



HEALTH IMPROVEMENT PRACTITIONER SPECIALIST

INFORMATION FOR CANDIDATES

ABOUT THE TRUST

The Shrewsbury and Telford Hospital NHS Trust (SaTH) is the main provider of acute hospital services for around half a million people in Shropshire, Telford & Wrekin and mid Wales.

Encompassing some of the most picturesque parts of England and Wales, the Trust's catchment stretches from the Cambrian Mountains in the west, to Newport and the fringes of the Black Country in the east.

The main towns include: Bridgnorth, Ludlow, Market Drayton, Oswestry, Shrewsbury and Whitchurch (in Shropshire); Newport, Telford and Wellington (in Telford & Wrekin); and Newtown and Welshpool (in Powys) – all beautiful and unique.

Our main service locations are The Princess Royal Hospital (PRH) in Telford and The Royal Shrewsbury Hospital (RSH) in Shrewsbury which are located 20 minutes drive apart. Together they provide 99% of our activity. Both hospitals provide a wide range of acute hospital services including accident & emergency, outpatients, diagnostics, inpatient medical care and critical care.

We also provide services such as consultant-led outreach clinics at Telford, the Robert Jones and Agnes Hunt Orthopaedic Hospital, Gobowen and the Bridgnorth, Ludlow and Whitchurch Community Hospitals.

We employ more than 6,000 people, and hundreds of colleagues and students from other organisations also work in our hospitals. We benefit from around 1,000 wonderful volunteers, and our main charitable partners are the League of Friends at The Royal Shrewsbury Hospital, Friends of The Princess Royal Hospital, and the Lingen Davies Cancer Appeal which is based at The Royal Shrewsbury Hospital.



OUR VISION AND VALUES

The Shrewsbury and Telford Hospital NHS Trust is an organisation that strives to provide high quality, safe care for our patients in an environment which our staff are proud to work in

Our Vision:

“To provide excellent care for the communities we serve”

Our Values:



OUR VISION

We believe that by adhering to our Vision and working with our Values in mind we can behave in a way which will ensure the right results for the people that matter most – our patients and their families.

OUR VALUES

Our Trust Values provide a guide for our daily lives which we are all expected to uphold, both at work and when we are representing the Trust.

Our Values were developed by staff and our patients, so they represent what is important to us within the organisation and the way we should all behave towards patients, carers, visitors, partners and each other.

You will see our Values throughout the Trust; they are not just words on a page, they represent what we are about here at SaTH. We want patients and their families to say that the care and service they receive from all of us is consistently high-quality, safe, effective, and personalised, so the feelings behind the Values shouldn't come as a surprise to anyone working in the NHS.

The reason why it is important that they are clearly written down is, so we all know what's expected, and none of us are surprised if we are asked to explain any unacceptable behaviour. Ultimately, if we follow our Values, we will provide services that are better for our patients and better for each other.

COLLEAGUE BENEFITS

GENERAL

27 days annual leave entitlement at joining, increasing with length of service, plus 8 bank holidays

Flexible working policies

Generous maternity pay and 2 weeks full pay paternity leave

Colleague recognition scheme and long service awards

Option to buy and sell additional annual leave

Greener travel initiative, including cycle to work scheme and lift share

Childcare information and support available, including onsite nurseries

Discounted bus passes with Arriva

FINANCIAL

Access to various local and national discounts via various external websites

- Blue Light Card
- Health Service
- Discounts NHS

Salary sacrifice schemes for home electronics and bikes

Generous Pension scheme

Access to a financial support booklet

Pre-retirement courses

Free Will writing service

Savings and Loan schemes

HEALTH AND WELLBEING

PSYCHOLOGICAL SUPPORT

- Coaching
- Mental Health First
- Aiders Chaplaincy

PHYSICAL SUPPORT

- Fast track physiotherapy service Free
- eye test vouchers

HEALTHY LIFESTYLES AND EMOTIONAL SUPPORT

- Slimming World referral scheme Staff
- cervical screening service Long Covid support
- Access to wellbeing/rest rooms
- Menopause support including advocates, webinars, toolkits, clinics, and bi-monthly meet ups Men's
- Health - Bi-monthly forums and men's MOT
- Sleep School Wellbeing Support

