

Te Whatu Ora Health New Zealand Te Matau a Māui Hawke's Bay	POSITION TITLE	Smokefree Health Liaison Advisor		
	DIRECTORATE	Te Puni Tūmatawhānui Health Improvement & Equity	DEPARTMENT	Population Health
	REPORTING TO (operationally)	Team Leader – Smokefree	REPORTING TO (professionally)	N/A
DIRECTORATE RESPONSIBILITIES & DIRECT REPORTS	This role covers the Smokefree services within Te Whatu Ora, Te Matau a Māui Hawke's Bay Staff reporting - none			
PURPOSE OF THE POSITION	<p>This role is responsible to lead and influence Smokefree 2025 using public health disciplines that can improve health and equity for whānau and communities in Hawke's Bay.</p> <p>Lead smokefree health improvement and equity projects/programmes and strategy.</p> <p>Build strong, collaborative and high trust relationships across the community, health system and intersector agencies.</p> <p>Develop health and equity promoting policy in both public and private sectors.</p> <p>Build capacity and capability of internal and external stakeholders that addresses population health and health inequity issues.</p> <p>Utilise population health intelligence, epidemiology and community voice to apply and inform critical thinking and decision-making for smokefree health improvement.</p> <p>Build the capacity to introduce the safe management of vaping to help people quit smoking</p>			
KEY DELIVERABLES	<p>Leadership & Strategic Planning</p> <p>Contribute to, and influence, strategic direction (i.e. contribute to steering groups, project groups and planning).</p> <ul style="list-style-type: none"> Develop and review evidence-based strategies and policies. Contribute to the development of smokefree implementation, monitoring and reporting of Te Whatu Ora, Te Matau a Māui Hawke's Bay and intersector plans and strategies. Provide communication expertise linked to projects and programmes that effectively disseminate Smokefree key messages to the organisation, intersector agencies and communities. <p>Evidence-Based Practice</p> <ul style="list-style-type: none"> Provide data and evidence to inform planning, project direction and decisions. Ensure whānau voice and place-based research is valued and informs programmes. Critically analyse and disseminate smokefree research, reports and relevant literature Monitoring and evaluation <p>Capacity and Capability Building</p> <ul style="list-style-type: none"> Develop the capacity and capability of Te Whatu Ora, Te Matau a Māui Hawke's Bay, health providers and intersector partners to improve smokefree health inequities affecting Māori, Pasifika and people with unmet need to achieve wellness. Create opportunities for smokefree integration, collaboration and shared learning within Te Whatu Ora, Te Matau a Māui Hawke's Bay and intersector agencies. <p>Effective Influencing</p> <ul style="list-style-type: none"> Frame issues, influence and mobilise the health sector to focus on broader determinants of health and wellbeing. Provide information that highlights effective areas for change that can be actioned by other agencies in particular our stop smoking providers and primary care. Ensure communities and other agencies have the tools and skills to advocate for themselves. Lead and coordinate submission writing and other policy development advocating for smokefree healthy public policy. 			

KEY DELIVERABLES	<p>Relationship Management</p> <ul style="list-style-type: none"> • Build strong, collaborative and high trust relationships across the community health system. • Work collaboratively with Te Whatu Ora, Te Matau a Māui Hawke’s Bay Māori Health Service, Pacific Health Service, Planning & Funding/Commissioning. • Identify innovative opportunities for joint working across sectors. • Build and facilitate intersector coalitions and strategic alliances. <p>Community Action</p> <ul style="list-style-type: none"> • Foster community action to identify and address health need, particularly with Māori and Pasifika and low-income groups. • Identify community assets, skills/capabilities and challenges/needs. <p>Ensure programmes are culturally safe and include whānau /community voice and engagement.</p>	
HEALTH & SAFETY RESPONSIBILITIES	<p>Te Whatu Ora, Te Matau a Māui Hawke’s Bay is committed to maintaining and promoting the health & safety of all its staff, contractors, volunteers and patients. In this role, your duties are:</p> <ul style="list-style-type: none"> ○ Not to do anything that puts your own H&S at risk ○ Not to do anything that puts others H&S at risk ○ To follow all health and safety policies and procedures ○ To follow all reasonable health and safety instructions <p>(You have the right to cease work if you believe that you, or others, are at risk of serious harm)</p>	
KEY WORKING RELATIONSHIPS	<p>INTERNAL</p> <ul style="list-style-type: none"> • Health Improvement and Equity Directorate <ul style="list-style-type: none"> - Population Health Service - Te Wāhanga Hauora Māori - Pasifika Health team • Secondary service managers (including mental health and maternity services) • Planning and Funding Directorate • Communications Team • Communities, Women and Children Directorate • Health Services • Advisory committees 	<p>EXTERNAL</p> <ul style="list-style-type: none"> • Ngati Kahungunu Iwi Inc. and other Māori entities e.g PTSG/Tihei Mauri Ora • Government agencies (e.g. Ministry of Social Development, Oranga Tamariki, Te Puni Kokiri) • Te Hiringa Hauora • Community organisations • Local TLAs • Ministry of Health • Non-government organisations • Health Hawke’s Bay (PHO) • Community advocacy groups • Māori, Pasifika and other providers (e.g Te Taiwhenua o Heretaunga) • National organisations
DELEGATION AND DECISION	<ul style="list-style-type: none"> • Works autonomously within the boundaries of the agreed work plan to achieve the plan and problem solve issues as they arrive. • Works autonomously with a high degree of independence within the team to deliver on the work programme and problem solve complex issues as they arise. • Encouraged to use initiative and problem-solving skills to develop innovating approaches to issues. • Maintains relationships with internal and external stakeholders. • Maintains relationships with strategic business partners. 	
HOURS OF WORK	80 hours per fortnight (1.0 FTE)	
EMPLOYMENT AGREEMENT & SALARY	In accordance with the Allied Public Health & Technical Multi Employer Collective Agreement (MECA), outlined in the Salary Scale clause 5.2.3 according to qualification and experience.	
DATE	September 2022	
EXPENDITURE & BUDGET ACCOUNTABILITY	As per agreed workplans	
SCOPE & COMPLEXITY	<ul style="list-style-type: none"> • Delivers actions that successfully reduce health inequities in Hawke’s Bay • Maintains quality intersector relationships in a coordinated and meaningful manner • Works with multiple organisations who have other visions and values • Effectively managing time and prioritising workload to ensure project work is completed within the agreed time. 	

ESSENTIAL CRITERIA

Qualifications

- Tertiary qualification in health promotion/public health or social/public policy

Experience

- Extensive experience in health (ideally 5 years plus)
- Experience in policy or planning
- Experience in community engagement and co-design

Business / Technical Skills

- Research skills
- Policy writing and analysis
- Programme planning and evaluation
- Project management
- Effective time management skills
- Proficient in Microsoft Office – Word, Excel, Outlook, Powerpoint
- A comprehensive understanding of Te Tiriti O Waitangi
- Expert knowledge of determinants of health

Key Attributes

- Effective communication skills
- Strong written and oral communication skills
- Strong relationship management skills
- Effective interpersonal skills, relating to wide range of people
- Positive attitude with problem solving focus
- Current driver's licence

Effectively Engaging with Māori

- Demonstrates the ability to engage effectively with Māori staff and patients.
- Demonstrates ability to apply the Treaty of Waitangi within the Service.
- Shows commitment to, and demonstrates the behaviours of the health sector.

Vaccination status for role: MANDATORY

All staff must be vaccinated annually for Influenza and full COVID-19 vaccinations as per mandated by the Ministry of Health
Additional vaccinations are required for Clinical Staff

DESIRABLE CRITERIA

Qualifications

- Post-graduate or Master's degree in health, social services or public policy

Experience

- Knowledge of the political, legislative or other external influences affecting the health sector

Business/Technical Skills

- Understanding of organisational dynamics and able to work effectively in a complex multi-professional workplace.
- Experience working with the media
- Marketing and communication skills



Our Vision and Values

Te hauora o te Matau-ā-Māui: Healthy Hawke's Bay

Excellent health services working in partnership to improve the health and wellbeing of our people and to reduce health inequities within our community.



HE KAUANUANU RESPECT

Showing *respect* for each other, our staff, patients and consumers. This means I actively seek to understand what matters to you.

ĀKINA IMPROVEMENT

Continuous *improvement* in everything we do. This means that I actively seek to improve my service.

RARANGA TE TIRA PARTNERSHIP

Working together in *partnership* across the community. This means I will work with you and your whānau on what matters to you.

TAUWHIRO CARE

Delivering high quality *care* to patients and consumers. This means I show empathy and treat you with care, compassion and dignity.