

JOB DESCRIPTION AND PARTICULARS OF APPOINTMENT

- Job Title: Healthy Lives Advisor
- Post Number: P25101
- Grade and SCP: Grade 8 SCP 18-22
- Directorate: Public Health

Where your role fits at Shropshire Council

At Shropshire our priority is to be a 'best value' authority that delivers, enables, and influences for Shropshire and its residents by:

- Being financially stable and sustainable
- Having clear priorities and purpose
- Supporting and enabling our workforce to excel

Recognising the challenge across local government today. This starts with our Improvement Plan to address immediate challenges, while ensuring a focus on the future and how the Council will need to look, feel, and operate to best serve the needs of the county and its residents, and being aware of changes in national policy.

Our Shropshire values: PROUD

- Partnerships
- Respect
- Opportunities
- Understanding
- can Do

Aim to unify the workforce, support transformation, improve trust, and build a modern, sustainable Council.

As a member of the Healthy Lives Team within Public Health, you will support the achievement of these key priorities, making a real difference to the lives of people in Shropshire.

The Public Health team at Shropshire Council is dedicated to improving and protecting the health and wellbeing of all residents across the county. Our service works collaboratively with partners, communities, and stakeholders to address health inequalities, promote healthy lifestyles, and respond to public health challenges. We deliver a range of



programmes and initiatives focused on prevention, early intervention, and supporting people to live healthier, longer lives. The team is committed to evidence-based practice, innovation, and continuous improvement to ensure the best possible outcomes for individuals and communities in Shropshire. As part of the Public Health service, you will contribute to shaping and delivering strategies that make a real difference to the lives of local people, supporting the Council's vision of "Shropshire living the best life"

Overview of your role

Working as part of the Healthy Lives Team ensuring high quality delivery, the postholder will deliver health coaching, social prescribing, and behavioural lifestyle support. Supporting individuals to take pro-active steps to improve the way they manage their physical and mental health conditions, based on what matters to them; develop their knowledge, skills, and confidence in managing their health and care; improve their health outcomes and quality of life; and support them in making changes in health related behaviours.

Using evidence-based coaching, motivational and behavioural lifestyle approaches, the postholder will deliver health coaching, social prescribing and, behavioural support to address lifestyle risk. This involves providing support to individuals to identify their needs and set goals for themselves, and through providing access to interventions such as self-management education and peer support.

The postholder will manage and prioritise a caseload, according to the needs, priorities and support required by individuals, referring them to other health professionals or organisations as appropriate. Working with individuals via phone, virtually or face-to-face, the successful candidate will be kind, reflective and self-aware and will enjoy working with a wide range of people. They will have good communication and negotiation skills and a firm belief that people have untapped resources within them, that can be encouraged by providing high quality, non-judgemental support. They will be proactive with a flexible attitude, keen to work as part of a team and committed to developing themselves and supporting colleagues to do the same.

Health coaching represents a non-clinical key part of a multi-agency, multi-disciplinary team approach, working as part of the Healthy Lives Team, to provide an encompassing and high-quality approach to personalised care. In Shropshire, health coaching, social prescribing and behavioural support is delivered on behalf of Primary Care Networks as well as focussing on specific targeted areas identified within Shropshire Council. For example, drugs, alcohol and homelessness; children and families; and other relevant target areas, and there is an expectation that the successful candidate will support and deliver across these programmes and multidisciplinary teams where applicable.

The postholder will have access to ongoing supervision and support to further develop their skills and experience within the role.



There may be a need to work remotely depending on the requirements of the role.

Who will your manager be and what will you be responsible for?

- reporting to a Team Leader who is in turn responsible for your health and safety, training and development.
- expected to lead and/or contribute to a range of projects and build relations with both internal and external partners in order achieve specified outcomes but will not have direct authority over those involved.
- Responsible for completing within expected timescales all mandatory corporate and role specific training. Training requirements will be detailed in your corporate induction and Personal Development Plan (PDP). Courses are accessed via the council Learning Management System via the Intranet.

What will you be doing?

The post holder will:

- Provide one-to-one and group coaching support for individuals with one or more long-term conditions, based on what is important to them, with the aim of: improving knowledge, skills, and confidence in managing their condition/s; conveying key public health messages, empowering individuals to manage their own health and improve health outcomes; and support them in making changes to manage behavioural lifestyle risk.
- Manage and prioritise a caseload, in accordance with the individual's needs, priorities and support required. A strong awareness and understanding of when it is appropriate or necessary to refer an individual to other health professionals/agencies is vital, e.g., mental health need requiring the individual to be referred to an appropriately qualified practitioner. Promoting individuals' health and wellbeing through appropriate signposting/referring to organisations consistent with the approach adopted in social prescribing.
- Work as part of a multidisciplinary, multi-agency team to promote health coaching, act as an ambassador for Personalised Care, Supported self-management and behavioural lifestyle risk management.
- Ensure primary care teams including GPs, practice nurses and practice pharmacists understand the role, how to refer and which individuals may particularly benefit from support.
- Support referral organisations including local health, social care, and voluntary sector to make appropriate referrals to the service and provide appropriate feedback to referral agencies. Promote awareness and understanding of health coaching, social prescribing and behavioural support, particularly to groups and communities experiencing barriers to access.
- Attend and contribute to a range of meetings and events, including team, practice and PCN as required, giving information and feedback; provide referral organisations with regular updates including how to encourage appropriate referrals.



