

# Position Description

Employment Agreement:	Allied, Public Health and Technical MECA
Position Title:	<b>Health Promotion Advisor</b>
Service & Directorate:	Public Health Service
Location:	Dunedin
Reports to:	Team Leader, Communities Team Leader
Number of direct reports:	Nil
Date:	August 2021

## Our Vision

Better Health, Better Lives, Whānau Ora

We work in partnership with people and communities to achieve their optimum health and wellbeing  
We seek excellence through a culture of learning, enquiry, service and caring

## Our Shared Values and Behaviours

Kind <i>Manaakitanga</i>	Open <i>Pono</i>	Positive <i>Whaiwhakaaro</i>	Community <i>Whanaungatanga</i>
<b>Looking after our people:</b> We respect and support each other. Our hospitality and kindness foster better care.	<b>Being sincere:</b> We listen, hear and communicate openly and honestly. We treat people how they would like to be treated.	<b>Best action:</b> We are thoughtful, bring a positive attitude and are always looking to do things better.	<b>As family:</b> We are genuine, nurture and maintain relationships to promote and build on all the strengths in our community.

## Our statutory purpose

To improve, promote and protect the health of our population.

Promote the integration of health services across primary and secondary care services.

Seek the optimum arrangement for the most effective and efficient delivery of health services.

Promote effective care or support for those in need of personal health or disability support services.

Promote the inclusion and participation in society and the independence of people with disabilities.

Reduce health disparities by improving health outcomes for Māori and other population groups.

Foster community participation in health improvement and in planning for the provision of and changes to the provision of services.

Uphold the ethical and quality standards expected of use and to exhibit a sense of social and environmental responsibility.

## PURPOSE OF ROLE

The purpose of the role is to improve the population health outcomes in Southern with an emphasis on improving health equity and outcomes for Maori. To deliver the Ministry of Health, Public Health Service and organisational goals of Southern DHB.

- Health Promotion Advisors will use the principles of the Ottawa Charter, health in all policies frameworks, and collaborative partnership approaches when undertaking all work programmes.
- Develop relationships with key stakeholders using health in all policies and collaborative approaches to address the social, economic and environmental determinants of health.

- To implement health promotion programmes in accordance with annual plan requirements addressing equity for Māori and meet The Tiriti of Waitangi obligations.
- To build community capacity to address health determinants to improve health and wellbeing within Southern.
- To assist in the Southern DHB COVID-19 Response.

## Competencies

The following competencies apply to this position. The employee will be assessed against these as part of their annual performance and development review.

Organisational Competencies	
<b>Customer Focus</b>	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
<b>Integrity and Trust</b>	Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
<b>Drive For Results</b>	Can be counted on to exceed goals successfully; Is constantly and consistently one of the top performers; very bottom line oriented; steadfastly pushes self and others for results.
Role Specific Competencies	
<b>Managing Diversity</b>	Manages all kinds and classes of people equitably; deals effectively with all races, nationalities, cultures, disabilities, ages and both sexes; hires variety and diversity without regard to class; supports equal and fair treatment and opportunity for all.
<b>Problem Solving</b>	Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.
<b>Priority Setting</b>	Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.
<b>Planning</b>	Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.
<b>Political Savvy</b>	Can manoeuvre through complex political situations effectively and quietly; is sensitive to how people and organisations functions; anticipates where the land mines are and plans his/her approach accordingly; views corporate politics as a necessary part of organisational life and works to adjust to that reality; is a maze-bright person.
<b>Strategic ability</b>	Sees ahead clearly: can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future orientated; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.

### KEY RELATIONSHIPS

Within Southern DHB	External to Southern DHB
<ul style="list-style-type: none"> <li>• Team Leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Ministry of Health</li> </ul>
<ul style="list-style-type: none"> <li>• Public Health Service staff</li> </ul>	<ul style="list-style-type: none"> <li>• Ministry of Education</li> </ul>
<ul style="list-style-type: none"> <li>• Māori Health Directorate</li> </ul>	<ul style="list-style-type: none"> <li>• Ministry of Social Development</li> </ul>
<ul style="list-style-type: none"> <li>• Service Manager, Public Health</li> </ul>	<ul style="list-style-type: none"> <li>• South Island Public Health Unit staff</li> </ul>

<ul style="list-style-type: none"> <li>• Clinical Director, Public Health</li> </ul>	<ul style="list-style-type: none"> <li>• Local Government stakeholders including district and regional councils</li> </ul>
<ul style="list-style-type: none"> <li>• Public Health Physicians/Medical Officers of Health</li> </ul>	<ul style="list-style-type: none"> <li>• NGO stakeholders</li> <li>• Housing New Zealand</li> </ul>
<ul style="list-style-type: none"> <li>• Pou Whakatere</li> </ul>	<ul style="list-style-type: none"> <li>• Education Settings</li> </ul>
<ul style="list-style-type: none"> <li>• Professional Leader, Health Protection</li> </ul>	<ul style="list-style-type: none"> <li>• Health Promotion Agency</li> </ul>
<ul style="list-style-type: none"> <li>• Strategy, Primary and Community staff</li> </ul>	<ul style="list-style-type: none"> <li>• Iwi, Runaka and Māori health</li> </ul>
<ul style="list-style-type: none"> <li>• Primary Care and Population Health Directorate staff</li> </ul>	<ul style="list-style-type: none"> <li>• University of Otago</li> </ul>
	<ul style="list-style-type: none"> <li>• WellSouth</li> </ul>
	<ul style="list-style-type: none"> <li>• Public Health Association</li> </ul>

