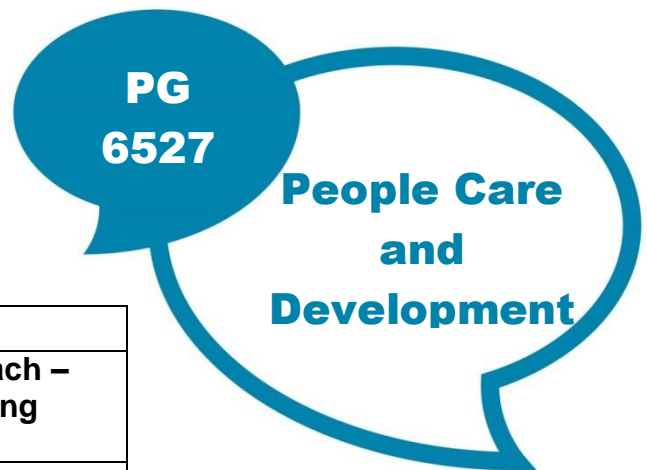


Post Specification



Date	April 2016
Post Title	Health and Wellbeing Coach – Health and Social Wellbeing System
Role Profile	
Final Grade	

To be read in conjunction with your role profile

Service Area (brief description)
Health and Wellbeing Team within Health and Care Directorate
Purpose of this post
<p>As part of a wider health and social wellbeing system, to work with individuals (over the age of 16) and families in their homes and local communities to improve their health and wellbeing and reduce demand on statutory services by:</p> <ul style="list-style-type: none"> • Helping them to identify health and wellbeing aspirations and goals • Helping them to take action on factors that influence their health and wellbeing – including their lifestyle, relationships and economic situation • Building their capacity to be independent and resilient. • Assisting them to engage with their local communities and social networks • Working with statutory services, carers and the individual to identify alternatives to statutory support. <p>For those already accessing statutory services, Health and Wellbeing Coaches will work with them to ‘step-down’ to non-statutory services when appropriate to do so.</p>
Key job specific accountabilities (max 5)
<ol style="list-style-type: none"> 1. Prevent adults (aged 16+) from requiring specialist social care and health services, by working with them to achieve a happy and healthy life. In doing so, Health and Wellbeing Coaches will contribute to overall financial savings across Cumbria County Council’s Health and Care Directorate. 2. Identify via referral and case finding, people and/or families who could benefit from coaching and practical wellbeing support. This will require close partnership working with statutory services, third sector organisations, carers and individuals themselves. Health and Wellbeing Coaches will form part of integrated care community teams, in order to ensure effective partnership working.

3. Using effective listening, observation and communication skills, build relationships and use motivational interviewing techniques to help them create and work towards their vision of a good and healthy life. .
4. Assess how people’s lifestyle, relationships and economic situation are impacting on their health and wellbeing. Work with individuals to co-produce, and work towards, wellbeing plans over an agreed timescale. Review and revise plans as necessary. Health and Wellbeing Coaches will predominantly work with people who have complex and varied health and social wellbeing needs, such as mental health issues, homelessness, self-harm/self-neglect and challenges linked to vulnerability and safeguarding.
5. Using coaching and motivational interviewing techniques, help people to develop the skills and confidence so in the future they can be resilient and i) prioritise their wellbeing and ii) actively plan to maintain their independence in the future.
6. Build people’s ability to become active and connected to their communities and social networks. Assist people to take notice of what is going on around them, and identify ways in which they can make a positive contribution to the lives of others.
7. When people in Cumbria are affected by a crisis and/or major incidents (such as environmental disasters like flooding), adopt a flexible approach to providing support and assistance where it is needed most. This may be as part of a multi-agency response to the needs of an individual/family, or as part of wide-scale emergency response and recovery arrangements.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	<ul style="list-style-type: none"> • A nominal budget will be allocated to the Health and Wellbeing Coaches to support work with clients.
Staff Management Responsibilities	<ul style="list-style-type: none"> • Work across traditional boundaries, at an operational level, to encourage and influence others to be inclusive and to help build individual and community capacity. • Mentoring and guiding less experienced colleagues.
Other	<ul style="list-style-type: none"> • Adhere to CCC Safeguarding Adults and Children protocol • Work within allocated budget for funding associated with short term accommodation • Confidential information and records • Data collection, outcome monitoring and reporting • IT equipment

