

Director of Public Health

Within the Council the Director of Public Health will play a key role in the Council's Corporate Leadership Team (CLT) in leading and delivering corporate objectives. Each member of the CLT will be responsible for the technical delivery of their roles and the corporate competencies, while living and promoting the corporate values through their day-to-day work.

Reports to Chief Executive, Croydon Council (Managerial) and Secretary of State for Health through Public Health England (Professional).

Responsibility for

It is expected that the post holder will:

- Produce an independent annual report on the health of the population, progress on improving and reducing inequalities and making recommendations
- Be principal adviser to Health and Wellbeing Board in developing and Health and Wellbeing Strategy based on the assessed needs of the population and proven intervention to improve health
- Provide specialist public health advice to commissioners on priorities for health and social care spending and the appropriate configuration of services within and between local authorities
- Support the Local Resilience Forum in developing comprehensive multi agency plans for the anticipated threats to public health
- Have full access to the papers and other information that they need to inform and support their activity, and day to day responsibility for the Council's ring fenced public health budget
- Be Principal Advisor on all matters to members and officers the Council
- Lead on the delivery of those health care public health functions identified in recent national documents as being the responsibility of public health locally, such as NHS Health Checks and public health advice to clinical commissioning,
- Continue the development of a robust healthcare public health function that integrates public health intelligence and research and evaluation support,
- Provide strategic direction and advice to local commissioners on evidence of effectiveness, cost-effectiveness and best practice,
- Use analytical public health skills to help guide and inform local commissioning priorities through the Joint Strategic needs Assessment,
- Provide oversight for the work of health improvement specialists to ensure prevention activities are appropriately targeted and in line with local priority areas,
- Develop good working relationships with key partners in the emerging new structures including within the Council, the NHS Commissioning Board, CCG and Public Health England,

