



SPECIALTY REGISTRAR APPLICATION
Faculty of Public Health – Policy & Communications Department

POST TITLE

Specialty Registrar in Public Health (StR)

ORGANISATION PROVIDING ACTIVITY PLACEMENT

Faculty of Public Health, Policy & Communications Department

ACTIVITY PLACEMENT LOCATION AND ADDRESS

Trainees will be expected to work remotely, with occasional travel to the FPH London office as and when required. There is also an option for a trainee to spend 1 day Per Week in the London office. The address is:

Faculty of Public Health, 4 St Andrews Place, London NW1 4LB

ACTIVITY PLACEMENT DURATION

- 9 or 12 months depending on applicant availability
- Activity placements are available for full or less-than full time arrangements. Consideration will be given to placements split across two training locations

START DATE

- Flexible start date, between December 2018 and March 2019
- Up to 2 activity placements are on offer

PROPOSED ACTIVITY SUPERVISOR

Haidee O'Donnell, FPH Senior Media & Comms Officer, FPH Policy & Communications Department
(HaideeODonnell@fph.org.uk)

DEADLINE FOR APPLICANTS

30 November 2018 at 5pm

BACKGROUND

The Faculty of Public Health (FPH) is a campaigning membership organisation for nearly 4,000 public health professionals across the UK and around the world. We are also a registered charity. Our role is to improve the health and wellbeing of local communities and national populations. We do this in a number of ways:

1. We support the training of the next generation of public health professionals. We design and manage the curriculum and exams that people training for a career in public health need to take.
2. We support the training and development of our members after they've passed their exams, throughout their careers, and even after they retire.
3. We are a place for our members to discuss new policy ideas and share best practice and learning through our growing network of 30 Special Interest Groups (SIGs).
4. We encourage and promote new research and understanding of public health through the Journal of Public Health, our award-winning blog and annual events programme.
5. We champion excellence in public health through our annual awards and prizes programme.
6. We seek to improve public health policy and practice at a local, national, and international level by campaigning for change and by working in partnership with local and national governments on specific public health projects.

THE OPPORTUNITY TO WORK WITH THE POLICY & COMMS TEAM AT FPH

We are now seeking up to 2 public health trainee/s to work with FPH's Senior Media and Comms Officer, Haidee O'Donnell, to support her in delivering impactful strategic-led comms. From writing blogs to developing campaign messaging, getting involved in social media, and pitching stories to the media, there's the opportunity to develop new skills while ticking off many of the communications and stakeholder engagement competencies in the curriculum.

You will play a key role in helping to deliver the comms tactics outlined in our organisational comms strategy as well as the tactics in our policy-led Brexit and Public Health Funding campaigns. And we'd love to work with you to shape a bespoke role that will allow you to get your teeth stuck into a project that will inspire and excite you while learning and achieving a huge amount.

2019 will also be a pivotal year for public health so it will be an exciting time to work with the team. As our President, Prof John Middleton, said recently:

"This year has seen us, the public health community, welcome a new Secretary of State for Health & Social Care, and the Government has made public commitments to prevention that we need to make happen. Next year will see the UK leave the EU, we'll know more about the long-term plan for the NHS and there's also a Comprehensive Spending Review on the horizon so the spotlight will remain on public health."

Below is a bit of information on what's to come on each of the campaigns in the coming months and the sorts of activities you could get involved with:

FPH ORGANISATIONAL COMMS

Our organisational comms strategy was recently signed off by the Board and was developed in-line with the main themes that came out of the recent membership survey.

As such, the six current priorities for FPH comms are:

1. **Campaigning communications:** proactively supporting our two policy-led campaigns on Public Health Funding and Brexit from a media and comms point of view (more info on these campaigns below).
2. **Communications to promote our services and events programme:** this includes everything from our Annual Awards and Prizes Ceremony to the annual FPH in Scotland Conference, as well as the successful delivery of our 'bread and butter' services including the Part A and B exams, and all of our learning and development opportunities.
3. **Communications to promote our publications:** this includes the Journal of Public Health, our Annual Report and other FPH-badged publications.
4. **Communications to support fundraising:** this includes the FPH legacies strategy and our soon-to-be-launched public health heroes' programme.
5. **Internal comms:** using our regular comms to members to offer up positive stories and successes, keeping our communications calendar updated and writing the bi-monthly 'celebrating success' email which is sent to the Board and FPH staff
6. **Digital communications:** this includes our new website, social media platforms, our blog and our e-bulletin

We're proud that in the past year, our communications have started to regularly champion and celebrate the importance of public health, the vital work and diversity of our members, and the crucial role of FPH's services, across all four UK nations and around the world. We want to continue doing this in an innovative and engaging way that reflects our new tone of voice.

