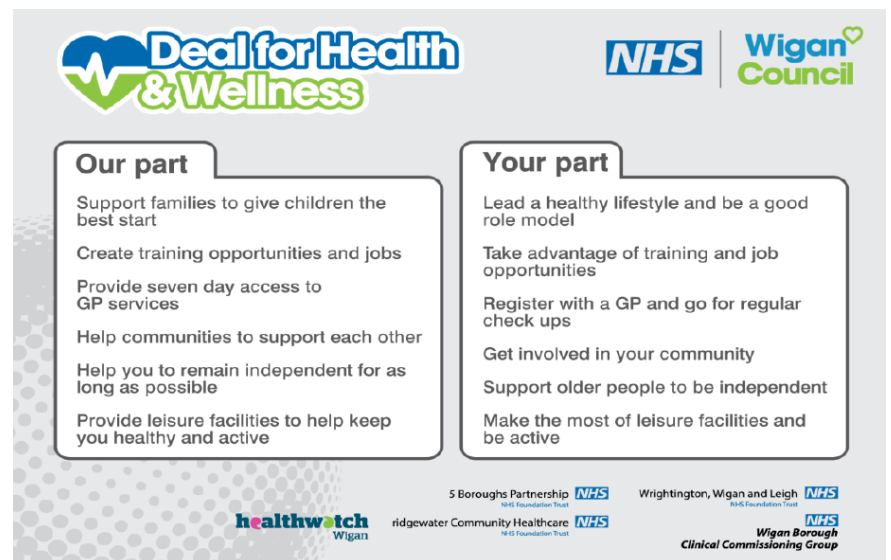
In creating The Deal, the council’s political leadership recognised the strength of its own citizens to lead the change to local problems from within their communities.

The Deal has transformed how the council’s staff work through the application of simple but profound principles and behaviours.

This optimistic philosophy has helped build pride and belief in the borough and tackle health inequalities through an asset-based, preventative and partnership-led approach.

Now the council is taking The Deal into its next chapter to deliver on the recovery to the pandemic, address climate change and tackle inequality.

The Deal for Health and Wellness builds on the overall principles of The Deal and applies them within the context of transforming the health and well-being of the population and the health, care and wellness system across the Borough. It is asset-based, application of “different conversations” between citizens and health and social care staff and targeted investment in building community resilience for health and wellness – the approach is integral to the development of the integrated care organisation



Deal for Health & Wellness | NHS | Wigan Council

Our part	Your part
Support families to give children the best start	Lead a healthy lifestyle and be a good role model
Create training opportunities and jobs	Take advantage of training and job opportunities
Provide seven day access to GP services	Register with a GP and go for regular check ups
Help communities to support each other	Get involved in your community
Help you to remain independent for as long as possible	Support older people to be independent
Provide leisure facilities to help keep you healthy and active	Make the most of leisure facilities and be active

5 Boroughs Partnership NHS Foundation Trust | Wrightington, Wigan and Leigh NHS Foundation Trust
 healthwatch Wigan | ridgewater Community Healthcare NHS Foundation Trust | Wigan Borough Clinical Commissioning Group

Job summary

You will be a visible system leader in health and wellbeing partnership arrangements, using all the resources at your disposal to ensure that our public health system is able to tackle the full range of determinants of health, affecting communities in Wigan. You will inspire development of innovative solutions that support improvements in health and wellbeing and reduction in health inequalities whilst at the same time maintaining the confidence of Councillors and government.

As Director of Public Health, you will be the system leader for improving the health and wellbeing of our residents, reducing inequalities in health outcomes and protecting local communities from public health hazards (infectious diseases and environmental threats). As such, the Director of Public Health is a statutory chief officer of Wigan Council and the principal adviser on all health matters to elected members, officers and partners, with a leadership role spanning 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 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
- such other public health functions as the Secretary of State specifies in regulations
- producing an independent annual report on the health of local communities

Accountable to:

- Professionally accountable to the Council (and the Secretary of State for Health through OHID)
- Managerially to Chief Executive of Wigan

Job Purpose and key responsibilities

In delivering the key responsibilities described below, the postholder is expected to demonstrate a high level of expertise in the Faculty of Public Health (Appendix 1) and the person specifications (Appendix 2).

