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**JOB DESCRIPTION**

**Public Health Midwife - Smoking Cessation**

**Staffordshire**

**MAIN PURPOSE**

To provide a critical role as Public Health Midwife, working as a key member of the Staffordshire Stop Smoking in Pregnancy service, where you will:

* Be responsible for supporting the Stop Smoking in Pregnancy service to deliver and develop the programme throughout Staffordshire.
* To delivery face to face and virtual appointments for all those eligible for the Stop Smoking in Pregnancy service, using behaviour change techniques to promote a healthy pregnancy and create a smokefree household.
* To work with Maternity Tobacco Dependency Advisors, Maternity units, Midwives and other stakeholders to increase referrals and reduce health inequalities in pregnant people, household members/partners and post pregnancy.

**SUMMARY OF RESPONSIBILITIES AND DUTIES**

* Work with Community Midwives and Health Visitors to ensure smoking and tobacco related health improvement information is available.
* Provide smoking cessation advice and support clients delivering group clinics and the undertaking of one-to-one appointments.
* Liaise closely with Maternity Tobacco Dependency Advisors/Midwives to ensure a closed feedback loop in line with Saving Babies Lives v3 Care Bundle.
* Contribute to the planning, delivery and continued support of the stop smoking service within the area in a variety of settings.
* To deliver training to stakeholders to understand the service referral pathway and delivery model.
* Follow protocols and guidelines for advising service users and stakeholders.

**PERSON SPECIFICATION**

**1. SKILLS & ABILITIES**

* Knowledge of public health policy, the wider determinants of health and health promotion, relating to children and families.
* Intermediate computer skills.
* Ability to work independently and manage own workload; able to work effectively and supportively as a multi-disciplinary team member.
* Excellent verbal and written communication skills in order effectively communicate with a wide range of individuals including service users, colleagues, and external partners.
* Proven planning, organisational and evaluation skills.
* Ability to deliver training specifically around smoking cessation in pregnancy.

**2. KNOWLEDGE**

* Knowledge of the risks and harms of smoking in pregnancy and secondhand smoke.
* Knowledge of local services and clinical pathways which are being referred / signposted to.
* Insight and understanding regarding the barriers of smoking cessation within the local communities across Staffordshire.
* Awareness and understanding of Saving Babies’ Lives v3, Element 1 – Reducing smoking in pregnancy.

**3. EXPERIENCE**

* At least a minimum of 2 years’ experience of working within a hospital and/or community midwifery setting.
* Experience within maternal public health services and have a good understanding of evidence led service delivery for effective interventions.
* Being able to demonstrate putting service users first and delivering a high-quality service.

**4. QUALIFICATIONS**

* Relevant degree/postgraduate degree in Nursing, or equivalent.
* Registered Midwife (NMC).

**5. DESIRABLES**

* NCSCT Smoking Practitioner registered (or willingness to obtain this – training will be provided).
* NCSCT VBA training modules (Smoking for Pregnant Women, Vaping: a guide for healthcare professionals, Stop Smoking Medication, Very Brief Advice on Smoking (VBA+) and Very Brief Advice on Secondhand Smoke: promoting smokefree homes and cars)
* Making Every Contact Count (MECC) Training

**6. SPECIAL CONDITIONS**

* Highly motivated self-starter with resilience, determination and the ability to support service users throughout the programme.
* Good presentation of self: enthusiastic, innovative and flexible.
* Role may incorporate evening / weekend working, with variable levels of travel across Staffordshire, for clinics and promotional events.
* Full UK Driving licence and access to a car for work, with ‘business purposes’ insurance.
* This post involves working with vulnerable adults and as such the post holder will require a disclosure of criminal records at an enhanced level (DBS).

**7. 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.