



SWINDON
BOROUGH COUNCIL

Role Profile

Job Title: Health Promotion and Intervention Officer	Role Profile Number: PCDDN25
Grade: M	Date Prepared: October 2018
Directorate/Group: Community Health and Wellbeing, Public Health, Adult Services	Reporting to: Live Well Swindon Hub Manager
Structure Chart attached:	No

Job Purpose

Working in partnership with public health, statutory agencies and the community and voluntary sector, the post holder will plan and deliver a range of health promotion activities across Swindon in line with local and national public health initiatives and campaigns. Their work will be integral to the Sustainable Transformation Plans (STP) as the shape of the health and social care landscape changes and embeds locally.

The post holder will also play a key role in empowering individuals and groups to make and sustain positive behavior change. Delivering a vital triage function on the Live Well Hub, they will provide information, advice and support around lifestyle choices, checking eligibility, and suitability and having healthy conversations to increase the chances of longer-term engagement. The post holder will also offer 121 telephone or face-to-face brief intervention advice and/or facilitate group sessions focusing on key lifestyle issues.

Key Accountabilities

- Mentor and support the Live Well Hub Assistants in active signposting and brief intervention to upskill and develop capacity with the Live Well Hub.
- Facilitate strength-based conversations over the phone with individuals who have been referred or are self-referring in order to assess readiness to change and eligibility of involvement. Triage effectively weighing up needs of client against the service specification.
- Risk stratify clients following a written referral to assess eligibility and suitability, ensuring adherence to relevant safety framework.

- Provide brief and very brief interventions over the phone, empowering people to make positive change and encouraging access to a wide range of non-statutory services.
- Initiate follow up calls to clients across the service to review their progress and motivate continued change. Collate and report on outcomes to inform future practice and suggest improvements.
- Design and facilitate health promotion activity and group work, based on demand and gaps in service and focused on key lifestyle issues, in order to improve the health and wellbeing of individuals.
- Represent Community Health and Wellbeing and Public Health at local events aimed promoting key messages and inspiring engagement around health and wellbeing.
- Co-ordinate resources (equipment, promotions and people) in the development and delivery of local events aimed at promoting health and wellbeing.
- Collaborate across the health and social care system with internal teams, external partners, community and voluntary sector groups and Parishes to deliver health promotion events targeting issues identified by the Joint Strategic Needs Assessment (JSNA) and Public Health professionals.
- Provide 121 and group coaching in order to motivate individuals towards change and facilitate solution focused client centered outcomes.
- Network, develop and maintain productive partnerships with colleagues locally, regionally and nationally to facilitate and contribute to opportunities for collaboration.
- Be the point of contact across the health and social care system for connections across the community and voluntary sector.

Supplementary Accountabilities

- Play an active role within the Community Health & Well Being Team including regular attendance of team meetings, supporting and championing colleague's projects and contributing to the overall business plan.
- Undertake training as required to meet the requirements of the post and to share learning with others.
- Be responsible for own safety and contribute to the health and safety of all users and staff.
- Undertake other duties appropriate with the levels of the post.

Knowledge & Experience

- Experience of planning and delivering promotional events and activities to a range of audiences
- Experience of coaching and facilitating solution focused conversations on a 121 basis
- Experience of designing, facilitating and leading group sessions
- Experience of delivering presentation or training
- Experience of marketing and promotions
- Experience of working with a diverse range of individuals and groups
- Experience of safeguarding and risk assessments
- Knowledge and experience of using a range behavior change/brief intervention techniques
- Knowledge and experience of delivering Public Health campaigns and messages
- Good knowledge of MS Office applications Excel, Access and Word

Qualifications

Essential:

- A health related qualification to at least level 3
- A coaching or mentoring qualification
- Educated to A Level Standard, with a least a C grade (or equivalent) in Mathematics and English at GCSE C or extensive compensatory experience

Desirable:

- First Aid Qualification
- Public Health Qualification or CPD training
- Train the Trainer Qualification
- Managing Groups Training
- Event Management

Decision Making

Proven understanding and competence in:

- Safeguarding
- Suitability of referrals
- Suitability of activity or service being referred to (Triage)
- Clients ability and restrictions
- Risk Stratification and Risk assessments
- Behaviour and conduct
- Health and Safety
- Managing groups
- Viability of events
- Working autonomously

Creativity and Innovation

Evidence of an ability to:

- Design innovative, engaging and inspiring events to promote key messages to a range of audiences
- Take initiative to try out new ideas
- Think outside the box – tackling the same issue in different ways
- Create eye catching and well-designed promotional material
- Engage clients in activities and sustain motivation
- Design individualised programmes of activity
- Actively and creatively signpost to the community and voluntary sector
- Make best use of social media

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • Mentoring Live Well Hub Assistants and Volunteers <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Promotional activity • 121 conversations 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility: Laptop, mobile phone, equipment and resources as supplied or acquired.</p>	<p>No</p>
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Contacts and Relationships

- Excellent team work
- Motivating and inspiring participants
- Mentoring other team members
- Networking with a range of statutory and community and voluntary sector partners
- Understanding the public health landscape
- Understanding and being linked to the national campaigns
- Excellent communication skills
- Group work and 121 work
- Advice and guidance to clients and peers
- Strong liaison with Project Officers and Service Providers
- Robust and positive relationships with partners across the community and voluntary sector
- Facilitation of group work and focus groups
- Strong influencing, negotiating and persuasion skills,

Other Key Features of the role

- There will be a requirement to work evenings and weekends
- Some manual handling required – display boards, tables etc
- Able to travel around Swindon to various venues to deliver events
- Enhanced DBS must be obtained.
- Lone working – in line with our buddying system

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	