



UKPHR Public Health Practitioner Registration

COMMISSIONING PRACTITIONER REGISTRATION IN KENT, SURREY AND SUSSEX

‘A SCHEME THREE YEARS ON, AND THE EMPLOYERS PERSPECTIVE’

Meradin Peachey
Director of Public Health

SETTING THE SCENE

“There are a large number of public health workers who feel somewhat adrift in that they have no professional allegiance, no professional recognition, nothing to aim for professionally - but yet we expect them to do a very professional job.”

From ADsPH response to the consultation on public health practitioner regulation, 2009



KENT, SURREY AND SUSSEX PRACTITIONER REGISTRATION SUPPORT SCHEME

The scheme demonstrates...

...regional **commitment** to **prioritise** professional development for the public health practitioner workforce whilst ensuring a **high quality** workforce to accepted **national standards**



OUR RESPONSIBILITIES

- It is important to the Local Authority that the public health workforce is **competent** and **safe to practice** to commission and deliver the health improvement agenda and reduce inequalities
- Practitioner registration is an effective way to quality assure the multi-disciplinary public health workforce we commission and employ and to **maintain those standards**
- There are many practitioners working in public health who are not regulated at all or have not been through any assessment of competence in public health



OUR RESPONSIBILITIES

“Local Authorities in England are fully committed to their new role as leaders in Public Health. At Kent County Council we actively support measures that ensure high professional standards are maintained. We welcome any nationally endorsed frameworks that provide us with the leverage to ensure that public health services are delivered by the right people, with the right skills, in the right way. It is our duty to protect the public, and employing and commissioning registered practitioners will help us to do that.”

Graham Gibbens

Cabinet Member for Adult Social Care & Public Health, Kent County Council



PILOT IN KENT

- The Kent and Medway Practitioner Registration Support Scheme commenced in 2011 and was one of the four pilot sites in the UK
- Lead by a dedicated public health workforce development post employed by the PCT
- Pilot target group was the Health Improvement /Public Health workforce who had no current registration