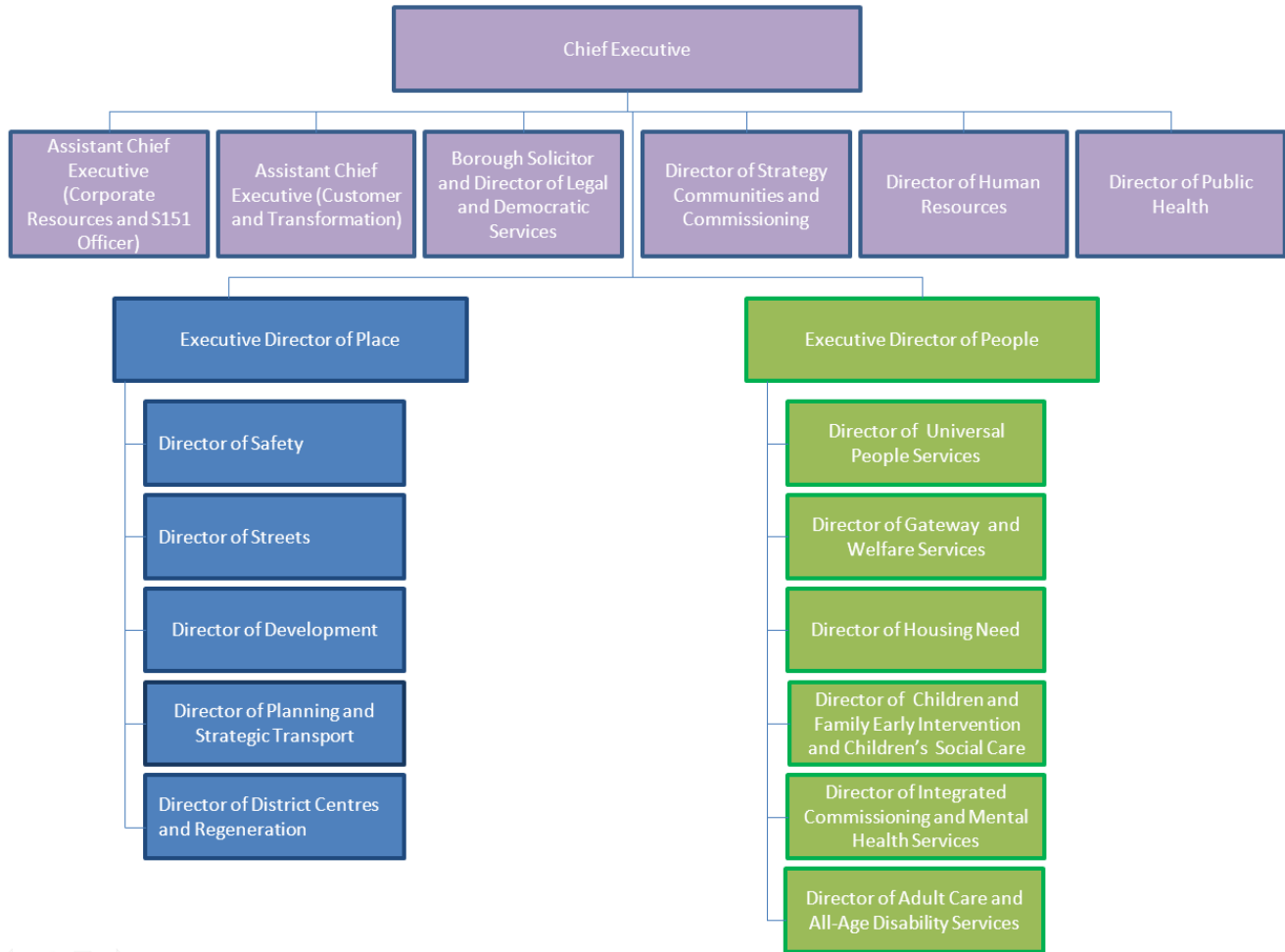
- Have responsibility for development, implementation and delivery of national, regional and local policies, developing inter-agency and interdisciplinary strategic plans and programmes, with delegated Board and organisational authority to deliver key public health targets and against key public health indicators, e.g. Health Checks,
- 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 the local authority and voluntary organisations,
- Will develop a close working relationship with the head member for Health,
- Develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data,
- Provide public health leadership to the ongoing development of care pathways for the prevention, management and service improvement agendas, support local commissioning arrangements, and provide advice on clinical effectiveness,
- Play a key role developing successful approaches to life expectancy and all age all-cause mortality, cancer, cardiovascular disease and respiratory disease targets,
- Be an authorised signatory, delegated budget holder for the areas of work he/she leads and monitor and contribute to the formulation of department budget and financial initiatives,
- Take a lead on public health research with the directorate, including developing the quality of research and audit within the directorate and commissioning research, audits and evaluations as required.

With significant weight on:

- Decision making - and the extent to which the post holder makes decisions without further authority
- Service complexity – and strategic impact of the internal and external environment within which the post holder operates and the complexity of partnership working
- Risk management - taking into account the degree of uncertainty, resource implications and strategic consequence for the organisation
- Strategic impact externally – taking into account the extent to which the post holder contributes and enables the strategic outcomes of liveability, growth and independence, the relative importance of the outcome and political context

Management Arrangements

The Director of Public Health will report directly to the Chief Executive as part of the Council's Resources Department (see tier 1 structure below), will line manage consultant staff and be the professional lead for all public health staff.



Job Purpose

The Director of Public Health is a registered public health specialist (i.e. included in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR)).

The Director of Public Health leads a team within the local authority responsible for the development of a strategic needs assessment for the local population.

The Director of Public Health will work as part of the Corporate Leadership Team taking full responsibility for all matters relating to the delivery of the public health function and for the agreed work programme of the public health team. The Director of Public Health will work closely with the Chief Executive to limit the impact on front line services even when faced with a significant reduction in resources.

