

# **CROYDON COUNCIL**

## **ROLE PROFILE AND PERSON SPECIFICATION**

**DIRECTORATE:** Adult Social Care & Health

**DIVISION:** Health Wellbeing and Adults

**JOB TITLE:** Live Well Adviser

## ROLE PROFILE

<b>Job Title:</b>	Live Well Adviser
<b>Directorate:</b>	Adult Social Care & Health
<b>Division:</b>	Health Wellbeing & Adults
<b>Grade:</b>	7

**Hours (per week):** 36

**Reports to:** Live Well Service Manager

**Responsible for:** N/A

**Role Purpose and Role Dimensions:** Croydon Council's Live Well Programme is healthy lifestyle service which aims to increase life expectancy and reduce health inequalities for people in Croydon. Live Well focusses on supporting residents through a behaviour change journey to which includes a web-based behaviour change platform offering self-help advice, support, and signposting, as well as a structured 12-week programme for residents based on their health needs and goals. These may be delivered as face-to-face individual appointments or via telephone, video calls, in small groups, or a mix of these.

This role is one of a team of five Live Well Advisors and will provide the delivery and support of the Live Well for smoking cessation, weight reduction and alcohol. Live Well aims to engage communities using a resident-centred approach to empower individuals to identify their own solutions and goals to make positive and sustainable lifestyle choices.

Methods used will include:

- 1-1 face to face, video call and/or telephone calls with clients, including an initial assessment
- goal setting and review at regular intervals

- management of own caseload at regular intervals for 12 weeks
- providing brief and extended brief advice
- signposting
- small group workshops
- providing behavioural support to residents who wish to stop smoking including the provision of nicotine replacement products and pharmacotherapies in line with NCSCT guidance

In addition, Live Well Advisors will engage with a range of stakeholders including internal and external services and organisations to promote Live Well. A key element of this is to deliver awareness raising sessions on MECC (Making Every Contact Count).

### **Commitment to Diversity:**

The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

### **Key External Contacts:**

Croydon Pharmacies  
Croydon General Practice and practice staff  
Croydon Voluntary and Community Sector  
Croydon Voluntary Action  
Croydon Leisure services  
Residents and community groups  
Workplaces and community outreach

### **Key Internal Contacts:**

ICN locality networks  
Public Health  
Council directorates

### **Financial Dimensions: Key Areas for Decision Making:**

N/A  
Live Well Advisors will be responsible for supporting residents through a person – centred behaviour change process adhering to national guidelines and NCSCT protocols and best practice using motivational interviewing skills and behaviour change approaches.

### **Other Considerations:**

The role will require occasional evening and weekend work.

**Is a satisfactory disclosure and barring check required?**

[\(click here for guidance on DBS\)](#)

**What level of check is required?**

**Is the post politically restricted**

[\(Click here for guidance on political restriction\)](#)

**Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974**

[\(Click here for guidance on ROA \)](#)

#### **Key Accountabilities and Result Areas:**

**Supporting residents to achieve long term behavioural change using motivational interviewing and coaching skills to improve health and reduce health inequalities**

**Co-ordination and delivery of face to face and group behavioural change sessions with the ability to inform and influence change, as well as empower residents and communities.**

#### **Key Elements:**

This will involve:

- Knowledge, skills, and training undertaken in lifestyle services, motivational interviewing and/or behaviour change models.

Ensure quality and best practice is maintained at all times.

This will involve:

- Ability to inspire, motivate and support goal setting for clients over a 12-week programme
- Ability to work with clients on a face to face and group basis, as well as telephone /video consultations

Effective and professional communication using a variety of methods, with the ability to build and maintain constructive relationships with a variety of stakeholders and partners.

**Robust data management to ensure residents can move through the service pathway smoothly and client records are complete and accurate.**

This will involve:

- Ability to use bespoke client management systems to input and record accurate participant data and report on service outcomes against KPIs.

High levels of organisational skills to manage and prioritise workloads, whilst working unsupervised.

## **Confidentiality**

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

## **Data Protection**

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with directorate procedures and policies as well as statutory requirements.

- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

### Contribute as an effective and collaborative team member

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation, and monitoring of service plans.
- Championing the professional integrity of the service.

### Equalities and Diversity

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

### Health and Safety

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.
- Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a

standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

## Person Specification

Live Well Adviser

### Job Title:

### Essential knowledge:

Knowledge of the structure and delivery of behaviour change interventions to members of the public for healthy lifestyles. Qualifications and knowledge and in **at least one** of the following targeted health behaviours  
Smoking Cessation / Tobacco Dependence - National Centre for Smoking Cessation and Training Level 2  
Weight Management - Healthy Weight Coaching Training [ or equivalent]  
Alcohol - Extended Brief Intervention Certification

NB Training will be provided for Live Well Advisers as they will carry a mixed caseload of clients for smoking, weight management and alcohol. You will be expected to demonstrate competence across all three health issues during your probationary period.

Knowledge of wider determinants of health, how they impact health  
Knowledge and experience of issues relating to social exclusion and of issues affecting the delivery of services to local residents  
Experience of supporting the use of pharmacotherapy is desirable.

### Essential skills and abilities:

Effective communication skills are essential as you will be communicating with people at all levels across a variety of methods i.e., verbally, written, presenting and training. Demonstrable understanding of the benefits in working in partnership with others and being able to influence their involvement.  
Ability to work effectively as part of a team as well as independently.  
Good level of numeracy and literacy  
Strong IT skills, including the use of PowerPoint, client management databases, Outlook, Excel, and Microsoft Teams

Ability to prioritise, plan organise and manage workload within a busy and often challenging environment.  
Ability to perform duties to the highest standards with regard to effective and efficient use of resources, maintaining quality and contributing to improvements.

**Essential experience:**

Significant experience of delivering at least one of the following behaviour change client centred programmes for adults

- Smoking cessation treatment and advice, including the provision of pharmacotherapies
- Weight management
- Alcohol – extended brief advice

Significant experience delivering recognised behaviour change and motivational interviewing via 1 to 1 client sessions, in groups and telephone coaching.

Experience of delivering recognised behaviour change techniques, e.g., Motivational interviewing, Solution Focused Brief Therapy. Acceptance & Commitment therapy is an advantage.

Desirable

Experience of delivering training to internal teams or community groups is desirable

**Special conditions:**

The role will require planned occasional evening and weekend work, Live Well operates a 1in 5 Saturday morning rota. Live Well advisers are required to travel between community sites to deliver the service.