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**JOB DESCRIPTION**

**Diabetes Engagement Officer**

**MAIN PURPOSE**

This role will lead on engagement to build long lasting relationships with a range of stakeholders and community groups to raise awareness of our local diabetes programme ([DESMOND](https://www.mydesmond.com/home/) and [National Diabetes Prevention Programme](https://www.cpics.org.uk/diabetes-prevention-programme) NDPP) and increase uptake to these.

This role will work across Cambridgeshire and Peterborough empowering the community to access our services by making and maintaining strong community links with organisations, groups and health professionals.

**SUMMARY OF RESPONSIBILITIES AND DUTIES**

* Engage local services and partners to ensure local awareness and explore partnership opportunities and co-production activities
* Develop and deliver an action plan for targeted engagement with Primary Care Networks. This will include working closely with practices to raise awareness of the importance and benefits of the programmes via a range of communication methods including attending practice meetings, creating a quarterly newsletter and speaking at various conferences, workshops and webinars
* Develop and deliver a community action plan for the engagement of stakeholders, partners and community leaders to raise awareness of services
* Engage with practices to identify patients that are pre-diabetic and assist practices with follow-up calls and encouraging at risk populations to take part in programmes
* Raise awareness of the risk of Type 2 Diabetes in the South Asian population (Indian, Bangladeshi and Pakistani) in our region, encouraging individuals to take action by finding out their individual risk of type 2 diabetes
* Specifically increase uptake to services from the South Asian (Indian, Bangladeshi and Pakistani), deprived communities and other disadvantaged groups e.g. those with learning disabilities and their carers across Cambridgeshire and Peterborough
* Have excellent knowledge or the DESMOND, NDPP and wider Healthy You service and be confident to communicate and present this in various forms to a variety of audiences
* Support recruitment of Lifestyle (Diabetes) Community Champions with lived experience of diabetes
* Work with targeted communities to co-produce material, in various languages that address the diverse languages and cultures that are found across Cambridgeshire and Peterborough
* Run pop up stands at community events, wellbeing fairs, local festivals and support the delivery of diabetes related campaigns to raise awareness of the service
* Represent the service at meetings, steering groups and forums to promote the service and engage with communities and partners to build strong referral pathways into the service
* Keep accurate and timely records of all community engagement activity as well as the impact of the work of the Community Champions
* Carry out community asset mapping and associated tasks
* Respond to requests from organisations and partners
* Utitilise the learning from partners on how best to meet the needs of the wider Black, Asian, Minority Ethnic (BAME), Eastern European and Learning Disability populations
* Maintain strong links with networks and forums of local people
* Develop relationships with people who can act as ambassadors, media spokespeople, case studies and provide insight into communities – enabling Diabetes UK to better meet the needs of diverse communities
* Work closely with the Primary Care call handler service to contact eligible patients and invite them to enrol

**PERSON SPECIFICATION**

**1. SKILLS & ABILITIES**

* Be able to plan and manage own time and activities around the needs of individuals in the community
* Positive and proactive with the ability to motivate, engage and support partnership delivery
* Ability to keep accurate records of activity to provide data and monitoring information
* Effective numeracy and literacy skills.
* Emotionally sensitive and empathetic to members of the public who wish to improve their health, to be supportive and encouraging to people in difficult (sometimes frustrating) situations.
* Value and be respectful of other people – regardless of background or circumstances.
* Be an excellent communicator, able to express to stakeholders and the public the benefits of health promotion and value of the service.
* Value and remain open to new ideas and perspectives

**2. KNOWLEDGE**

* Knowledge of the geographical and cultural dynamics of Cambridgeshire and Peterborough
* MS Office Skills
* Knowledge and understanding of community engagement theories and principles with diverse groups
* Desirable: Knowledge of DESMOND and the NDPP services

**3. EXPERIENCE**

* Experienced in community engagement and partnership working with health professionals, community organisations and individuals
* Experience of building and maintaining partnerships with a range of stakeholders
* Experience of working with and engaging individuals and groups
* Experience of actively engaging with local communities



* Experience of using Microsoft programmes (Word and Excel)
* **Desirable:** Ability to communicate in urdu/Punjabi or Bengali
* Experience of managing a personal workload or caseload

**4. QUALIFICATIONS**

* **Essential:** GCSE Maths and English to at least Grace C, or equivalent
* **Desirable:** Project management qualification and/or community engagement qualification

**5. SPECIAL CONDITIONS**

* Highly motivated self-starter with resilience, determination and the ability to see jobs through to completion.
* Role incorporates evening / weekend working, with variable levels of travel across Cambridgeshire and Peterborough, working in a variety of settings including primary care and community centres.
* Full UK Driving licence and access to a car for work- with ‘business purposes’ insurance.
* Evidence of a personal commitment to continuing professional development and to maintaining an up-to-date professional knowledge supporting the development of business within the company.
* This post involves working with vulnerable adults and as such the post holder will be required to apply for a disclosure of criminal records at an enhanced level (DBS).

**6. SAFEGUARDING**

Everyone Health Ltd is committed to safeguarding and promoting the welfare of the adults, young people and children who use the services. All staff have a responsibility to report any identified concerns of abuse or exploitation through the appropriate route in line with the respective policies and procedures.