The Director of Public Health is responsible for the delivery of:

1. Health Improvement

- Developing healthy, sustainable and cohesive communities through the wider Council and partners

- Developing healthy lifestyles for individuals and communities
- Tackling specific issues based on local needs assessment such as childhood obesity, smoking,
- Developing a strategy for reducing health inequalities

2. Health Protection

- Dealing with infectious disease threats including food and water borne disease supported by local Public Health England
- Preparing for emergencies including pandemic influenza
- Providing advice and challenge, especially advising on environmental threats including pollution, noise and contaminated land
- Co-chairing the Local Health Resilience Partnership

3. Health services public health

- Population health care, including oversight and promoting population coverage of immunisation and screening programmes
- Supporting the commissioning of appropriate, effective, and equitable health care from the NHS locally
- Leading the integration of health and social care services

Key Stakeholder Relationships

Internal: Councillors, Corporate Leadership Team, and Council Directors

External: Secretary of State for Health, Public Health England, CCG. Croydon University Hospital, NHS Croydon, Dental Public Health, Government Departments, National Consultation Groups, Strategic Partners, Other Local Authorities, Trade Unions, MPs, Partner Organisations, Professional Bodies and Voluntary Groups.

Statutory Responsibilities

The Director of Public Health is a statutory¹ Chief Officer appointment 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.

¹ See Department of Health, *Directors of Public Health in Local Government: Roles, responsibilities and context*

(<https://www.wp.dh.gov.uk/publications/files/2012/10/DsPH-in-local-government-i-roles-and-responsibilities.pdf>) and Department of Health,

Directors of Public Health in Local Government: Guidance on appointing directors of public health from 1 April 2013

(<https://www.wp.dh.gov.uk/publications/files/2012/10/DsPH-in-local-government-ii-guidance-on-appointments.pdf>)

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

Political Restrictions

This post is politically restricted and under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside the work. This provision is enacted by the insertion of Schedule 5 of the 2012 Health & Social Care Act.

Delegated Authority

The post holder is required to be on call as part of a Chief Officer on-call rota.

Key Outcomes

To help people from all communities live longer, healthier lives through positive lifestyles

To enable people of all ages to reach their full potential through access to quality schools and learning

To help families be healthy and resilient and able to maximise their life chances and independence

To help families and individuals be more financially resilient and live affordable lives

To improve wellbeing across all communities through sport and physical activity

Key Deliverables

- Establishing sound working relationships with colleagues, within the borough and wider to enable the delivery of public health programmes to achieve health improvement
- Leading on the development, implementation and evaluation of public health programmes, working in partnership with a range of relevant agencies across other sectors.
- Acting in an expert advisory capacity to secure health improvement through the delivery of the NHS Plan, National Service Frameworks and other service commissioning within the health economy; and responsibility for reporting to Public Health England
- Providing professional and operational management to the departments both in CCG and Croydon Council
- Ensuring public health commissioning support to the Integrated Commissioning Unit
- Receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the NHS, local authorities and voluntary organisations
- Produce an annual report on the health of the population of Croydon
- Provide expert public health advice and leadership to support and inform an evidence based approach within ethical frameworks for commissioning, and develop high quality equitable services across healthcare and across various sectors
- 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 geographical boundaries.
- Policy and strategy development and implementation, ensuring proper linkages between the health agenda and strategies related to the wider determinants including for example, community safety, the environment and sustainability.
- Lead on the integration of health, social services and voluntary organisation to promote effective joint working to ensure delivery of the wider government targets.

Professional Obligations

- Participate in the Council's 'Our Appraisal' Scheme and ensure appraisal and development of any staff for which s/he is responsible.
- Pursue a programme of CPD, 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.

