

**Maidstone and Tunbridge Wells NHS Trust  
Job Description**

<b>Job title:</b>	<b>Maternity Tobacco Dependency Advisor</b>
<b>Band:</b>	<b>4</b>
<b>Directorate:</b>	<b>Women and Children's</b>
<b>Site:</b>	<b>Within Hospital and Community</b>
<b>Hours:</b>	<b>37.5 hours, part time hours/ job share considered</b>
<b>Reports to:</b>	<b>Lead Midwife of Smoking in Pregnancy</b>
<b>Accountable to:</b>	<b>Head of Midwifery</b>

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**Job summary:**

You will support pregnant women and their families to embark on a quit attempt or to remain abstinent from tobacco during their pregnancy. You will ensure that the pregnant women and their families have the support required to remain smoke free and complete their journey in the community.

As a member of the team, you will treat tobacco dependency and support harm reduction by completing patient assessments, give advice and carry out support sessions with pregnant women and their families, including stop smoking medications, working within recommended protocols and guidelines. This will involve face to face assessments in a variety of settings across the Trust locality.

Together with the patients you support, you will develop individually tailored support plans including recommending treatments based on assessed needs. You will have a caseload of patients on a quit journey who you will support and assess throughout their pregnancy.

You will work with the Lead Midwife for Smoking in Pregnancy and other team members providing individualised stop smoking support to pregnant women and people throughout pregnancy and the post-natal period, using the support of

interventions such as CO monitoring and Nicotine Replacement therapy. The individual will also work as a link person liaising between midwives, the local authority, Smokefree services, the pregnant smoker and arranging in-house Smokefree appointments.

As a smoke free champion across the Trust you will provide information, advice and support to patients and staff alike on stopping smoking, minimising harm from tobacco and health-related issues in line with best guidance and protocols. You will be involved in awareness raising sessions in the Trust, reinforcing the training provided to staff to reduce harm from tobacco and the promotion of our Trust smoke free policy.

You will work with the Lead Midwife for Smoking in Pregnancy and other team members providing individualised stop smoking support to pregnant women and people throughout pregnancy and the post-natal period, using the support of interventions such as CO monitoring and Nicotine Replacement therapy.

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**Working relationships:**

Closely working with the Lead Midwife for Smoking in Pregnancy, Community and ANC staff, Health Visitors, local One You services and other Maternity Unit staff.

**Budget responsibilities:**

Ordering and maintaining stocks of Nicotine Replacement Therapy and issuing it to service users as per agreed guidance.

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**Key result areas:**

**Accountability**

- To plan and deliver stop smoking advice and support sessions with indirect minimal supervision, including advice on stop smoking medications, working within recommended protocols and guidelines. This may involve individual, telephonic, on-line and group work sessions in a variety of settings and venues.
- Respond effectively to referrals within stated timescales – self-referrals from the individuals, and those from colleagues /other workers/GPs.
- Deliver Carbon Monoxide (CO) monitoring to a high standard and engage in the data collection and collation of CO rates in pregnancy and post-partum.
- To support the delivery of the service key performance and reporting indicators for tobacco dependency.

- To work alongside the Trust Maternity service to ensure a cohesive service, and seek advice and support as and when appropriate.
- Undertake relevant training to maintain the skills and knowledge as necessary through participation in continuous development.

### **Communication and relationship**

- To support the delivery of tobacco dependence training to the multidisciplinary team
- Participate in educating pregnant women about the benefits of stopping smoking in pregnancy and give support to those wanting to quit. Promote smoke free homes and support and advise women and families about passive smoking.
- Be the first point of contact for a pregnant smoker with the Smokefree services and the you will attempt to engage her with the service maintaining the contact throughout the pregnancy, resulting in a quit.
- To maintain good working relationships with all levels of staff.

### **Planning and organisational**

- To plan own activities such as sessions and clinics to meet the needs of individuals within the service.
- Prioritize the delivery of care to pregnant women and their families under set protocols.
- Ensure that pregnant women and their families are followed up within the guidelines to support a quit attempt.
- Contribute to the long-term development of the secondary care tobacco dependency treatment service.
- Plan own workload within role boundaries and under the management and guidance of the Lead Midwife for Smoking in Pregnancy.
- Responsible for maintaining appointment diaries, clinical records, outcome data and review own personal performance against programme KPI's and will need to have relevant IT skills to facilitate this.
- To enter relevant information regularly to an electronic database.

