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**JOB DESCRIPTION**

**Maternity Tobacco Dependency Advisor**

**MAIN PURPOSE**

The Tobacco Dependency Advisor will deliver one to one stop smoking interventions within community and hospital settings, within the maternity services. Predominantly supporting Staffordshire residents, the post holder will be required to work flexibly as the role may later involve evening/weekend work.

This post will:

* Provide information to smokers to enable them to make an informed choice to make an attempt to stop smoking and then to support the smoker with a formal evidence based quit programme.
* Develop and improve accessibility of the Staffordshire’s Health Communities Service and Stop Smoking in Pregnancy Service through the pro-active promotion of the smoking cessation programmes and referral pathways amongst primary and secondary care services, other key health care providers, allied professionals, community development initiatives, local agencies and the general public.
* Provide ongoing support to a caseload of referrals, supporting each ‘quit attempt’ in line with Saving Babies Lives v3, national and company standards.
* Contribute to the planning, delivery and development of the stop smoking in pregnancy service including specific project work.
* The Tobacco Dependency Advisor will be responsible for supporting Maternity inpatients and antenatal care throughout Burton Hospital, to deliver in-house Stop Smoking support, and providing personalised treatment plans, provision of pharmacotherapy and a discharge plan.

This post will also:

* In conjunction with the Clinical Delivery teams will lead, plan and deliver an appropriate and accessible cessation service within the delivery team area.
* Provide cessation support including in-depth one to one behaviour change support, assessing client’s readiness and suitability for Stop Smoking treatments.
* Conduct telephone calls, maintain accurate patient notes and records, and complete service-specific administration tasks as required.
* Adhere to service protocols and procedures in relation to the provision of supportive pharmacotherapy medication.
* Collate accurate clinical records in line with national requirements (NHS England, OHID and NCSCT) and inputting data into the service web-based database in a timely and professional manner.
* Support the delivery of promotion activity across Staffordshire in line with the service marketing strategy.
* Work flexibly to provide a coordinated service across the localities to meet the needs of the client group. This will include work in the evening and some work on weekends where required.
* Maintain up to date clinical knowledge, undertake evidence-based practice and promote the use of new and innovative practice.
* In conjunction with delivery team lead, conduct analysis and evaluation of designated programmes in order to improve the quality of service.
* Be responsible for identifying issues or concerns to line manager, so that appropriate action can be taken.
* Contribute to ongoing needs assessment, audit and other governance programmes in relation to activities as part of the health improvement agenda.

**SUMMARY OF RESPONSIBILITIES AND DUTIES**

* In conjunction with the Clinical Delivery team lead plan and deliver an appropriate and accessible cessation service within the delivery team area.
* Provide cessation support including one to one and group support
* Be responsible for identifying issues or concerns to line manager, so that appropriate action can be taken
* Contribute to ongoing needs assessment, audit and other governance programmes in relation to activities as part of the health improvement agenda.
* To contribute to the development, delivery and evaluation of smoking cessation training.
* To take responsibility for own professional development in accordance with the outcomes from the annual development review, in order to meet the requirements of the Knowledge and Skills Framework and appraisal system
* In conjunction with the delivery team lead and specialist advisors, business & performance, marketing and remote access to support the promotion of the stop smoking service
* Responsible for accurate uploading of own client data onto database whilst ensuring client confidentiality.
* Ensure follow up of clients is done in line with service protocol
* Keep accurate records in accordance with trust policy and data protection
* To assist in keeping reports up to date, to allow analysis of data to contribute towards improving service delivery and better client care
* Ensuring to use Making Every Contact Count skills to increase clients’ motivation and adherence to stop smoking.
* Required to contribute to training, seminars and presentations across a range of agencies and organisations.

**PERSON SPECIFICATION**

1. **SKILLS & ABILITIES**

* Knowledge of public health policy, the wider determinants of health and health promotion, relating to long term health condition.
* Intermediate computer skills.
* Ability to work independently and manage own workload; able to work effectively and able to remain positive and constructive under pressure
* Passionate about putting patients first and delivering a high quality service.
* Evidence of experience in embracing and implementing change to provide high quality health outcomes
* Good presentation of self: enthusiastic, innovative and flexible. Self-motivated, committed and conscientious.
* A commitment to continuous service improvement with expert insight into patients’ needs, so that all patients receive high quality care.
* Proven ability to relate, motivate and confidently engage individuals in activities and discussion as part of a group and in a 1-2-1 situations.
* Excellent verbal and written communication skills in order to effectively communicate with a wide range of individuals including participants, colleagues and external partners.
* Proven planning, organisational, timekeeping and evaluation skills.
* Ability to organise, monitor and check work to ensure no element of a task is left unfinished.

1. **KNOWLEDGE**

* Sound knowledge of delivering smoking cessation interventions and advising on smoking cessation to special populations.
* Understanding of harmful effects of smoking, smoking as an addicting behaviour, withdrawal and relapse
* Knowledge of NICE guidance, NCSCT and PHE standards relating to the treatment of smoking cessation
* Knowledge and understanding of the Patient Confidentiality Act, Safeguarding and the Data Protection Act.
* Knowledge of maintaining records and monitoring system.

1. **EXPERIENCE**

* Being able to demonstrate putting service users first and delivering a high-quality service.
* Evidence of being adaptable and quick thinking.
* Minimum of 1 year experience working in community, primary care, maternity or in-patient settings.
* Experience of working with adults in a 1-2-1 and group environment, to support positive lifestyle change.
* Experience of using behaviour change models within a work context
* Experience of working in a multi-cultural setting with patients of different cultures, genders and ages.
* Experience of working to challenging performance targets and achieving excellent outcomes.

1. **QUALIFICATIONS**

* Required:
  + Education to GCSE Standard at grades A-C for a minimum of 5 GCSEs (or equivalent) including Mathematics and English language or literature.
* Desirable:
  + NCSCT Smoking Cessation Certified.
  + Training will be provided however health degree (or equivalent) is advantageous.

1. **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).

1. **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.