## PERSON SPECIFICATION

The expertise required for a person to be fully competent in the role. Position specific competencies:

	ESSENTIAL	DESIRABLE
<b>Education and Qualifications (or equivalent level of learning)</b>	<ul style="list-style-type: none"> <li>• Relevant qualification in Public Health</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant Post Graduate Public Health qualification.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience using health in all policies and collaborative partnership approaches</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in Public Health Units in health promotion programmes and using health in all policies and collaborative partnership approaches.</li> </ul>
<b>Knowledge and Skills</b>	<ul style="list-style-type: none"> <li>• Experience in applying relevant NZ public health legislation, codes, standards and guidelines.</li> <li>• Ability to advocate on behalf of communities</li> <li>• Excellent computing skills including ability to use Microsoft products (work, excel, powerpoint) and systems such as sharepoint.</li> <li>• Commitment to develop Te Reo competencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment to develop /Te Reo competencies.</li> <li>• Experience in using programme planning and project management methodology, developing outcome measures and evaluation.</li> <li>• Experience in using health intelligence to support planning and strategic direction.</li> <li>• Demonstrated ability to engage effectively with Māori communities.</li> <li>• Demonstrated ability to apply the Treaty of Waitangi within the Service.</li> <li>• Experience working in Public Health Units using health in all policies and collaborative partnership approaches.</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Current full drivers licence.</li> <li>• Flexible, highly motivated, innovative and able to work independently and as part of a team.</li> <li>• Maintains and extends knowledge and skill base relating to relevant issues, trends and practice.</li> <li>• Proactively manages conflicting demands on time.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to cope with work pressure and stress (e.g. deadlines, challenging workloads).</li> <li>• Ability to establish and maintain harmonious relationships with other professional colleagues.</li> </ul>
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#### KEY RESULT AREAS:

Key Accountabilities:	Example of successful delivery of duties and responsibilities
<b>Communication, Liaison and Coordination</b>	
<ul style="list-style-type: none"> <li>• Develop and maintain relationships with key stakeholders within Southern including local and regional councils</li> <li>• Open and responsive to stakeholders needs</li> <li>• Develop and maintain relationships with Maori stakeholders in Southern DHB Ensure good written communication skills including ability to write reports, submissions, and public information.</li> <li>• Represent Public Health at relevant meetings</li> <li>• Ensure good verbal and interpersonal skills to effectively communicate messages in a professional manner to a variety of audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Relationships established and maintained with the Medical Officers of Health, Ministry of Health and other stakeholders.</li> <li>• Identifies customer / stakeholder needs and offers ideas for quality improvement.</li> <li>• Effective management of customers / stakeholders</li> <li>• Relationships established and maintained with all internal and external stakeholders.</li> <li>• All written and verbal communications are clear, concise and to the standard required.</li> </ul>
<b>Communication, Liaison and Coordination</b>	
<ul style="list-style-type: none"> <li>• Develop and maintain relationships with key stakeholders within Southern including regional and district councils.</li> <li>• Ensure good written communication skills, including the ability to write reports, submissions, technical papers, letters, press releases, replies to complainants, and public information.</li> <li>• Represent the Public Health Service at relevant meetings.</li> <li>• Develop and maintain relationships with Māori stakeholders in Southern.</li> <li>• Demonstrate effective facilitation and liaison skills to maximise opportunities to improve health outcomes.</li> <li>• Ensure good verbal and interpersonal skills to effectively communicate messages in a professional manner to a variety of audiences.</li> <li>• Able to identify and proactively manage tension between people.</li> </ul>	<ul style="list-style-type: none"> <li>• Relationships established and maintained with the Medical Officers of Health, Ministry of Health and other stakeholders.</li> <li>• All written and verbal communications are clear, and concise and to the standard required.</li> </ul>
<b>Engaging Effectively with Māori</b>	
<ul style="list-style-type: none"> <li>• Demonstrates knowledge and understanding of local tikanga and Māori culture to respond appropriately to Māori.</li> <li>• Actively engages with the Māori community.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved health outcomes for Māori.</li> <li>• Evidence of collaborative relationships with Māori community/organisations.</li> </ul>
<b>Support of Public Health Work Programmes</b>	
<ul style="list-style-type: none"> <li>• Actively develop and work across teams and with external partners and stakeholders on agreed work programmes to address environmental and social determinants of health.</li> <li>• Embed health in all policies approaches into practice.</li> <li>• Participate in quality/service improvement projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Documented project plans and reports.</li> <li>• Active collaborative partnerships supporting joint work programmes.</li> </ul>

<ul style="list-style-type: none"> <li>Participate in annual service and DHB planning.</li> </ul>	
<b>Health Equity</b>	
<ul style="list-style-type: none"> <li>Implement relevant health equity policies, procedures and approaches.</li> <li>Ensure health equity assessment is embedded into practice.</li> <li>Incorporate Māori perspective in the design and delivery of services.</li> </ul>	<ul style="list-style-type: none"> <li>Draws on relevant equity literature and reports to guide thinking and critical analysis.</li> <li>Demonstrates the inclusion of equity considerations into relevant work areas.</li> <li>Use of the HEAT tool as appropriate.</li> <li>Amendment to activities as a result of including Māori perspectives.</li> </ul>
<b>Engaging Effectively with Māori</b>	
<ul style="list-style-type: none"> <li>Demonstrates knowledge and understanding of local tikanga and Māori culture to respond appropriately to Māori.</li> <li>Actively engages with the Māori community.</li> </ul>	<ul style="list-style-type: none"> <li>Improved health outcomes for Māori.</li> <li>Evidence of collaborative relationships with Māori community/organisations.</li> </ul>
<b>Professional Responsibilities</b>	
<b>Working in a Collegial Manner</b>	
<ul style="list-style-type: none"> <li>Contribute to the support and education of colleagues and students to enhance development of the profession.</li> <li>Participate in and contribute to the functioning of the team.</li> <li>Establish and maintain an effective working relationship with other staff.</li> </ul>	<ul style="list-style-type: none"> <li>Have formal and informal systems in place for supporting colleagues.</li> <li>Participate as a team member to ensure the best outcomes for patients/people.</li> </ul>
<b>Evidence-based Practice and Research</b>	
<ul style="list-style-type: none"> <li>Consistently refer to and relate practice to literature and research.</li> <li>Critique, discuss and disseminate evidence based best practice.</li> <li>Reflect on and evaluate the effectiveness of own practice.</li> </ul>	<ul style="list-style-type: none"> <li>Implement evidence-based best practice procedures and guidelines.</li> <li>Update your knowledge related to best practice guidelines and area of practice.</li> <li>Maintain a professional portfolio or participate in an approved CPD programme (as per professional requirements).</li> </ul>
<b>Other Duties</b>	
<p>Undertaking duties from time to time that may be in addition to those outlined above but which fall within your capabilities and experience.</p> <p>Act as a role model for the Southern DHB Organisational Values.</p>	<ul style="list-style-type: none"> <li>Respond positively to requests for assistance in own and other areas, demonstrating adaptability and willingness.</li> <li>Produce work that complies with Southern DHB processes and reflects best practice.</li> <li>Research undertaken is robust and well considered.</li> <li>Live and support the DHB values in everything you do.</li> </ul>
<b>Professional Development – Self</b>	
Identifying areas for personal and professional development.	<ul style="list-style-type: none"> <li>Training and development goals are identified/agreed with your manager.</li> <li>Performance objectives reviewed annually with your manager.</li> <li>Actively seek feedback and accept constructive criticism.</li> </ul>

Health, Safety and Wellbeing	
Taking all practicable steps to ensure personal safety and the safety of others while at work, in accordance with the Southern DHB's Health, Safety and Wellbeing policies, procedures and systems.	<ul style="list-style-type: none"> <li>• Understand and consistently meet your obligations under Southern DHB's Health and Safety policy/procedures.</li> <li>• Actively encourage and challenge your peers to work in a safe manner.</li> <li>• Effort is made to strive for best practice in Health and Safety at all times.</li> </ul>
Te Tiriti o Waitangi	
Giving effect to the principles of the Te Tiriti o Waitangi – Partnership, Participation and Active Protection through your interaction with others on a day to day basis	<ul style="list-style-type: none"> <li>• <b>Partnership</b> – You interact in good faith and in the nature of a partnership. There is a sense of shared enterprise and mutual benefit where each partner takes account of the needs and interests of the other.</li> <li>• <b>Participation</b> – You work in partnership with our treaty partners to enable our organisation to prosper. You are mindful of the varying socio-economic conditions that face our people and work hard to remove barriers of access to health and education.</li> <li>• <b>Active Protection</b> – You work proactively to protect the rights and interests of Māori, including the need to proactively build the capacity and capability of Māori.</li> </ul>

Note: the above example measures are provided as a guide only. The precise performance measures for this position will require further discussion between the job holder and manager.

### CHANGES TO POSITION DESCRIPTION

From time to time it may be necessary to consider changes to the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This position description may be reviewed as part of the preparation for your annual performance and development review.

Acknowledged / Accepted:

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Employee

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Date

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Manager

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Date