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**JOB DESCRIPTION**

**Maternity Liaison and Stop Smoking Practitioner**

**Staffordshire**

**MAIN PURPOSE**

To provide a critical role as a Maternity Liaison and Stop Smoking Practitioner, working as a key member of the Staffordshire Stop Smoking in Pregnancy service, where you will:

* Network and engage with Maternity Tobacco Dependency Advisors, Maternity units, Midwifes, Health Visitors, Family Hubs, GP Practices, and other stakeholders to increase referrals and reduce health inequalities in pregnant people, household members/partners and post pregnancy.
* Deliver face to face and virtual appointments for all those eligible for the Stop Smoking in Pregnancy service, using behaviour change techniques to support a healthy pregnancy and create a smokefree household.
* Attend community events to promote the Stop Smoking in Pregnancy service to a wider audience.

**SUMMARY OF RESPONSIBILITIES AND DUTIES**

* To support the Service Manager to develop and co-ordinate a community engagement strategy to increase referrals into the Stop Smoking in Pregnancy service.
* Tackling health inequalities to promote and support people to develop healthier behaviours, contributing to a healthy pregnancy and a smoke free household.
* To connect and liaise with Community Midwifes, Health Visitors, Family Hubs, Family Support services and other stakeholders to establish referral pathways.
* To ensure smoking and tobacco related health improvement information is available across Staffordshire, prioritising areas with health inequalities.
* Attending community settings to promote the Stop Smoking in Pregnancy service.
* To identify and investigate opportunities for supporting/promoting the service and training of stakeholders to understand the service available.
* Provide smoking cessation advice and support to clients including delivering group clinics and undertaking of one-to-one appointments.
* Be an ambassador for Everyone Health, promoting the service to members of the public and other stakeholders/ partners, where appropriate.
* Follow protocols and guidelines for advising service users.

**PERSON SPECIFICATION**

**1. SKILLS & ABILITIES**

* Ability to be flexible and work under pressure to achieve service delivery targets.
* Intermediate computer skills.
* Able to use behaviour change insights within a promotional context.
* 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 to 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.
* Knowledge of public health policies, the wider determinants of health and health promotion as they relate to children and families with health inequalities.
* Strong knowledge of methods and channels for engaging a wide range of stakeholders from a variety of backgrounds.

**3. EXPERIENCE**

* At least a minimum of 2 years’ experience of working in community engagement and service promotion.
* Experience within 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.
* Evidence of planning, attending and co-ordinating events.

**4. QUALIFICATIONS**

* Educated to degree level or equivalent demonstrable experience that qualifies, assures, and satisfies ability to fulfil all aspects of this role.

**5. DESIRABLE**

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