## Position Description

### Position Details

<table>
<thead>
<tr>
<th>Title</th>
<th>Maori Health Promotion, Bowel Screening Programme, Auckland</th>
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<tbody>
<tr>
<td>Reports to</td>
<td>Matthew Wallace</td>
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<tr>
<td>Location</td>
<td>Auckland City Hospital</td>
</tr>
<tr>
<td>Authorised by</td>
<td>Jess Pattern</td>
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<tr>
<td>Date</td>
<td>July 2020</td>
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### Primary Function

To reduce the impact of bowel cancer among MoH identified priority populations through informed and early participation in the National Bowel Screening Programme (NBSP) within the Auckland District health board area.

The bowel screening health promoters are the 'face' of the programme to the community.

Their function is to liaison between the Auckland District health board (ADHB) Bowel Screening Programme and the community, support the enrolment and participation of priority groups; those being Māori, Pacific, and high needs within the ADHB and undertake outreach activities and promote and educate the public about the bowel screening.

This service forms part of the National Bowel Screening Programme (BSP). The programme works to the National Bowel Screening Programme Interim Quality Standards.

### Key Accountabilities

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<tr>
<th>Key Result Area</th>
<th>Expected Outcomes/Performance Indicators</th>
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| Increase the knowledge of bowel cancer and the awareness and understanding of the screening programme throughout the ADHB region with a focus on the Māori community |  - An excellent working knowledge of the NBSP and the screening pathway processes  
  - A high level of engagement with Māori groups and organisations in the ADHB community  
  - Increased knowledge of bowel cancer and awareness of the screening programme in the wider Māori community |
| **Contribute to the thinking, development, and implementation of the communications and community engagement plans** | • Translation of text for media and promotional materials to ensure accuracy and appeal to the Maori community
• New Maori promotion resources are developed in consultation with the team leader and communications advisor |

| **Provide information to encourage informed participation of eligible Maori people in the screening programme** | • Maori community groups so they can promote the programme to their members.
• Community ‘influencers’ and Maori people who have participated in the programme are identified and supported to promote the programme
• The Maori community have access to the information required to enable informed consent to participate in the screening programme
• Participation in live interviews on radio and TV to raise awareness and promote the screening programme |

| **Supporting participants** | • Maori people who express an interest in participating are on the register their screening status is reviewed and they are sent a test kit as appropriate
• An increase in participation is achieved through follow up telephone calls to Maori who have not responded to their invitation
• Support in the home is provided where appropriate to ensure people understand how to complete the test
• Participants are supported to attend the endoscopy unit for the diagnostic procedure as required |

| **Relationship management** | • Relationships are developed with General Practices with high Maori enrolments
• General practices are well informed on the BSP and are supported to promote participation for their eligible patients
• Relationships are developed and maintained with health, social service and community groups with high Maori populations to identify opportunities for programme promotion
• Participation in national meetings to share and learn |
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<td>Identify new opportunities for relationships with the Maori community and groups</td>
<td>• A database of community and stakeholder groups and networks is maintained and developed&lt;br&gt;• Linkages with community and stakeholder groups are established and opportunities to input into health promotion plans and strategies identified&lt;br&gt;• New opportunities to promote the NBSP within the Maori population are identified</td>
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<td>Data management and information technology</td>
<td>• Competency in the screening register functions as they relate to the health promotion role is demonstrated&lt;br&gt;• Confidence in the use of applications required for the role e.g. Outlook Express /Power Point/excel is demonstrated&lt;br&gt;• Skills are developed and maintained through attendance at relevant training courses available in the DHB&lt;br&gt;• Records are kept to ensure that activities and outcomes can be reported as required</td>
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<tr>
<td>Team Work</td>
<td>• Participate in health promotion events with the bowel screening team&lt;br&gt;• Participate in the bowel screening team review and planning sessions&lt;br&gt;• Attend all the NBSP team meetings to remain up to date with all issues and information pertaining to the delivery of the programme.&lt;br&gt;• Maintain an appropriate level of communication and information sharing with the Health Promotion team leader and other members of the Health Promotion team&lt;br&gt;• Undertake other duties as discussed and agreed with Programme Manager or Health Promotion Team leader&lt;br&gt;• All services provided are consistent with the BSP Service Delivery Model, Quality Standards, policies, procedures</td>
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<td>Record keeping</td>
<td>• A record is kept of all information sessions/ promotions provided, including the number of attendees and the evaluation results&lt;br&gt;• A monthly report will be submitted to the Health Promotion Team Leader</td>
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<td>Personal Development</td>
<td>• Personal development plans are completed and performance review meetings are attended&lt;br&gt;• Relevant training and development sessions are attended</td>
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### Service User Satisfaction
- All complaints are registered and managed as per the ADHB Complaints Procedure
- The team leader is informed of complaints immediately