Discounts with local gyms

LEARNING AND DEVELOPMENT

COACHING AND MENTORING

Opportunities to grow, develop and perform at your best

LEADERSHIP ACADEMY

Leadership and management training for all levels of staff

ACCESS TO ELEARNING COURSES

Many eLearning modules to learn from with access available at home

APPRENTICESHIPS

There are a growing number of apprenticeship opportunities at SaTH across all disciplines

Secondment and acting-up opportunities

Support to complete qualifications such as NVQ, Masters etc. whilst on the job



JOB DESCRIPTION

Job Title	Health Improvement Practitioner Specialist
Band	Band 6
Directorate	Service Delivery Directorate
Accountable to	Programme Manager Bowel Cancer Screening
DBS Required?	Yes, Standard DBS

JOB OVERVIEW

To work as a member of the Bowel Cancer Screening Team, providing effective high-quality service to the service users in Shropshire, Telford, and Wrekin (STW). The post holder will work autonomously in addressing health inequalities and health promotion within bowel cancer screening. A key part of the role will be actively demonstrating improvements in Key Performance Indicators (KPIs), presenting to external stakeholders at programme boards and any other meetings as required. The postholder must audit work undertaken and present to staff in staff meetings and will have an active working partnership with external stakeholders.

Creating links with other field workers within a wide range of Agencies in the statutory and voluntary sectors of The West Midlands in relation to The National Health Service Bowel Cancer Screening programme (NHSBCSP)

To demonstrate ability in communication of research and/or evaluation of results to a range of audiences using a variety of mediums and channels.

To visit GP practices and liaise with health care professionals in organising promotional information and events in promoting Bowel Cancer Screening to hard-to-reach groups.

The postholder will work towards Core20PLUS5 and the NHS long term plan of early detection and diagnosis of cancer.

Main Duties and Responsibilities

- *Identification of needs, plan and prioritise for specific projects in relation to bowel screening and raising awareness.*
- *To arrange bowel screening awareness sessions for people with learning disabilities and their carers, and ensuring work is undertaken jointly with other health professionals/ GPs to reduce barriers to attendance.*
- *Initiation, planning implementation and evaluation of specific projects in line with NHSBCSP and current health promotion philosophy.*
- *To participate in governance monthly and update the Clinical Director of Bowel Cancer Screening/ Programme Manager/ Lead Radiologist of current activities.*
- *Establish an accurate recording system to monitor performance and quality standards, and evaluation procedures to assess the impact of the programme.*
- *To produce the annual patient satisfaction survey.*
- *Create GP packs for both GP practices and care homes.*
- *Undertaking health promotion to encourage attendance in line with programme age expansion.*
- *To manage own caseload as appropriate.*
- *Actively engage with external stakeholders in addressing health inequalities as necessary.*
- *To plan to attend related events to promote bowel cancer screening awareness and, requiring an element of flexibility in working hours/days to suit the timing of the event.*
- *To support in any investigations for DATIXs/ complaints where necessary.*
- *To support and be a point of contact for any bowel screening research projects undertaken in conjunction with the Clinical Trials department*

Responsibility for staff:

- *To identify training needs of health professionals and to implement training programme to meet their needs in relation to Bowel screening.*
- *Organising CPD sessions for staff in relation to health promotion*
- *To ensure that a wide range of reliable, unambiguous resource material is held in the bowel screening/endoscopy department and that they are in line with current research, health promotion philosophy including resources for patients whose first language is not English.*

Responsibility for patients/clients:

- *To target strategies to the most deprived areas*
- *Improving accessibility for the ethnic minority population*
- *Regular contact with patients as and when required*
- *Contacting non – attenders to discuss screening*

