

## JOB DESCRIPTION

<b>Job Title</b>	Health Improvement Practitioner		
<b>Directorate</b>	Public Health		
<b>Reporting to</b>			
<b>Grade</b>	13		
<b>Evaluation ref:</b>	SCG1451	<b>Job Family ref:</b>	
<b>Role Purpose</b>			
<p>To co-create enabling environments for improved health and wellbeing and reduced health inequalities in partnership with communities – particularly people most vulnerable and at risk – including services representing and serving them.</p> <p>This role is varied and includes support, development, and delivery of a wide range of public health programmes including public health training, community and workplace health checks, smokefree behavioural support, as well as partnership working across Somerset to improve population health and wellbeing.</p>			
<b>Accountabilities</b>			
<b>Promoting Healthier Lifestyle Behaviour Change</b>			
<p>Promote the importance of living healthier lifestyles through evidence-based behaviour change techniques with individuals, communities, and organisations.</p> <p>Emphasise wellbeing with a focus on healthier choices for active lifestyles, healthier eating, weight management, no smoking, reduced alcohol consumption, healthy sleep, and emotional wellbeing.</p> <p>Increase population awareness and understanding of the impact of healthier lifestyle choices across the life course in preventing, reducing, and managing chronic health conditions; in promoting healthy aging; in improving quality of life; and in promoting individual and population wellbeing.</p> <p>Motivate and empower communities, families, and individuals, to make and maintain positive healthier lifestyles behaviour changes through realistic actions considering health, budget, time, environmental constraints, and wider determinants of health.</p> <p>To deliver on priority public health programmes including (but not limited to):</p> <ul style="list-style-type: none"> <li>• Direct delivery of NHS Health checks to individuals.</li> <li>• Delivery of behavioural support to help people stop smoking in Smokefree services through settings such as workplaces including behavioural support and provision of vapes to help people quit smoking.</li> <li>• Deliver public health training programmes to organisations.</li> </ul>			

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Direct delivery includes stock checking, accurate and timely updating of the patient database, signposting, onward referral to support services, and delivering holistic person-centred support to enable sustainable healthier lifestyles behaviour change.

### **Training and Workshop Development**

Support the co-development, delivery, and evaluation of existing and new public health training programmes aligned to Somerset Public Health Priorities to promote wellbeing-enabling environments for community building, individual behaviour change, and systems transformation.

This includes the training and support of an expanding network of multi-disciplinary provider and volunteer Somerset Food Champions and Wellbeing Champions, who assist with healthier lifestyles promotion across Somerset.

Undertake risk assessments prior to the delivery of training and workshops.

Promote and support MECC (Making Every Contact Count) and Somerset 'Conversations for Change' tool for specialist and non-specialist professionals and direct people to the Healthy Somerset website for further self-directed support.

### **Partnership Networking**

Work closely within and across Public Health

Establish partnership networks with a range of multi-disciplinary providers (from diverse disciplines, backgrounds, and settings) in Public Health, Primary and Secondary Care, and Communities.

Partner with existing providers to strengthen, sustain, and scale services based on assets and needs identification disseminating good practice as relevant.

Identify and work with community leaders, and providers representing and serving them, to understand the local assets, needs, and recommendations in terms of developing opportunities to build healthier communities.

Lead engagements with communities, families, and individuals to inform the offering of contextually appropriate Healthy Lifestyles Services across the life course.

### **Creativity and Problem Solving**

Use initiative to maintain quality of delivery for services and escalate as needed for more complex or strategic problem solving in a timely manner.

### **Resource Development and Knowledge Transfer**

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Participate in ongoing co-development, implementation, evaluation, and review of practice-based healthier lifestyles resources and key messages (digital and print) used for communication, promotional events, community activations, and media campaigns.

Promote media campaigns, localising and magnifying national campaigns.

Support the updating and management of social media and website platforms that offer validated local information and signposting to online resources, approved apps, etc.

### Monitoring, Evaluation, and Reporting

Participate in the co-development and undertaking of research, monitoring, and evaluation activities to strengthen Healthy Lifestyles Services offerings as part of public health.

Participate in the development of regular monitoring and evaluation reports as part of a continuous participatory improvement cycle to strengthen practices.

