

## Specialist Public Health Midwife

### JOB DESCRIPTION

#### MAIN PURPOSE

To provide a critical role as Public Health Midwife, working as a key member of the Cambridgeshire and Peterborough and Everyone Health Integrated Lifestyle Services, you will:

- Be responsible for supporting the maternity programme to deliver smoking cessation in pregnancy services and continue to develop the programme throughout Cambridgeshire and Peterborough
- 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
- To implement clear referral pathways into the Everyone Health Cambridgeshire and Peterborough service for community and hospital-based midwifery services.
- To work across other smoking in pregnancy services to offer remote support to clients.

#### SUMMARY OF RESPONSIBILITIES AND DUTIES

- 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 smoking cessation advice and support to clients including assistance with group clinics and undertaking of one-to-one services
- Liaise closely with GPs, practice nurses and other health professionals with regard to specific patients, as well as keeping GPs informed of client's progress throughout their contact with the service
- Contribute to the planning, delivery and continued support of the stop smoking service and healthy living support services within the area in a variety of settings
- Influences the development of referral pathways into the service from colleagues in primary care and midwifery services.
- Provide specialist advice in a variety of different formats including one to one, rolling session or time limited.
- Work with patients to develop a care plan to support smoking cessation and healthy lifestyle contributing to a healthy pregnancy.
- Follow protocols and guidelines for advising patients
- Support service practitioners and establish referral links with other services relating to project management area

- Adhere to and implement relevant service and clinical governance policies.
- To facilitate access to maternity services across Cambridgeshire and Peterborough to support the development and promotion of a range of public health programmes.

## PERSON SPECIFICATION

### 1. SKILLS & ABILITIES

- Ability to work autonomously without supervision and use own initiative
- Knowledge of public health policy and determinants of health and health promotion as they relate to expectant parents, children and families and health inequalities.
- Knowledge of how to use research to inform policy and practice.
- Leadership, interpersonal, negotiating and influencing skills that will enhance team working and build alliances with a range of partners
- Ability to support development of others in the organisation and in partner agencies
- Excellent written and verbal communication skills including presentation and report writing skills
- Ability to work under pressure and to achieve deadlines
- Intermediate computer skills
- Passionate about putting patients first and delivering a high-quality service.
- Ability to work independently and manage own workload; able to work effectively and supportively as a multi-disciplinary team member.
- Sound interpersonal skills with proven ability to work effectively with all levels of colleagues, including effective partnerships with other agencies and service providers.
- Good presentation of self: enthusiastic, innovative, and flexible.
- 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 and evaluation skills.
- Ability to organise, monitor and check work to ensure no element of a task is left unfinished.
- Ability to deliver training specifically around smoking cessation in pregnancy

### 2. KNOWLEDGE and EXPERIENCE

- Skilled Practitioner embracing clinical governance and clinical effectiveness.
- Knowledge and appreciation of national policies.
- Have experience of working within a hospital and or community midwifery setting.
- Two years' experience of maternal public health services and a good understanding of evidence base for effective interventions

- Attend and contribute to Public Health Programmes team meetings where appropriate
- Understanding of determinants of health model and the health needs of people living in disadvantaged areas.
- Insight and understanding regarding the varying local communities across Cambridgeshire and Peterborough
- Knowledge and understanding of the Patient Confidentiality Act and General Data Protection Regulations 2018

#### 4. QUALIFICATIONS

- Registered Midwife (NMC)
- Relevant degree/postgraduate degree
- A minimum of 2 years' experience in this field
- NCSCCT smoking in pregnancy practitioner registered or willing to obtain.

#### 5. SPECIAL CONDITIONS

- Ability to travel across Cambridgeshire/Fenland/Peterborough
- Highly motivated self-starter with resilience, determination, and the ability to see jobs through to completion.
- Role may incorporate evening / weekend working.
- 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.