Responsibility for resources:

- *Develop appropriate resources to support specific bowel screening projects in liaison with the Programme Manager and Senior Administrator.*
- *To monitor stock levels for replacement literature in accordance with the standard financial instructions.*

Responsibility for Administration:

- *To review, monitor and preview publications and other education and training materials.*
- *To support the admin team where necessary*
- *Liaising with clients/ care homes in booking appointments appropriately.*
- *Responsible for re-booking any procedure non-attenders after contact and following the journey through*
- *Providing feedback/ uptake information to GPs following bowel screening and to health inequalities teams as required.*

Strategic and Service Responsibilities:

- *To ensure the invitation letters are aligned with both service and national requirements.*
- *To present at annual Programme Board meetings with external stakeholders and any other meetings as required.*
- *To attend early cancer diagnosis meetings and any task and finish groups as needed.*
- *Undertake standard operating procedures as required*

Areas of Specialism:

- *Be responsible for producing Health Equity audit for the Programme utilising HEAT and showcasing initiatives.*
- *To monitor and evaluate end to end project management.*
- *To audit current activity/projects in relation to need to establish baseline activity.*
- *To liaise with Trust communications for all media related matters.*
- *To participate in promoting bowel screening via the media i.e. Radio and newspapers and social media*
- *To review press releases for content and make sure suitable alterations in liaison with the Programme Manager and then liaising with Trust Communications team.*
- *To have specialist knowledge in bowel screening and the bowel screening programme.*
- *To contribute to the Bowel Screening annual report*
- *Support and meet QA during visits*

Organisational Skills:

- *Liaising with the Senior Administrator and Lead Specialist Screening Practitioner to plan and implement a system of health promotional visits to GP practices.*
- *Project planning is essential to ensure appropriate population are targeted in line with recall plans.*
- *Arrange events to promote bowel screening using bowel screening posters, literature from the NHSBCSP, and engage in activities during bowel cancer awareness month.*
- *At times there may be demands to work on multiple projects.*

Communication and Working Relationships:

- *Must have excellent working knowledge of office-based packages and TEAMS.*
- *Able to communicate with external stakeholders including the commissioners*
- *Be confident in talking to large groups of people.*
- *Able to sit for prolonged times*
- *Able to communicate with the public effectively*



PERSON SPECIFICATION

The following pages contain a description of the qualifications, skills, experience, knowledge and other attributes a candidate should ideally possess to successfully perform this role.



QUALIFICATIONS

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Educated to Bachelor’s Degree level, preferably in a health related subject 	<ul style="list-style-type: none"> • Postgraduate Diploma in Public Health/ Health promotion/ Media / Communications or equivalent. • Communication course

EXPERIENCE AND KNOWLEDGE

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Evidence of current continuing professional development • Experience of working as part of a multi-professional team • Must have a working knowledge of confidentiality information • NHS experience • Knowledge of the bowel cancer screening programme • Excellent working knowledge of MS packages. • Requirement to use VDU equipment more or less continuously, on most days. • Sitting in restricted position for long periods when using a PC. • Occasional requirement for prolonged concentration writing documents, analysing data and monitoring activity. • Constant attention to detail. • To support staff when managing complaints of a sensitive nature. • Be able to attend local, regional, and national meetings as required. • Be able to demonstrate empathy and sensitivity. 	<ul style="list-style-type: none"> • Experience demonstrating leadership skills • Experience of presenting to public, charities, or stakeholders. • Basic knowledge of bowel cancer screening equipment • Basic understanding of risks/ benefits of bowel cancer screening

<ul style="list-style-type: none"> • Must be able to demonstrate effective verbal and non-verbal communication skills with a range of people on complex matters. • Able to communicate complex clinical information such as the risks/ benefit of screening consistent with legislation and policy. 	
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SKILLS

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Ability to work autonomously • Ability to be accountable for own actions • Ability to influence • Excellent written skills and able to produce reports • To produce departmental related service operating procedures. • Support all research and audit activities. • Analyse data and evaluate findings. • Evidence of self-motivation • Ability to use keyboard with a high level of accuracy and dexterity. 	