### **Responsibility for policy/service development**

- Follow policies, participate in discussions on proposed changes to procedures.
- To support the delivery of tobacco dependence training to the multidisciplinary team.
- To be involved in the monitoring and evaluation of client feedback, offering recommendations as part of the team to improve services.

- Be aware of how to report incidents, concerns or complaints and escalate any concerns or complexities to the lead Smoking in Pregnancy Midwife and/or Safeguarding Team.
- Keep up to date with local and national policies and guidelines that impact on their role, and participates in CPD.
- Participate in evaluation of service to inform future delivery and development.

### **Management responsibility**

- This post is not a Line Management role.
- The postholder is required to have an annual appraisal with the Lead Midwife for Smoking in Pregnancy.
- Will support team members and new staff and students in their orientation to the work area.

### **Physical effort**

- The work requires minimal physical effort and is mainly office based. Some carrying of equipment (laptops, CO monitors ) and NRT is required.
- Travel between hospital and community bases is expected and the individual will be expected to drive to visit patients at home and in community hubs, as well as between the hospital sites.

### **Mental and emotional effort**

- This post involves a long-term commitment to working with patients and families during their pregnancy in a supportive role.
- Listening and persuasive skills are valued along with a positive attitude towards change and maintaining a relationship with sometimes difficult or reluctant to engage clients.
- Deliver factual clinical information with patients using reassurance, tact, empathy.
- May have to overcome barriers to understanding, e.g. patient/client has physical impairment, mental health condition or learning disabilities.
- Foster good working relationships with tobacco dependency service team and staff within other teams and partner agencies to strengthen service delivery.
- Communicate potentially sensitive information to service users and other health professionals.
- Communicate effectively with patients including by telephone, including agreement of most appropriate tobacco dependency support programme to meet their requirements.
- Communicate effectively with a range of staff across disciplines, grades and organisations.

**Responsibility for R&D**

- Be required to assist with audits relevant with the Smokefree services and pregnancy outcomes.
- Will participate in policies, audits and survey's in relation to their role.

**Working conditions**

- Clients homes as well as community hubs and hospital buildings are a normal expected working environment for the individual.
- The Trust Loneworker policy must be adhered to at all times to ensure the safety of the individual. Exposure to pet hair is possible in a home environment.
- Any aggression towards staff is not tolerated by the Trust and the staff member is not expected to continue working with an abusive individual.

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**Job description agreement:**

Signature of post holder: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature of manager: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

**Statement:**

1. This job description is a broad reflection of the current duties. It is not necessarily exhaustive and changes will be made at the discretion of the manager in conjunction with the post holder.
2. Time scales for achievement and standards of performance relating to the duties and responsibilities identified in this job description will be agreed via the annual appraisal process with the post holder.
3. As an employee of Maidstone and Tunbridge Wells NHS Trust, the post holder will have access to confidential information. Under no circumstances should this be disclosed to an unauthorised person within or outside the Trust. The post holder must ensure compliance with the requirements of the Data Protection Act.
4. As an employee of the Trust, the post holder will be required to adhere to all Trust policies including Equal Opportunities where all employees are expected to accept individual responsibility for the practical implications of these policies.
5. The post holder is required to take reasonable care for the health and safety of themselves and others that may be affected by what they do while at work.
6. This post may require the post holder to travel across the Trust sites in the course of fulfilment of their duties.
7. The Maidstone and Tunbridge Wells NHS Trust has a no smoking policy
8. Clinical Governance: You will be expected to take part in the processes for monitoring and improving the quality of care provided to patients. This includes risk management and clinical audit. If you engage in clinical research you must follow Trust protocols and ensure that the research has had ethical approval. You will be expected to ensure that patients receive the information they need and are treated with dignity and respect for their privacy.
9. All staff should be aware of their responsibilities and role in relation to the Trust's Major Incident Plan.
10. INFECTION CONTROL AND HAND HYGIENE - All Trust employees are required to be familiar with, and comply with, Trust policies for infection control and hand hygiene in order to reduce the spread of healthcare-associated infections. For clinical staff with direct patient contact, this will include compliance with Trust clinical procedures and protocols, including uniform and dress code, the use of personal protective equipment policy, safe procedures for using aseptic techniques, and safe disposal of sharps. All staff are required to attend mandatory training in Infection Control and be compliant with all measures known to be effective in reducing healthcare-associated infections.
11. All staff are required to fully participate in learning and development opportunities and ensure they remain compliant with statutory and mandatory training requirements throughout their employment with the Trust
12. All staff are required to fully comply with the NHS Code of Conduct.

