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## **Job Description**



**Job Title:** Public Health Project Midwife

**Grade:** Band 7

**Reports To:** Maternity Continuity Lead

**Accountable To:** Head of Midwifery

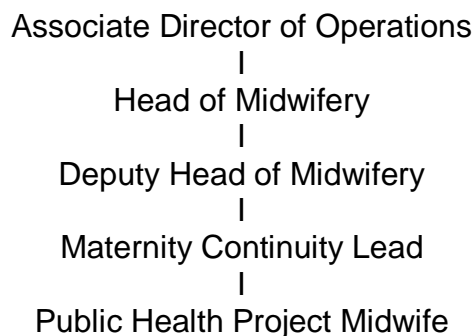
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### **Job Purpose:**

The post holder will lead and co-ordinate Public Health training and initiatives within maternity services; ensuring patients are supported to maximise health and wellbeing opportunities.

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### **Organisation Chart:**



### **Key Result Areas:**

- Mental Health
  - Parent Education
  - Smoking during pregnancy
  - Weight management before, during and after pregnancy
  - Breastfeeding/attachment
  - Immunisations and Vaccinations
  - Domestic Violence and Abuse
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**Knowledge skills and experience required:**

Communicate effectively with clinical, operational, administration and corporate staff via email, telephone and face to face contact in order to deliver the requirements of the role.

The Public Health Project Midwife will have experience that will enable them to:

- Work closely with public health stakeholders within Warwickshire and Coventry Local Maternity System to implement the maternity public health strategy
- Support mothers/parents to be active participants in identifying their health needs and work in partnership with mothers/parents to improve both their health and the health of their unborn child.
- Asset based approach to be adopted by maternity services co-ordinating care with Health visitors and Family Centre staff.
- Lead on the public health strategies such as smoking and weight management and work closely with others to support public health priorities.
- Work closely with other specialist midwives to ensure a co-ordinated approach across public health priority areas; Mental Health, Parent Education, Breastfeeding etc..
- Link directly with the smoking perception midwives to analyse inputs and outputs of service,
- Through training support staff to lead conversations with mums to be around weight management during pregnancy and refer to the Fitter Futures programme
- Lead on development and every day management of this project including: staff training, policy development and adherence, data collection, quality and audit.
- The post holder will fulfil the role of an integrated midwife within the Maternity Service, undertaking one shift per month in clinical practice.
- The post holder will ensure the relevant Midwifery Guidelines and clinical pathways are up to date and staff are trained to know about smoking, obesity and trained to support conversations on public health priorities.
- The Midwife will also fulfil the role of an integrated midwife within the South Warwickshire NHS Trust Maternity Service and support the Midwifery strategy in conjunction with the Head / Deputy Head of Midwifery.

**Measurable Result areas:**

- Key work will focus upon improving outcomes of women with modifiable risk factors such as obesity, smoking, and developing and implementing processes to secure a year on year increase in uptake of immunizations and breastfeeding.
  - Be able to demonstrate the link with Health visiting with regards to the Video
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interactive guidance (VIG) and perinatal mental health pathways and how this training is disseminated to maternity staff.

- Represent South Warwickshire NHS Foundation Trust at local, regional and national level when appropriate, influencing service development in relation to public health.
- The post holder will work closely with the Senior Midwifery Team to further develop related pathways and guidelines to assure appropriate and responsive care.
- To undertake training sessions on Public Health
- Submit monthly updates to the Head of Midwifery through the unit meetings.
- Liaise with the Smoking Cessation Nurse SWFT.
- Liaise with SWFT training Leads, Lead Nurses, Head of Midwifery, and Deputy Head of Midwifery, Lead Midwives and Ward managers regarding training strategies.
- Ensure records are maintained in accordance with NMC guidelines.
- To work actively to improve outcomes and meet agreed targets.
- Maintain confidentiality.
- Responsible for providing a good learning environment and culture for student midwives and other health professionals.

### **Communications and Working Relationships:**

- Demonstrate clear, effective extended communication skills with colleagues and other agencies; to ensure effective implementation of objectives.
- Provide timely accurate project progress reports to all key stake holders.
- Initiate the procedure for any complaints, accidents and incidents which occur whilst on duty and report these to the senior midwife
- Be aware of and maintain professional standards of conduct as per the NMC Rules and Codes.
- Be able to take action if others do not meet the required standards.

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### **General Items:**

To provide short-term cover for colleagues during periods of leave.

To ensure that all Trust standards are maintained and monitored to improve the quality of care to all whom come into contact with services provided by South Warwickshire NHS Foundation Trust.

Every employee has a duty to take reasonable care of the health and safety of him/herself and of other persons who may be affected by his/her acts or omissions at work, and to co-operate with the South Warwickshire NHS Foundation Trust to ensure that statutory and Trust regulations are complied with.

To participate in appraisals and personal reviews and work to achieve agreed set objectives.

To participate in appropriate training and development activities

To participate in team, professional and personal development activities and promote commitment to continuous development and improvement.

Ensure that all staff consciously review mistakes, complaints and incidents/near misses as well as successes to improve performance and the level of customer care.

All employees will have an Organisational and individual responsibility towards safeguarding vulnerable adults, young people and children. Where employees are working with children, young people and families they have a responsibility to cooperate in national safeguarding policy around early intervention activities appropriate to improving health outcomes.

As a major provider of health care, South Warwickshire NHS Foundation Trust operate a Smoke Free Policy by providing a totally smoke free environment to help aid patients' recovery, promote health and wellbeing and minimize the risks of complications attributed to smoking tobacco and second hand smoke.

Ensure that the Trust Smoke Free Policy is adhered to and that staff, patients and visitors are signposted to smoking cessation services.

Identify any appropriate support or interventions for staff to support their wellbeing.

To abide by Infection Prevention and Control policies relevant to their area of work, and undertake the necessary level of training. This will be appraised through the KSF review process or other relevant professional review process.

To accept responsibility for the provision of effective infection prevention and control within the Trust in liaison with the Trust's Infection Control Team.

To act as a role model in applying good infection control practice and ensures compliance with all Infection Control policies.

To promote and demonstrate implementation of the Trust's Carbon Management strategy and policy, ensuring team members are fully aware of the policy and are contributing to this.

**This job description is subject to review at any time in consultation with the post holder.**