OTHER

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none">• Possess a current UK driving license• Access to a car for work purposes	

GENERAL CONDITIONS

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

HEALTH & SAFETY

As an employee of the Trust, you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work; and
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to; and
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety

INFECTION PREVENTION AND CONTROL (IPC)

The prevention and management of acquired infection is a key priority for the Trust. As an employee of the Trust, you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself; and
- be aware of infection prevention and control policies, practices, and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and colleagues; and
- maintain an up-to-date knowledge of infection prevention and control, policies, practices, and procedures through attendance at annual mandatory updates and ongoing continuing professional development; and
- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy)

INFORMATION GOVERNANCE

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently, and effectively. You are required to comply with the Trust's Information Governance policies and standards.

- Confidentiality and Security - Your attention is drawn to the confidential nature of information collected within the NHS. Whilst you are employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.
- Disclosure of Information - To ensure that information is only shared with the appropriate people in appropriate circumstances, care must be taken to check the recipient has a legal basis for access to the information before releasing it. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment, to protect yourself and the Trust from any possible legal action.
- Information Quality and Records Management - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

PROFESSIONAL STANDARDS AND PERFORMANCE REVIEW

As an employee of the Trust, you have a responsibility to:

- participate in continuous personal development including, statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct; and
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates

SAFEGUARDING CHILDREN AND VULNERABLE ADULTS

We all have a personal and a professional responsibility within the Trust to identify and report abuse.

As an employee of the Trust, you have a responsibility to ensure that:

- you are familiar with and adhere to the Trusts Safeguarding Children procedures and guidelines
- you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role

SOCIAL RESPONSIBILITY

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills, and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust, you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

CONTINUOUS IMPROVEMENT

The Shrewsbury and Telford Hospital NHS Trust is committed to creating a culture that puts Continuous Improvement at the forefront of our transformational journey and our aim is to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

Following a successful five-year partnership with the Virginia Mason Institute in the USA, SaTH

continues to further develop and embed the Trust's approach to Continuous Improvement at all levels of the organisation. You will be supported by an Improvement Hub, which will provide the necessary expertise to support you make improvements, while also providing training at various stages of your time at SaTH, as part of your continuing professional development.

EQUAL OPPORTUNITIES AND DIVERSITY

The Shrewsbury and Telford Hospital NHS Trust is striving towards being an equal opportunities employer. No job applicant or colleague will be discriminated against on the grounds of race, colour, nationality, ethnic or national origin, religion or belief, age, sex, marital status or on the grounds of disability or sexual preference.

Selection for training and development and promotion will be on the basis of an individual's ability to meet the requirements of the job.

The Shrewsbury and Telford Hospital NHS Trust the post-holder will have personal responsibility to ensure they do not discriminate, harass, bully, or contribute to the discrimination, harassment or bullying of a colleague or colleagues, or condone discrimination, harassment or bullying by others.

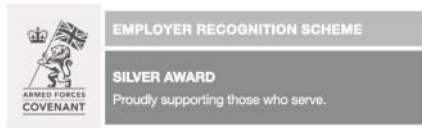
The post-holder is also required to co-operate with measures introduced to ensure equality of opportunity.

NO SMOKING POLICY

There is a no smoking policy in operation within the Trust. Smoking within the Trust's premises or within the Trust's grounds is not permitted.

MISCELLANEOUS

This job description is an outline of the key tasks and responsibilities of the post and is not intended to be an exhaustive list. The job may change over time to reflect the changing needs of the Trust and its services as well as the personal development.





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[Getting to The Royal Shrewsbury Hospital](#)

The Princess Royal Hospital

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[Getting to The Princess Royal Hospital](#)