Emergency Planning

- Ensure compliance with the Council's statutory duties under the Civil Contingencies Act 2004 and the Social Care Act 2012, and any amendments.
- Plan and execute the response to external health threats such as pandemics, leading on the Council's Emergency Response Plan, including the command-and-control arrangements for a multi-agency response to an incident.
- Work closely with partners on the Greater Manchester, Regional and National emergency response arrangements.
- Act as the Council's statutory chief officer for emergency planning and civil contingencies, coordinating our responsibilities under Civil Contingencies Act 2004

Strategic Leadership

- Delivery of a system to support surveillance, monitoring and evaluation of health and wellbeing and inequalities in health outcomes of local communities, including the development of a robust and timely health intelligence system.
- Ensure all activity undertaken by the Council takes account of both, the need to reduce inequalities as well as the requirements of the Equality and Diversity Act.
- To ensure scientific and epidemiological principles are applied to assessing need, exploring interventions and assessing progress of the Council's strategic agenda.
- Ensure as a core member of the Health and Wellbeing Board and in partnership with wider Wigan partners and the public, the development of plans to enable local communities to become healthy, sustainable and cohesive
- Ensure a programme of action to impact on the wider determinants of health that will promote improvements in health and wellbeing of local communities and reduction in health inequalities.

- Provide assurance that the health protection system for local communities is robust and fit for purpose
- To work closely with Directors responsible for people (children, vulnerable communities and older people) to ensure to develop, implement and maintain a “fit for purpose” integrated strategy which meets the needs of local communities and is cogent with the national approach.
- Collaborate across organisational boundaries to ensure communities in Wigan benefit from population health and care programmes (development of sustainable transformation plans 2016-20).

Directorate Specific Accountabilities

- To be an advocate for improving health and wellbeing and reducing health inequalities
- Exercise the statutory responsibilities including the delivery of the prescribed services
- To advise Wigan on its statutory and professional public health obligations.
- Work with the UKHSA and other partners to ensure local communities are protected from infectious disease threats (including food and water borne disease, pandemics, etc) and environmental hazards
- Ensure the development and delivery of a credible plan to improve health and wellbeing of communities in Wigan and reduce health inequalities.
- Ensure that the Council has implemented its EPRR responsibilities and through co-chairing of the Wigan Health Protection Board, that partner organisations are delivering their health protection EPRR responsibilities.
- Work in partnership with Adult Health and Social Care, Children Services and local NHS to take responsibility for Population Health and Care, including oversight and promoting population coverage of immunisation and screening programmes
- Provide public health advice to Healthier Wigan Partnership and the developing Integrated Care Partnership, supporting the commissioning of appropriate, effective (based on evidence), and equitable health services.
- Support the Health and Wellbeing Board to deliver its statutory duty to promote integration for the benefit of local communities

Commissioning

- Ensure that services for improving the health and wellbeing of local communities are commissioned within the Council policy for procurement and monitoring system and are responsive to the needs and assets of the communities in Wigan specifically addressing demographic and geographic inequalities in health outcomes over time.
- To set the framework for standards for commissioning and delivery; including the promotion of innovative approaches and appropriate risk management systems which are responsive to performance challenges.
- To ensure scientific principles of evaluation underpin all commissioning and delivery, of health and wellbeing services.