Some of our priorities for 2019 will include using our comms to better-represent the diversity of our membership by training a new group of spokespeople to represent us in the media. We also want to do more to champion the work our Board members do, which will include supporting them to write blogs for us and sharing the work they're doing across all of our comms channels. And we will be celebrating the winners of our photography competition in the media and to our members and wider public health community, culminating in a photography exhibition in the Spring (more info below) – plus lots more!

PUBLIC HEALTH FUNDING CAMPAIGN

This campaign is broken into three work streams, which are:

1. **Calling on the UK government to provide a £1 billion prevention transformation fund for public health work in local authorities in England**
2. **Increasing our understanding of what the NHS currently delivers on prevention**
3. **Working with Public Health England on the development of their new Public Health Dashboard**

In the past few months, this campaign has generated a series of blogs from people working in NHS settings who've talked about how they deliver prevention as part of their day jobs. A lot of these pieces went live in July to coincide with the 70th anniversary of the NHS. We've also secured a number of opinion pieces including [a blog on investing in prevention](#) that was timed to go live on the day of the Spring Statement. In addition to these public-facing pieces, we've done a lot of

member-focused comms including blogs and bespoke email campaigns which have helped to develop our policy thinking.

As mentioned above, in the Summer, we launched a photo competition to celebrate what ‘public health looks like’ which Rachel Thomson, one of our current Specialty Registrars on the Project Scheme, has done a significant amount of comms-focused work on. This has included the development of infographics, speaking to a variety of organisations and individuals to ask them to help us promote the competition, writing blogs, writing tweets and generating a variety of content that has inspired people to enter.

Although the competition close date is 19 October, there will be a significant amount of comms to do after that. This will include: using comms to encourage our members to enter, celebrating our winners – which will include generating media coverage of the winning photos – and on-the-day comms for the photo exhibition that will host the winning photos in the Spring.

Rachel has two months left on the Project Scheme and has given the following testimonial about her time so far: *“I have really enjoyed my comms attachment with the FPH policy team - they have been so supportive of my learning needs, as well as just being a lovely group of people. Haidee and I have had really clear discussions about the areas of communications and writing skills where I wanted to gain experience, and had a flexible approach to re-shuffling my work plan activities if we weren't sure we'd hit our agreed learning outcomes. I've also been able to work remotely the majority of the time, which has made it much easier to juggle alongside my other commitments. Overall it's been excellent for building my confidence and my familiarity with social media and online comms, as well as my understanding of policy work at a national level, and I would highly recommend it to interested registrars. I'm also happy to chat to anybody who has further questions before applying!”*

BREXIT CAMPAIGN

This campaign is also broken into three work streams, which are:

1. **Calling on the government to ‘Do No Harm’ to the public’s health as we leave the EU:** this strand of work began in January lobbying the government to include a public health ‘Do No Harm’ amendment to the EU (Withdrawal) Bill. Our lobbying work and comms helped us unite 64 organisations from across the health and medical sector to campaign for this with us – one of the biggest health coalitions in the past decade. Not only did we achieve a significant number of government commitments to protect the public’s health as we leave the EU, but we also put public health firmly on the Brexit agenda.
2. **Campaigning for ‘healthy trade’:** we’re currently developing our policy in this area with a series of workshops coming soon, and a blueprint due in the New Year.
3. **Campaigning to maintain our post-Brexit relationship with the European Centre for Disease Prevention and Control:** so far, we have developed a first draft of a blueprint to recommend how the UK can continue its relationship with ECDC after Brexit. This will be updated in early 2019.

From a comms point of view, this campaign has seen us secure timely pieces in The Times, The Guardian, BMJ, The House magazine and on the House of Lords and Lib Dem blogsites. We also garnered a huge amount of support via Twitter which resulted in our campaign tweet being RTed over 500 times, and was an instrumental platform in helping us to garner the support of so many individuals and organisations.

In 2019, we'll be continuing to champion our Do No Harm Guide, which aims to support civil servants and public health campaigners to protect the public's health as we leave the EU. We will also be launching our 'healthy trade' blueprint which will recommend how we should look to secure trade deals that will protect the public's health. We plan to launch this to the media with a research-led story. And of course, 2019 will also see the UK officially leave the EU which we anticipate will involve a lot of comms activity.

POTENTIAL PROJECTS

The sorts of experience that you would gain will include some of the following activities but what you will do will depend on the learning outcomes you want to achieve and the activity we're doing when you start.

- **Communications** — generate media stories and pitch them to journalists, create shareable comms, galvanise member and public support for the campaign and FPH, become an FPH comms champion and use your contacts to help garner new comms content
- **Generate a compelling narrative** — you will get the opportunity to help us develop our campaign messaging so that it's suitable for a variety of audiences and celebrates our members and wider public health community
- **FPH member engagement** — deliver a campaign membership engagement strategy, which includes communicating to our members, involving them in policy development, and representing their views
- **Stakeholder engagement** — bring the public health community and other important partners along with us throughout the campaign
- **Fundraising** — find new resources that will enable our campaign to do more, apply for grants, win sponsorship

LEARNING OUTCOMES

If your application is successful, this activity placement will give you the opportunity to achieve the following competencies from the 2015 curriculum pending formal agreement with the Educational Supervisor:

Key Area 3 - Policy and Strategy development and implementation. Learning outcomes you will have the opportunity to achieve will be:

- KA3.2: Evaluate a situation and identify the steps required to achieve change, preparing options for action
- KA3.3: Appraise options for policy and strategy for feasibility of implementation
- KA3.4: Demonstrate consultation with stakeholders, including the public and representatives of the political system, in the development of a strategy
- KA3.5: Write a strategy [action plan] to address a need for change to improve a public health or health care issue
- KA3.6: Lead the implementation of a strategy including demonstrating the ability to solve problems that arise during this process

Key Area 4 - Strategic leadership and collaborative working for health. Learning outcomes you will have the opportunity to achieve will be:

- KA4.1: Use a range of leadership styles effectively as appropriate for different settings and organisational cultures
- KA4.4: Design, lead and manage complex areas of work in multi-agency settings to a successful conclusion or suitable endpoint within available resources and timescale
- KA4.6: Demonstrate an understanding of methods of financial management and show experience of how they are used
- KA4.8: Use influencing and negotiating skills in a setting where you do not have direct authority to advocate for action on a public health issue of local, national or international importance
- KA4.9: Work collaboratively with the media to communicate effectively with the public

Key Area 5 - Health Improvement, Determinants of Health, and Health Communication. Learning outcomes you will have the opportunity to achieve will be:

- KA5.1: Influence or build healthy public policies across agencies, demonstrating an awareness of different social, cultural and religious perspectives that may influence health
- KA5.3: Influence community actions, by working with and empowering communities using participatory, engagement or asset-based approaches
- KA5.5: Influence local services to be health promoting
- KA5.6: Influence the planning, commissioning and evaluation of specific health improvement programmes and preventative services

PERSON SPECIFICATION

Applicants should:

- Be on a formally accredited specialist training programme in public health
- Have passed Part A and normally Part B (OSPHE) of the MFPH
- Have made satisfactory progression through annual assessments (ARCP/RITA)
- Have agreement from their educational supervisor and training programme director
- Available to participate in a telephone interview in March/April as part of the recruitment process

This is an interesting and wide-ranging project, with the potential to cover a lot of different competencies. No specific experience is required for this opportunity. The successful applicant will need to have a flexible and adaptable approach to their work. They need to value their professional and personal development, be willing to learn, and pitch in when needed. They will need to be personable and possess good communication skills, and the need to deal with a range of colleagues at different levels of seniority. Above all, they need to want to challenge themselves at work and have fun while doing so.

HOW TO APPLY

Applicants should submit a CV (maximum 2 sides A4) and a covering letter (no more than 2 sides A4) saying why you are interested in taking on a comms-specific attachment with the Policy & Comms Team at FPH, how your skills and experience will complement the campaign, and what you expect to gain from this experience, including how this opportunity will fit your training needs. You should also submit a letter of support from your Training Programme Director, having obtained the approval of your current Educational Supervisor.

This should all be submitted via email to the Education & Training team educ@fph.org.uk

CONTACT FOR POTENTIAL APPLICANTS

Haidee O'Donnell

HaideeODonnell@FPH.org.uk

020 3696 1478

If you would also like to speak to one of the Specialty Registrars already working on the project, please also get in touch with Haidee as above and we will arrange that for you.