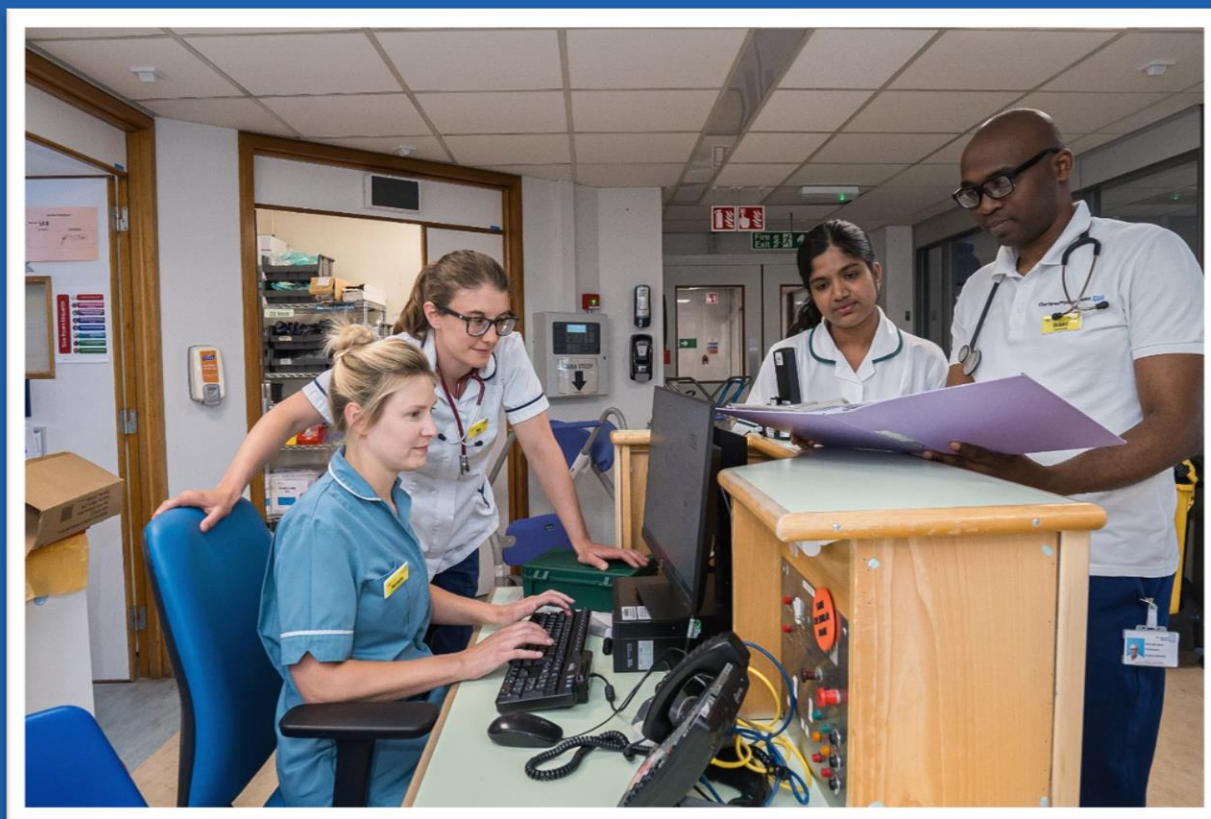


# HEALTHY PREGNANCY SUPPORT PRACTITIONER

Candidate Pack



# Colleague Benefits

## General

- 27 days annual leave entitlement, increasing with length of service, plus 8 bank holidays
- Flexible working policies
- Generous maternity pay and 2 weeks full pay paternity leave
- Colleague recognition scheme and long service awards
- Greener travel initiative, including cycle to work scheme and lift share
- Childcare information and support available, including onsite nurseries
- Discounted bus passes with Arriva

## Financial

- Access to various local and national discounts via various external websites
- Salary sacrifice schemes
- Generous pension scheme
- Access to a financial support booklet
- Pre-retirement courses
- Free Will writing service
- Savings and Loan schemes

## Learning and Development

- Coaching and Mentoring
- Leadership Academy – leadership and management training for all staff
- Access to E-Learning courses
- Apprenticeships – growing number of apprenticeship opportunities across all disciplines
- Secondment and acting up opportunities
- Support to complete qualifications whilst on the job

## Wellbeing

- Coaching
- Mental Health First Aiders
- Chaplaincy
- Fast track physiotherapy service
- Free eye test vouchers
- Slimming World referral scheme
- Cervical screening service
- Long Covid support
- Access to wellbeing/rest rooms
- Menopause support
- Men's Health forms and MOT
- Discounts with local gyms



# Poppy's Promise

Poppy's Promise is a compassionate care initiative introduced within this Trust to enhance communication, respect and empathy across every aspect of patient care.

The initiative was founded by Katie Russell, following the loss of her daughter Poppy, who tragically died at just twelve hours old due to failures in care and communication. Born from that experience, Poppy's Promise serves as a powerful reminder that while clinical skill saves lives, it is compassion, listening and respect that define the quality of care and human connection. By embedding this promise across our organisation, we ensure that no patient or family ever feels unseen, unheard, or uncared for.

Poppy's Promise is a five-stage framework that supports NHS staff to provide compassionate, consistent and patient-centred care. It aims to create a culture where empathy and communication are prioritised at every level – from education and recruitment to daily patient interactions.

At the heart of the initiative lies the C.A.R.E. framework, which outlines four guiding principles for staff to follow. The CARE principles form the foundation of Poppy's Promise. They describe the behaviours, attitudes and values that underpin every interaction – between staff and patients, staff and families, and colleagues with one another.

CARE is not an additional task. It is how care is delivered.

## C.A.R.E. Meaning and Practice

**Compassion** - Demonstrate genuine kindness, empathy and humanity in every interaction. Compassion means recognising the emotional as well as the physical needs of patients, families and colleagues, and responding with care, patience and understanding. Small acts of compassion can have a lasting impact.

**Acknowledge** - Actively listen and be fully present. Use eye contact, names and open body language, and acknowledge the individual's feelings, concerns and lived experience. Every person should feel seen, heard and taken seriously.

**Respect** - Treat everyone with dignity, honesty and fairness at all times. Respect individual differences, personal circumstances and lived experience. Trust is built through respectful behaviour, consistency and integrity.

**Empower** - Enable people to be active participants in their care and work. Communicate clearly, encourage questions and shared decision-making, and ensure patients, families and colleagues feel informed, confident and included. Poppy's Promise is more than a framework – it represents a cultural shift towards human-centred care. By adopting these principles, we:

- Strengthen trust and communication between staff and patients
- Reduce avoidable harm through better understanding and listening
- Improve patient experience and staff wellbeing
- Foster a culture of openness, empathy and shared responsibility

Every member of staff has a role to play in bringing Poppy's Promise to life. Whether you are clinical, administrative or support staff, compassion and communication are part of everyone's role.

### **In daily practice, you can:**

- Take a moment before entering a patient's space – centre yourself, focus on the person, not the task
- Use clear, respectful and kind language
- Listen without interruption and acknowledge emotions expressed
- Be honest and transparent, even when conversations are difficult
- Reflect after interactions – consider how your approach made the patient or family feel

### **All staff within the Trust are expected to:**

- Uphold the values of Poppy's Promise in all patient and colleague interactions
- Attend any training, workshops or refreshers provided as part of the initiative
- Support colleagues in modelling compassionate behaviours
- Raise concerns constructively when communication or respect fall short
- Reflect these principles in both professional and personal conduct within the workplace

Together, we can make every interaction an opportunity to care, listen and make a difference.

That is Poppy's Promise.

## Job Summary

*\*\*This summary has been generated using AI to provide a clear and accessible overview of the role. It is intended to support candidates who may find the full job description harder to read, such as those who are neurodiverse, have learning disabilities or lower literacy levels. Our goal is to make the application process more accessible and inclusive for everyone.\*\**

- Support pregnant women and their families to make healthy choices during pregnancy
- Work in the community and in people's homes, alongside midwives and other health staff
- Help women to stop smoking using proven support, advice and treatments
- Give clear advice on healthy food, safe exercise, weight gain and taking vitamins
- Encourage breastfeeding, safe baby care and recommended vaccinations
- Keep clear records, share concerns with the right professionals and help reduce health inequalities

## Job Description

<b>Job title:</b>	Healthy Pregnancy Support Practitioner
<b>Grade:</b>	Band 4
<b>Site:</b>	The Princess Royal Hospital
<b>Accountable to:</b>	Healthy Pregnancy Support Service Lead
<b>DBS required:</b>	Enhanced

## Job Overview

As part of the Healthy Pregnancy Support Service (HPSS), the Practitioner will work within Shropshire, Telford and Wrekin alongside midwives and independently within community settings and patients' homes to provide an evidenced based behaviour change healthy lifestyle service. The needs of patients will be at the forefront of the service, which aims to improve the general health of pregnant women, by encouraging healthy life choices e.g. quitting smoking and healthy diet and exercise. Working with women and their families to adopt a healthy lifestyle in pregnancy, the main priority will be to focus on and support smoking cessation, as this is a proven modifiable change that will reduce the risk of perinatal and infant morbidity and mortality. Another key priority will be to educate and encourage a healthy safe diet and maintain a healthy weight gain in pregnancy; promote the use of healthy start vitamins, promote the benefits and encourage the uptake of breastfeeding and recommended vaccination programmes for pregnant women.

