

<b>Post Title:</b>	Tobacco Control Strategic Partnerships Lead
<b>Directorate:</b>	Public Health
<b>Division:</b>	Public Health Division
<b>Section:</b>	Healthcare Public Health and Intelligence
<b>Reports To:</b>	Consultant in Public Health
<b>Location:</b>	No 1 Bickerstaff Square, Blackpool
<b>DBS Status:</b>	Basic Check
<b>Grade:</b>	Grade H6

### Role Purpose

To be the strategic lead member of the Lancashire and South Cumbria Public Health Collaborative Partnership Programme Team for tobacco addiction, treatment and smokefree focus - made up of representatives from (primarily) Local Authority and NHS Integrated Care Board (ICB) – leading on the multi-agency delivery of the Tobacco Strategy, service design, performance and delivery.

To work in partnership with a range of stakeholders to drive the Tobacco Control and Smokefree agendas, as cited in the Tobacco Free Lancashire and South Cumbria Strategy 2023-2028. Supporting an evolving multi strand programme of work to significantly increase the numbers of smokers who successfully quit smoking and in order to ensure those encompassing the partnership have the best opportunity possible to achieve smokefree status by 2030.

### Main Duties and Responsibilities

- To demonstrate expertise and judgement to lead the development and roll out of commissioning models, service pathways, identification and management of tobacco dependency within multiple settings.
- To represent Lancashire and South Cumbria (LSC) on local Tobacco Alliances and take the lead on providing expert advice to Alliances on their helping smokers to stop strand of work. To be the first point of access for local tobacco leads regarding stop smoking services queries, including interdependencies with NHS Inpatient and Maternity Services.
- To support the tobacco control media campaigns of the Public Health Collaborative and undertake media interviews on behalf of the collaborative, on key smoking cessation developments which can include regional and national outlets.
- To lead in identifying opportunities for a regional single point of access for smokers linked to mass media campaigns run by the Public Health Collaborative.
- To work closely with the Office for Health Improvement and Disparities (OHID), Local Authority Tobacco Commissioners and their respective providers to ensure that Fresh media campaigns relay accurate information around availability of local stop smoking support.
- To co-ordinate governance and delivery of the Tobacco Free Strategy for Lancashire and South Cumbria.
- To work with partners to commission research and insight around awareness, knowledge, confidence to engage in programs such as OHID led Swap to Stop and to support the Association of Directors of Public Health North East (ADPHNE) Tobacco Commissioners Forum for any research requirements around stop smoking services awareness levels and also consumer insight on service models, modes of delivery, how to access.
- To be the lead for monitoring progress around key metrics to track progress on reducing smoking at regional level and across key groups including using the LSC/ICB Tobacco Dashboard and supporting partners to utilise this.
- To provide senior level leadership to influence both within and beyond the Public Health Collaborative on tobacco control so that treating tobacco dependency becomes a clinical priority within Primary Care and Acute Trust settings to support the enhancement of the NHS Long Term Plan ambition.
- To provide strategic input to support negotiations across the NHS and local authorities on the establishment of effective, high quality and well-coordinated region wide protocols around prescribing and equitable access to NICE approved stop smoking medications including new medications e.g. Cytisine.

- To be involved in supporting local authorities to develop, implement and embed community stop smoking support across various sectors – this will include senior leadership, provision of expertise and also bespoke advice and input to place based discussions and planning.
- To represent the Public Health Collaborative in national meetings and partnerships so that they can be actively engaged in advocacy activity around evidence-based policy measures.
- To take the lead in the Public Health Collaborative annual practice sharing event bringing in international/national experts to share latest research and developments around smoking cessation and tobacco control, reaching all key partners with ongoing professional development opportunities.

Qualifications	Essential or Desirable ▶	E/D
• Masters or Post Graduate Diploma or equivalent qualification in Public Health related field/subject		E
• Degree level qualification in a Public Health related field/subject		E

Knowledge, Skills and Experience	Essential or Desirable ▶	E/D
<b>Knowledge</b>		
• Significant knowledge of the tobacco control agenda including legislation, policy, strategies and decision making across the system.		E
• Significant understanding of the Public Sector Equality Duty e.g. health inequalities, equality, diversity and inclusion.		E
• Significant knowledge of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation.		E
• Significant knowledge of best practice solutions to health and wellbeing problems.		E
• Significant knowledge in systems leadership and how to apply this to transform systems to address health inequalities.		E
• Significant knowledge of methods of developing clinical quality assurance, quality improvement and evidence based clinical and/or public health practice		E
• Substantial knowledge of budget management techniques.		E
• Understanding of human and organisational behaviour and the application of this knowledge to the achievement of change.		E
• Substantial knowledge of the social and political environment affecting Public Health strategies.		E
<b>Skills</b>		
• Ability to build and manage excellent working relationships with internal and external partners at all levels of an organisation, including members of the public.		E
• Excellent communication skills both verbally and in writing.		E
• Excellent presentation and report writing skills.		E
• Ability to horizon scan; identifying new and emerging interventions that could be beneficial to services or change practice and policy.		E
• Able to develop prioritisation techniques and manage their application to policies, services and to help resolve issues such as the investment-disinvestment debate.		E
• A capacity to apply the scientific body of knowledge on public health to the policies and services necessary to improve health inequalities and to formulate clear practical evidence-based recommendations.		E
• Ability to inspire commitment to public health outcomes and to prevention as a core feature of public sector reform.		E
• Ability to prioritise workloads within timescales and meet deadlines.		E
• Ability to influence, negotiate and persuade people at all levels of an organisation.		E
• Excellent media interaction skills		E
• Ability to respond appropriately in unplanned and unforeseen circumstances		E
<b>Experience</b>		
• Significant experience of work within Public Health control agendas including legislation, policy, strategies and decision making across the system.		E

## Job Outline

• Significant experience of strategy development and project management from conception to completion.	E
• Significant experience of influencing and negotiating in multi-agency settings to achieve public health actions.	E
• Significant experience of influencing public health policy in practice	E
• Significant experience of collaborative working.	E
• Substantial experience of successfully operating in a political environment and handling sensitive issues.	E
• Substantial experience of system development, query and report writing.	E
• Substantial project management experience.	E

## **Vision and Values**

### **Our vision for Blackpool is that we will:**

Retain our position as the UK's number one family resort, with a thriving economy that supports a happy and healthy community who are proud of this unique town.

### **Our Priorities**

We have two priorities:

- Priority one - Communities: Creating stronger communities and increasing resilience.
- Priority two - The Economy: Maximising growth and opportunity across Blackpool.

### **Our Values**

We aim to:

- Deliver **quality**
- Be **fair**
- Be **accountable**
- Be **compassionate**
- Be **trustworthy**

### **Equal Opportunities:**

We do our utmost to ensure that there is no unjustified discrimination in the recruitment, retention, training and development of staff on the basis of their age, sexuality, religion or belief, race, gender or disabilities.