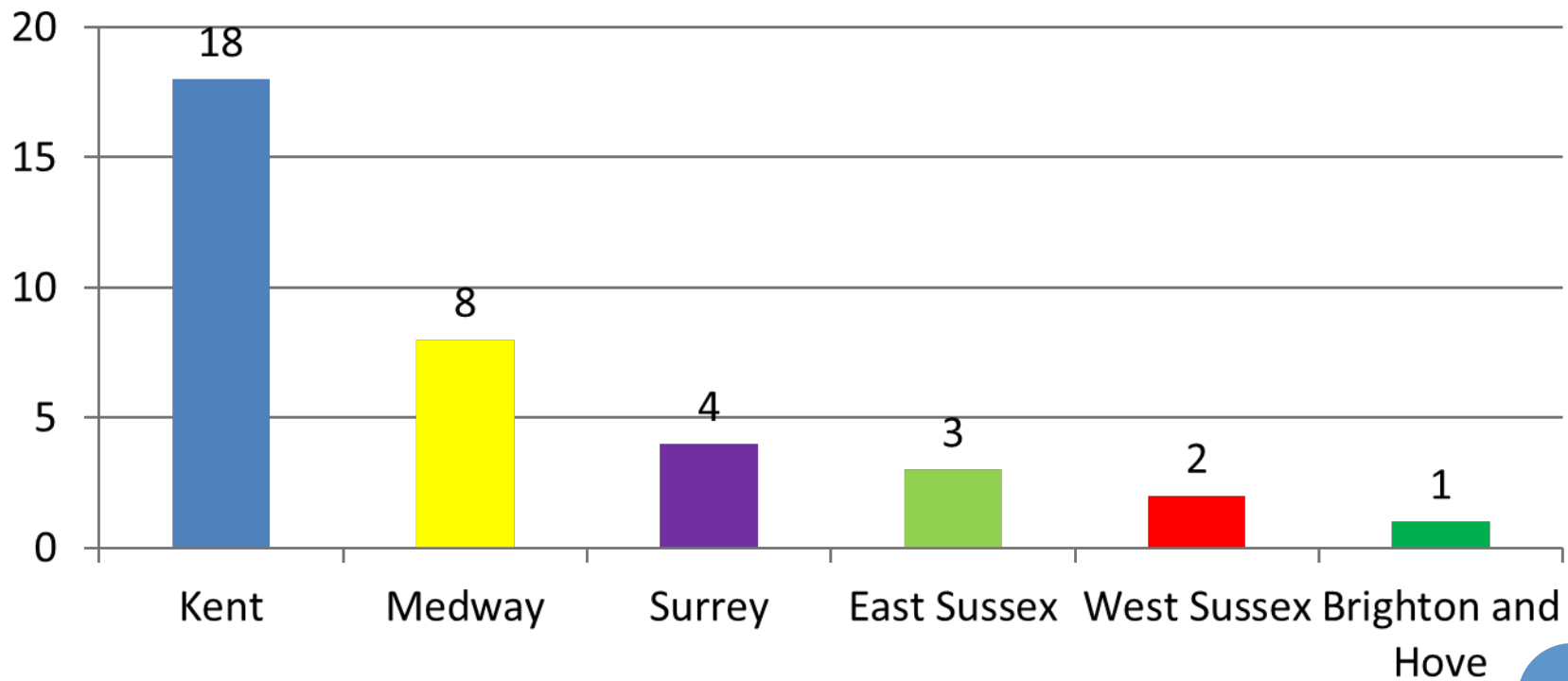
EXPANSION OF SCHEME

- A Scheme was launched in Surrey and Sussex in March 2012 by a fixed term project manager
- April 2013 – onwards became one regional scheme incorporating Kent, Surrey and Sussex
- One standardised scheme across the region ensures:
 - effective sharing of resources
 - builds capacity
 - minimises duplication
 - maintains a robust, quality assured assessment process.



THE STORY SO FAR...

Number of registered practitioners across KSS since January 2011 (n=36)



Last updated 27 January 2014



PRACTITIONERS ACTIVELY ENGAGED IN THE SCHEME

- 68 practitioners currently signed up to the scheme and actively working towards registration
- 32 practitioners waiting to join the scheme



WHO ARE OUR PRACTITIONERS?

- Scheme supports a diverse range of practitioners working at level 5 of the public health skills and knowledge framework or above
- In 'old money' our practitioners are usually working on Agenda for Change bands 5 – 8a
- Come from a range of organisations to include local authorities, NHS community trusts, PHE, voluntary sector and the commercial sector



PRACTITIONER PROFILE

| Job Titles | Job Titles |
|---|---|
| <ul style="list-style-type: none">• Health Protection Practitioners• Public Health Analysts• Alcohol and Tobacco Control Officer• Dieticians• Project Assistant- Prisons and Mental Health, Stop Smoking Service• HealthWalks Co-ordinator• NHS Health Checks Manager• Library & Knowledge Services Manager• Health Training Manager• Breastfeeding Peer Support Coordinator• Project Officer (Tobacco Control) – Acute & Community Teams | <ul style="list-style-type: none">• Oral Health Improvement Practitioner• Health and Wellbeing Practitioner: Specialist for children and young people• Healthy Weight Team Manager• Health Improvement Nutrition Specialist• Health Promotion Practitioner Specialist Mental Health• Health Improvement Specialist (Sexual Health)• Community Health Trainer Coordinator• Healthy Living Coordinator• Public Health Commissioning Manager |

FRAMEWORK OF SUPPORT

- Within the KSS Scheme, practitioners get access (over a 2 year period) to:
 - UKPHR Introductory Day
 - Up to 8 portfolio development groups
 - Access to a range of masterclasses in core knowledge areas (usually 2-4 a year)
 - E-portfolio*
 - An assessor
 - A verifier
 - A mentor – area of development
- *E-portfolio developed by KSS Scheme Coordinator and being brought into nationally



FRAMEWORK OF SUPPORT

- 35 UKPHR accredited assessors
- 22 UKPHR accredited verifiers (of which I am one)
- 12 trained mentors – *area of development*
- X1 Scheme Coordinator (0.4 wte)