### To recognise Individual Responsibility for Workplace Health and Safety under the Health and Safety in Employment Act 1992
- Company health and safety policies are read and understood and relevant procedures applied to their own work activities
- Workplace hazards are identified and reported, including self-management of hazards where appropriate
- Health and safety representative for the area can be identified

### Authorities

<table>
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<th>Direct Reports</th>
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<td>FTE: 1.0</td>
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| Budget Accountability (if applicable) | $69,222 |

### Relationships

#### External
- Regional Bowel Screening health promotion team
- Maori/Pacific Health Units/iwi providers
- Bowel Screening Regional Centre
- Cancer Society
- General public
- PHO
- Primary Health Organisations, GPs & Practice Nurses
- Radio and television/ media outlets
- Advertising agencies
- MoH

#### Internal
- Auckland PHO
- ADHB Maori/Pacific Health Units/iwi providers
- DHB IT services
- Communications department
- Project Manager
- Operations Manager
- Clinical Director
- Nurse unit manager
- ADHB Staff

### Person Specification
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<th>Essential</th>
<th>Desired</th>
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| **Education & Qualifications** | ▪ Has completed / or completing a Health Promotion or relevant tertiary qualifications/or proven experience in health promotion and/or community engagement  
▪ Has a clean / full driving licence | ▪ Has a health promotion, social work teaching or other relevant degree |
| **Professional** | ▪ Experience as a health promoter or a similar role. | ▪ Knowledge of or experience working in the health sector desirable.  
▪ Knowledge the National Bowel Screening programme desirable |
| **Experience/Knowledge** | Previous experience in organizing/providing for the cultural support needs of Maori people using health services  
Previous experience in planning and organizing health promotion events for the Maori community  
Previous experience in designing and delivering presentations to inform groups about health services  
The ability to communicate effectively to groups and individuals on health issues | ▪ Experience in data entry and working in a data base/register  
▪ Awareness of tikanga Māori. |
| **Skills/Knowledge/Behaviour** | Well-established links with Maori community groups and organisations in the ADHB area  
Sound knowledge and understanding of Maori cultural practices, social norms and health issues  
Knowledge of health promotion theory and social marketing strategies | ▪ Experience in motivating people to participate in health promotion/screening programmes  
▪ Is able to use a variety of models of health appropriately in health promotion and support service practices  
▪ Experience in working in a health team to plan and deliver health promotion activities |
**Personal Characteristics**

- A positive and flexible attitude.
- Sound judgement
- Culturally sensitive
- Resilient
- A strong ethical base
- Strong customer focus
- Ability to manage multiple priorities
- Able to work independently and as part of a remote team

**Working for Auckland DHB – Expectations of Employees**

**Citizenship**
All employees are expected to contribute to the innovation and improvement of Auckland District Health Board as an organisation. This means:

- Using resources responsibly
- Modelling Auckland DHB values in all interactions
- Maintaining standards of ethical behaviour and practice
- Meeting Auckland DHB’s performance standards
- Participating in organisation development and performance improvement initiatives
- Helping to develop and maintain Maori capability in Auckland DHB, including developing our understanding of the Treaty of Waitangi and ways in which it applies in our work
- Raising and addressing issues of concern promptly

**The Employer and Employee Relationship**
We have a shared responsibility for maintaining good employer/employee relationships. This means:

- Acting to ensure a safe and healthy working environment at all times
- Focusing our best efforts on achieving Auckland DHB’s objectives

A performance agreement will be reached between the employee and their direct manager and/or professional leader containing specific expectations.

**Consumer/Customer/Stakeholder Commitment**
All employees are responsible for striving to continuously improve service quality and performance. This means:

- Taking the initiative to meet the needs of the consumer/customer/stakeholder
- Addressing our obligations under the Treaty of Waitangi
- Involving the consumer/customer/stakeholder in defining expectations around the nature of the services to be delivered and the timeframe
- Keeping the consumer/stakeholder informed of progress
- Following through on actions and queries
- Following up with the consumer/customer/stakeholder on their satisfaction with the services

**Professional Development**

As the business of Auckland DHB develops, the responsibilities and functions of positions may change. All staff are expected to contribute and adapt to change by:

- Undertaking professional development
- Applying skills to a number of long and short term projects across different parts of the organisation
- Undertaking such development opportunities as Auckland DHB may reasonably require