

JOB DESCRIPTION

JOB DETAILS	
Job Title	Maternity Tobacco Dependency Advisor
Reports to	Public Health Specialist Midwife
Band	Band 4
Department/Directorate	Specialist Services

JOB PURPOSE
Working with the Public Health Specialist Midwife providing individualised stop smoking support to Women and Families in a flexible and innovative way. Building respectful relationships to gain trust and influence patients to make sound decisions regarding health and wellbeing throughout and after pregnancy. Providing intermediate stop smoking support throughout pregnancy and the postnatal period using the support of a range of current and new interventions, for example CO monitoring and Nicotine Replacement therapy. Working with Public Health Specialist Midwife collecting and collating smoke free pregnancy data. Promoting the general health and wellbeing of people who use the service through offering healthy lifestyle advice and support.

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES
- To holistically plan and deliver stop smoking advice and support sessions in an accessible manner that suits the client's needs. This will include advice on stop smoking medications, working within recommended protocols and guidelines. This may involve individual, telephonic, on-line, digital platforms and group work sessions in a variety of settings and venues, - Identify and approach women who are eligible for tobacco dependence conversations and treatment in a variety of different settings. These may be in a clinical area, virtually or in a person's home. Follow women through their engagement with the service to the location of their care provision in order to provide integrated care. - Develop individually tailored support plans including recommending treatments based on assessed needs. - Provide general health, lifestyle advice, promotion and support to people using the service e.g. healthy eating, physical activity, stress management. This may include individual and group-based interventions, signposting and referring to other health, community, and voluntary services. - Participate in educating pregnant women about the benefits of stopping smoking in pregnancy and give support to those women wanting to quit. Promote smoke free homes and support and advise women and families about passive smoking and risks involved. - Deliver Carbon Monoxide (CO) monitoring to a high standard and engage in the data collection and collation of CO rates in pregnancy and post-partum.

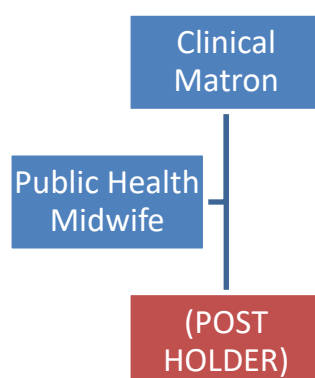
- Ensure that the relevant equipment is provided and maintained on an agreed schedule. Report any failings of equipment or other environmental factors to the Public Health Specialist Midwife.
- Enable utilisation of My Care, for recording patient data, outcomes, review own personal performance against programme KPI's.
- Be aware of how to report incidents, concerns or complaints and escalate any concerns or complexities to the Public Health Specialist Midwife. . Ensure the lone worker policy is followed at all times and communication with the team after any lone visits
- Respond effectively to referrals within stated timescales – self-referrals from the individuals, and those from colleagues /other workers/GPs.
- To be involved in the monitoring and evaluation of client feedback, offering recommendations as part of the team to improve services.

KEY WORKING RELATIONSHIPS

- Areas of Responsibility: Working with Women and families to promote and support smoking cessation.
- Working with other members of the maternity services.
- Dealing effectively with staff at all levels throughout the Trust as and when they encounter on a day to day basis
- Dealing with the wider healthcare community, systems, external organisations, patients and the public.
- This will include verbal, written and electronic media
- Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
Line manager Clinical Matron	Women/birthing people and Families Local Maternity and Neonatal System
Community clinical manager Midwives in all settings	Tobacco Steering group Smoking Cessation Service provider.

ORGANISATIONAL CHART



FREEDOM TO ACT

- Working under own initiative within policies and procedures seeking advice from the Public Health Specialist Midwife when required
- Exercise personal responsibility and work independently within defined parameters of practice, taking the initiative in a variety of situations and performing a range of clinical and care skills consistent with the roles, responsibilities and professional values of a Trust employee.
- Work to standard operating procedures with registered care professional available for reference

COMMUNICATION/RELATIONSHIP SKILLS

- Providing advice and information which requires tact and/or persuasive skills to provide individualised stop smoking support to Women and Families in a flexible and innovative way.
- Building respectful relationships to gain trust and influence patients to make sound decisions regarding health and wellbeing throughout and after pregnancy.
- Communicate effectively with others of different backgrounds, ethnicities and levels of understanding, identifying barriers to communication and accessing appropriate support and making reasonable adjustments.
- Demonstrate inter-personal skills that promote clarity, compassion, empathy, respect and trust. In a clear manner that is consistent with relevant legislation, policies, procedures and service needs.
- Respond to routine referrals of tobacco dependent clients as per guidelines.
- Communicate effectively across a wide range of channels and with a wide range of individuals, the public, health and social care professionals, maintaining the focus of communication on delivering and improving health and care services
- Occasional barriers to communication may include working with clients with Learning Disability/those for who language is not their first language/ those who chose not to engage
- Liaise with and ensure good communication with statutory/voluntary bodies to establish a comprehensive package to ensure continuation of care.
- Contribute to team success and challenge others constructively

- Report to appropriate registered care professional information received from the individuals, carers and members of the team
- Ensure all patient related information is treated sensitively and adhere to the principles of confidentiality at all times
- Report any accidents or incidents as per organisational policy
- Ensure clear, concise, accurate and legible records and all written records, notes and systems are maintained in relation to care delivered adhering to local and national guidance and trust policy
- To record and report regularly on patient progress and treatment to the Multi-Disciplinary Team (MDT) and handovers.
- Provide an opportunity and respond to patients and carers to enable them to express their feelings and whilst encouraging acceptance and adjustment to their new circumstances.

ANALYTICAL/JUDGEMENTAL SKILLS

- Develop individually tailored support plans including recommending treatments based on assessed needs. Exercise judgement in assessing clients needs which could be based on a number of factors such as lifestyle choices including healthy eating, physical activity, stress management etc.
- Support plans may include individual and group-based interventions, signposting and referring to other health, community, and voluntary services and nicotine replacement therapy.
- Exercise judgment in assessing patient condition, comfort and wellbeing using analysis of a range of possible factors. These judgements will include assessing Nicotine dependency and the correct dosage of Nicotine Replacement Therapy required. These assessments will be supported by a pharmacotherapy protocol.
- Work with a mentor to take responsibility for developing own clinical competence and reflective practice within the workplace
- Engage in reflective practice including management of self and reflection on own reactions, asking questions and reflecting on answers given

PLANNING/ORGANISATIONAL SKILLS

- Work in an effective and organised manner demonstrating excellent time management and organisational skills to effectively deliver person-centred care for an allocated group of individuals
- Use own initiative to target care in an easily accessible environment for client i.e Clients home/community hub etc
- Provide 12 weeks of Nicotine replacement therapy and advice/support to smokers.
- Follow treatment plans determined by the Registered Midwife or registered care professional
- Recognise tasks outside sphere of competence

PATIENT/CLIENT CARE

- Contribute to the provision of care for people, including those with complex needs understand the roles of a range of professionals and carers from own and other organisations and settings who may be participating in the care of a person and their family understand responsibilities in relation to communication and collaboration.

- Implements Nicotine Replacement therapy programme and support after assessment using Nicotine replacement therapy standard operation procedure.
- Provides clinical advice to clients in regards to smoking cessation and the benefits.
- Create a mutually respectful relationship with client, respecting psycho-social determinants of health.

POLICY/SERVICE DEVELOPMENT

- Work within the organisational policy, procedures and guidelines as well as national and ethical frameworks for practice
- Be responsible and accountable for own practice, working within limits of competence and within professional boundaries
- Raises any concerns to a registered care professional or appropriate person
- This is a new role and will have the ability to make changes and policy recommendations with the Public Health Midwife in respect of the smoking cessation service. They will work to implement these changes within their own work area.

FINANCIAL/PHYSICAL RESOURCES

- The post holder will be responsible for the stock control and management of the CO monitors. CO monitors are used by midwives and maternity support workers, but the stock control falls within the responsibility of this post.
- Maintaining stock/ordering of relevant information leaflets/ resources that can be given to clients outlining further advice, support and information on smoking cessation.
- Exercise personal duty of care in the safe use and storage of equipment.
- Be environmentally aware and prudent in use of resources and energy

HUMAN RESOURCES

- Act in ways which support equality and value diversity
- Demonstrate own duties to new or less experienced staff
- Support development of less experienced staff and students
- Provide training on the CO monitors to midwives and maternity support workers.
- Provide basic smoking cessation advice to staff. This will also involve being the key advisor in respect of smoking cessation.

INFORMATION RESOURCES

- Develop skills to maintain professional standards of record keeping
- Contemporaneous patient record keeping
- Engage with the Smoke free pregnancy initiative, keeping accurate records and enable good data collection. Maintain accurate up to date and comprehensive records at all times.
- Follow all information governance guidance and policies
- Maintain confidentiality as outlined within data protection policies
- Other midwives and maternity support workers will take CO readings from patients. This data is then audited by the postholder.

- Use electronic resources to input, save and retrieve information making use of E Record systems.

RESEARCH AND DEVELOPMENT

- Participate in audits and surveys relating to nursing practice or patient satisfaction as required
- Participate in achieving nursing performance indicators using clinical assurance tools
- Test the CO monitors as per the required schedule (at least every 6 months).

PHYSICAL SKILLS

- Driving
- Ability to use and demonstrate use of Carbon monoxide monitor.
- Standard keyboard skills
- Use skills of manual dexterity and manipulation of clinical instruments and equipment.

PHYSICAL EFFORT

- Safely carry out the manual handling of individuals (rarely) and equipment e.g. phone/laptop. CO monitor (under 5kg)
- Frequent requirement for use of computer (therefore extended time spent sitting) to input patient data and notes.
- Standing/Sitting for long periods

MENTAL EFFORT

- Frequently periods of concentration to respond to queries and provide advice on smoking cessation to clients.
- Concentration required to assess nicotine dependency and plan Nicotine replacement therapy care plan.

EMOTIONAL EFFORT

- Must maintain a professional approach while occasionally working in challenging, distressing situations or dealing with challenging behaviour
- Occasional direct exposure to potentially distressing or emotional circumstances.

WORKING CONDITIONS

- The role will require the post holder to travel to patients out in the community as part of their normal activities. This is likely to be weekly in occurrence. Exposure to VDU screen.

OTHER RESPONSIBILITIES

- Take part in regular performance appraisal.
- Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling

- Contribute to and work within a safe working environment
- You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection
- As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.

This post has been identified as involving access to vulnerable adults and/or children and in line with Trust policy successful applicants will be required to undertake a Disclosure & Barring Service Disclosure Check.

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

Northern Devon Healthcare NHS Trust and the Royal Devon and Exeter NHS Foundation Trust continue to develop our long-standing partnership with a view to becoming a single integrated organisation across Eastern and Northern Devon. Working together gives us the opportunity to offer unique and varied careers across our services combining the RD&E's track record of excellence in research, teaching and links to the university with NDHT's innovation and adaptability.

PERSON SPECIFICATION

Job Title	Maternity Tobacco Dependency Advisor
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Requirements	Essential	Desirable
QUALIFICATION/ SPECIAL TRAINING		
Diploma in health related studies or equivalent experience	Essential	
Smoking cessation NCSCT trained	Essential	
Smoking cessation Advisor Intermediate level qualification or willingness to undertake the qualification once appointed.	Essential	
KNOWLEDGE/SKILLS		
Experience of providing healthcare advice or promoting healthy lifestyle advice to patients or members of the public	Essential	
Ability to work independently and part of a team	Essential	
Experience of providing help, support and/or counselling on either a one-to-one basis or as part of a group setting	Essential	
Experience of providing smoking cessation support	Essential	
A record of working with pregnant women	Essential	
Experience of developing and delivering successful health promotion interventions		Desirable
EXPERIENCE		
A good level of understanding of evidence-based practice in relation to smoking cessation, the consequences of smoking and benefits to quitting.	Essential	
An understanding of human behaviours in relation to making healthy lifestyle changes and decisions	Essential	
The ability to build and maintain effective working relationships with professionals/individuals from a variety of different professional backgrounds	Essential	
Evidence of continual personal and professional development	Essential	
Excellent communication skills (both written and verbal) and listening skills	Essential	
A good standard of computer skills	Essential	
Good organisational skills and the ability to prioritise workload and coordinate schedule	Essential	
A basic understanding of audit and evaluation		Desirable

PERSONAL ATTRIBUTES These could include team working, being a self-manager, good interpersonal skills, good communication skills, ability to be empathetic, handle difficult or emotional situations, good organisational skills etc. Able to work as a team member. Excellent verbal communication skills Ability to work flexibly to meet the needs of the service Assertive and confident Ability to present a non-judgemental demeanour Innovative	Essential Essential Essential Essential Essential Essential Essential	
OTHER REQUIREMENTS The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust. Ability to travel to other locations as required.	Essential Essential	

WORKING CONDITIONS/HAZARDS		FREQUENCY (Rare/ Occasional/ Moderate/ Frequent)			
		R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	N				
Contact with patients	Y				✓
Exposure Prone Procedures	N				
Blood/body fluids	N				
Laboratory specimens	N				
Hazard/Risks requiring Respiratory Health Surveillance					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	N				
Respiratory sensitisers (e.g isocyanates)	N				
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	N				
Animals	Y			✓	
Cytotoxic drugs	N				
Risks requiring Other Health Surveillance					
Radiation (>6mSv)	N				
Laser (Class 3R, 3B, 4)	N				
Dusty environment (>4mg/m3)	N				
Noise (over 80dBA)	N				
Hand held vibration tools (=>2.5 m/s2)	N				
Other General Hazards/ Risks					
VDU use (> 1 hour daily)	Y		✓		
Heavy manual handling (>10kg)	N				
Driving	Y		✓		
Food handling	N				
Night working	N				
Electrical work	N				
Physical Effort	N				
Mental Effort	Y				✓
Emotional Effort	Y				✓
Working in isolation	Y			✓	
Challenging behaviour	Y	✓			