### Knowledge / Experience / Skills

	Essential	Desirable
<b>Knowledge</b>		
Experience and knowledge of healthier lifestyle promotion using both population-based and client-based approaches across the life course.	X	
Knowledge as to the impact of healthier lifestyle choices particularly in terms of healthier eating, physical activity, smoking cessation, and weight management.	X	
Knowledge of the key dimensions of wellbeing and the inter-relationships with physical wellbeing (e.g. food choices and physical activity) and emotional wellbeing (e.g. resilience and stress management).	X	
Basic understanding of epidemiology, disease processes and behaviour change.	X	
Experience or knowledge of developing community initiatives to promote healthier eating, physical activity, and weight management.		X
Knowledge of health promotion methods, adult learning principles, and behaviour change techniques.		X
Knowledge of community building and participatory approaches.		X
Knowledge of current trends and underlying principles in the need to reduce physical inactivity, stop smoking, and improve healthy eating.		X

## JOB DESCRIPTION

Social media literacy and knowledge of social marketing techniques.		X
Experience and knowledge of delivering and evaluating practical cooking skills with a diverse range of communities and providers.		X
Knowledge of basic human nutrition.		X
Awareness of public health functions and the role of public health within local authorities.		X
<b>Experience</b>		
Experience and knowledge of improving health and wellbeing whilst reducing health inequalities to individuals and groups.	X	
Experience of developing health promotion resources.	X	
Knowledge and experience of using the MS Office suite of programmes.	X	
Experience of creating and maintaining concise records.	X	
Experienced in working independently and creatively problem solving.	X	
Experience of facilitating group sessions with communities and/or multi-disciplinary providers (from diverse disciplines, backgrounds, and settings).		X
Experience in delivering health promotion programmes in school and workplace settings.		X
Experience or knowledge of monitoring and evaluation methods.		X
<b>Qualifications / Registrations / Certifications</b>		
5 GCSE's (or equivalent) Grade 4/C or higher – preferably including Maths and English.	X	
BTEC, A-Levels, HND, or Degree or equivalent professional qualification in a relevant field e.g. public health, health promotion, social care, or behaviour change.		X
Qualifications in <ul style="list-style-type: none"> <li>○ Motivational interviewing/coaching</li> <li>○ Adult Education/Train-the-Trainer</li> <li>○ Social Media Communication.</li> <li>○ Participatory Approaches</li> </ul>		X
Registered public health practitioner		X
Qualified to undertake NHS Health Checks and Smokefree Behaviours – training will be provided if required.		X
<b>Skills</b>		

## JOB DESCRIPTION

Excellent interpersonal skills – influencing, negotiating and communication (written and verbal) whilst remaining sensitive and empathetic.	X	
Enthusiastic and committed to improve community health and wellbeing, and to reduce health inequalities.	X	
Ability to communicate and promote the benefits and impacts of healthier lifestyles to a wide range of people.	X	
Confident to facilitate group sessions.	X	
Ability to build and maintain good working relationships with groups and individuals across a range of backgrounds and in a range of settings.	X	
Excellent verbal communication skills and the ability to speak to people from a range of different backgrounds.	X	
Innovative, passionate, and encouraging in promoting healthier lifestyles for wellbeing using both population-based and person-centred approaches.	X	
Empathetic, empowering, and sensitive to the lived realities of others when promoting behavioural changes for improved health and wellbeing.	X	
Proactive with the ability to work on own initiative and as part of a team, contributing to shared goals.	X	
Good organisational skills and ability to work to deadlines.	X	
Ability to adapt to new working practices in response to organisational change and shifts in evidence base.	X	
Professional telephone manner.	X	
Strong administration skills.	X	
Commitment to professional and organisational development.	X	

### Working Conditions

Willingness to work some evenings and weekends – evening work typically finishes by 8pm.

Required to travel across Somerset, this is likely to include areas that are not well serviced by public transport.

Some elements of lone working may be involved.

### Dimensions of the role

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Inspire a Public Health Culture of practice-based change, innovation, inclusiveness, and partnerships to improve health and wellbeing and reduce health inequalities across Somerset.

This role will sit within a wider holistic and integrated public health team with the expectation of flexible working within the remit of these responsibilities. The proportion of time on each duty will vary on a day-to-day basis based on current public health priorities.

### **Working Arrangements**

Hybrid arrangement comprising frequent community and office working with some home-based working.

### **Corporate Accountabilities**

Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

Date: