

JOB DESCRIPTION

Job Title	Stop Smoking Practitioner		
Directorate	Public Health		
Reporting to	Stop Smoking Team Leader		
Grade	11		
Evaluation ref:	AG0800	Job Family ref:	
Role Purpose			
<p>The Stop Smoking Practitioner plays a vital role in improving the health and wellbeing of Somerset residents by providing evidence-based behavioural support and access to stop-smoking therapies. Through one-to-one, group, and telephone-based interventions, the role empowers individuals to make informed decisions about quitting smoking and supports them throughout their quit journey. Practitioners tailor support to each client's needs, ensuring adherence to national and local clinical guidelines and maintaining high-quality data in line with Russell Standards.</p> <p>Working as part of the Smokefree Somerset Service, the role collaborates closely with other health professionals, community organisations, and services working with high-risk or vulnerable groups. By delivering outreach, promotional activities, and training to partner agencies, the Stop Smoking Practitioner helps extend the reach of the service and contributes to reducing health inequalities across Somerset. The role also supports the wider public health agenda by promoting behaviour change, encouraging referrals, and fostering smokefree environments across communities.</p>			
Accountabilities			
<p>Explain to clients (individuals wanting to stop smoking/vaping*) the principles of Stop Smoking Services so that they can make an informed choice to stop smoking or vaping, either through engaging with the local stop smoking service or through other commissioned or publicly available resources.</p> <p>Explain the impact of smoking on all areas of an individual's health, e.g. increased risk of heart disease, stroke, lung diseases, and dementia.</p> <p>Explain the impact of active and passive smoking throughout the life course.</p> <p>Working seamlessly across the GoSmokefree and Smokefree Families programmes of the Smokefree Somerset Service when required - in response to service needs or change.</p> <p>Motivate and empower clients to make behaviour changes, including the use of techniques such as Motivational Interviewing and Cognitive Behavioural Therapy. Based on assessed individual-centred needs, clients are encouraged and supported to attend face-to-face group based, and telephone one-to-one support until the end of the course of medication - a minimum of 12 weeks for all clients.</p>			

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Devise and/or deliver a client-led treatment plan in concordance with national and local guidelines, including clinical governance. Effectively manage the issue of the quit attempt until it is resolved. For clients choosing face-to-face support, this will include CO (Carbon Monoxide) monitoring.

Advise and guide clients in the selection of medications and/or vaping devices, and issue approved non-prescription products as required, in accordance with local protocols OR recommend prescription medications via Patient Group Directive (PGD) or GP routes as appropriate.

Manage a client caseload, including follow up of non-attenders and completion of accurate data on the service database, to comply with Russell standards.

Stop Smoking Practitioners will be expected to provide, manage, and maintain positive and encouraging support environments, requiring an understanding of individual enabling and group dynamics and to put these into practice.

Participate in promotional events.

Ensure safe keeping of personal stock of stop smoking medications and equipment in accordance with any local protocols, maintain sufficient personal stock to meet anticipated demand, and ensure all issued stock is properly recorded. This will be through a computer-based system to ensure medications are within expiry dates, temperature controlled, allocated according to the need of the individual, and an audit trail is available to know who received NRT (Nicotine Replacement Therapy) / vape products in the case of recall.

Work regular evening and/or weekend sessions in accordance with rosters to meet service need, and to be flexible in providing 'cover' for sick and annual leave.

Provide support and/or training to other stop smoking providers and partners e.g. GP and Pharmacy staff, School Nurses and Midwives.

Deliver training to health and other professionals in relation to smoking cessation, such as Very Brief Advice (VBA) and Make Every Contact Count (MECC).

Utilise social media to promote and support the service, and to engage with clients e.g. running of face book groups.

Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

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Contacts & Relationships

1. Clients wishing to be supported to stop smoking or vaping.
2. Children from the age of 12 years can receive NRT treatment but not vapes. Younger children can be seen but not receive NRT or vapes.
3. People from target populations, e.g. routine and manual workers, those with long term health or mental health conditions, Lesbian Gay Bisexual and Transgender (LGBT), those living in areas of deprivation, and pregnant people with their significant others.
4. GP and Pharmacy staff.
5. School Nurses, Health Visitors, and Midwives.
6. Public Health service providers, e.g., NHS Health Checks and Lung Health Screening programmes.
7. Somerset Council services, social care services.
8. Primary Care Networks and hospitals.
9. These relationships will largely be providing support and advice to individuals wanting to stop smoking/vaping via a group, one-to-one or telephone setting and working with front line health and care professionals to encourage referrals to the support available.
10. Workplaces as a setting to deliver stop smoking support. This may include liaising with on-site staff to arrange and promote sessions and delivering support to individuals wishing to stop smoking/vaping.

*Whilst this job description references both smoking and vaping, the primary focus is on smoking cessation, as smoking is the largest preventable cause of ill-health and death.

Knowledge / Experience / Skills

	Essential	Desirable
Knowledge		
An understanding of group work skills / group dynamics and the ability to put these into practice.	X	
Knowledge of the impact of smoking and vaping on health and wellbeing outcomes.	X	
A good understanding of the effects that smoking and second-hand smoke has in pregnancy on parent, baby and families.	X	
Awareness of the debates surrounding the use of vapes/e-cigarettes.		X
Knowledge of pharmacotherapy issues relating to stopping smoking (training will be provided).		X
Knowledge of current trends and underlying principles in the need to reduce tobacco consumption and vaping from a public health perspective.		X

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Knowledge of behaviour change models.		X
Understanding of the concepts of health promotion theory and practice.		X
Experience		
Experience of working in a related field.	X	
Experience of managing a caseload.	X	
Experience of delivering stop smoking/ vaping behavioural support and treatment.		X
Qualifications / Registrations / Certifications		
BTEC, HND or Degree or equivalent professional qualification in a relevant field e.g. public health, health promotion, social care, psychology OR Previous experience of working in a related/similar field	X	
Motivational Interviewing or Behaviour Change training/ experience.		X
Make Every Contact Count (MECC).		X
<u>Basic NCSCT accredited training:</u> <ul style="list-style-type: none"> • Very Brief Advice on Smoking (VBA+). • Stop Smoking Practitioner. 		X
<u>Additional Speciality Modules:</u> (training will be provided). <ul style="list-style-type: none"> • Mental Health and Smoking Cessation. • Pregnancy and Smoking Cessation. • Stop Smoking Medications. • Very Brief Advice on Second Hand Smoke; promoting Smokefree homes and cars. • Vaping: A Guide for Healthcare Professionals. <p>The above courses can be found at www.ncsct.co.uk</p> <p>The above courses must be obtained within the first month of starting this role.</p>		X
Skills		
Facilitation skills with both clients and professional groups. Ability to build and maintain good working relationships with groups and individuals across a range of backgrounds and settings.	X	
Writing and maintaining concise records.	X	
Computer literate, using MS Office suite of programmes.	X	

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Assessment and counselling skills (group and individual).	X	
Ability to adapt to new working practices in response to organisation change and shifts in evidence base.	X	
Self-awareness and self-management to work on own initiative and as part of a team.	X	
Good organisational skills and ability to work to deadlines	X	
Excellent written and verbal communication skills.	X	
An enthusiasm for improving health and wellbeing outcomes	X	
Commitment to professional and organisational development.	X	
Good interpersonal skills.	X	
Intellectual flexibility.	X	
Professional telephone manner.	X	
Strong administration skills.	X	
Working effectively with others, including with clients and their support networks.	X	
Excellent client database input skills.	X	
Working Conditions		
Dimensions of the role		
Working Arrangements		
<i>Somerset Council's Dynamic Working Strategy will be applied to this position.</i>		
Corporate Accountabilities		
Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.		

Date: