

RADIOLOGY CARE GROUP

JOB DESCRIPTION

Job Title	: Heath Promotion Specialist
Department	: Breast Radiology
Care Group	: Radiology
Band / Grade	: 6
Responsible to	: Programme Manager (SELBSP)
Accountable to	: Director of The South East London Breast Screening Programme
Location	: Based at King's but will be required to work across South East London demographic area
Contract	1 year fixed term

King's College Hospital

King's College Hospital NHS Foundation Trust is one of the UK's largest and busiest teaching hospitals with a turnover of c£1 billion, 1.5 million patient contacts a year and an establishment of more than 14,000 staff based across 5 main sites in South East London. The Trust provides a full range of local hospital services across its different sites, and specialist services from King's College Hospital (KCH) sites at Denmark Hill in Camberwell and at the Princess Royal University Hospital (PRUH) and its associated sites in Bromley and Bexley.

King's College Hospital NHS Foundation NHS Trust is currently delivering an ambitious financial efficiency programme with the aim to achieve long-term financial sustainability.

The South East London Breast Screening Programme (SELBSP)

SELBSP is only of the largest breast screening programmes in the country and is responsible for inviting and screening an eligible population (women aged 50-70 years old) of 250,000 once every three years as part of the National Breast Screening Programme for well women.

SELBSP is responsible for a very diverse population and historically is yet to achieve the national target of 70% of the invited population attending their breast screening appointment, due to a number of factors, which include pockets of social deprivation, language barriers and access to our Client's current demographic information.

Job Purpose

The post holder will be required to develop and implement a strategic plan to promote the South East London Breast Screening Programme to the eligible breast screening population living in Bexley, Bromley, Greenwich, Lambeth, Lewisham and Southwark geographic areas.

Due to the recent pausing of the programme, subsequent challenges around Covid-19 restrictions and a change in the method of inviting our clients the uptake of the service has dropped even further below the national target and it will be the role of this 12 month fixed term post to ensure a significant increase in the current uptake rate.

The post holder will engage with local communities and organisations to gain access to the eligible population, engage with them and work with community leaders to form solid communication channels between the programme and our clients. There will be a particular focus on the recruitment of BAME clients

The post holder will:

- Engage with local communities and organisations to gain access to the eligible population and work with these third parties to form solid communication channels between the programme and the eligible population.
- Be responsible for increasing the attendance uptake of the general eligible population to SELBSP.
- Be responsible for increasing the recruitment of the Black and Minority Ethnic populations to the PROSPECTS Trial, working closely with the Trial Manager.
- Have effective project management skills, policy development and work at pace to promote and deliver offerings within an annual calendar of events.
- Familiarise themselves with the National Breast Screening System (NBSS) including the running of reports to identify appropriate population groups to focus their activities.
- Understand issues concerning equality and diversity, how these impacts in their role and across the Trust; and work in accordance with the Trust's Equality objectives and policies.

Main Duties and Responsibilities

- Work closely with the Programme Manager to develop an on-going health promotion work programme of events for the South East London geographical area focusing on seasonal opportunities, current health promotion requirements and national focus weeks to increase impact and results.

- To work with the PROSPECTS Trial Manager regarding recruitment to the trial, communicating both success and challenges experienced.
- To work with the South East London Cancer Alliance (SELCA) to ensure that the programme of activities the post holder is developing aligns with the wider cancer system and primary care priorities
- To arrange external paid communication with local media providers, purchase health promotion freebies for external events with the general public.
- Evaluate client feedback and insights to report to the understand which activities are having the best impact
- To develop communications to promote activities and improve the utilisation of organised events and work with PCN colleagues to share success stories
- To provide monthly updates specifying activities undertaken, feedback from events and uptake impact to the senior management team
- To maintain effective signposting to appropriate team members of clients requiring further support to enable them to participate in breast screening, identifying language barriers, physical and mental barriers.
- To coordinate the 'outreach' services where appropriate and escalate as appropriate.
- To be familiar with the Mental Capacity Act regarding screening.
- To be familiar with the National Breast Screening guidance where appropriate.
- Be proactive in reviewing new research and benchmarking other organisations to get ideas for developing the service offering
- To ensure that the objectives and key target dates in the programme of activity are delivered
- Liaise with external and internal providers of activities to plan for their ongoing delivery of events and activities

Research and benchmark other organisations activities on health promotion, particularly screening and share the information with senior workforce colleagues

- Identify opportunities for continual improvement of activities to ensure high impact activity and a return on investment

Financial Planning and Budget Monitoring

- To monitor and administer the activity budget for Breast Screening Health Promotion

- To investigate possible funding sources for initiatives on behalf of the SELBSP.

General

- The post holder has a general duty of care for their own health, safety, and wellbeing and that of work colleagues, visitors and patients within the hospital, in addition to any specific risk management or clinical governance accountabilities associated with this post.
- To observe the rules, policies, procedures, and standards of King's College Hospital NHS Trust together with all relevant statutory and professional obligations.
- To live and role model the King's Values of:
 - Understanding you
 - Inspiring confidence in our care
 - Working together
 - Always aiming higher
 - Making a difference in our community
- To observe and maintain strict confidentiality of personal information relating to patients and staff.
- To be responsible, with management support, for their own personal development and to actively contribute to the development of colleagues.
- This job description is intended as a guide to the general scope of duties and is not intended to be definitive or restrictive. It is expected that some of the duties will change over time and this description will be subject to review in consultation with the post holder.
- All employees must hold an 'nhs.net' email account which will be the Trust's formal route for email communication.

Safeguarding

The Trust takes the issues of Safeguarding Children, Adults and addressing Domestic Abuse very seriously. All employees have a responsibility to support the organisation in our duties by;

- attending mandatory training on safeguarding children and adults
- familiarising themselves with the Trust's processes for reporting concerns
- reporting any safeguarding child or adult concerns appropriately

Infection Control Statement

The post holder has an important responsibility for and contribution to infection control and must be familiar with the infection control and hygiene procedures and requirements when in clinical areas.

The post holder has an important responsibility for and contribution to make to infection control and must be familiar with the infection control and hygiene requirements of this role.

These requirements are set out in the National Code of Practice on Infection Control and in local policies and procedures which will be made clear during your induction and subsequent refresher training. These standards must be strictly always complied with.

