Active Oxfordshire: Physical Activity Clinical Champion Job Description

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Physical Activity Clinical Champion</th>
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<tbody>
<tr>
<td>Reporting to</td>
<td>Annie Holden, Strategic Relationship Manager</td>
</tr>
<tr>
<td>Hours</td>
<td>2 calendar days per month (14 hours per month)</td>
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<tr>
<td>Location</td>
<td>Various</td>
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<tr>
<td>Salary</td>
<td>Sessional hourly rate (as advised by the CCG)</td>
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**Introduction to this role**

Physical inactivity is responsible for 1:6 UK deaths, equal to smoking and estimated to cost the UK £7.4bn annually with £0.9m direct cost to the NHS alone. There is evidence to show that 1 in 4 patients would be more active if advised by a GP or a nurse, but 72% of GPs do not speak about the benefits of physical activity (PA) with patients.

Whilst Oxfordshire’s population is relatively healthy, there are significant challenges relating to an ageing population which is associated with an increase in LTC and dementia; almost 2/3 of adults are classified as overweight or obese; over 2,00 deaths were considered preventable including cancer and CVD deaths; health conditions with the greatest number of GP registered patients were hypertension, depression, asthma and diabetes; 4 health conditions were above the England average: cancer, CVD, depression and osteoporosis. All of these conditions and lifestyle behaviours could benefit by individuals increasing their activity levels.

Furthermore, given the on-going devastating impact of COVID-19 and our increased understanding of those communities who are disproportionately disadvantaged, we need to proactively embrace physical activity as a powerful solution to help reduce the demand and burden on the NHS, particularly Primary Care and PCNs.

**Main purpose of this role**

Active Oxfordshire (AO) is fundamentally committed to improving the health of our communities, through enabling and empowering increased physical activity levels. We work relentlessly with a focus on the areas with highest levels of inequalities by working with Public Health, CCG, Local Authorities and Third Sector Partners. To do this, we want to work closely with PCNs, their physicians, social prescribers and their practice teams, to change the culture to more proactive engagement, supporting their patients to be physically active, ultimately supporting residents to live longer, better.

This role will focus on inspiring, motivating and engaging primary care colleagues to embed physical activity into routine clinical care, as part of patient treatment plans, as well as embracing the RCGP’s recommendations taking a practice-wide approach to encouraging healthier active lifestyles for all.

**Main duties and responsibilities**

- Work strategically within Oxfordshire to be a PA Clinical Champion for AO and its mission to fight inactivity and inequalities – help dispel myths and misconceptions around PA.
- Make recommendations on how to utilise and promote PA as a tool to de-medicalise care and subsequently reduce the burden and demand on Primary Care and the NHS, particularly during COVID.
- Identify ways to equip GPs and their primary care teams with the necessary knowledge / tools to routinely discuss PA with their patients; advise on how to pragmatically embed a culture shift from default position of prescribing medication to encouraging and enabling patients to be PA, to help manage their condition or disease by offering practical tips and ideas to integrate very brief advice into routine clinical practice.
- Help to develop and support a network of clinical champions across PCNs for physical activity.
- Identify best method of raising the profile of GPs as positive role models and strong advocates of PA.
Engage with PCN colleagues and the CCG to identify opportunities for AO to integrate PA within clinical care, and drive forward positive changes.

Work collaboratively with GP colleagues to raise awareness of the CMO PA guidelines and development of seamless pathways into activity.

Provide insight into best methods of understanding the challenge of the daily routine and demand for a GP, to have an empathetic approach to best methods of engaging with them whilst enabling GPs to be powerful activity advocates.

Navigate the pathway to steer AO into PCNs to determine the best way to engage with them and raise awareness, ultimately to aim for a PA Lead / specific interest, per PCN.

Improve the patient experience of PA related to social prescribing within GP practices.

Raise awareness of, and proactively drive engagement of the RCGP Active Charter initiative, advising best approach for AO to embed this within practices.

Actively help GP engagement with specific PA / GO Active Get Healthy programmes, including new initiatives.

Identify best methods for sharing best practice in primary care to raise awareness and disseminate amongst GP colleagues and recommendations for future improvement.

This role does not necessarily have to be practice facing but predominantly advisory and / or virtual.

**Person Specification**

**Key requirements:**

- Experience of building and maintaining good relationships with collaborators and stakeholders
- Credibility and ability to command respect of clinical and non-clinical professionals
- Proud to promote PA as part of routine health and wellbeing advice as well as condition specific treatment plans
- Up to date knowledge of physical activity evidence and relevant guidance
- Demonstrable track record of innovative achievement
- Excellent communicator, ability to engage across sectors and across communities
- Be an excellent motivator to colleagues and inspirational in driving change
- Effective organiser, completer/finisher, influencer and networker
- Ability to think strategically, to anticipate and resolve problems
- A positive role model and clear track record in promoting / participating in physical activity
- Experience in effectively managing a diverse workload, responding in an agile and flexible way without compromising high quality care
- Ability to work in a busy environment with a professional, calm and efficient manner
- Demonstrable commitment to fighting inactivity and inequalities
- Thorough understanding of, and commitment to equality of opportunity and good working relationships in day-to-day practices.

**Commitment**

This person will be expected to commit wholeheartedly to achieve and exceed agreed objectives as outlined in this JD, to be developed with the successful candidate. AO is committed to a flexible working culture and as such, will support this role to achieve the required 14 hours per month as identified appropriate for the appointed person.