1. Post Title: Professional Midwifery Advocate (PMA)

2. Band: Band 7 (awaiting AFC)

3. Base: SATH NHS Trust

4. Department: Midwifery

5. Manager responsible to: Director of Midwifery

6. Professionally Accountable to: Director of Midwifery

7. Role summary:

This is a new role that has been developed to replace the role of the supervisor of midwives that was deselected in April 2017 due to legislative change. The model that will support the deployment of this role is called “A-EQUIP” which provides a continuous improvement process that builds upon personal and professional resilience, enhances quality of care for women and supports preparedness for midwives in appraisal and professional revalidation.

The ultimate aim is that this continuous improvement process of the “A-EQUIP” model will become an intrinsic part of everyone’s job, every day in all parts of the system. Thus the post holder will assist the Trust by implementing the elements of the A-EQUIP model utilising the guidance issued by NHS England in April 2017.

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10. Main Responsibilities

Involvement in safety and quality improvement

The post holder will:

- Support midwives to identify their own personal action for quality improvement
- The post holder will use their understanding of personal and professional resilience and support others to develop this attribute
- Ensure that there is a strong interface between the PMA and clinical governance at the Trust
- Use their expert knowledge in midwifery practice to support the Director of Midwifery and the Senior Midwifery team in implementing and monitoring midwifery practice ensuring that there are robust clinical governance assurance systems in place relating to midwifery practice
• Provide support to midwives in sharing of good practice learnt through the maternity services internal risk management processes with the aim of reducing the incidence of harm and obstetric litigation cases

• Be involved in continuous monitoring and maintaining quality standards of clinical practice through a variety of ways for example audit, working clinically with midwives for those who require additional support and development

• Act as a role model at all times and promote a high standard of safe and effective care which is based upon best evidence

Be effective

The post holder will:
• Meet with midwives in their designated area on either an appointment or ad hoc basis

• Use effective communication strategies and influencing skills to achieve desired outcomes and make appropriate referrals for advocacy, mediation or arbitration.

• Support midwives to work in partnership with women to develop plans of care which meet their individual needs, to listen to them and to advocate for them as required

• To assist in implementing the Trust’s Better Birth and Five Years Forward strategy

• Promote women centred care and autonomous midwifery practice in all clinical areas

• Support midwives through “Restorative Clinical Supervision” (RCS) to examine their role in the maternity department

• Assist midwives to develop their professional and career development choices

• Ensure that they maintain their own knowledge and clinical skills by all appropriate means

Be caring and compassionate

The post holder will:
• Attend the bespoke training programme for Professional Midwifery Advocates to undertake Restorative Clinical Supervision (RCS) in order to become competent and confident in undertaking RCS sessions with midwives

• Use appropriate strategies to support midwives to maximise their potential in practice, implementing the principles of RCS

• Enable midwives to be responsible and accountable for their actions and behaviours by creating a safe space to think, feel, reflect utilising the principles of RCS

• Utilise their skills, knowledge and experience of RCS to facilitate effective reflective discussions with midwives

• Escalate responsibly and appropriately if a midwife makes disclosures regarding child protection and / or vulnerable adult legislation

PMA post 2019
• Contribute to the education and development of student midwives to ensure that they understand the role of the Professional Midwifery Advocate

• Appropriately communicate sensitive information to women, families and midwives

• Be able to deal with clients in emotionally difficult situations. Take appropriate action when confronted by aggressive clients / relatives

• Demonstrate understanding on barriers to effective communication and modify behaviour in response

• Manage complex situations sensitively and effectively where there may be conflicts and communicate effectively with the multi-professional team and the client and if there are any language barriers ensure that appropriate interpreting service has been engaged

To act responsively

The post holder will:

• Demonstrate understanding of the role of the Professional Midwifery Advocate within the context of national governance policies and procedures.

• Work with the maternity management team to assist in the implementation of any clinical guidelines or clinical practices as required to improve the quality and safety of the maternity services

• Work alongside Clinical Governance to review midwifery practice and provide an expert opinion in the clinical care

• Utilise agreed metrics to demonstrate on going added value of the role of Professional Midwifery Advocate and monitoring outcomes for staff and women e.g. whether there is a reduction in complaints by women, or improved satisfaction surveys or there is a reduction in sickness absence for midwives and improved retention of midwives

• Identify, collate, analyse and interpret quantitative and qualitative data to inform the development of reports regarding the process, impact and outcome of the PMA role and the A-EQUIP model

• Support midwives implementing improvement in practice and thus demonstrating both the post holder’s and midwife’s responsiveness to the needs of the healthcare environment, thus contributing to quality improvement.

• The post holder will work closely with management, the practice development and preceptorship midwife to devise learning objectives for midwives in need of remediation to improve their midwifery skills and competencies

• Be innovative and creative when determining strategies to improve quality of care and embed evidence based practice

• Ability to work under pressure and maintain good clinical judgement at all times

PMA post 2019
Demonstrate responsibility in ensuring that key recommendations from risk incidents are effectively implemented

Demonstrate effective leadership
The post holder will:

- Act as a role model by applying best practice in motivating staff to drive improvements and provide visible leadership in the workplace
- Act as a role model by applying continuous personal improvement by using positive learning approaches and encourage others to adopt this culture
- Lead and participate in the development, implementation and evaluation of standards of care, including guideline development, audit and quality improvement initiatives
- Contribute to service development using quality improvement methodology
- Contribute to multi-professional meetings/team debriefs and advocate as required on behalf of midwives and women in order to ensure that high standards of clinical care are aspired to and thus maintained
- Lead as required on any projects to improve the quality of care within the maternity service
- Inform the Director of Midwifery of any emerging safety issues becoming evident in the maternity service
- Provide emergency cover and at short notice for unexpected absence / sickness across the maternity service
- If required participate in an on call system to maintain safe staffing levels.

Education, Professional Development and Training

- Participate in regular midwifery and clinical supervision.
- Attend all Trust, midwifery and specialism related mandatory training.
- To take every reasonable opportunity for maintaining, developing and acquiring competencies and skills for self-development.
- Participate annually identifying, developing and agreeing your own development plan with your Line Manager using the Trust Appraisal framework.
- To co-ordinate and oversee the support training and effective mentorship and/or preceptorship of junior staff, students and support workers.
- Identify the training and educational needs for all staff contributing to the development and provision of the yearly training plan and educational training programmes and opportunities.
- Participate in informal and formal teaching sessions for their staff e.g. Skills Drills (and provide relevant feedback to all members of the team). To undertake orientation of new staff to their clinical duties.
- Comply with all Trust policies, procedures and protocols.
- Seek advice and support from Line Manager whenever necessary.

Research and Audit

- Initiate and participate in on-going research, audit and projects leading to the development of research based practices, development of Trust midwifery policies and ensure its effective implementation maintaining standards in accordance with the UK Law, Nursing and Midwifery Council, Trust and EU guidelines.
- To promote and disseminate clinical policies and guidelines which support clinical practice and education.
- Develop strategies to implement and audit the ensuring staff are adequately trained to provide information and administer the vaccine.
- To participate in and support systems for assessing the users views on the quality of services provided.
- Work closely with the Clinical Midwifery Management Team and the Maternity Clinical Governance Team in order to ensure sound working practices and provide evidence that protocols, guidelines, policies and procedures are adhered to.

Professional Conduct

- Adhere at all times to uniform policy
- Conduct oneself in a manner perceived by others as constructive. Ensure that any issues with other staff members are addressed at an appropriate level.
- Adhere to all local, national and NMC guidelines in relation to professional conduct and take the lead in ensuring that local incidents, complaints and issues are dealt with in accordance with Trust policy.

Confidentiality

- To ensure that confidentiality is maintained at all times in conjunction with the Trust’s Confidentiality Policy

Systems and Equipment

- To be conversant in the use of electronic communication systems, personal computer systems, normal office equipment and Trust PAS system.
- To be fully conversant with corporate communication systems to enable their optimum effectiveness
- To have experience of corporate software and general office equipment

PMA post 2019
Equality

- Carry out duties with due regard to the Trust’s Equal Opportunity Policy.

- Shrewsbury and Telford Hospital Trust aims to design and implement services, policies and measures that meet the diverse needs of our service, population and workforce, ensuring that none are placed at a disadvantage over others. We therefore aim to ensure that in both employment and services no individual is discriminated against by reason of their gender, race, disability, age, sexual orientation, religion or religious/philosophical belief or marital status.

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; and
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to; and
- 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; and
- 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; and
- 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; and
- 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 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.

PMA post 2019
• **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; and
• take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates; and
• 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:
  o you are familiar with and adhere to the Trust’s Safeguarding Children procedures and guidelines.
  o you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

**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**

• Continuous improvement is a key aspect of daily work to be evidenced by personal commitment to contributing to the implementation of the Transforming Care Production System (TPCS) including the development and use of standard work.

PMA post 2019
• The Trust commitment to one continuous improvement method TPCS should be reflected in individual’s continuing professional development plans (CPD) and all SaTH leaders are required to complete the lean for leaders training.
• As an employee you should be able to demonstrate how you continuously use the TCPS to improve patient care and staff experience supporting the Trust to deliver its organisation strategy.

This job description is a summary of the main responsibilities of the post holder, and not an exhaustive list of duties to be undertaken. The duties may be redefined in accordance with the demands of the service. Any redefinition will be subject to discussion between yourself and your manager and be within your level of competence.

I confirm that I have read and understood this job description and that it is a true reflection of my duties. I have been given an opportunity to discuss the contents and implications with my manager and undertake to maintain existing skills and to consolidate these with further training to comply with all areas of my post.

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