

## JOB DESCRIPTION

### Stop Smoking in Pregnancy Practitioner

#### MAIN PURPOSE

To contribute to the delivery, monitoring and evaluation of the stop smoking in pregnancy service by delivering evidence based smoking cessation advice and support to pregnant and post-natal women and their families in a variety of settings under the guidance of the Smoking Cessation Coordinator

#### This post will:

- Plan and deliver evidence-based stop smoking advice and support for pregnant women and their families to stop smoking.
- To work with Maternity Units (linked to Cambridgeshire and Peterborough population), midwives, health visitors and GP practices to increase referrals and the provision of healthy lifestyle support
- Provide ongoing support to a caseload of referrals, supporting each 'quit attempt' in line with national and company standards.
- Contribute to the planning, delivery and development of the stop smoking service including specific project work.

#### SUMMARY OF RESPONSIBILITIES AND DUTIES

- In conjunction with the Smoking Cessation Coordinator plan and deliver an appropriate and accessible cessation service within the delivery team area.
- Work with community midwifery and health visiting colleagues and child and family centres to ensure smoking and tobacco related health improvement information is available for parents-to-be and in the first year of their child's life.
- Provide cessation support including one to one and group support, assessing client's suitability for Stop Smoking treatments.
- Adhere to service protocols and procedures in relation to the provision of supportive pharmacotherapy medication.
- Collate accurate clinical records in line with national PHE/NCSCCT requirements and inputting data into the service web-based database in a timely and professional manner.
- To support the service in delivering key performance indicators and activity as set out within the service specification.
- Support the delivery of promotion activity across Cambridgeshire and Peterborough in line with the service marketing strategy.
- Routine maintenance and the checking and calibration of carbon monoxide monitors in line with service schedules to ensure validity of quits in line with department of health guidelines.

- 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.
- 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
- 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
- To utilise a range of complex motivational, influencing and negotiating skills to increase clients' motivation and adherence to stop smoking.

## PERSON SPECIFICATION

### 1. SKILLS & ABILITIES

- A commitment to continuous service improvement with expert insight into patients' needs, so that all patients receive high quality care.
- Understanding of harmful effects of smoking, smoking as an addiction behaviour, withdrawal and relapse
- Clear understanding of the range and appropriate use of different smoking cessation interventions
- Passionate about putting patients first and delivering a high-quality service.
- Proven ability to relate, motivate and confidently engage individuals in activities and discussion as part of a group and in 1-2-1 situations.
- Emotionally sensitive and empathetic to members of the public who wish to improve their health
- Ability to work independently and manage own workload; able to work effectively and supportively as a team member.
- Able to remain positive and constructive under pressure
- Sound interpersonal skills with proven ability to work effectively with all levels of colleagues, including effective partnerships with other agencies and service providers.
- 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

- Excellent verbal and written communication skills in order to effectively communicate with a wide range of individuals including participants, colleagues and external partners.
- Ability to organise and run training sessions
- Proven planning, organisational, timekeeping and evaluation skills.
- Ability to organise, monitor and check work to ensure no element of a task is left unfinished.
- Knowledge of maintaining records and monitoring system.
- Ability to use generic software packages.
- Be confident in the use of Microsoft Office packages including Word, PowerPoint, Excel and Outlook.

## 2. KNOWLEDGE

- Sound knowledge of delivering smoking cessation interventions and advising on smoking cessation to special populations i.e. pregnancy
- 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.

## 3. EXPERIENCE

- Experience working in smoking cessation programmes across a range of service settings, including community, primary care and in patient settings
- NCSCT Accredited/Registered Stop Smoking Practitioner or willing to work towards within the first 3 months of employment
- 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 time schedules.
- Experience of working to challenging performance targets and achieving excellent outcomes.

## 4. QUALIFICATIONS

- NCSCT Accredited Stop Smoking Practitioner (or willingness to achieve within 3 months of commencing)
- Functional Skills at Level 2 (Literacy and numeracy/ GCSE grade A-C or equivalent in English and Maths)
- Recognised Health Trainer qualifications e.g. City & Guilds Level 3 Certificate for Health Trainers, or equivalent, or Royal Society of Public Health Level 2 Understanding Health Improvement or equivalent. If this is not held, the post holder will be supported in achieving Everyone Health's accredited behaviour change training during their first year in post.

## 5. SPECIAL CONDITIONS

- ✓ Highly motivated self-starter with resilience, determination and the ability to see jobs through to completion.
- ✓ Role incorporates evening / weekend working, with variable levels of travel across Cambridgeshire and Peterborough, working in a variety of settings including primary care and community centres.
- ✓ Full UK Driving licence and access to a car for work- with 'business purposes' insurance.
- ✓ Evidence of a personal commitment to continuing professional development and to maintaining an up-to-date professional knowledge supporting the development of business within the company.
- ✓ This post involves working with vulnerable adults and as such the post holder will be required to apply for a disclosure of criminal records at an enhanced level (DBS).

## 6. 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.