## Main Duties and Responsibilities

- Providing an intensive behavioural support service to facilitate pregnant women through a structured evidenced based stop smoking support programme, including providing individual choices with stop smoking medications and inform on the use of e-cigarettes to reduce risk.
- Educating and giving guidance on how to reduce their baby and children's exposure to second-hand environmental tobacco smoke in the home to protect them from the known harmful effects.
- As well as face to face, use a range of communication as appropriate to deliver support, e.g. text messages, video call and telephone calls.
- Discussing and demonstrating how to ensure healthy eating in pregnancy, to maintain a healthy weight gain in pregnancy and reduce excessive weight into the postnatal period.
- Informing women on which safe physical activity patterns can be performed during pregnancy and signpost to local services to access activities appropriate for pregnant women
- Promoting breastfeeding by informing of the benefits, encouraging uptake and supporting women's choices.
- Providing advice for mothers about infant feeding
- Encouraging the uptake of the Healthy Start vitamins and vouchers
- Giving guidance on the practical advice needed to promote safe sleep for babies to reduce the risk of sudden infant death syndrome.
- Discussing and encouraging the uptake of the routine offer of vaccinations.
- Engaging and involving relevant local people/groups, including those who will help this service address health inequalities and help in relation to improving healthy lifestyles.
- Using a range of techniques and goal setting to motivate clients and to provide them with support, information and guidance which will contribute to reducing health inequalities.
- Promoting with parents the development of their parenting skills in relation to a healthier lifestyle.
- Signposting women, members of their household and significant others to other healthy lifestyle services/organisations available locally.
- Keep meticulous written and electronic records and monitoring to assess the progress of lifestyle changes implemented by individuals.
- Keeping accurate written and electronic records and monitoring to assess the progress of lifestyle changes implemented by individuals.

- Contributing to new HPSS initiatives and influencing the future direction of the service based on experiences with clients, health professionals and multi-agency working.
- Participating in showcasing the service locally and regionally, for example through briefings and external conferences.
- As directed by the HPSS team lead and/or coordinator, support any practical training of staff e.g. CO screening.
- Demonstrate best practice, using appropriate, evidenced based information and up to date resources to support the services key messages.
- Attending updates as instructed, and provide advice in line with NHS England, Public Health England and local Public Health services, Local Maternity and Neonatal Systems initiatives and NICE Guidance and any other relevant initiatives.
- Adhere to medicines management as directed with regards to stop smoking medications.
- Reporting findings, adverse results not in line with normal parameters and progress to the midwife and other relevant professionals as required.
- Reporting any concerns about the safeguarding of adults and children to the adult safeguarding and child protection teams.
- Maintaining and keeping up to date with own evidenced based current practice, relevant to the post and maintain mandatory training requirements.

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<p>Recognised health certificate level 3 foundation degree or equivalent</p> <p>Evidence of working at an assistant practitioner level, completed a recognised course either online or face to face</p>	Evidence of completing a public health related course (online or face to face) or willingness to undertake
<b>Experience</b>	An understanding of how public health initiatives contribute to positive outcomes in pregnancy, prevention of ill health	Experience in a public health initiative related to pregnancy, birth, early parenting and childhood



	<p>and reduce health inequalities</p> <p>An understanding of how effective behaviour change techniques can influence and support a person to make positive lifestyles choices</p> <p>Demonstrate an understanding of the challenges and barriers women and families face when choosing healthier lifestyle behaviours</p> <p>Demonstrate the importance of sharing knowledge with other maternity and health care professionals to support good practice</p> <p>Ability to keep contemporaneous records and keep timely patient notes</p> <p>A willingness to continue improving self education and development relating to public health</p> <p>An understanding of the importance of partnership working and how this contributes to achieving ongoing sustained lifestyle behaviour changes and a reduction in long term health inequalities</p>	<p>An understanding of the importance of working to gold standard research to ensure good practice is followed</p> <p>Experience of supporting pregnant women and families to quit smoking using evidenced based practice.</p> <p>A knowledge of the importance of working to trust policy/clinical guidelines</p>
<b>Knowledge and skills</b>	<p>Excellent friendly communication skills and willingness to share information with other team members.</p>	<p>Be able to impart practical knowledge to other maternity care providers related to public health initiatives to improve the health of women receiving</p>



	<p>A team player who demonstrates the ability to motivate, inspire and empower others to build rapport and achieve best practice.</p> <p>Good time management skills with the ability to work independently and as part of a team.</p> <p>Ability to work flexibly and adapt to service needs and changes when directed by the team lead and/or coordinator.</p> <p>As directed, be able to work in partnership and collaboration with other agencies such as health visitors, family nurses and other social and community teams.</p>	<p>maternity care across SaTH.</p>
<p><b>Other</b></p>	<p>Ability to work in various community locations throughout the network of services provided by Shrewsbury and Telford Hospitals</p> <p>Full clean driving licence, car driver/use of car for community use.</p> <p>Able to fulfil all physical requirements of the post with occupational health clearance</p> <p>Must be eligible to work in the UK</p>	<p>Have an awareness of trust policies and procedures.</p>

## General conditions

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

## Health & Safety

As an employee of the Trust you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work;
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to;
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety.

## Infection Prevention and Control

The prevention and management of acquired infection is a key priority for the Trust. Any breach of infection control policies is a serious matter which may result in disciplinary action. As an employee of the Trust you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself;
- be aware of infection prevention and control policies, practices and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and staff;
- maintain an up to date knowledge of infection prevention and control, policies, practices and procedures through attendance at annual mandatory updates and ongoing continuing professional development;
- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy).

## Information Governance

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently and effectively. You are required to comply with the Trust's Information Governance policies and standards. Failure to do so may result in action being taken in accordance with the Trust's Disciplinary Procedure.

- **Confidentiality and Security** - Your attention is drawn to the confidential and sensitive nature of information collected within the NHS. Whilst you are

employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.

- **Disclosure of Information** - The unauthorised use or disclosure of information relating to the Trust's activities or affairs, the treatment of patients or the personal details of an employee, will normally be considered a serious disciplinary offence which could result in dismissal. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment. Unauthorised disclosure of any of this information may be deemed as a criminal offence. If you are found to have permitted the unauthorised disclosure of any such information, you and the Trust may face legal action.
- **Information Quality and Records Management** - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

## Professional Standards and Performance Review

As an employee of the Trust you have a responsibility to:

- participate in statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct;
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates;
- participate in the Trust's appraisal processes including identifying performance standards for the post, personal objective setting and the creation of a personal development plan in line with the KSF outline for the post.

## Safeguarding Children and Vulnerable Adults

We all have a personal and a professional responsibility within the Trust to identify and report abuse. This may be known, suspected, witnessed or have raised concerns. Early recognition is vital to ensuring the patient is safeguarded; other people (children and vulnerable adults) may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The Sharing of

Information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults.

- As an employee of the Trust you have a responsibility to ensure that:
  - you are familiar with and adhere to the Trusts Safeguarding Children procedures and guidelines.
  - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

## **NHS Sexual Safety Charter**

The Trust is committed to ensuring that all employees work in an environment that is safe, inclusive, and free from sexual misconduct, harassment, and discrimination. As a signatory to the NHS Sexual Safety Charter, the Trust upholds a zero-tolerance approach to sexual harassment and supports anyone affected by inappropriate behaviour. In accordance with the Workers Protection (Amendment of Equality Act 2010) Act 2023, the Trust has a statutory duty to take reasonable steps to prevent sexual harassment of its employees. All staff, are required to treat others with dignity and respect at all times and to cooperate with Trust policies, procedures and training designed to maintain a culture of safety, professionalism, and mutual respect.

## **Social Responsibility**

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

## **Continuous Improvement**

The Shrewsbury and Telford Hospital NHS Trust aims to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

To support this, we have developed the SaTH Improvement Method, a structured approach to change that provides practical tools and techniques to help you understand what success looks like with clear aims, enables you to measure progress and plan meaningful improvements.

You won't be doing this alone. Whether you're new to improvement or already leading change, the Improvement Hub is here to guide you with expert advice, hands-on support, and a wide range of training opportunities to help you grow and thrive throughout your time at SaTH whilst making improvements in your area of

work. Join us in shaping a culture of continuous improvement, where every colleague is supported to make a difference.

## Equal opportunities and diversity

The Shrewsbury and Telford Hospital NHS Trust is an Equal Opportunities Employer, fully committed to fostering an inclusive workplace where all staff feel valued and able to thrive. We believe that a diverse workforce, reflective of our community, is essential for delivering the best patient care.

We will not discriminate against any job applicant or colleague based on any protected characteristic, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Selection for appointment, training, development, and promotion will be based purely on merit and the individual's ability to meet the role requirements.

As a post-holder, you have a personal responsibility to uphold the Trust's commitment to equality by treating all colleagues and patients with respect and dignity. You must actively support measures introduced to ensure equality of opportunity and will not discriminate, harass, or bully others, or condone such behaviour.