EVALUATION OF SCHEME

- Commissioned Total Improvement Process Ltd
- Evaluation 1: (Dec, 2011)
 - All 11 successful applicants for Cohort 1
 - Assessors and assessment process
 - Verifiers and verification process
 - Support from application to registration from all concerned
 - Total experience
- Evaluation 2: (September 2012)
 - The scheme recruitment process
 - The scheme support processes
 - Time investment
 - Emerging programme qualitative outcomes
 - Sustainability of the scheme



MOTIVATIONS FOR JOINING THE SCHEME

- “[I] would like to be registered, shows commitment and added job security.”
- “The belief that it makes sense for us as a workplace to have to demonstrate our competence.”
- “...I feel strongly that the reputation of Public Health will be strengthened by registering practitioners: this will drive up standards and give opportunities for career progression, which will in turn encourage good staff to come into/remain in the profession and seek further development where appropriate.”

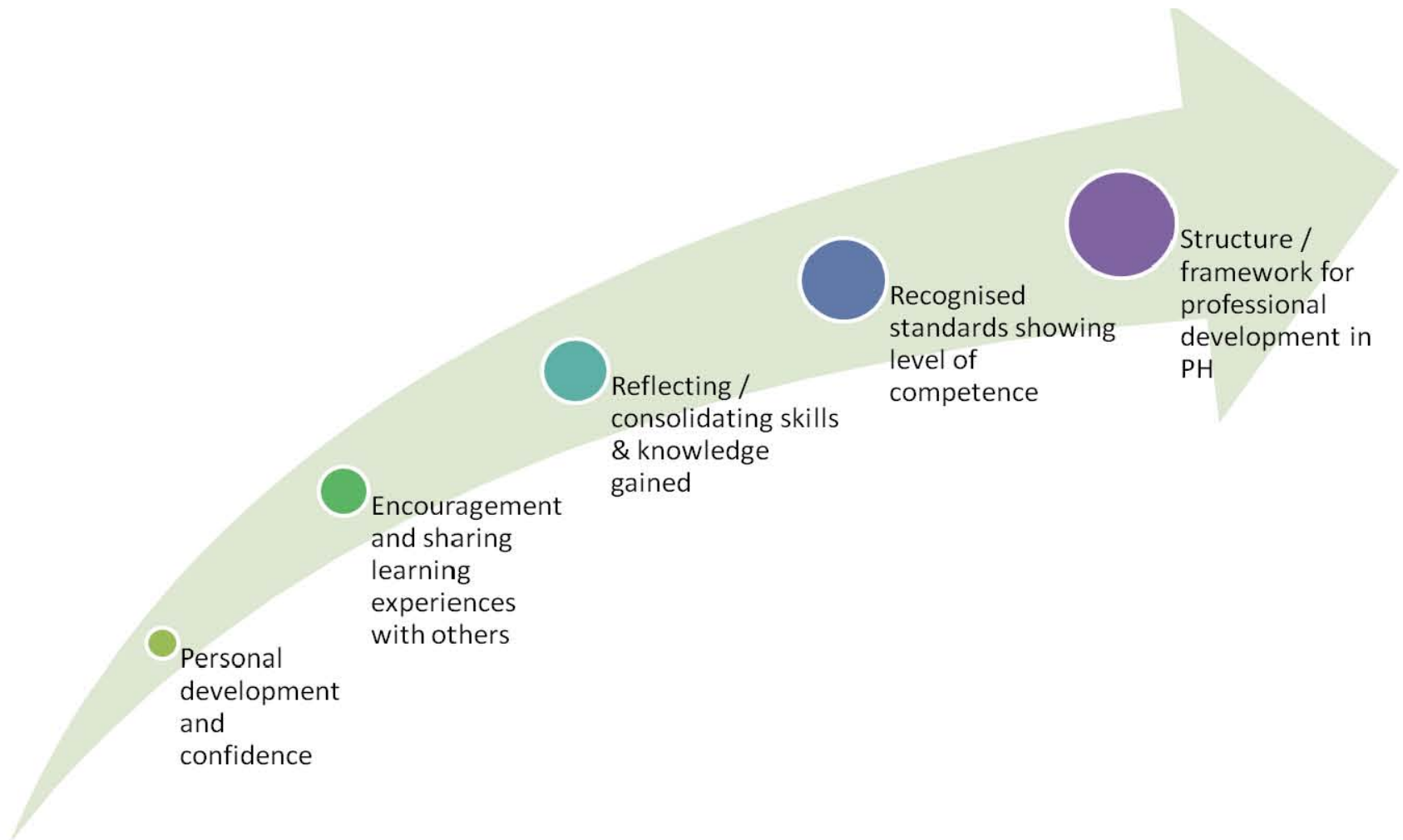


TIME INVESTMENT

- “...need to allow a lot of time for organising evidence”
- “It was time consuming, but it was also a very good exercise to take stock of what projects I have been involved in...”
- “Hours and hours, days and days. Will be much better for those who can build up their evidence as a matter of habit, and when people are mindful of the register when they are working, so that they can store and record their activities accordingly. The tight time scale here and retrospective nature of the evidence building made it particularly challenging.”



WHAT DID PRACTITIONERS VALUE ABOUT THE SCHEME?



OUTCOMES FOR PRACTITIONERS

- “It is nice to have some validation of the work that one has committed so much of ones life to. It may assist in the current increasingly competitive environment we find ourselves in, but that is yet to be proven.”
- “It means I am recognised as a professional and it gives credibility to my job.”
- “A lot! For me it is a huge achievement and it means that I can perform my job more efficiently and I feel more confident in my role as a health promotion practitioner.”
- “Justification of what I do and the skills that I meet, and that I can prove I can meet.”



OTHER OUTCOMES / BENEFITS

The feedback suggests that the outcomes of the programme:

- Helps identify who is in the public health workforce
- Clarifies and increase their competence
- Assures their fitness to practice
- Increases exchange of valuable practice
- Strengthens the confidence of the practitioners
- Strengthens career development
- Strengthens the awareness and leadership of their assessors and mentors
- Positions Kent and Medway Public Health to better plan and implement public health measures



COMMITMENT

- 60% of practitioners would mentor / assess others
- 90% of practitioners would recommend the scheme
- 100% of assessors feel their expectations have been met
- 100% of assessors & verifiers would do it again

(TiP Ltd, 2012)



WHAT'S 'IN IT' FOR ASSESSORS?

- The public health professionals who act as assessors and mentors also gain from it.

“I get great satisfaction from seeing practitioners grow in knowledge, skills and confidence. The assessment process helps them to identify their own gaps and focus their PDPs. I think it is important to improve public health practice at all levels and make it safer, more evidence-based and more effective. I have also learned a lot from my experience and this has enriched my own portfolio of knowledge and skills.”

Kent Assessor



EVALUATION OF SCHEME

- Evaluation 3 (*due to be published March 2014*) – Impact on Practice
- **Aim:** To establish the actual and potential benefits of registration with the UKPHR Public Health regulator in the light of current demands and challenges facing Local Authorities, the Public Health community of practice and Registrants.

