

Post Specification

Post Specification - Key Information

- **Post Title: Health and Wellbeing Officer- Smoking Cessation**
- **Date: 20 February 2025**
- **Post Group Number: 8040**
- **Job Family: People Care and Development**
- **Job Family Role Profile: PCD8i**
- **Final Grade: Grade 8**

To be read in conjunction with the job family role profile.

Service Area Description

The post holder will be part of the Public Health and Public Protection Team working within the Health and Wellbeing Team.

Purpose of this Post

Smoking increases the risk of developing serious health conditions and is a major contributing factor to health inequalities. Within Westmorland and Furness, 11.1% of the adult population (approximately 20,000 residents) are current smokers. The national Khan Review has recommended that all areas achieve Smoke Free status by 2030. Smoke Free status is defined as a population smoking prevalence of 5%. To achieve a smoke-free Westmorland and Furness, there will need to be approximately 10,000 successful quits with no one starting smoking.

This post aims to provide appropriate interventions and support to get Westmorland and Furness to achieve the smoke-free status by:

- Focusing on NHS pathways
- NHS health checks, including enhanced health checks, health checks for people with SMI, annual health checks for people with long term conditions, respiratory pathways focusing on lung health checks, cancer, and cardiovascular diagnosis pathways.

This approach aligns with the NHS Long term Plan and the NHS Core20+5 framework to reduce healthcare inequalities.

- Provide support to the 20% of most deprived communities, those with severe mental illness, suffering from alcohol/drug addictions and people who are homeless to quit smoking and provide Nicotine Replacement Therapy.
- Using behaviour change techniques and motivational interviewing the post holder will provide an advisory service that will influence people to understand and consider the benefits of being tobacco free.
- The post holder will provide advice, offer different interventions on different methods to stop smoking and support people through the change cycle. To support people through the change cycle, they must influence and encourage them to work towards becoming tobacco-free.

Key Job Specific Accountabilities

1. Proactively identify the cohort through a referral system or case-finding approach for people who require support to cease their tobacco dependency
2. Use the transtheoretical model of behaviour change identity with the individual where they are within the change cycle
3. Use effective assessing, listening and communication to provide appropriate information, intervention and coaching to the individual appropriate to their position within the change cycle.
4. Assess what external factors influence their tobacco dependency and make any appropriate referrals to other agencies
5. Liaise, integrate with and support relevant NHS professionals regarding pathways such as health checks, respiratory, cancer, lung and cardiovascular pathways
6. Provide 1-1 and group coaching using evidence-based stop-smoking interventions
7. Develop and maintain relationships with stakeholders
8. Provide access to nicotine replacement therapies
9. Monitor carbon monoxide levels
10. Provide monthly outcome reports to the Public Health Senior Management Team
11. Work collaboratively with the Health and Wellbeing Team to work towards a common goal

Please note: Annual targets will be discussed during the appraisal process.

Key Facts and Figures of the Post

- **Budget Responsibilities:** A budget resource will be available to provide incentive-based initiatives to support people needing to cease their tobacco dependency.
- **Staff Management Responsibilities:** There will be no line management responsibilities. However, the post holder will be required to provide appropriate mentoring support to colleagues that require advice and information about tobacco/nicotine dependency.
- **Other:** Provide training to partners on smoking cessation.

Essential Criteria

- **Qualifications:** Safeguarding level 1, evidence of NVQ level 3 or equivalent in a relevant discipline
- **Knowledge:** Have an understanding of behaviour change programmes, have an understanding and application of theoretical approaches, practices & procedures relevant to health improvement
- **Experience:** Ability and commitment to complete training needs required to fulfil the needs of the role, understanding of working within the NHS system, be able to support up to 160 clients on their journey over a 12-month period.
- **Expertise:** Keep accurate case records, provide performance data, the ability to travel across Westmorland & Furness, full driving licence desirable

Disclosure and Barring Service (DBS) Checks

- This post requires a DBS check.
 - DBS Enhanced - Children & Adults

Job Working Circumstances

- **Emotional Demands:** Working with vulnerable adults
- **Physical Demands:** No physical demands
- **Working Conditions:** Lone working and providing support to people

Other Factors:

- Travel across the Local Authority Boundary
- Access to car