13. **SAFEGUARDING CHILDREN** - Everyone employed by the Trust regardless of the work they do has a statutory duty to safeguard and promote the welfare of children. When children and/or their carers use our services it is essential that all child protection concerns are both recognised and acted on appropriately. You have a responsibility to ensure you are familiar with and follow the child protection procedures and the Trust's supplementary child protection guidance which is accessed electronically on the Trust's Intranet site. You have a responsibility to support appropriate investigations either internally or externally. To ensure you are equipped to carry out your duties effectively, you must also attend child protection training and updates at the competency level appropriate to the work you do and in accordance with the Trust's child protection training guidance.
14. **SAFEGUARDING ADULTS** - Everyone employed by the Trust regardless of the work they do has a duty to safeguard and promote the welfare of vulnerable adults. When patients and/or their carers use our services it is essential that all protection concerns are both recognised and acted on appropriately. You have a responsibility to ensure you are familiar with and follow Trust policies in relation to safeguarding vulnerable adults. You have a responsibility to support appropriate investigations either internally or externally. To ensure you are equipped to carry out your duties effectively, you must also attend vulnerable adult protection training and updates at the competency level appropriate to the work you do and in accordance with the Trust's vulnerable adult protection training guidance.
15. All staff are required to provide the highest levels of service in their work and to adopt the highest standards of behaviour as stated and implied in the Trust Values of PRIDE.

**Maidstone and Tunbridge Wells NHS Trust  
Maternity Tobacco Dependency Advisor  
Person Specification**

<b>AREA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• 'A' levels or 4 year equivalent work experience</li> <li>• Functional skills English level 1 or GCSE English grade G/1 or above</li> <li>• Functional skills Maths level 1 or GCSE Maths grade G/1 or above</li> <li>• Able to undertake the training as a Level 2 Stop Smoking Advisor and maintain the training on a yearly basis.</li> </ul>	<ul style="list-style-type: none"> <li>• Level 2 Stop Smoking Advisor</li> <li>• Completion of the Care Certificate</li> </ul>
<b>Experience/ Knowledge</b>	<ul style="list-style-type: none"> <li>• Experience in working clinically within the healthcare setting or in working in the smoke free service.</li> <li>• Experience of engaging and collaborating with communities, individuals, and multidisciplinary teams.</li> <li>• Excellent knowledge of public health and maternity services to enable effective referrals and signposting.</li> <li>• Excellent organisational skills with the ability to manage time effectively, plan own workload and set appropriate objectives and deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• A flexible approach to work with a commitment to flexible working arrangements</li> </ul>



<b>Skills</b>	<ul style="list-style-type: none"> <li>• Basic knowledge of Microsoft Office (Excel, Word, PowerPoint, and Outlook).</li> </ul>	
<b>Attributes</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills are a crucial element of the role. The post holder must be able to communicate effectively with service users, colleagues, and management</li> <li>• Ability to work independently without regular supervision, but also able to work as part of a team</li> <li>• Ability to discuss difficult subjects related to baby loss, pregnancy complications, substance misuse, mental health and lifestyle choices in a sensitive, yet unjudgmental manner.</li> </ul>	
<b>Additional requirements</b>	<ul style="list-style-type: none"> <li>• Ability to work across sites</li> </ul>	

**Maternity Tobacco Dependency Advisor  
Organisational Chart**