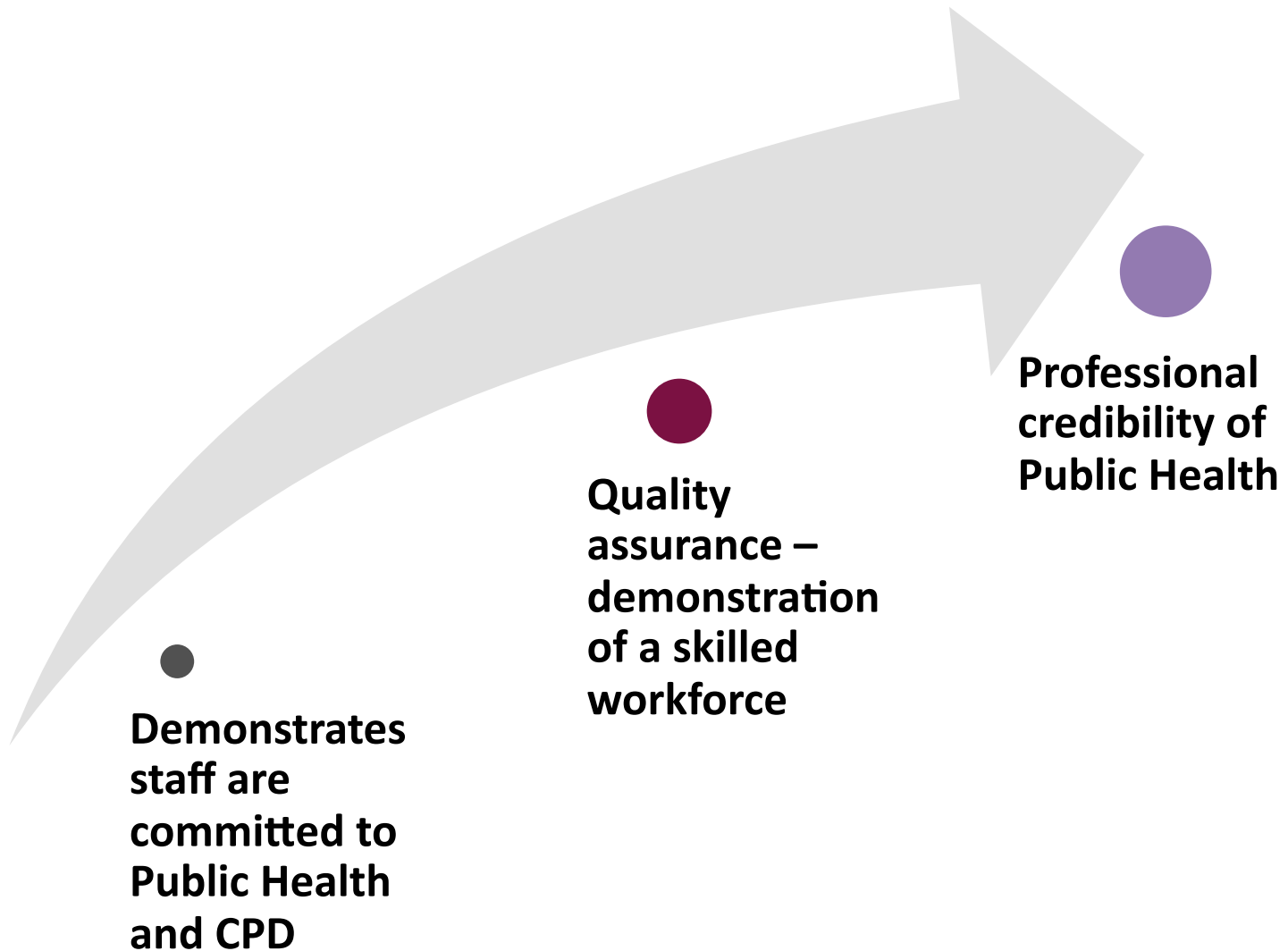


EARLY FINDINGS FROM THIRD EVALUATION REPORT

- “I think it was especially beneficial moving into the local authorities. It shows you are a Public Health practitioner at a certain level and shows that Public Health is a profession.”
- “We are in a new world and there are new people in the job market. Registration is a national standard that other organisations may not have.”
- “It’s assurance of a rounded view of public health and the issues of wider determinants of health and how we tackle that as a collective.”



BENEFITS FOR EMPLOYERS



BENEFITS FOR EMPLOYERS

“The introduction of a national registration framework for public health practitioners has made a very **positive contribution** to the way **we improve the competency** of the Medway public health workforce. Not only does it provide a **systematic way of raising standards** and **demonstrating ability**, but it also helps to give practitioners a sense of their own **professional identity, recognising the considerable skills and knowledge we have in public health**. I now use the practitioner registration **competency framework** as a core element of our staff training – and all of the health improvement team are expected to be working towards becoming a registered practitioner.”

Sally-Ann Ironmonger

Head of Health Improvement, Medway Council



SUSTAINABILITY

Some of the main areas to consider are:

- Crucial role of the Scheme Coordinator
- Sufficient funding and resources
- Mentor involvement
- Increasing buy in from managers...commitment **and involvement**
- Embedding in the appraisal process for Practitioner, Assessors and Verifiers



IN CLOSING...

“We think that piloting this accreditation process is a strategic achievement. The process appears to have focused practitioners to achieve a lot in a short space of time. At a time when attention is focused on rapid cost-cutting, then low-cost innovation in strengthening the contribution of those who protect health and promote wellbeing is a crucial medium and long-term investment in future health improvement, and cost reduction. “

(TiP Evaluation Report, 2012)

