

**Asthma Champion – Children and Young People in
Primary Care
“CYP Asthma Champion”
Mid and South Essex (MSE) Alliances**

Job Description

Role title: Asthma Champion – Children and Young People in Primary Care

Location: One role for each Alliance across MSE. Our four alliances are Mid Essex, Thurrock, Basildon & Brentwood, Southeast Essex

Terms: Contract for Services (This does not confer employment rights) £257.50/session of four hours payable in arrears by invoice.

Tenure: Up to 17 ad hoc sessions to be completed by 31/03/2026

Responsible to System Clinical Lead for BCYP and accountable to Deputy Medical Director for Quality and Governance

Role Purpose

We are seeking four passionate and proactive Children and Young People’s Asthma Champions—one for each of the Mid and South Essex (MSE) Alliances—to lead the development and implementation of an asthma improvement toolkit focused on children and young people. This initiative supports the wider MSE respiratory strategy and aligns with the NHS England Innovations in Health Inequalities Programme (InHIP). Asthma Champions will work closely with GP practices, PCNs and neighbourhoods, to improve care of asthma by using digital data to demonstrate practice performance, employing influencing techniques to motivate practices and teams to change, and socialising current NICE guidelines throughout primary care.

This role would be an excellent introduction to clinical leadership for clinicians, allowing development of clinical and care professional leadership skills and experience within MSE.

The Mid & South Essex Integrated Care Board (ICB) is a key member of the Integrated Care System (ICS) in the county of Essex. All ICBs aim to improve

health outcomes, tackle health inequalities, enhance productivity and value for money, and support social and economic development through collaborative, efficient, and accountable leadership.

MSE ICB will provide access to training to include clinical aspects and training on the principles of Knowledge Mobilisation and Change Management. Champions will be allocated up to three of their paid sessions to attend this training. Ongoing support from the Clinical Lead for CYP will be provided throughout the project.

Key Responsibilities

- Toolkit Development & Knowledge Mobilisation
 - Co-design a practical asthma toolkit for primary care teams focused on children and young people
 - Explore the best methods of carrying out annual reviews
 - Promote best practice in line with national asthma guidelines (e.g. BTS/SIGN, NICE)
 - Support practices to practically apply the national asthma guidelines
 - Support practices to put in place efficient processes for diagnosing asthma
 - Deliver training and support to improve clinical confidence and consistency

- Data-Driven Risk Identification

Use population health tools (e.g. Eclipse, SystemOne) to identify:

- Children at highest risk of asthma exacerbations
 - Undiagnosed children and young people with probable asthma
 - Work with practices to validate and act on findings
- FeNO Monitor Integration
 - Support the use of FeNO testing in primary care settings where available
 - Provide guidance on interpretation and clinical decision-making
 - Stakeholder Engagement
- Collaborate with PCNs, practice teams, respiratory leads, and alliance partners to review primary care data and support clinical teams to adopt best practice
- Share learning across alliances to promote consistency and innovation

- Participation in any relevant clinical networks and communities of practice to help further develop the project
- Any other relevant activities appropriate to the role to support the implementation of best practice in asthma in MSE

Person Specification

Essential	Desirable
Clinical background with experience of working in Primary Care (e.g. GP, Nurse, Pharmacist, Registered Allied Health Professional)	Experience in respiratory care or asthma Quality Improvement projects Experience of working within the alliance footprint
Strong understanding of asthma guidelines and significant experience of diagnosing and managing asthma clinically.	Familiarity with Eclipse and SystemOne Additional asthma training/qualification
Excellent communication, digital, data and facilitation skills including experience of presenting to large groups of clinicians and use of PowerPoint.	Experience working across system partnerships
Ability to work independently and collaboratively	Knowledge of FeNO testing and its clinical application

NHS Values

We expect those working within our system to demonstrate the following four values:

We are collaborative – We actively seek out partnerships and work together across disciplines to achieve the best outcomes for our patients and communities.

We are innovative – we embrace creativity and continuously strive to find new and better ways to deliver healthcare, improving efficiency and effectiveness.

We are compassionate – we ensure that compassion and inclusion are central to the care we provide and the way we work with each other. We respond with humanity and kindness to each person, acknowledging their individual needs and circumstances.

We are living well – we are dedicated to promoting health and wellbeing, both for those we serve and for our staff, encouraging a culture that supports personal wellness and empowers individuals to lead fulfilling lives both inside and outside of work.

What We Offer

- Opportunity to shape asthma care for children and young people across MSE
- Supportive network of clinical leaders and system partners
- Access to training, data tools, and innovation funding streams
- A supported introduction to clinical leadership roles

How to Apply

Interested clinicians should submit a CV and cover letter (500 words max) outlining their relevant experience and motivation for the role to mseicb-cpr.clievents@nhs.net

Please also use this email address for further information on these roles

Application deadline is 30th November 2025