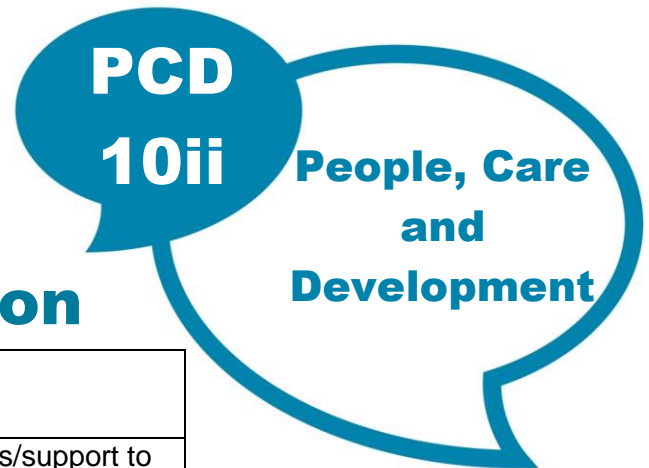
Post Specific - Qualifications, knowledge, experience and expertise

- Safeguarding Level 2 or equivalent
- Knowledge and experience of homelessness
- Desirable requirement: Understanding and application of theoretical approaches, practices & procedures relevant to health improvement & wellbeing (stop smoking, weight management, sensible alcohol consumption, mental wellbeing)

Job working circumstances (only include extra-ordinary circumstances)

Emotional Demands	<ul style="list-style-type: none"> • working with vulnerable adults and young people with complex needs; • working with diverse client groups; • unpredictable demands and disruption to planned work
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Physical Demands	<ul style="list-style-type: none"> •
Working Conditions	<ul style="list-style-type: none"> • Rotational weekend “on call” duties • lone working • may work with high risk customers who can present as violent and distressed • home visits • isolated working outside core hours
Other Factors	
<ul style="list-style-type: none"> • travel around Cumbria • full clean driving licence and access to car • agile working applies • work across districts 	



Role Profile Description

Date	January 2015
Purpose	To deliver complex services/support to individuals and groups to improve community and/or service users' wellbeing and/or skills.

Your responsibilities:

Leadership (Self and Team)	
Accountable For	End Result
<ul style="list-style-type: none"> Delivering training and advice to other practitioners and managers. Coaching staff in standard procedures. 	<ul style="list-style-type: none"> Learning objectives are achieved.
<ul style="list-style-type: none"> Contributing to team-working. Supporting and guiding less experienced staff, if required 	<ul style="list-style-type: none"> Teamwork is effective. Colleagues are supported. Tasks are carried out accurately and efficiently, within agreed timeframes. Interventions are appropriately conducted.
Competency measurements	
Actively develop relationships through regular communication and promote effective team working. Promote council goals.	

Making things happen / Delivering results	
Accountable For	End Result
<ul style="list-style-type: none"> Developing and agreeing a course of action covering the short- and medium-terms. Carrying out duties according to instruction and legal and procedural framework. Assuring effective and appropriate service delivery. 	<ul style="list-style-type: none"> Programmes and activities are delivered to an agreed schedule that has service user commitment.
<ul style="list-style-type: none"> Initiating assessments and plans and / or group support / action plans. Conducting complex assessments to recommend the appropriate service. Exercising judgement in assessing risk to service users or staff. 	<ul style="list-style-type: none"> Service users' needs are identified. Appropriate interventions to support service users are provided. Vulnerable individuals are protected. Legal remedy is provided and actions are taken on behalf of the local authority.
<ul style="list-style-type: none"> Gathering information to investigate and analyse need. 	<ul style="list-style-type: none"> Appropriate programmes/plans are developed. Content and programme priorities are established.

<ul style="list-style-type: none"> • Planning and adapting interventions and actions for assigned work, including disruptions to planned work. • Planning and delivering individual and / or group support / action plans. 	<ul style="list-style-type: none"> • Requirements are assessed. • Appropriate support is delivered. • The safety and wellbeing of vulnerable users and public is maintained.
<ul style="list-style-type: none"> • Recording, monitoring and reviewing case information. 	<ul style="list-style-type: none"> • Complete and accurate case records are maintained.
Competency measurements	
Use sound judgement by weighing up different options to arrive at the best solution based on time, cost and quality. Use direct persuasion.	

