

## **JOB DESCRIPTION**

### **Public Health Wales**

#### **Wider Determinants of Health Unit, Health and Well-being Directorate**

**Title:** Consultant in Public Health / Public Health Medicine (Wider Determinants of Health)

**Accountable to:** a) Professional accountability is to Public Health Wales discharged through the Medical Director and/or Director of Health and Wellbeing.  
b) The managerial accountability is to the Lead Consultant in Public Health (Wider Determinants of Health).

**Salary Scale:** Medical consultant scale or Agenda for Change Band 9 for non-medical staff (point commensurate with previous experience) pro-rata

**Location:** Base negotiable from a range of available options.

**Appointment:** Part-time 15 hrs/four sessions, fixed term for three years

### **1 Job Summary**

This highly strategic role is located within the Wider Determinants of Health Unit working at a national level to influence system change. The post holder will provide specialist expertise and strategic leadership within the field of Wider Determinants of Health.

The consultant will contribute to successful delivery of Public Health Wales's long term strategic priority to influence the wider determinants of health, to improve health outcomes and reduce health inequalities. Working closely with relevant departments of government as well as with local government through liaison with local public health teams, Directors of Public Health, the WLGA and the Building a Healthier Wales partnership, the post holder will influence policy and practice locally and nationally. Currently the post will focus on action to prevent and mitigate poverty and its impact on health and equity.

<b>Date 050124</b>	<b>Version 0f</b>	<b>Page: 1 of 20</b>
--------------------	-------------------	----------------------

A high level of intellectual rigour, analysis, influencing, negotiation and motivational skills and flexibility is required to deal with complex public health issues and to advise and make recommendations regarding services and policy to influence wider determinants of health. A high level of tact and diplomacy is required, along with well-developed relationship skills to enable the system to deliver working across organisational boundaries and influencing without authority.

This post includes management of a public health principal who supports the Building a Healthier Wales partnership and the Public Health Network Cymru.

Key tasks include:

- Develop and implement an evidence informed programme of work to support the Public Health Wales long term strategy response to poverty
- Provide specialist public health advice and direction to the work of the Building a Healthier Wales Coordination Group, in particular to support child poverty prevention to improve health and equity
- Provide guidance to team in relation to the Public Health Network Cymru

## Leadership

- Provide strategic leadership and specialist public health expertise to the wider system on action on determinants of health.
- Provide leadership and specialist advice to the Building a Healthier Wales strategic partnership, at a national level.
- Responsible for the development and delivery of a work programme, containing detailed objectives for each year and high level objectives for the medium and long term, ensuring that it addresses the requirements of key priority areas for Public Health Wales, its stakeholders and Welsh Government through negotiation and agreement.
- Contribute to the leadership of the unit and the allocation of roles and responsibilities, in consultation with the Lead Consultant and team members to meet the requirements of the service.
- Provide specialist public health input to the development, implementation and evaluation of national plans.
- Be an advocate and leader when implementing large-scale change to the public health system.
- Work in collaboration with the senior leadership team within the Directorate and with Directors of Public Health and their teams to meet agreed system priorities and associated deliverables.
- Establish effective partnerships and working relationships with colleagues locally, nationally and outside of Wales, including in

Public Health Wales, Welsh Government, Health Board Directors of Public Health and their teams, public sector organisations, third sector organisations and other Public Health Agencies to agree and meet deliverables within the remit of the agenda and to resolve the barriers and potential enablers to support public health action.

## Management

- Responsible for the day to day management of senior staff in the team and ensure that effective management and supervision is in place for all staff within the team.
- Will be an authorised signatory, budget or delegated budget holder for the team and monitor and contribute to the formulation of department / service budgets and financial initiatives
- Identify any support required by the team in consultation with the Lead Consultant and other functions as appropriate.
- Contribute to post-graduate education training programmes in public health including the Public Health Specialist Registrars programme, dependant on training and opportunities.
- Identify areas for learning and development within the team and develop a learning and development plan for the team and individuals alongside the Workforce and OD team.

## Delivery

- Agree, manage and report on the progress of the work programme for the team in consultation and agreement with the Lead Consultant, ensuring it mirrors the Public health Wales Integrated Medium Term plan and directorate priorities.
- Develop an effective performance management system to monitor the annual work programme on a regular basis.
- Develop an effective measurement and monitoring system to evaluate effectiveness of health programmes and services.
- Ensure the provision of timely and appropriate advice and guidance on issues within the team's remit when required by stakeholders or other parts of Public Health Wales.
- Ensure the team develops and utilises information and intelligence systems to underpin public health action across disciplines and organisations, leading collation and interpretation of relevant data.
- Actively work to reduce inequalities in partnership with the Welsh Government, NHS Wales, government agencies, national bodies, local authorities, professional networks and the voluntary sector.

- Support Public Health Wales to deal with health protection issues and support other major incidents on an ad hoc basis as required (exact level of support to be agreed, depending on previous experience)

## **Governance**

- Ensure that all requirements for corporate governance including HR systems, budget management and Grant Agreement reporting are complied with.
- Maintain and develop an active web, social and traditional media presence to promote work proactively and to support NHS bodies in doing so.
- Work closely with the senior leadership team within Public Health Wales to ensure Public Health Wales is able to meet the expectations of its stakeholders and deliver on the specific programme requirements
- Act as a member of the senior team within the Wider Determinants of Health Unit to ensure the functions complement each other and support the priorities of the division if appropriate through recasting functions and staff.

## **2 The Person**

The role requires the post holder to demonstrate the following qualities:

- Visionary leadership, able to effectively engage staff and colleagues and gain their support for the direction of travel.
- Personal credibility in senior clinical, managerial and political settings
- Analytical skills and intellectual rigour
- Advanced presentation and communication skills, ability to influence and collaborate effectively
- Systems leadership with the ability to deliver effectively through others
- Public health expertise in agreed areas and deliver this expertise on behalf of Public Health Wales on an all Wales basis
- Understanding and strategic manage of opportunities and challenges for health improvement in Wales
- Advocacy for appropriately for method based approaches to address service quality and safety issues
- Ability to forge powerful partnerships and influence all relevant agencies in Wales in maximising their contribution to improving health.

### 3 Public Health Wales NHS Trust

Public Health Wales is the national public health organisation for Wales. Its purpose is working together for a healthier Wales. It helps all people in Wales live longer, healthier lives. With partners, it aims to increase healthy life expectancy, improve health and well-being and reduce inequalities for everyone in Wales, now and for future generations. Together teams work to prevent disease, protect health, provide system leadership, specialist services and public health expertise. It is the primary source of public health information, research and innovation, to help everyone in Wales live healthier lives.

When Public Health Wales was established as an NHS Trust on 1 October 2009 it was set up with four statutory functions:

- Provide and manage public health, health protection, healthcare improvement, health advisory, child protection and microbiological laboratory services and services relating to the surveillance, prevention and control of communicable diseases;
- Develop and maintain arrangements for making information about matters related to the protection and improvement of health in Wales available to the public; to undertake and commission research into such matters and to contribute to the provision and development of training in such matters;
- Undertake the systematic collection, analysis and dissemination of information about the health of the people of Wales in particular including cancer incidence, mortality and survival; and prevalence of congenital anomalies; and
- Provide, manage, monitor, evaluate and conduct research into screening of health conditions and screening of health related matters.

The wider determinants of health are the social, economic and environmental factors that affect our health. Influencing the wider determinants of health is a strategic priority in Public Health Wales's long term strategy.

The Wider Determinants of Health Unit seeks to maximise the influence of the public health system on these determinants by translating evidence, building capability and coordinating networks of influence.

The unit is home to Public Health Network Cymru, a network with over 2,500 members across Wales. The aim of the Network is to inform, facilitate, and create connections for those working in public, private, and third sectors in order to improve population health and wellbeing in Wales.

<b>Date 050124</b>	<b>Version 0f</b>	<b>Page: 5 of 20</b>
--------------------	-------------------	----------------------

The unit supports the Building a Healthier Wales Coordination Group, a strategic, multi-agency group of senior leaders across multiple sectors in Wales. Partners work together to maximise the impact of collective efforts of agencies in Wales to improve health, well-being and equity. Central to the approach of the group is the Well-being of Future Generations Act five ways of working. The group takes a health in all policies approach, while recognising the benefits of a healthier population across multiple sectors and policy areas. The group is establishing a three year programme of work on poverty prevention.

## 5 Management Arrangements

You will:

- manage staff (see organisational chart) (which may include trainees) (including full line management duties, performance management, recruitment, appraisals, disciplinary and grievance responsibilities)
- manage project budgets relating to this role
- be encouraged to supervise and manage Specialty Registrars as opportunities arise and subject to HEIW requirements
- be provided with appropriate facilities to enable you to undertake your work including IT facilities, office space and secretariat support
- have a job plan drawn up, agreed and reviewed annually, drawing on the key tasks outlined in this job description with the Lead Consultant.

## 6 Key Tasks

You will be expected to undertake the following:

### CORE COMPETENCY AREAS

#### ***Surveillance and Assessment of the Population's Health and Wellbeing***

- To design, develop and utilise information and intelligence systems to underpin public health action across disciplines and organisations
- To receive, interpret, provide and advise on highly complex epidemiological and statistical information about the health of populations to the Welsh Government, NHS, Local Authority and

voluntary organisations working closely with the Knowledge Directorate

- To write and/or contribute to national and local policy setting reports on the health of the population
- To lead and coordinate the regular assessment of population health needs to identify health, social care and wellbeing needs, the potential for health gain, service provision and priorities. You will have a specific focus on your specific expert topic areas.
- To draft, edit or prepare material for reports

***Assessing the evidence of effectiveness of health and healthcare interventions, programmes and services***

- To provide expert public health advice and leadership to support and inform an evidence-based approach within ethical frameworks for planning and to develop high quality equitable services across sectors including local authorities, voluntary organisations, in potentially contentious and hostile environments where barriers to acceptance may exist
- To be responsible for leading on service development, evaluation and quality assurance governance in specific areas and for preparing and adjusting action plans in line with changing needs and priorities
- To be responsible for the identification and implementation of appropriate health outcome measures and guidelines for service delivery across programme areas for the population
- To contribute to tackling inequalities, including in relation to health and social care service provision and access to good quality services, by providing expert advice and through advising on health needs assessments, equity audits and evaluative research.

***Policy and strategy development and implementation***

- To lead, on behalf of Public Health Wales, on the communication, dissemination, implementation and delivery of national policies, developing inter-agency and interdisciplinary strategic plans and programmes, to deliver key public health targets
- To act in an expert advisory capacity on public health knowledge, standards and practice, across the spectrum of public health

- To be responsible for the development and implementation of multi-agency long-term public health programmes as required, based on identification of areas of potential health improvement, the diversity of population needs and the reduction of inequalities.

### ***Leadership and collaborative working for health***

- To provide public health leadership in developing inter-agency and interdisciplinary short and long-term strategic plans for securing health and healthcare improvement both in the general population and in vulnerable groups at high risk of poor health and/or reduced life expectancy, in partnership with a range of agencies such as those in the statutory, non-statutory, voluntary and private sectors. This requires the ability to work cross-directorate and across other agencies and voluntary organisations
- To provide leadership in the implementation of large scale change to the public health system
- To provide public health leadership to the integration of health, social services and voluntary organisations to promote effective joint working to ensure delivery of the wider public health government targets
- To influence external agencies in their public health policy decisions, specifically those that will have an impact on wider determinants of health, by working with professional, managerial and population groups and other organisations in the statutory, non-statutory and private sectors.

## **DEFINED COMPETENCY AREAS**

### ***Health Improvement***

- To be responsible for programmes related to wider determinants of health. This may include engagement with those working in a range of settings including employers, education, communities and the NHS
- To provide expert knowledge to ensure effective community involvement with regard to the work of the organisation and to ensure that policies and strategies are interpreted, developed and implemented at all levels
- Provide public health leadership, management and support within the directorate in response to emerging service developments.

<b>Date 050124</b>	<b>Version 0f</b>	<b>Page: 8 of 20</b>
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- Provide the public health input to the development, implementation and evaluation of national plans
- Advise on evidence based practice and help build capacity and skills for action to promote health and wellbeing and prevent ill health taking into account the wider determinants of health
- Engagement with primary and community care professionals and their representative national bodies to raise awareness and achieve engagement in their public health role
- To take a leadership role in specified areas with marginalised communities and vulnerable and hard to reach groups or their representatives, helping them to take action to tackle longstanding and widening health inequality issues, using community development approaches as appropriate
- To communicate effectively and diplomatically, as part of the overall public health response, with a wide audience including the media and the public to change practice in highly challenging circumstances.

### ***Health Protection***

- To take part in national arrangements and contribute to the public health emergency response for the effective control of communicable disease, environmental hazards to health and emergency planning, as required. This does not currently include on-call; however, this could be subject to change subject to organisational review and job planning processes (on completion of appropriate training).

### ***Service quality and improvement***

- Provide public health support in the development of clinical governance programmes to improve the quality and consistency of public health interventions
- Provide input into the development and performance management of services; clinical and other networks (including those which span organisational boundaries both locally and nationally) within the agreed area of specialist expertise

- Provide expert advice to support evidenced based planning and prioritisation of population-based services and programmes in order to maximise quality and opportunities for health improvement.

### ***Public health Intelligence***

- To analyse and evaluate quantitative and qualitative data and research evidence from a range of sources to make recommendations and inform decision making which has long term impacts.
- To compare, analyse and interpret highly complex options for running projects identified as key public health priorities, and communicate this information across organisations and the target groups.
- To lead on, plan and design agreed aspects of the assessment of health needs, health inequalities, and health impact assessment, to identify areas for action based on the best available evidence and to be responsible for short- and long-term planning and for providing advice on the treatment of groups of populations

### ***Research and Development***

- To undertake and commission literature reviews, evaluative research surveys, audits and other research as required to inform equitable service and reduce health inequalities.
- To develop links with academic centres as appropriate, and the Public Health Wales Knowledge Directorate to ensure the work of the team is based on a sound research and evidence base, contribute to formulation of research questions and shape, inform and contribute to public health research to contribute to the understanding to inform public health action.
- To develop public health capacity through education and training by raising awareness of the contribution of public health skills and knowledge in the local health community, including the local authority and the voluntary sectors, by contributing to teaching at undergraduate and postgraduate level and by supervising those training and working in public health.

### ***Ethical Management of Self, People and Resources***

- Contribute to the development of the Wider Determinants of Health Unit, including the management and development of staff, and participation in the staff appraisal scheme and audit programme.
- Support the development of a coherent and coordinated inter-professional approach to the development of training and leadership in public health and the clinical professions, and particularly the training of public health specialists and practitioners.
- Contribute to the training programme for Specialty Registrars in public health.
- Pursue a programme of CPD, in accordance with Faculty of Public Health requirements, or other recognised body, and to undertake appraisal, revalidation, audit or other measures required to remain on the relevant specialist register as appropriate.
- Comply with Caldicott and GDPR obligations.

This job description will be subject to review in consultation with the post holder and in the light of the needs of the organisation and the development of the speciality of public health and any wider developments in the field of public health. This is a new post and it is likely that the post will evolve over time. The duties outlined for this post will be subject to review, discussion and agreement as part of the job planning process. All post holders are expected to, and medical post holders are required to, take part in the national process of appraisal and revalidation.

## **Appendix 1 GENERAL CONDITIONS**

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### **TERMS AND CONDITIONS OF SERVICE**

The post is subject to general NHS Terms and Conditions of Service and Public Health Wales NHS Trust employment policies.

Those candidates from a background in medicine or dentistry will be eligible for the NHS Consultant Contract (Wales). Those candidates from a multi-disciplinary background will be appointed to the NHS Agenda for Change terms and conditions.

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### **FLEXIBILITY**

<b>Date 050124</b>	<b>Version Of</b>	<b>Page: 11 of 20</b>
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The post-holder may, with their agreement - which should not reasonably be withheld - be required to undertake other duties which fall within the grading of the post to meet the needs of this new and developing service. The employing organisation is currently working in a climate of great change. It is therefore expected that all staff will develop flexible working practices both within the organisation to be able to meet the challenges and opportunities of working within the NHS.

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### **INVESTORS IN PEOPLE**

NHS Wales has made a public commitment to work towards the National Investors in People standards. All Directors and staff will demonstrate their ownership of and their support to these goals through management and corporate action.

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### **MOBILITY**

The post holder may be required to work at any establishment at any time throughout the duration of his/her contract, normally within the location of the post. Must be able and willing to travel independently.

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### **COMPETENCE**

You are responsible for limiting your actions to those which you feel competent to undertake. If you have any doubts about your competence during the course of your duties you should immediately speak to your line manager / supervisor.

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### **REGISTERED HEALTH PROFESSIONAL**

All employees of the Trust who are required to register with a professional body, to enable them to practice within their profession, are required to comply with their code of conduct and requirements of their professional registration.

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### **SUPERVISION**

Where the appropriate professional organisation details a requirement in relation to supervision, it is the responsibility of the post holder to ensure compliance with this requirement. If you are in any doubt about the existence of such a requirement speak to your manager.

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## **RISK MANAGEMENT**

It is a standard element of the role and responsibility of all staff of the Trust that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

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## **RECORDS MANAGEMENT**

As an employee of Public Health Wales NHS Trust, you are legally responsible for all records that you gather, create or use as part of your work within the Trust (including patient health, financial, personal and administrative), whether paper based or on computer. All such records are considered public records, and you have a legal duty of confidence to service users (even after an employee has left the Trust). You should consult your manager if you have any doubt as to the correct management of records with which you work”.

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## **HEALTH AND SAFETY REQUIREMENTS**

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) also Food Hygiene Legislation to ensure that the agreed safety procedures are carried out to maintain a safe condition for employees, patients and visitors.

All employees of the Trust have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable the Trust to meet its own legal duties and to report any hazardous situations or defective equipment.

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## **INDEMNITY**

<b>Date 050124</b>	<b>Version 0f</b>	<b>Page: 13 of 20</b>
--------------------	-------------------	-----------------------

As the postholder will only be indemnified for duties undertaken on behalf of Public Health Wales NHS Trust the postholder is strongly advised to ensure that he/she has appropriate professional defense organisation cover for duties outside the scope of the *Public Health Wales NHS Trust*. For on call duties provided to other organisations as part of cross cover out of hours arrangements the NHS Litigation Authority has confirmed that those organisations will provide indemnity for the postholder.

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## **FLEXIBILITY STATEMENT**

The content of this Job Description represents an outline of the post only and is therefore not a precise catalogue of duties and responsibilities. The Job Description is therefore intended to be flexible and is subject to review and amendment in the light of changing circumstances, following consultation with the post holder and in line with job planning processes.

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## **CONFIDENTIALITY & DATA PROTECTION**

All employees of the Trust are required to maintain the confidentiality of members of the public (patients, well women and service users etc.) and members of staff in accordance with Trust policies.

If required to do so, obtain, process and/or use information held on a computer or word processor in a fair and lawful way. To hold data only for the specified registered purpose and to use or disclose data only to authorised persons or organisations as instructed.

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Date Prepared: 5 January 2024

Prepared By: Ciarán Humphreys

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## ***Equal Opportunities Policy***

It is the aim of the NHS Wales to ensure that no job applicant or employee receives less favourable treatment on grounds of gender, religion, race, colour, sexual orientation, nationality, ethnic or national origins or is placed at a disadvantage by conditions or requirements which cannot be shown to be justifiable. To this end, the Trust has an Equal Opportunities Policy and it is for each employee to contribute to its success.

## Consultant in Public Health (Wider Determinants of Health) Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Education/Qualifications</b>		
Inclusion in the GMC Specialist Register/GDC Specialist List/UK Register (UKPHR) for Public Health Specialists and be licensed to practice	X	
If included in the GMC Specialist Register/GDC Specialist List in a specialty other than public health medicine/dental public health, candidates must have equivalent training and/or appropriate experience of public health medicine practice and be licensed to practice	X	
Public health specialty registrar applicants who are not yet on the GMC Specialist Register/GDC Specialist List in dental public health/UKPHR must provide verifiable signed documentary evidence that they are within 6 months of gaining entry at the date of interview <sup>1</sup>	X	
Applicants must meet minimum CPD requirements (i.e. be up to date) in accordance with Faculty of Public Health requirements or other recognised body	X	
MFPH by examination, by exemption or by assessment	X	
<b>Personal qualities</b>		
Personal credibility in senior managerial and political settings	X	
Strong commitment to public health principles	X	
Strategic thinker	X	
Able to prioritise work, and work well against a background of change and uncertainty	X	
Adaptable to situations, can build powerful relationships with people of all capabilities and attitudes	X	
Commitment to team-working, and respect and consideration for the skills of others	X	
Self-motivated, pro-active, and innovative	X	
High standards of professional probity	X	
Commitment to developing public health expertise in agreed areas of interest	X	

<sup>1</sup> Applicants should refer to the Shortlisting Guidance provided and ensure the relevant documentary evidence is provided with their application

<b>Experience</b>		
Practical experience in facilitating change in the public health system	X	
Significant strategic experience of leadership for public health	X	
Experience of systems leadership and demonstrable experience of delivering effectively through others	X	
Experience of effectively engaging staff and colleagues to gain their support for changes to the direction of travel.	X	
Experience in influencing relevant agencies in Wales and beyond on health and healthcare improvement agenda.	X	
Project management	X	
Significant experience of public health practice at senior level with a demonstrable interest in health improvement	X	
Staff management including learning and development	X	
Scientific publications, presentation of papers at conferences, seminars		X
Experience working within health improvement/health promotion leading multi-agency action	X	
Experience of contributing to on-call public health emergency response		X
Experience of reviewing and developing services in public health or health care settings	X	
	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>		
Strategic thinker with proven leadership skills	x	
Ability to respond appropriately in unplanned and unforeseen circumstances	x	
Proven excellent oral and written communication skills	X	
Ability to effectively influence and collaborate with colleagues and partners	X	
Ability to strategically manage the opportunities and challenges for health improvement in Wales	X	
Good presentational skills	X	
Sensible negotiator with practical expectation of what can be achieved	X	
Highly developed analytical skills	X	
Substantially numerate	X	

Computer literate	X	
Budget management skills		X
Resources management skills	X	
<b>Knowledge</b>		
Detailed knowledge of NHS Policy and other related sectors	X	
Knowledge and understanding of large-scale change to the public health system.	X	
Understanding of epidemiology and statistics, public health practice, health promotion, health economics and health care evaluation	X	
Understanding of approaches and methods relating to behaviour change science and to systems thinking		X
Knowledge of methods of developing quality assurance and evidence-based practice	X	
Knowledge of health information, and its interpretation	x	
Knowledge of wider determinants of health, information and its interpretation	X	
Understanding of social and political environment in Wales	X	
Understanding of local authorities and social services	X	

## Shortlisting notes

### 1. Applicants in training grades

#### 1.1 Medical and dental applicants

All medical/dental applicants must have Full and Specialist registration (with a license to practice) with the General Medical Council or General Dental Council (GMC/GDC) **or be eligible for registration within six months of interview.** Once a candidate is a holder of the Certificate of Completion of Training (CCT), registration with the relevant register is guaranteed.

Applicants that are UK trained, must ALSO be a holder of a Certificate of Completion of Training (CCT), or be within six months of award of CCT by date of interview demonstrated by a letter from the Training Programme.

#### 1.2 Non-Medical Applicants in training programme

All non-medical applicants on the public health training programme must be registered with the UKPHR **or be registered within six months of the interview**. Applicants must provide proof (confirmation from their Training Programme Director the CCT) at the interview.

## **2. Applicants in non-training grades**

Applicants that are non-UK trained, will be required to show evidence of equivalence to the UK CCT.

Applicants from a medical background would normally be expected to have gained full specialist registration with the GMC through the Certificate of Eligibility for Specialist Registration (CESR) route. However, exceptionally, individuals who can demonstrate that they have submitted CESR application to the GMC may be considered for shortlisting.

Applicants from a background other than medicine are expected to have gained full specialist registration with the UKPHR at the point of application.

## **JOB PLAN**

A job plan will be agreed with the successful candidate on taking up post which will be reviewed annually with the lead Consultant. Consultants will undertake 3 programme sessions and 1 supporting professional activities sessions.

## ORGANISATIONAL CHART

Wider determinants of health unit, February 2023

Shaded boxes = temporary posts. Dark outline = this post.