Specific Minimum Qualifications and Expertise

- Inclusion in the GMC Specialist Register/GDC Specialist List or UK Public Health Register (UKPHR)
- Ability to meet minimum CPD requirements (up to date) in accordance with Faculty of Public Health requirements or recognised body
- Proven transformational and visionary leader. Proven ability to lead a strategic team at a similar level through customer services and leadership capability
- Significant track record in executing team and individual performance effectively
- Experience of high level project management
- Experience of working in complex political and social environments
- Have excellent interpersonal, motivational and influencing skills
- Substantially numerate with highly developed analytical skills using qualitative and quantitative data
- Ability to design, develop, interpret and implement policies
- High level of understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation
- Embedded communication ability both upwards and downwards within an organisation and externally to improve service delivery

Personal Qualities

- A visionary and transformational leader with a full understanding of relationships and culture of organisations that impact on the wider determinants of health as well as health services
- Trustworthy and independent professional accountable to Secretary of State through Public Health England as well as to the local population through the Local Authority
- Trained and experienced in all areas of public health practice and registered with the GMC or another appropriate regulatory body and accountable to them for their professional practice including ethical standards
- Able to demonstrate corporate skills in strategic leadership within an organisation
- A skilled and trusted communicator at all times particularly in a crisis
- Strongly committed to teaching and research in collaboration with academic departments
- Up to date and can demonstrate continuing professional development through appraisal and revalidation as a specialist with GMC or other regulator
- Highly visible to ensure in-depth knowledge of local communities and better working between the public and local organisations
- Able to show intellectual rigour and personal credibility to collaborative working and commissioning processes
- Demonstrably accomplished in improving the health of communities

- Able to lead across all local authority functions to district councils, NHS bodies, the private sector and the third sector indicating the impact of investment on public health and inequalities

Leadership Framework

Our leadership framework follows the principles of a competency framework and all of our leaders are expected to demonstrate these through their application process.

Developing Oneself – You demonstrate the values every day, you are passionate about the services you lead and deliver the vision and outcomes of Croydon Council. You are inspirational and engage others through personal leadership making the vision understandable to everyone.

Inspiring and Developing People – You identify talent and develop their capability to ensure a committed and motivated workforce, you create a culture based on the corporate values and ensure staff and stakeholders deliver a desired outcome.

Collaborating and Influencing for Results – You are challenging and innovative in your approach to driving high standards and value for money, you trust and respect staff and partners and empower them to be courageous to try new approaches.

Enabling and Facilitating the Community – You create effective collaboration between stakeholders, establish relationships and understand others perspectives. You are open and honest with others. You build a shared sense of purpose across Croydon, ensuring delivery and a collective use of resources

Corporate Values

Our values are the base of every job role within Croydon – our values are fundamental in everything we do as a Local Authority. You are required to demonstrate a commitment to our corporate values and this will be assessed using the criteria below:



One Team: To cross boundaries to work together towards shared goals with colleagues, partners and communities

- You are strategically innovative in your approach to building and maintaining partnerships and you and your teams act in a joint enterprise with them. You use your contacts and colleagues to bring teams together.

Proud to Serve: We strive to always do our best for the community, getting the most from limited resources and using taxpayers' money wisely

- You are proud to be part of the wider Croydon and the contribution you and your teams make to it. You make a difference to people's lives through engagement and you strive to get the best possible value for money for customers.

Honest and Open: We work hard to build trust by treating everyone with honesty and integrity

- You think through who needs to understand what during communication and take care to communicate detail clearly. You take people's views into account continuously. You trust people, colleagues and staff, to do their best and deal with any issues positively.

Taking Responsibility: We encourage and support each other to take responsibility and show what we can do, learning together and recognising each other's' contributions

- You are clear where formal accountability lies and where we can all take responsibility for results. You praise your colleagues for their efforts and ideas and thank them for their contributions.

Valuing Diversity: We make the most of the many perspectives that make Croydon distinctive

- You treat all staff and customers with equal value and respect. In everything you do, you make good use of the wide variety of background, skills and perspective your teams, the Council and the community demonstrate.

Updated: August 2015

TAKING
RESPONSIBILITY