Service Improvement and innovation	
Accountable For	End Result
<ul style="list-style-type: none"> • Meeting with customers/partners to review service delivery and resolve problems. 	<ul style="list-style-type: none"> • Service improvement ideas are put forward. • Customers/partners are satisfied.
<ul style="list-style-type: none"> • Making recommendations for improvement. • Cooperating with change. 	<ul style="list-style-type: none"> • Programmes/activities are delivered in a well-structured manner. • Improvements are identified and implemented.
Competency measurements	
Look ahead - anticipate obstacles and take action to avoid crisis. Think ahead to identify opportunities to achieve better outcomes.	

Managing resources	
Accountable For	End Result
<ul style="list-style-type: none"> • Contributing to work planning and resource allocation. 	<ul style="list-style-type: none"> • Resources are organised and used effectively. • Service provider is informed of resource need.
<ul style="list-style-type: none"> • Ensuring all case information is recorded accurately and that non-standard actions are reported and, where appropriate, resolved. 	<ul style="list-style-type: none"> • Maintenance of complete and accurate case records. • Issues escalated and action taken. • Resource issues are raised to Senior Managers.
<ul style="list-style-type: none"> • Establishing and maintaining communication channels with other relevant programme and activity leaders and others, as required. • Working with internal and external colleagues - sharing and coordinating resources. 	<ul style="list-style-type: none"> • Programmes are compatible and complementary with each other. • Best use is made of resources to achieve value-for-money.
<ul style="list-style-type: none"> • Maintaining a record of relevant knowledge, experience, policies and resources. 	<ul style="list-style-type: none"> • Programmes are well informed and reflect good practice.
<ul style="list-style-type: none"> • Gathering and collating relevant data. 	<ul style="list-style-type: none"> • Records are complete and accurate.
Competency measurements	
Deliver and contribute to realistic estimates and plans, monitor resources against key targets and hold their team to account. Prioritise own and teams day to day work.	

Customer and Community focused	
Accountable For	End Result
<ul style="list-style-type: none"> • Providing standard and non-standard interventions, such as advice, guidance and direct support to service users. • Working directly with vulnerable service users. 	<ul style="list-style-type: none"> • Appropriate intervention to support service users is provided. • Vulnerable individuals are protected.
<ul style="list-style-type: none"> • Undertaking complex needs analysis and developing support/action plans. • Acting as a point of contact, that communities, service users, users' parents/carers/guardians 	<ul style="list-style-type: none"> • Appropriate well planned interventions take place when needed. • Interventions are regularly reviewed and effectively delivered.

<ul style="list-style-type: none"> and their families, can trust. Working directly with service users in areas of activity in accordance with policy, procedure and working practice. Supporting individuals and groups in making choices and in navigating their way through the system. Liaising with external and internal partners on day-to-day service issues. Working in partnership with community and voluntary groups, internal and external partners. 	<ul style="list-style-type: none"> Overlap and inconsistency with other practitioners is reduced.
<p>Competency measurements</p> <p>Work to exceed customer expectations and take full ownership of customer enquiries.</p>	

<p>Qualifications, knowledge, experience and expertise</p> <ul style="list-style-type: none"> Technical, vocational or part-professional qualification at vocational degree level or equivalent experience (NVQ 4). In some areas, a registered qualification is a legislative requirement. Expert breadth and depth of knowledge regarding the service and relevant legislation. Knowledge of Health and Safety and similar procedures and policies and their application to the work area. Practical experience in workplace with vulnerable and / or young people, to understand risk and safety hazards. Ability to cope with significantly challenging behaviour and circumstances. Understanding of budget processes and organisational priorities. Knowledge of inward- and outward-facing Council issues. Good interpersonal skills, including negotiating, conciliating, people management and motivational skills. Experience of implementing change is desirable. Political awareness. ICT competent with skills relevant to work area.

Cumbria County Council behaviours

The county councils behaviours explain how we need to perform our roles, rather than what we need to deliver. They explain what behaviours are needed to move the council in the right direction for success.

For further information please see:- www.cumbria.



Cumbria County Council competencies

The competencies shown in the role profile are for your level. They are cumulative so it is assumed that those at a higher level demonstrate the competencies from the lower levels.

For further information please see:-

[www.cumbria](http://www.cumbria.gov.uk)