Advocacy

- Develop a constructive relationship with the media and the public, within the context of the Council Communications policy.
- To use the Faculty of Public Health, ADPH, the LGA, OHID and other channels to contribute to national policy
- Positively engage with our residents, utilising existing foundations and our health champion network to promote and develop citizen led public health through the further development of the health champion network and promoting leadership skills for public health within citizens

People and Resource Management

- To set the culture of the Directorate and ensure that the Be Wigan behaviours are embedded.
- To be accountable for the budget including reporting on the use of the public health ring fenced grant
- To manage Council resources (People, property, information and finance) imaginatively and efficiently.
- Manage public health staff and ensure that they can influence in such a way as to ensure health and wellbeing in its fullest sense is central to Wigan.

Professional Obligations

- Participate in and ensure all staff members engage in our Wigan My Time and My Time Extra conversations

- Ensure quality improvement (and clinical governance) programmes are an integral component of the public health approach in Wigan
- 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.
- Pursue a programme of CPD, in accordance with Faculty of OHID 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 another specialist register as appropriate.
- Practise in accordance with all relevant sections of the General Medical Council's Good Medical Practice (if medically qualified) or relevant sections of the General Dental Councils regulatory framework for dentists
- Agree any external professional roles and the time required to deliver those roles with the Council.

Partnership Working

- To operate within a framework of partnerships at a national, regional sub-regional and local community level, including Cabinet/Portfolio holders, Senior Management Team, Local NHS bodies including Clinical Commissioning Groups, OHID, Health and Wellbeing Board, Local Resilience Forum, NHS England, District/Borough Councils, the public and the press
- Take an active role as a Board Member within the Health Institute Research Board at Edge Hill University

Professional Qualifications

- Listed below in Appendix 2

Our Culture

For us it is not just about all we achieve as an organisation, but about how we do it. Therefore, all employees are expected to follow our Be Wigan behaviours

BeWigan behaviours

Be Positive

...take pride in all that you do

Be Accountable

...be responsible for making things better

Be Courageous

...be open to doing things differently

Be Kind

...be helpful, generous and thoughtful towards others

BeWigan manager behaviours

Inspire

I lead by example and help others to see the bigger picture.

Care

I show genuine concern for people as individuals and value their contributions.

Engage

I connect with others both within and beyond the organisation.


Our team Wigan Deal is an informal agreement with staff. It outlines what you can expect from us and in return what we expect from you


#TeamWiganDeal


Together we will


Deliver Deal 2030, working alongside our communities to make Wigan Borough an amazing and inclusive place to live and work, building a better future.

We will


 Genuinely **care** for you and your wellbeing.


 Champion a culture that **inspires** you to thrive.


 Listen and **engage** with you to bring your ideas to life.


 Celebrate your contribution and support you to reach your goals and aspirations.

I will

 Look after my wellbeing and be **kind** to myself and others.

 Work with other across #TeamWigan to be **courageous**, innovative and embrace technology.

 Share my ideas and be **accountable** for making things happen.

 Own my development and let my passion and **positivity** shine through.

Appendix 1: Faculty of Public Health: competencies expected of all public health consultants / specialists

All consultants irrespective of their background are expected to be proficient in the competencies set out below.

I. Use of public health intelligence to survey and assess a population's health and wellbeing

To be able to synthesise data into information about the surveillance or assessment of a population's health and wellbeing from multiple sources that can be communicated clearly and inform action planning to improve population health outcomes.

II. Assessing the evidence of effectiveness of interventions, programmes and services intended to improve the health or wellbeing of individuals or populations

To be able to use a range of resources to generate and communicate appropriately evidenced and informed recommendations for improving population health across operational and strategic health and care settings.

III. Policy and strategy development and implementation

To be able to influence and contribute to the development of policy and lead the development and implementation of a strategy.

IV. Strategic leadership and collaborative working for health

To use a range of effective strategic leadership, organisational and management skills, in a variety of complex public health situations and contexts, dealing effectively with uncertainty and the unexpected to achieve public health goals.

V. Health Improvement, Determinants of Health, and Health Communication

To influence and act on the broad determinants and behaviours influencing health at a system, community and individual level.

VI. Health Protection

To identify, assess and communicate risks associated with hazards relevant to health protection, and to lead and co-ordinate the appropriate public health response.

VII. Health and Care Public Health

To be able to improve the efficiency, effectiveness, safety, reliability, responsiveness and equity of health and care services through applying insights from multiple sources including formal research, health surveillance, needs analysis, service monitoring and evaluation.

VIII. Academic public health

To add an academic perspective to all public health work undertaken. Specifically, to be able to critically appraise evidence to inform policy and practice, identify evidence gaps with strategies to address these gaps, undertake research activities of a standard that is publishable in peer

reviewed journals and demonstrate competence in teaching and learning across all areas of public health practice.

IX. Professional, personal and ethical development

To be able to shape, pursue actively and evaluate your own personal and professional development, using insight into your own behaviours and attitudes and their impact to modify behaviour and to practise within the

framework of the GMC's Good Medical Practice (as used for appraisal and revalidation for consultants in public health) and the UKPHR's Code of Conduct.

X. 10. Integration and application for consultant practice

To be able to demonstrate the consistent use of sound judgment to select from a range of advanced public health expertise and skills, and to use them effectively, working at senior organisational levels, to deliver improved population health in complex and unpredictable environments.

The DPH as a public health leader is expected to have both the technical expertise as well as the ability to use those techniques to both, lead and support the development of complex solutions to improve the health and wellbeing of local communities. In addition, they are expected to have skills and the attitudes to be able to present the results of applying their technical expertise so that they are understandable and stimulate actions by a range of individuals and organisations.

Appendix 2: Person specification (Director of Public Health, Wigan)

Competencies and other requirements

Behaviours	Recruitment and selection
<p>Leadership</p> <p>Establishing and promoting a clear public health vision which is coherent with the business strategy and the political vision for the and consistent with Government policy and takes account of social and economic trends. This is about role modelling through their own actions the types of behaviours expected of others in creating a high performing public health culture.</p> <ul style="list-style-type: none"> • Developing an effective PH team with appropriate skill mix to enable the Authority to deliver its full range of PH responsibilities • Developing effective relationships with elected members to ensure a coherent PH vision and operational plan • Work with fellow directors to enable/ensure public health perspective/principles underpin all aspects of LA delivery • Work with communities and media to ensure needs of local communities are made explicit and addressed by the H&WB • Deliver the independent report of the DPH in such a way as to compel all members of the H&WB to take action 	<p>CV and Interview</p>
<p>Community and population focus</p> <p>It means working together to a common agenda and objectives with a shared purpose and common values, always looking for ways to improve access to services by communities and individuals. This is seen by:</p> <ul style="list-style-type: none"> • Actively seeking to understand the communities that are served and promoting and demonstrating an active commitment to meet their needs • Setting new standards for innovation in commissioning and delivery of services that anticipate and exceed expectations • Engaging with a wide range of stakeholders and partners to gather and evaluate information and make collaborative judgements and decisions • Making timely and where needed, difficult decisions for the benefit of the people of Wigan 	<p>Application form</p> <p>Interview</p>
<p>Results Focus</p> <p>Co-development of a model of health with local stakeholders (including local communities) and the metrics to support the delivery of national and local public health outcomes, including GM Marmot indicators and national indicators set out in the governments levelling up white paper and its forthcoming white paper on health disparities</p> <p>This is seen by:</p> <ul style="list-style-type: none"> • Acknowledging and working with ambiguity and complexity, making significant decisions where no precedents exist • Ensuring a best practice performance culture is developed and sustained • Setting, communicating and monitoring stretching organisational objectives and objectives 	<p>Interview</p>

<ul style="list-style-type: none"> • Pro-actively identifying corporate, directorate and service risks, and ensuring action is taken to mitigate them • Formulating risk management plans and creating a positive health and safety culture 	
<p>Improvement and Change</p> <p>Developing and sustaining a culture of innovation and creativity underpinned by evaluation, where employees are engaged and have the desire to do things better, more efficiently and effectively to improve performance. This is seen by:</p> <ul style="list-style-type: none"> • Taking risks and moving into uncharted territory while taking accountability for results and failures • Welcoming the inevitable mistakes as part of the creative process • Suggesting the unthinkable to stimulate alternate ways of thinking • Focusing team performance on the achievement of outcomes that will maximise the resources available • Finding new ways of securing or deploying significant amounts of financial resource to meet new objectives • Advocating and role modelling the use of evaluation techniques to support innovation 	Interview
<p>People Development</p> <p>Knowing and managing the strategic talent requirements for the organisation. It is about promoting and encouraging a culture where people focus on developing themselves and others to deliver improvement while developing careers. This is seen by:</p> <ul style="list-style-type: none"> • Holding direct reports accountable for people development generally and specifically for releasing high performers for personal development • Articulating the many long-term benefits of talent management and developing the talent pools required for succession • Ensuring comprehensive workforce plans are in place 	Application form Interview
<p>Functional competencies</p> <ul style="list-style-type: none"> • Able to demonstrate competency across the full range of public health competencies as set out by the Faculty of Public Health and can evidence a good track record of delivery • Full and high level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation. Develops service practices and ensures appropriate application. Provides advice on the more complex instances 	Application form Interview
<ul style="list-style-type: none"> • Detailed knowledge and experience in driving and assisting in the management of change in a variety of settings, proactively seeking opportunities to create and implement improved service effectiveness 	Application form Interview
<ul style="list-style-type: none"> • Detailed knowledge of personnel management. Carries out effective performance management of staff and demonstrates understanding of policies related to pay, capability, disciplinary matters and grievances. Plans department activities and use of staff resources effectively. Participates in workforce planning and training needs assessments 	Application form Interview
<ul style="list-style-type: none"> • Demonstrates knowledge of project management tools and techniques. Sufficient skill to develop and implement large scale projects, utilising and leading multi-skilled project teams. 	Application form

Qualifications	Recruitment and selection
<ul style="list-style-type: none"> • Inclusion in the GMC Full and Specialist Register with a license to practice/GDC Specialist List (or be eligible for registration within six months of interview) or • Inclusion in the UK Public Health Register (UKPHR) for Public Health Specialists (or be eligible for registration within six months of interview) • <i>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 practice</i> • 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. • If an applicant is UK trained in Public Health, they must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview • If an applicant is non-UK trained, they will be required to show evidence of equivalence to the UK CCT • MFPH by examination, by exemption or by assessment 	Application form
<ul style="list-style-type: none"> • Must meet minimum CPD requirements (i.e., be up to date) in accordance with the Faculty of Public Health requirements or other recognised body 	Application form
Knowledge, experience and skills	
<ul style="list-style-type: none"> • Demonstrate ability to work within a local government culture and sets of behaviours and be able to demonstrate knowledge of the DPH role in working across NHS and other partners 	Interview
<ul style="list-style-type: none"> • Understanding of social and political environments with the ability to act as a trusted advisor and key influencer in all matters relating to public health 	Interview
<ul style="list-style-type: none"> • Excellent oral and written communication skills (including dealing with the media) including to present to mixed audiences and the media 	Application form Interview
<ul style="list-style-type: none"> • Practical experience in facilitating change 	Application form Interview
<ul style="list-style-type: none"> • Budget management skills 	Application form
<ul style="list-style-type: none"> • Understanding of the public sector duty and the inequality duty and their application to public health practice 	Application form Interview
<ul style="list-style-type: none"> • The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle 	Application form
<ul style="list-style-type: none"> • This position is subject to a criminal records disclosure check 	YES
<ul style="list-style-type: none"> • This is a politically restrictive position 	YES

