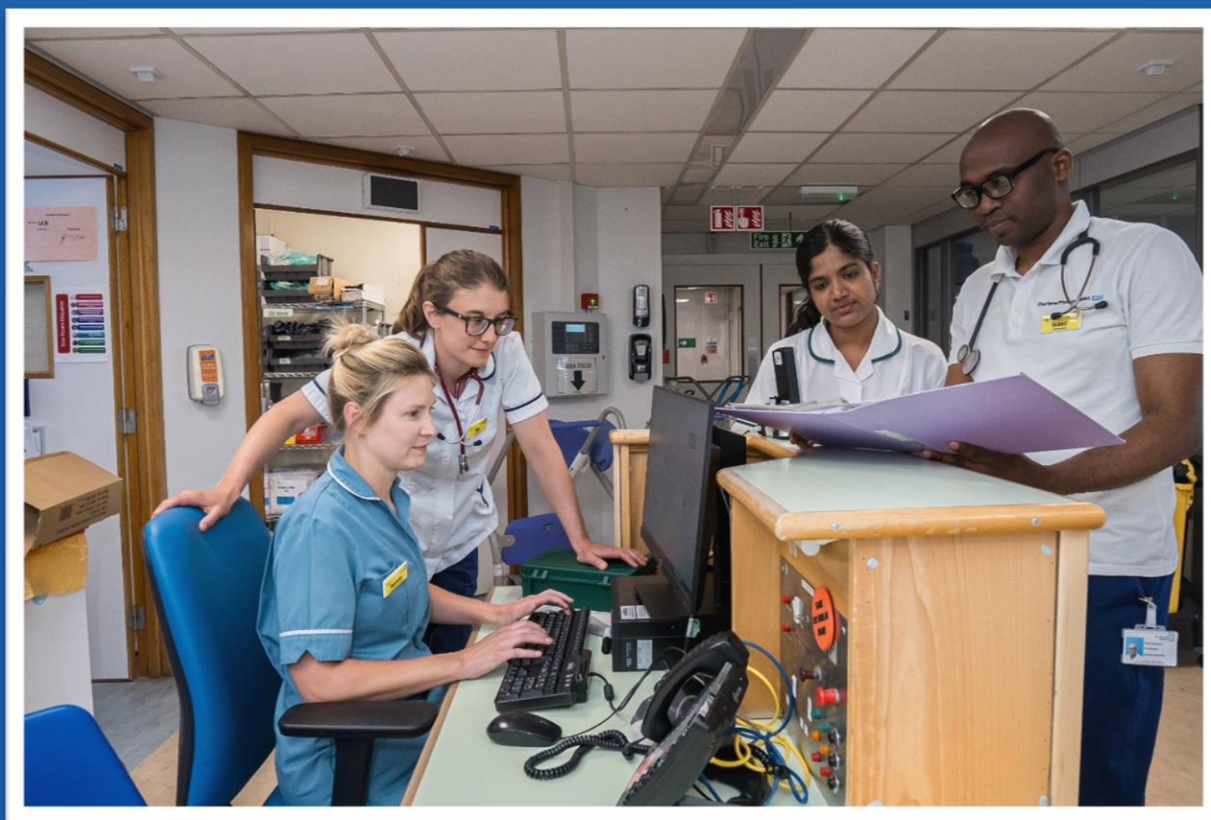


HEALTHY PREGNANCY SUPPORT SERVICE NURSE

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.

- The role supports pregnant women by helping them make healthy lifestyle changes, such as stopping smoking, managing weight and keeping up to date with vaccinations.
- It involves coordinating the daily running of the Healthy Pregnancy Support Service and supporting the advisors who work with families.
- The post holder will also have their own caseload, offering advice, information and encouragement to women during pregnancy.
- They will work closely with midwives and other health staff to make sure care is smooth and well-organised.
- The role helps ensure women receive the right support at the right time for a healthy pregnancy and a positive outcome.

Job Description

Job title:	Healthy Pregnancy Support Service Public Health Nurse
Grade:	5
Site:	The Princess Royal Hospital, Telford
Accountable to:	Healthy Pregnancy Support Service Lead
DBS required:	Yes - Enhanced

Main Duties

The Healthy Pregnancy Support Service (HPSS) are looking for a registered band 5 Nurse to join our well-established, friendly team.

As a County wide public health service, we provide smoking cessation support to pregnant women and have expanded our services to include weight management support in pregnancy and a full vaccination programme delivered alongside maternity scans and clinic appointments at PRH and RSH.

This multi-level public health service provides an exciting opportunity for a Nurse to become a band 5 Co-ordinator of the daily operation of these services and a source of support and Leadership for our Healthy pregnancy advisors. You will also be trained as a Healthy pregnancy advisor, therefore providing the opportunity to have your own caseload of women and support families to make behavioural changes to improve their health and wellbeing.

The integration of this service as part of mainstream midwifery services will ensure a seamless care pathway at a time when women are open to receiving advice and guidance around making healthy lifestyle choices, to promote a healthy pregnancy, with a positive outcome and healthy baby.

- The Co-ordinator will ensure the efficient day to day running of the service.
- They will have excellent communication skills and work alongside maternity services and HPSS lead to provide a high standard of care.
- Be a point of contact for supporting any issues that affect service delivery and provide problem solving solutions.
- Monitor quality of service by using an agreed competency assessment framework and identify actions to continuously improve the service in line with the key performance indicators.
- Trained as a healthy pregnancy advisor and smoking cessation advisor, you will have a caseload of women to provide continuity of care to women and their families.
- Administer flu and pertussis vaccinations to pregnant women alongside scan/clinic appointments.
- Educate and give guidance to reduce children's exposure to second-hand environmental tobacco smoke in the home and reducing the risk of SIDS.
- Inform women on safe physical activity during pregnancy and signpost to local services to access activities targeted for pregnant women.
- Encourage uptake of the Healthy Start Scheme, informing women of the importance of taking Healthy Start Vitamins in pregnancy to reduce adverse outcomes such as neural tube defects and vitamin D deficiency.
- Identify women with complex needs who may need referral to specialist service such as substance misuse, safeguarding, mental health services and family support services.
- Keep meticulous written and electronic records and monitoring to assess the progress of lifestyle changes implemented.
- Deliver training as part of the mandatory training sessions for maternity staff and deliver training as required to other professionals working with women and their families.
- Work alongside other maternity services to provide support for other co-morbidities such as diabetes in pregnancy.
- Share information with key agencies e.g., Health Visitors, Family Nurses, Strengthening Families, mental health, and safeguarding teams.
- Ensure relevant and up to date educational and promotional resources are available to support the service.

- Plan and support promotional days to raise the profile of the HPSS on key national days, such as No Smoking Day, Stoptober and any other relevant days such as baby loss awareness.
- Adhere to medicines management with regards to stop smoking medications.
- Monitor stock resources and ensure appropriate levels are maintained for patient use.
- To report all adverse results not in line with normal parameters and progress to the service lead and other relevant professionals as required.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Registered Nurse 	<ul style="list-style-type: none"> • Evidence of ongoing relevant post registration education and training • Evidence of study related to research/evidence-based practice public health, qualification, or willingness to undertake
Experience		<ul style="list-style-type: none"> • Knowledge of the challenges and barriers some families face in choosing to adopt a change in lifestyle to improve their health. • Understand how public health initiatives contribute to positive outcomes in prevention of ill health and reduce health inequalities.

		<ul style="list-style-type: none"> • Have a knowledge of how effective behaviour change techniques and models of health promotion can influence and support a person to make positive lifestyles choices. • Demonstrate a knowledge of how auditing can be utilised to improve service provision
Knowledge and skills	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • A team player who demonstrates the ability to motivate, inspire and empower others to build rapport and achieve best practice. • Able to prioritise, show effective organisation and problem-solving skills to ensure the smooth day to day running of the service • Good time management skills with the ability to set and achieve targets within time scales and evaluate and monitor progress. 	
Other	<ul style="list-style-type: none"> • Ability to work in various locations throughout the network of services provided by Shrewsbury and Telford Hospitals 	

	<ul style="list-style-type: none"> • Be able to commute from site to the community via own transport 	
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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.

