**Job Title:** Leadership Fellow - Misinformation and Health Literacy as Determinants of Health

**Responsible to:** Val Barker, Head of Y&H School of Public Health, NHSE

**Duration:** 1 year out of programme opportunity; there is no clinical component to this role.

**Base:** Remote, with some travel to Office for Health Improvement and Disparities (OHID) regional office in Leeds. There may be requirement to travel within or outside the region on occasion.

**Overview:**

Health misinformation (false information) and disinformation (where false information is deliberately spread to deceive) pose a major challenge to public health through preventing people from making informed health decisions and amplifying health threats. Examples of the consequences of mis/disinformation include lower vaccine confidence, scepticism about climate change, the overuse of antimicrobials, and the use of unproven (and sometimes dangerous) health treatments. Susceptibility to mis/disinformation is socially patterned: groups with higher levels of deprivation and lower levels of health literacy are more likely to encounter and believe mis/disinformation, which could exacerbate health inequalities.

There is emerging evidence about measures to combat health mis/disinformation, but this has not yet been translated into action at a regional or local level. The regional public health system including the Y&H Association of Directors of Public Health (ADPH) are keen to explore the consequences of mis/disinformation and its interaction with health literacy, and tackle these issues to improve health outcomes and reduce inequalities.

The fellow will be embedded in the Y&H Office for Health Improvement and Disparities (OHID) team. The fellow will collaborate with partner organisations, which could include local, regional and national government, VCSEs, academia, ADPH, and ICSs. The fellow may engage the public to understand their priorities and the needs of different communities.

The fellow will be supported to scope and deliver their own project. Potential outputs include resources to support evidence-based action at a local level, and build capacity across the public health system.

Aims and objectives of the post:

* Develop the fellow’s systems thinking, strategic leadership and communication skills by leading multifaceted work in an evolving area across organisational boundaries.
* Provide a supportive environment and network to foster the fellow's development, preparing them for a leadership role.
* Increase our understanding of the role of mis/disinformation and health literacy in shaping public health outcomes and health inequalities.
* Raise awareness of and build capacity to respond to mis/disinformation among the public health community.
* Develop evidence-based local actions to minimise the harm from mis/disinformation on health outcomes and reduce inequalities.

As the successful applicant, an experienced senior educational supervisor (a public health consultant) will meet with you every 1-2 weeks to monitor progress and provide feedback and will be available for additional support as needed.

You will be supported to lead your project as an adult learner as per the FLP Learning Charter and Core Values. Senior leaders (Head of School, Directors of Public Health, regional government leaders), will support you and your development personally and professionally.

**Leadership opportunities**

As the successful applicant, you will be encouraged to shape the project to your own interests and learning requirements. You will be encouraged to access NHSE coaching, appraisal, civil service learning, personal development courses and other opportunities beneficial to your development e.g. PG Cert. Your educational supervisor will aid in your reflection on these courses and their application to your project work, and encourage your personal and professional development including career planning.

You will have access to networks of key stakeholders including ADPH, local, regional and national government (including OHID, wider DHSC and other government departments), academics, VCSEs, ICSs and NHS leaders. You will need to work collaboratively to encourage shared ownership across the public health system. This will be challenging, requiring you to develop skills in compassionate leadership, influencing and systems thinking. You will need to align the work with the strategic priorities of partner organisations to enact the change needed to benefit communities.

You will attend and contribute to meetings between senior leaders. This will help you develop your awareness of the issues faced by organisational leaders, understand different approaches to problem-solving at a senior level, and enable you to contribute to decision-making. The role will also offer insight into the working environment in the civil service, including access to educational materials, and shadowing the OHID leadership team.