

Job Description & Person Specification

Job title:	Stop Smoking Liaison Officer
Location / Contract:	Suffolk / OneLife Suffolk
Role Type:	Delivery Team (member of Stop Smoking Team)
Salary:	Competitive (plus 3% employer contribution to pension)
Hours:	37.5 hours
Reporting To:	Smoking Cessation and NHS Health Checks Manager
Purpose of job:	To provide support and training to General Practice and Pharmacies delivering smoking cessation services as per the Primary Care contract and service specification for smoking cessation.
Key Relationships:	Senior Management Team, Senior Practitioners, Coordinators and Practitioners, Administration Staff

Overview of MoreLife and OneLife Suffolk

MoreLife are commissioned by Suffolk County Council to deliver a county-wide Integrated Healthy Lifestyle Service. These services are delivered utilising the OneLife Suffolk brand locally.

The services are: Adult Weight Management, Child Weight Management, Smoking Cessation, NHS Health Checks, Health Walks, Get Help 2 Get Active and training for professionals including Making Every Contact Count (MECC) training.

Each of our services are under-pinned by psychologically informed behaviour change curriculums and all clients accessing service are encouraged to maintain long-term healthy behaviour changes via our active maintenance programme and support by the OneLife Suffolk Club.

Key Responsibilities of the Role

The key objectives of the role are:

1. Encourage General Practice and Pharmacies to sign up to the Primary Care contract for smoking cessation. Ensuring their compliance with the Service Specification and Data Sharing Agreement in place.
2. Develop, nurture and support robust and effective working relationships with providers delivering services as per the Primary Care contract via the provision of regular feedback, mentoring and training to health professionals who support clients to quit smoking or have regular contact with tobacco users.
3. To generate referrals into the OLS specialist Stop Smoking service, where primary care providers are unable to support clients.
4. Promote the Stop Smoking service at local health & wellbeing and community meetings /events along with supporting local & national stop smoking campaigns.
5. Supporting the OLS Support and Maintenance offer by providing ongoing client support via the facilitation of follow-up smoking cessation calls on behalf of partner agencies when required and to assist in the achievement of the relevant IHLS contract Performance Indicators and via attendance at OLS Club sessions when required.

Partner Agencies:

1. Undertake a programme of activity to encourage Primary Care providers to sign up to the Primary Care contract for smoking cessation via proactively visiting and contacting General Practices and Pharmacies and forming robust and mutually beneficial working partnerships.
2. Manage a provider database for partner agencies delivering the Primary Care contract for smoking cessation. Monitoring performance of providers and mentoring improved service provision where necessary.
3. Manage the sign-up process for the Primary Care contract for smoking cessation, recording submitted contracts and liaising with Primary Care Managers to ensure completion.
4. Work with the Smoking Cessation and NHS Health Checks Manager to identify key geographical locations for Primary Care service provision.

5. Attendance at Primary Care team meetings (or similar) within the locality to promote the OLS specialist Stop Smoking service and Primary Care contract for smoking cessation.
6. Manage and deliver Level 2 Smoking Cessation Advisor training and computer system training to professionals delivering the Primary Care contract for smoking cessation and provide follow-up support e.g. regular refresher training.
7. Ensure Primary Care partner compliance with data reporting – undertaking regular audits and providing support when required.
8. Provide health professionals offering smoking cessation services with ongoing training opportunities, mentoring and ad-hoc support e.g. support around service delivery, best practice, NRT and medication information, data recording, system training.
9. Undertake regular ‘audits’ of partner agencies delivering the Primary Care contract for smoking cessation to include:
 - a. Ensuring compliance to the Service Specification
 - b. Shadowing service delivery
 - c. Monitoring service quality (e.g. quit rate)
 - d. Monitoring the provision of NRT to include medication costings.
10. As directed by auditing activity outcomes and Smoking Cessation and NHS Health Checks Manager provide feedback to Primary Care providers to address:
 - a) Performance
 - b) Provision of sundries as per the Primary Care contract
 - c) Observations regarding compliance to the Primary Care contract
 - d) Levels of activity (e.g., number of clients accessing service) to ensure this maintains a priority for providers)
11. Under the direction of the Smoking Cessation and NHS Health Checks Manager be responsible for ensuring that Providers deliver the appropriate volume of CO-verified 28 day quits as determined by the Annual Plan or similar.
12. Provide both on-site and remote support regarding smoking cessation equipment (e.g. CO monitor calibration) and stock ordering.

Referrals:

1. Proactively approach health professionals (e.g. GPs, Pharmacists, Community Nurses, Health Visitors, Dentists, Hospital staff), other social care providers (e.g. Charities, refugee agencies, Social Care Workers) and community groups (e.g. BAME groups, LGBT groups) to promote the specialist OLS Stop Smoking service and develop robust referral pathways.
2. Work with the Smoking Cessation and NHS Health Checks Manager and Marketing and Communication Manager to develop and document robust referral pathways in to the OLS Stop Smoking service.
3. Monitor referrals on a monthly basis to identify which providers / services require further support to improve referrals to the specialist OLS Stop Smoking service.
4. Work alongside the Marketing Team to harness Social Media activity for self-referral generation and service promotion with a view to increasing both service and brand awareness.

Community Promotion:

1. Represent the OLS Stop Smoking service at community events (e.g. Summer Fayres, Stoptober events, Wellbeing events, Workplace health events, carnivals).
2. Attend community group meetings where appropriate to promote the Stop Smoking service.
3. Nurture and maintain relationships with community leaders to promote the Stop Smoking service where appropriate (e.g. within Faith communities).

Ongoing Client Support:

1. Support partner agencies and the specialist OLS Stop Smoking service by facilitating follow-up calls with clients (e.g. to check on current smoking status, secure 4 week quits, assist in relapse prevention) when appropriate.
2. Review past clients who have exited the service and proactively contact them to check on current smoking status (where the appropriate consent has been provided).
3. Assist in the delivery of 12-month follow-up calls to assist in achieving the IHLS contract Performance Indicator.

4. Assist with the delivery of OLS Club Support and Maintenance sessions when required.

Other duties to include:

1. Proactively follow up leads regarding the Primary Care contract for smoking cessation and the specialist OLS Stop Smoking service as appropriate.
2. Use of initiative to identify and follow up opportunities with General Practices and Pharmacies who are not already on the Provider database.
3. Manage the Provider database to a high degree of accuracy to ensure targeted marketing activity can take place to generate new business.

Practitioner Roles and Responsibilities

- Responsible for delivering and / or coordinating front line services.
- Accountable for ensuring own service targets are met.
- Accountable for raising service issues immediately to Senior Practitioner/Lead.
- Escalation to decision maker in line with structure.
- Accountable for adherence to organizational policies e.g. personal safety and behaviours.
- Accountable for delivering to own individual service delivery targets.
- Responsible for the reporting of day to day service delivery issues (e.g. system outage and staff shortages).
- Contribute to Business Continuity Planning and membership of emergency response team.
- Support across own peer group tier – and deputise for Senior Practitioner / Lead when requested.

- Accountable for appropriate risk and governance reporting e.g. Incident (near-miss) reporting and Safeguarding referrals and adherence to appropriate escalation procedure.
- Operates within organisational values and supportive of OneLife Suffolk culture.

For all MoreLife Staff

- To partake in promotional activities outside of the usual responsibilities of your role as and when requested by line management.
- To be willing to work flexibly to meet the needs of the service including out of hours working (i.e. evenings and weekends) on an ad-hoc basis and with reasonable notice.
- Undertake any additional duties as deemed reasonable and beneficial to benefit the service.

Equality and Diversity

MoreLife is committed to the principles of valuing, respecting and delivering an organisational culture that promotes equality and diversity.

The organisation has clear goals and aspirations to promote equality both within the company and the provisions of our service. MoreLife is committed to ensuring that equality, diversity and human rights principles are at the heart of our operation and that this is emulated in our provision of healthcare to patients, the public and carers as well to our Staff.

Post holders must at all times carry out their job responsibilities with due regard to the MoreLife’s Equal and Diversity policy.

Person Specification

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED		
			A	I	T
QUALIFICATIONS					

Minimum of 5 GCSEs graded 4 to 9 (C to A*) including English, Mathematics and Science-related subjects.	X		X		
Health and Social Care Level 2 or above.		X	X		
Educated to degree level or equivalent experience.		X	X		
EXPERIENCE					
An awareness of the wider determinants of health and the role that local government and other agencies play in the health and wellbeing agenda.	X		X		
Experience of coordinating community activities (e.g. securing venues, managing client lists / cohort details, ensuring the availability of appropriate resources).	X			X	
Experience of delivering community-based projects, events and programmes.		X		X	
Experience of delivering training to members of the public and other professionals.		X		X	
Experience of community involvement and engagement.	X			X	
Experience of generating referrals into services and developing robust pathways with local providers.		X		X	
Experience of motivating people from diverse backgrounds and at differing organisational levels.		X		X	
Knowledge of Public Health models and approaches in changing behaviour.		X		X	
Strong commitment to public health/health promotion principles and practice.	X			X	
Experience of promoting services at community events e.g. festivals, summer carnivals etc.	X				X
Experience of working in partnership with other Providers inc. Primary & Secondary Care, Voluntary & Community Organisations, Workplaces and Health & Social Care agencies.		X		X	
OTHER REQUIREMENTS					

Ability to present a professional image with clients and internal and external stakeholders.	X			X	
Able to work flexibly to meet the needs of the service inc. evening and weekend working.	X			X	
Able to contribute to service reporting as instructed by Senior Practitioner and service management.	X			X	
SPECIAL ATTRIBUTES					
Able to facilitate healthy behaviour change within members of the public utilising a variety of techniques.	X			X	
Act as a local ambassador for healthy behaviour change.	X			X	
Be an expert in own behaviour change specialism.	X				X
SKILLS					
Self-motivated, with an ability to work equally effectively as a part of a larger team or individually.	X			X	
Able to use own initiative and make decisions independently.	X			X	
Excellent Information Technology skills with the ability to rapidly acquire new skills.	X			X	
Strong skills utilising Microsoft Office packages inc. Word, Excel, Outlook, PowerPoint.	X		X		
Strong verbal and communication skills.	X				X
Able to adapt communication-style to meet the needs of the audience.	X				X
Confident public speaker.	X				X
Able to manage confrontation within community settings.	X			X	
Able to maintain accurate client's records.	X			X	
Understanding of GDPR and Data Protection Act - applies principals to own work to ensure compliance with relevant legislation.	X			X	
Able to make suggestions for improving processes.		X			

Able to provide constructive feedback to both colleagues and clients as appropriate.	X			X	
Excellent time-management and organisational skills.	X			X	
Able to prioritise own workload to meet the needs of the service.	X			X	