- Work flexibly, adapting to the needs of the service whilst maintaining the integrity of the role.
- Seek regular feedback about the quality of service and impact on referral and partner agencies and encourage individuals, their families, and carers to provide feedback on the impact of health coaching, social prescribing, and behavioural support on their lives.
- Participate in regular supervision and continual learning, including, but not limited to, regular contact with Team Leader and Senior Advisor, e-learning/refresher training, buddying/peer support, one-to-one support from an experienced practitioner, action learning sets, ongoing improvements to systems and processes.
- Support the collection of service user experience and impact of health coaching, social prescribing and behavioural support, as part of personalised care delivery. Work closely with GP Practices to ensure relevant clinical codes to record activity are inputted into clinical systems, adhering to data protection legislation and data sharing agreements.
- Participate in collection of information that measures the impact of intervention that supports embedding personalised care into local health systems e.g., collect data entry relating to health coach and social prescribing activity in GP, Local Authority, or other systems, as required.

Providing personalised support

- Promote health coaching, its role in supported self-management as part of personalised care, in addressing health inequalities and the wider determinants of health.
- Provide personalised support that promotes self-management and is supportive of behavioural lifestyle risk management. Use professional judgement and experience to ensure approach meets individual needs.
- Adhere to organisational policies, procedures, and best practice guidance, including confidentiality, safeguarding, vulnerable adults, lone working, information governance, equality, diversity and inclusion training and health and safety.
- Act as a specialist advisor, supporting individuals on a one-to-one or and/or group basis, via telephone, virtually or face-to-face.
- Engage effective communication and negotiation skills to build trust and respect with individuals, providing non-judgemental and non-discriminatory support; respecting diversity and lifestyle choices and giving individuals' time and opportunity to focus on 'what matters to them'.
- Be proactive in encouraging equality and inclusion and case-finding, through self-referrals and connecting with all diverse local communities, particularly those communities that statutory bodies may find hard to reach.
- Deal proactively with enquiries and provide information to help motivate individuals to make informed choices regarding their health and wellbeing.
- Maintain a knowledge of all relevant administrative and operational procedures.
- Observe a personal duty of care by keeping any specialist equipment used in working order; ensure appropriate support materials are available and accessible to individuals and review these to judge their effectiveness in delivering messages to specific groups.



- Work from a strength-based approach focusing on individual's assets; use a structured framework/approach to coach individuals across a series of sessions to identify what's important to them; set personal goals and appropriate steps; build knowledge, skills and confidence to improve their ability to manage long-term conditions, achieve behavioural lifestyle goals and reduce reliance on clinical services; and use problem-solving and evidence-based behavioural approaches to work through challenges
- Work with the principles of self-management to actively support: shared decision making with healthcare professionals; effective engagement with personalised health and care plans; proactive engagement with self-management education and peer support, social prescribing and lifestyle behavioural support; connect people to community-based activities which support their health and wellbeing; proactive engagement with individually sourced activities and support, and access to a care-coordinator and/or a personal health budget, where needed.
- Provide support in a range of settings; this may include working outside of normal office hours and will require travel to a variety of different locations; this may also involve an element of lone working including working from home.

Understanding and Managing in Context

- Deal sensitively and appropriately with individuals whenever personal and confidential information is revealed during consultations. Provide and receive complex, sensitive, or contentious information as a regular part of support.
- Undertake duties that enable personalised support, promote self-management and support individuals in behavioural lifestyle change.
- Deal with possible occasional verbal aggression from clients and their families.
- Report and record any incidents arising.
- Organise own workload by making appointments that fit in with personal working patterns, individuals' needs and the availability of venues, making use of digital opportunities as appropriate.
- Demonstrate a flexible attitude and be prepared to carry out other duties as may be reasonably required from time to time within the general character of the post or the level of responsibility of the role, ensuring that work is delivered in a timely and effective manner.
- Identify opportunities and gaps in the service, review risks and issues that could impact on service delivery and provide feedback to continually improve the service and contribute to business planning.
- Contribute to the development of policies and plans relating to equality, diversity, and health inequalities.
- Work in accordance with relevant policies and procedures pertaining to Shropshire Council, GP Practice and PCN.

Relationship Building

- Build proactive, productive working relationships with all relevant individuals, including staff in GP practices, schools (where appropriate), within local PCN, and



working collaboratively wider health and care and partner organisations to encourage referrals and meet the objectives of the Healthy Lives Team.

- Work in partnership with local agencies to raise awareness of health coaching, social prescribing and behavioural support.
- Obtain feedback from supported individuals via surveys or audits.
- Support individuals to identify and deal with behavioural health issues that may arise, and signpost to sources of additional support.

Team and People Development

- Liaise with members of the Healthy Lives team, primary care, school and PCN colleagues and wider health and care partners to ensure coordination of activities.

Emotional Intelligence

- Behave consistently with the values and beliefs of the organisation and promote these on day to day basis.
- Behave consistently with Shropshire Council codes of conduct for staff.
- Maintain emotional resilience and maturity with the occasional exposure to highly distressing or highly emotional circumstances.

Personal Development

- Take responsibility for keeping up to date and reviewing personal development needs and objectives on a regular basis including participating in reviews with line manager at least on a 12 monthly basis.
- Attend refresher training to maintain up-to-date skills and knowledge.
- Training for health coaches is accessed through PCI accredited or assured training providers. On completion of training, Health Coaches will be registered with the PCI institute and receive a completion certificate.

The Personalised Care Institute (PCI) was launched in September 2020. It is a virtual organisation accountable for setting the standards for evidence based training in personalised care in England.

Corporate Responsibilities

- To have a clear understanding of the role of Public Health, primary care, and their wider partners in supporting personalised care and behavioural lifestyle risk management.
- To ensure that your actions and behaviours are in line with, and consistent with, the values of Shropshire Council.



- Matters of a confidential nature, regarding both staff and individuals receiving support may be available to the post holder; divulgence of information or even of the knowledge of such information must only occur in the proper exercise of the above duties.
- All members of staff must ensure that information security is maintained at all times, taking personal responsibility to be aware of and ensure that their actions and behaviours are in line with information governance policies.
- The post holder will be required to comply with regulations relating to the Health and Safety at Work and Infection control.
- The postholder will be required to comply with policies and procedures issued by and on behalf of the Council.
- The post holder must be able to meet the travel requirements of this post.
- This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission for an Enhanced Disclosure to be made to the Disclosure and Barring Service (DBS) to check for any previous criminal convictions.
- This job description will be subject to review and amendment, in consultation with the post holder, to meet the changing needs of the service and the organisation.

What we expect of you

You will:

- adopt a customer focused approach when delivering your service, ensuring engagement with service users and maintenance of an appropriate personal profile,
- act as an advocate for your service and work collaboratively with colleagues across the whole Council to meet the needs of the people of Shropshire,
- meet individual, service and personal development targets agreed through the Personal Development Review Process, learn from experience and are committed to continuous improvement individually and as an employee of the Council,
- work with colleagues to meet your team's key performance indicators, support a culture of team working and ensure the team functions successfully in support of the Council's corporate and service objectives.
- meet the behaviours and competencies adopted by the Council in the way in which they achieve their objectives and carry out their work.

These duties are an illustrative outline and are not an exhaustive list. You will be expected to become involved in a range of work to enable the service to respond effectively to the changing requirements of the Council and changes affecting the workforce.

What are your conditions of Service

The conditions of service are those laid down by Shropshire Council, which have been adopted and amended as necessary from those laid down by the National Joint Council for Local Government Services.



You will be based at - Your primary work base will be at the Guildhall, with the requirement to work regularly within GP practices, schools and community setting across Shropshire and occasionally from home.

Your post is subject to the following:

- The post is Fixed Term Contract, for 37 hours per week,
 - Normal office hours are 8am – 7pm Monday - Friday and 8am -1pm Saturday with a minimum lunch break of 30 minutes. Occasional evening work may be required,
- The post is subject to the Council's annualised hours scheme as implemented within the specific work area

This post carries eligibility to join the Local Government Pension Scheme. Information about this will be sent with any formal offer of appointment.

Annual leave entitlement is a pro rata flat rate scheme of 207 hours (28 days) annual leave plus bank holidays, with five days extra awarded to those staff with five years local government service giving an entitlement of 244 hours (33 days). Two days of an employee's allowance (pro rata for part time staff) must be taken at Christmas for any potential Christmas closures. Employees who work in a building/service which is required to open over the Christmas period, the two days leave (pro rata) can be carried over into your next leave year but must be used by the end of March.

The appointment is subject to one month's notice in writing on either side.

The appointment is subject to six months' satisfactory probationary service during which time the notice period will be one week on either side.

Smoking is not allowed in Council buildings, in Council vehicles or in any Council place of work.

It is a condition of your appointment that you provide a suitable vehicle for the performance of your duties and that this is readily available for use during normal working hours. You are entitled to claim for reimbursement of the costs of travel on council business at the rate of 55 pence per mile.

What pre-employment checks will we undertake?

The appointment is subject to receipt of the following pre-employment checks;

1. Satisfactory employment references,
2. Medical report,
3. Evidence of the qualifications required for the post/listed on your application form,



This post is exempt from the Rehabilitation of Offenders Act 1974 and as such all applicants who are appointed to this post will be subject to an Enhanced Disclosure from

the Disclosure and Barring Service before the appointment is confirmed. This check will include details of cautions, reprimands or warnings as well as convictions and non-conviction information. Once appointed, the successful applicant(s) will also be required to apply for an Enhanced Disclosure at pre-determined intervals during the course of their employment whilst in this post.

Supplying false information or failing to disclose relevant information could be grounds for refusal and could amount to a criminal offence.

