

# Start for Life Parent Education and communication Lead Midwife Information Pack

## Including Job Description & Person Specification



Croydon Health Services provides integrated NHS services to care for people at home, in schools, and health clinics across the borough as well as at Croydon University Hospital and Purley War Memorial Hospital.

CUH provides more than 100 specialist services and is home to the borough's only Emergency Department and 24/7 maternity services, including a labour ward, midwifery-led birth centre and the Crocus home birthing team.

Purley War Memorial Hospital (PWMH) in the south of the borough offers outpatient care, including diagnostic services, physiotherapy and ophthalmology services run by Moorfields Eye Hospital, alongside an onsite GP surgery.



Our experienced district nursing teams, Allied Health Professionals and community matrons look after for people of all ages across Croydon and our Children's Hospital at Home cares for children with long-term conditions without them having to come to hospital.

We are a very close-knit and friendly organisation where everyone of our 3600 members of staff is valued. We strongly believe that our employees are our greatest asset.

**Join us and be a part of the team that is making Croydon proud.**

## Our values

We will always be **professional**, **compassionate**, **respectful** and **safe**.

### Professional

- Set ourselves very high standards and share best practice
- Keep our uniforms smart, and be professional and consistent in our approach
- Work in partnership to best support our community's needs
- Use resources wisely without compromising quality or safety

### Compassionate

- Treat everyone as we would want to be treated ourselves
- Demonstrate kindness, dignity, empathy and compassion
- Make time for the people we are caring for, to understand their needs and wants
- Organise our services to give people the best possible experience of care

### Respectful

- Be courteous and welcoming, and introduce ourselves
- Value the diversity and needs of everyone
- Always involve people in decisions about their care, listening to and respecting their wishes
- Appreciate the contribution that staff from all backgrounds bring to our services



- Be open and honest in everything we do, sharing what we do well and admitting our mistakes, to constantly improve our care
- Protect the confidentiality of those in our care and show sensitivity to people around us
- Feel free to raise concerns so we are always learning• Make time for training and development and support research so people always receive the highest standards of care.

## JOB DESCRIPTION

<b>JOB TITLE</b>	<b>Start for Life Parent Education and Communication Lead Midwife</b>
<b>DIRECTORATE</b>	<b>Integrated Women, Children and Sexual Health</b>
<b>DEPARTMENT</b>	<b>Maternity department</b>
<b>BAND</b>	<b>Band 7</b>
<b>RESPONSIBLE TO</b>	<b>Community Midwifery Manager</b>
<b>ACCOUNTABLE TO</b>	<b>Director of Midwifery/ Director of Nursing &amp; Midwifery</b>
<b>RESPONSIBLE FOR</b>	<i>N/A</i>

## JOB SUMMARY

This role presents an exciting opportunity to be part of an ambitious change programme, transforming the way in which universal help and support is offered to children and families in Croydon through the implementation of a Family Hubs approach.

The Education and Communication lead will play an integral part in delivering a coordinated and robust approach to parent engagement and antenatal education as part of the Start for Life Programme.



It will involve extensive engagement with expectant parents as well as Family Hub partner agencies, including through co-design, delivery and co-location.

The post holder will possess a good understanding of the Family Hub approach, recognising the importance of user voice in shaping arrangements for Start for Life service delivery.

The post holder will manage and deliver empowering, dynamic and excellent quality of parent education to pregnant people and their families; engaging in parent education sessions with, pregnant people and their families with different ethnic and diverse backgrounds, including vulnerable pregnant people/families, in a variety of settings, using appropriate teaching styles and approaches. The post holder will work in a way that promotes inclusion, equity of access and diversity.

The post holder will work collaboratively with other health professionals as well as wider Start for Life partners to ensure current evidence based information is taught to support service users and families make informed choices.

As part of the Parent Education Team, you will co-ordinate and provide antenatal education for residents of London Borough of Croydon and work closely with people who access community midwifery teams.

The post holder will work collaboratively with members of the multidisciplinary team, in hospital and community venues, including children centre staff, midwifery staff, including members of the infant feeding support teams and medical personnel. The post holder will deliver information based on current evidence based research, providing the best possible care and experience to service users and their families

The post holder will work in partnership with Family Hub partners to deliver the Family Hubs and Start for Life agenda. You will drive the delivery of parent education directly targeted at increasing the numbers of fathers and other co parents who say they are confident as parents. In line with Start for Life outcomes, you will lead on increasing the number of parents who have been able to access parenting support which suits their needs and wishes.

The post holder will need to have extensive IT knowledge to compile and deliver a virtual parent education package.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Professional**

Work in accordance with the NMC's rules and standards for midwives. Ensure compliance with other NMC documents/standards, Trust policies and guidelines.

To maintain and develop professional knowledge and competence in accordance with the NMC recommendations.

Ensure high standards of patient care maintained by participating in quality assurance programmes.





Demonstrate good interpersonal skills, and understand the need to communicate effectively with the women, their families, colleagues and multidisciplinary teams.

Work towards the aims and objectives of the Trust's Nursing and Midwifery Strategy.

Communicate sensitive information to appropriate team professionals/agencies/patients using discretion and maintaining confidentiality at all times.

Provide emotional support to bereaved families or those who have undergone difficult and traumatic experiences during childbirth.

Plan, organise and participate in parent education teaching in the ward, department and clinics.

Follow Trust and Maternity Unit Guidelines and participate in the Practice Review and Guidelines groups.

Keep up to date with changes and developments in midwifery care and co-operate in any research projects applicable to the maternity unit.

Knowledge of the risk management strategy for the maternity services, and to ensure reporting that risk trigger events occur accordingly by using the IRIS forms.

Child Protection: Knowledge of all issues and when appropriate initiate the referral to social services. Liaise closely and actively participate with social services and other team members.

Liaise with medical staff as necessary and report any abnormal condition. Liaise with the Supervisor of Midwives for professional issues, which affect the safety of mother and baby.

Actively work with Family Hub partners to deliver a coordinated and robust approach to parent engagement and antenatal education as part of the Start for Life Programme. This will include creating effective multi-agency referral pathways for families who may require additional support.

Support workforce development around antenatal education with the aim to build capacity and increase the number of antenatal education sessions offered to expectant parents

## Clinical

Maintain a high standard of midwifery care based on evidence-based practice.

Give clinical advice and guidance to other professionals as required.

Assess complex individual needs and develop an effective care plan

Involve other agencies and practitioners in care planning to meet complex needs



Promote

positive infant feeding including supporting breastfeeding in line with the BFI agenda, starting in antenatal period.

Keep up to date with changes and developments in midwifery care and co-operate in any research projects applicable to the maternity unit.

Be confident and competent in all areas of midwifery, therefore able to carry out total midwifery care during the whole period of the confinement.

Participate in review of clinical practice.

This post involves manual handling tasks and jobholders need to be aware of the Health & Safety Policy on manual handling of loads.

Maintain statutory records and any other records and statistics that are required locally, including information technology of PROTOS maternity computer systems.

To attend relevant and mandatory in-service training including CTG, obstetric emergencies, child protection and Health & Safety in accordance with national recommendations and Trust guidelines.

Maintain personal records of training for the purpose of personal development, midwifery supervisory audit and CNST assessment

### **Managerial**

Assist with orientation programmes of new members of staff.

Supervise the work of the non-midwife, qualified or unqualified staff as well as midwifery, medical and nursing students.

In the absence of the Band 7 Midwives assist in the day to day management of the ward/unit and act up into the post as required.

Ensure the safe storage and use of equipment in accordance with the Trust policy.

Be responsible for the safe administration of drugs in accordance with Trust policy and Statutory Rules and Regulations.

Participate in the individual performance review/appraisal system on an annual basis in line with Trust policy.

To act as a mentor for student midwives and student nurses and to liaise with midwifery tutors as necessary.



### Report

complaints, incidents and accidents to the Midwifery Sister and assist in their investigation and resolution.

Attend relevant meetings as required: Labour Ward Forum; Curriculum Management; Clinical Governance; Audit and Quality Assurance.

### **Leadership**

Contribute to evaluation of the performance of the maternity department.

Lead on parent education data support and maintenance, ensuring accurate and up-to date records

Conduct audits to assess and continually improve overall quality of parent education programs

Develop personal resources, show self-confidence and confidence in team.

Act as an effective role model for students and other staff.

Facilitate and develop staff by motivating them and encouraging their creativity.

Act as the midwifery lead for Family Hubs, through actively influencing policy and practice and ensuring Family Hub and Start for Life information is disseminated across midwifery

### **GENERAL**

*The following statements must be included (within the exception of 7, which only applies to clinical staff and 9, which only applies to posts that require professional registration).*

1. To work in accordance with the Trust's, 'Here for you' standards to consistently demonstrate the behaviours required to fulfil the promises we have made to the people of Croydon. These promises, developed with our patients, carers and staff help us deliver the pledges in the NHS Constitution and our own corporate objectives.

The post holder is required to carry out his/her role in accordance with the organisation values, standards and behaviours, in a Professional, Compassionate, Respectful and Safe way.

2. To ensure that Croydon Health Services Trust's policies and procedures are adhered to.
3. To have responsibility for the Health, Safety and Welfare of self and others and to comply at all times with the requirements of the Health and Safety Regulations and the Trust's Health and Safety policies and procedures.



4. To ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity in accordance with the provisions of the Data Protection Act and its amendments.
5. To work in accordance with the Trust's policies to eliminate unlawful discrimination and promote equality and diversity in the workplace. To positively promote at all times equality of opportunity in service delivery and employment in accordance with Trust policies, regardless of age, disability, race, nationality, ethnic or national origin, gender, religion, belief, sexual orientation or domestic circumstances.
6. To adhere to the Trust Infection Control Policy, procedures and guidelines, and in particular practice strict hand hygiene at all times while carrying out clinical duties, in line with the responsibilities placed on employees by the Health Act 2006: Code of Practice for the prevention and control of healthcare associated infections (HCAIs). The prevention and control of HCAIs must be embedded into everyday clinical practice and applied consistently.
7. All clinical staff hold responsibility for ensuring they have sound knowledge of standard infection control precautions and that no omission on their part or within the sphere of their responsibility is detrimental to the interests or safety of their patients, visitors and colleagues. Clinical staff must keep their infection control knowledge and skills up to date by attending the Trust's mandatory infection control training, a record of which will be kept and information provided to line managers as required.
8. To comply with the Trust's Safe Guarding Children and Vulnerable Adults policies, procedures and protocols. All individual members of staff (paid or unpaid) have a duty to safeguard and promote the welfare of children, young people and vulnerable adults This will require you to:
- Ensure you are familiar with and comply with the London Child Protection Procedures and protocols for promoting and safeguarding the welfare of children and young people.
  - Ensure you are familiar and comply with the Croydon Multi Agency Safeguarding Vulnerable Adults Pan London Procedures.
  - Ensure you are familiar and comply with local protocols and systems for information sharing.
  - Know the appropriate contact numbers and required reporting lines.
  - Participate in required training and supervision.
  - Comply with required professional boundaries and codes of conduct

NOTE:

- A child is someone under the age of 18 (this would include unborn children).
- A vulnerable adult is 'someone who is or may be in need of community care services by reason of mental or other disability, age or illness; and who is or may be unable to take care of him or herself, or unable to protect him or herself against significant harm or exploitation' (this includes carers).

Copies of the Protocols and Procedures are available on the Trust Intranet under Child Protection. Staff are advised on how to access the appropriate contact numbers and the Protocols and Procedures when attending Safeguarding training. Updates and revisions are notified to all staff via 'What's New'.





9. To

work within the NMC Code of Professional Conduct and Scope of Professional Practice.

10. Budget Holders are responsible for adherence to Standing Financial Instructions

11. Managers are responsible for adherence of maintaining expenditure within budget and addressing deviations from budget

12. To undertake such other duties as may be reasonably required from time to time as are consistent with the responsibilities of the post.

### You are the difference –Staff Pledges

All staff are expected to demonstrate a considerate and respectful attitude.

I will always introduce myself to patients and other staff “Hello my name is”

If I see that someone looks like they need help, assistance or they look lost – I will always – Can I help you?

If I can't help you I will always ensure that I refer you to someone who can

If I see behaviour that is inappropriate I will feel empowered and supported to always challenge it

This job description is not an exhaustive document, but is a reflection of the current position. The job holder may from time to time be asked to undertake other reasonable duties. Any change will be made in discussion with the job holder in light of service needs.

### Job Description Agreement

This job description can be updated annually as part of the personal development plan.

This job description has been updated and agreed by:

Current post holder : .....

Date: .....

Line Manager: .....



Date

.....

## PERSON SPECIFICATION

**JOB TITLE:** Midwife

**BAND:** 7

**DEPARTMENT:** Women's Services

**DATE:** 15/05/2023

	ESSENTIAL	DESIRABLE	HOW TESTED
<b>EDUCATION AND QUALIFICATIONS</b>	<p>Registered Midwife.</p> <p>Mentorship for practice /997 /998 course or other Mentorship course.</p> <p>Master's degree or willingness to work towards achieving</p>	<p>Relevant Degree.</p> <p>Documented evidence of further studies: personal portfolio.</p> <p>Practice teacher or other teaching qualification</p>	A/F I
<b>KNOWLEDGE AND UNDERSTANDING</b>	<p>Awareness and understanding of current national and local midwifery issues.</p> <p>Understanding child protection and safeguarding.</p> <p>Awareness of risk management.</p> <p>Ability to make appropriate clinical decisions in the light of research evidence, informed choice and individual circumstance</p>	<p>Understand systems of team approach in midwifery.</p> <p>Understanding the change process.</p> <p>Understanding of Croydon's local demographic and the needs and challenges faced by Croydon's families</p>	A/F I



	<p>A strong understanding of equalities issues in relation to provision of services to for children and families</p> <p>A good understanding of the Family Hub approach, and how it benefits families</p>		
<b>EXPERIENCE</b>	<p>Worked in a variety of settings utilising all midwifery skills. Demonstrate an understanding of research based midwifery care. Ability to deal with problems logically as they arise.</p> <p>Experience of delivering parent support in a group or one to one setting</p> <p>Proven experience post midwifery qualification.</p> <p>Experience of working in a multi-agency setting with a variety of partner agencies</p> <p>Experience of delivering workforce development initiatives</p>	<p>Experience working within a continuity team. Understanding of Children's Act. Has been involved in midwifery related research.</p> <p>Appreciation of counselling skills.</p> <p>Relevant experience of developing, implementing and evaluating health improvement interventions</p>	AF I
<b>SKILLS/ABILITIES</b>	<p>Effective written and verbal communication.</p> <p>Practice as an autonomous midwife in the acute and primary care setting.</p> <p>Demonstrate good organisation skills.</p>	<p>Motivated to develop clinical skills.</p> <p>Examination and assessment of the newborn (NIPE trained).</p> <p>Ability to influence key stakeholders, including senior leadership</p>	AF I



	Ability to build and manage effective and resilient relationships inside and outside of the organisation  Extensive IT knowledge		
	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>HOW TESTED</b>
	Ability to think logically, prioritise and use initiative.	Evidence ability to: Administer intravenous medicines, cannulation, perineal suturing. Scrub practitioner for LSCS.	AF/I
<b>OTHER</b>	<p>Motivated and can work proactively.</p> <p>Calm, pleasant personality.</p> <p>Can deal with staff/patients in a sensitive manner.</p> <p>Assertive.</p> <p>Enjoys working as a team member.</p> <p>Professional appearance and manner.</p> <p>Able to work in a multicultural environment.</p> <p>Ability to adapt to meet changing needs and work under pressure.</p> <p>Ability to work flexibly, including evenings and weekends</p>	<p>Good leadership and organisational skills</p> <p>Participate in working groups i.e:</p> <ul style="list-style-type: none"> <li>- Labour Ward Forum</li> <li>- Audit</li> <li>- Quality Assurance</li> <li>- Clinical Governance</li> <li>- Curriculum Management</li> </ul>	AF I





<b>PHYSICAL QUALITIES</b>	<p>Good general health.</p> <p>Able to undertake all duties of a midwife in the hospital and community setting.</p>		
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A= Application    T= Test    I=Interview

