Date: Feb 2018

Job Title: Midwife Co-ordinator – Smokefree Pregnancies

Department: Maternity Services

Location: WDHB hospitals and community

Reporting To: Midwife Manager - Community for the safety of professional practice performance to the highest standard possible

Direct Reports: Nil

Functional Relationships with:
- Internal
  - WDHB Smokefree services
  - Maternity staff
  - Obstetricians and other members of the MDT
  - Neonatal staff

- External
  - Lead Maternity Carers
  - Primary health teams
  - Well child providers
  - Procare “Ready, Steady, Quit” service

Our Purpose, Values and Standards

At the heart of Waitemata DHB is our promise of ‘best care for everyone’. This promise statement is the articulation of our three-fold purpose to: promote wellness, prevent, cure and ameliorate ill health and relieve the suffering of those entrusted to our care.

At the heart of our values is the need for all of us to reflect on the intrinsic dignity of every single person that enters our care. It is a privilege to be able to care for patients, whānau and our community, a privilege that is sometimes overlooked in our day to day work.

Our standards and behaviours serve as a reminder to us all about how we are with our patients and with each other.

Midwife Co-ordinator – Smokefree Pregnancies

**Position Description**

**Purpose of the role:** To work with Lead Maternity Carers (LMCs) and other services that provide care to pregnant and postnatal women to increase the number of pregnant women that quit smoking and remain smokefree after birth. The role will provide leadership and training in how to have healthy conversations about smoking that leads a woman to accept help to quit.

<table>
<thead>
<tr>
<th>KEY TASKS</th>
<th>EXPECTED OUTCOMES</th>
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<tbody>
<tr>
<td><strong>Relationship Building</strong></td>
<td>• Establish, maintain and review effective relationships with appropriate stakeholders to carry out purpose of the role&lt;br&gt;• Work to conjunction with the DHB Smokefree Services Team to ensure that smokefree activities in maternity services alignment with other provider-arm smokefree activities</td>
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<tr>
<td><strong>Communication and Teamwork</strong></td>
<td>• Build and maintain effective communication strategies with internal and external stakeholders that work with pregnant and postnatal women, and stop smoking providers&lt;br&gt;• Promote effective and positive interactions with stakeholders, including Maori and Pacific women and their whanau&lt;br&gt;• Attend ADHB/WDHB Maternity Smokefree Advisory Group meetings</td>
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<tr>
<td><strong>Leadership and Planning</strong></td>
<td>• Be active and visible within the tobacco control, maternity and community sectors to provide leadership on reducing smoking in pregnancy&lt;br&gt;• Foster commitment to reduce smoking related harm among stakeholders&lt;br&gt;• Plan, collaborate on and implement activities to reduce smoking in pregnancy including providing training on; smoking cessation brief advice, offer of help to quit, and referring to stop smoking services, and providing NRT, with a focus on reducing inequalities</td>
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<tr>
<td><strong>Training, Professional Development and Quality Assurance</strong></td>
<td>• Establish effective working relationships with LMCs, Maternity services and other health professionals&lt;br&gt;• Identify LMC/ maternity staff training needs and develop training plans&lt;br&gt;• Ensure LMCs/maternity staff have the skills and knowledge necessary to support women who want to quit&lt;br&gt;• Support all LMCs/maternity staff and health professionals to ensure they remain an effective Smokefree resources for their services and pregnant women&lt;br&gt;• Be proactive in continuing education of best practice methods of improving smoking cessation rates for pregnant women&lt;br&gt;• Monitoring systems are in place to easily identify and assist LMCs/maternity services struggling to maintain best care for pregnant women who smoke&lt;br&gt;• Undertake professional development and training in smoking cessation</td>
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</table>
# Midwife Co-ordinator – Smokefree Pregnancies

## Position Description

### JOB DESCRIPTION – Midwife Coordinator – Smoke Free Pregnancies.

22/02/2018. Approved by the Director of Nursing & Midwifery

### KEY TASKS

#### Monitoring and Reporting

- Develop and maintain a project plan for the role
- Ensure accurate recording and documenting of activities and outcomes
- Regular reporting to the ADHB/WDHB Maternity Smokefree Advisory Group on activities and outcomes
- Implement monitoring and reporting measures including setting indicators and defining milestones and accountabilities
- Provide regular reports detailing the numbers of staff trained, systems implemented including measuring number of pregnant smokers and number of referrals to Manager and Stop Smoking Services

#### Statutory & Treaty of Waitangi obligations

- Ensure the professional and political integrity of WDHB by carrying out all functions in compliance of the Treaty of Waitangi and by demonstrating a serious commitment to keeping the treaty alive.
- Shows sensitivity to cultural complexity in the workforce and patient population

#### To recognise individual responsibility for workplace Health & Safety under the Health and Safety at Work Act 2015

Contribute to a safe and healthy workplace at WDHB by:
- All Employees
  - Following & complying with H&S policies & processes & applying them to their own work activities, including using/wearing Personal Protective Equipment as required.
  - Participating in activities directed at preventing harm & promoting well-being in the workplace
  - Identifying, reporting & self-managing hazards where appropriate
  - Early and accurate reporting of incidents at work and raising issues of concern when identified.

All employed midwives are expected to maintain their core midwifery competencies and be able to demonstrate the competencies required to hold an annual practicing certificate. Opportunities will be given to ensure that a midwife in this position is able to practice safely and contemporaneously.

Under the provision of the Health Practitioners Competence Assurance Act 2004 if the practitioner has restrictions imposed on their practice he/she has a duty to inform his/her employer.

### VERIFICATION:

Employee: __________________________

Department Head: __________________________

Date: __________________________

Waitemata District Health Board - JOB DESCRIPTION - Midwife Coordinator – Smoke free Pregnancies. 22/02/2018. Approved by the Director of Nursing & Midwifery
Position Title: Midwife Co-ordinator – Smokefree Pregnancies

**PERSON SPECIFICATION**

| Qualification | • Registered Midwife in New Zealand with a contemporary knowledge of practice  
• Holds a current Midwifery APC in New Zealand  
• Post graduate education in Midwifery or other relevant field  
• Current NZ drivers license |
| Experience | • Minimum of 5 years recent post registration experience in maternity  
• Experience with supporting women to quit smoking in pregnancy |
| Skills / Knowledge / Behavior | • Project management skills  
• Ability to produce work of a high standard with close attention to accuracy and detail.  
• Ability for develop and maintain excellent collegial relationships with maternity staff, LMCs and community partners.  
• Effective use of computer and support systems  
• Ability to write reports and present data effectively  
• Ability to act as a role model to midwives  
• Upholds confidentiality with a reputation for integrity and discretion  
• Understanding of adult teaching principles in supporting clinicians to become confident in supporting women to quit smoking  
• Time management skills  
• Ability to maintain contemporary midwifery knowledge.  
• Willingness to practice midwifery within the maternity service. |
| Personal Attributes | 1. **Personal Attributes**  
• Positive and enthusiastic  
• Possesses a good sense of humour  
• Strong and self-reliant  
• Calm and mature  
• Consistent  
• Realistic  
• Some awareness of the Health and Safety impacts on an organisation  
• Seeks advice and guidance from colleagues and other disciplines as required  
• Self –directed and motivated  

2. **Teamwork**  
• Sensitive and constructive to others  
• Seeks out opportunities to support others in achieving goals  
• Effectively shares information with colleagues  
• Inclusive of colleagues  
• Resilience, flexible and willing to work across a range of clinical settings |
3. Self-Management
- Recognises and respects individual differences
- Develops positive working relationships with staff and managers
- Identifies and seeks to meet their needs.
- Treats them as first priority
- Upholds confidentiality, behaves with integrity and discretion
- Positive professionally mature

4. Communication skills
- Very strong written and verbal communication skills
- Excellent communicator – clear and complete at all times
- Sets high standards and strives to achieve challenging goals
- Displays drive and energy and persists in overcoming obstacles
- Acts as a good health and safety role model to others
- Acts in a positive manner
- Copes well under pressure, is resilient to change and understands personal limitations
- Is proactive and displays initiative
- Is able to communicate effectively on the phone and via computer and face to face with a variety of people
- Is able to communicate without engendering conflict

5. Learning
- Makes effective decisions within appropriate timeframes and levels of responsibility
- Knows when to ask for help