**Tobacco Use in Pregnancy Project Outreach Coordinator**

**Job Description**

**Position Title:**  Outreach Coordinator, Tobacco Use in Pregnancy Project

**Job Type:**   Part-time contractual position

**Project Period:** March 1, 2025 to September 30, 2025

**Project-Based Fee:** $30,000 - Rate based upon an average of 20 hours per week.

**Brief Project Description:**

The project is aimed at increasing screening for tobacco and nicotine use among pregnant women in maternity care practices and referrals for cessation counseling services.  The goal of the project is to expand the [Baby & Me Tobacco Free Program](https://babyandmetobaccofree.org/) (BMTFP) to serve 200 women within the project time period. BMTFP is a national smoking and nicotine cessation program that targets telehealth cessation services to pregnant and postpartum women and their family members.  Five pilot sites (clinics) will be engaged whose service areas include hospitals with the highest maternal smoking rates in the state.  (Target areas: Logan Regional Medical Center, Logan; Mon Health Stonewall Jackson Memorial Hospital, Weston; Raleigh General Hospital, Beckley; WVU Medicine Thomas Memorial Hospital, South Charleston; and Davis Medical Center, Elkins). Each clinic will receive the Perinatal Partnership’s “Help2Quit” training on smoking and nicotine cessation for pregnant and parenting women.

**Duties of Outreach Coordinator:**

* Promote the BMTFP to WV maternity care providers, their staff, community members, and pregnant women.
* Collaborate with Partnership staff, BMTFP staff, and graphic designer on the development of marketing materials and social media efforts to promote Baby and Me Tobacco Free Program / Help2Quit.
* Ascertain the practices providing the majority of prenatal & postpartum care to the 5 hospitals in the targeted regions and establish contact with those practices.
* Recruit five obstetric practices to engage in the project as the pilot sites.  This will be performed in coordination with the Project Director.
* Assess the pilot sites' training needs and existing procedures and policies for screening and referring women for smoking cessation treatment.
* Schedule and coordinate training for the five pilot sites to receive initial Help2Quit education. The trainings are to include all staff involved with patient care and workflow.
* Provide technical assistance and support to the pilot sites to become “cessation-friendly” practices including assistance with designating a project champion.
* Assist with clinical workflow, billing, resources, and troubleshooting issues regarding program implementation.
* Establish a reporting method for project site champions to keep records of referrals and enrollment status as well as individual cessation progress among their patients.
* Track referrals and progress in each practice and report monthly to the Project Director.
* Participate in weekly meetings with the Project Director and other members of the Partnership staff working on behavioral health issues affecting pregnancy outcomes; Participate in monthly staff meetings of the WV Perinatal Partnership; monthly meetings with the BMTFP team, and quarterly meetings of the statewide Tobacco Free Families Advisory Council.
* Host monthly virtual meetings with pilot site champions and quarterly in-person meetings to discuss progress and workflow issues, identify successes and barriers to enrollment, and the need for further training and/or technical assistance.

**Qualifications**

* Bachelor's degree in a related field.
* Excellent communicator with interpersonal skills and the ability to build rapport and trust with providers and program staff.
* Strong written and verbal communication skills.
* Ability to establish and maintain effective working relationships with many different stakeholders and constituencies.
* Knowledge of issues related to maternal health and nicotine/tobacco cessation. Need not be an expert but awareness of and experience with issues faced by this population a plus. The willingness to learn is essential.
* Experience working with systems of care for pregnant and postpartum people, specifically medical clinics and/or behavioral health care services.
* Well organized and detail-oriented with the ability to prioritize multiple tasks and meet deadlines.
* Ability to work independently and take initiative.
* Willing to work in a collaborative environment and receive constructive feedback from colleagues.
* Experience using Microsoft Office, including Word, Excel and PowerPoint.

**Work Location and Travel**

The position is remote, and travel to and within the five targeted regions (southern and central counties) of WV is an integral part of this position. Qualified candidates will need dedicated office space or a home office. Access to reliable internet and cellphone service is necessary in order to fulfill responsibilities.

**To Apply**

The Partnership would like to fill this position as quickly as possible. Please send a current resume or CV along with references to Juliana Frederick Curry, Tobacco Project Director at [jfcurry@wvperinatal.org](mailto:jfcurry@wvperinatal.org). Review of applicants will begin immediately and continue until the position is filled.

The WV Perinatal Partnership maintains a strong organizational foundation that supports and encourages behaviors that improve maternal and child health as well as the health of the public. We strive to support and encourage breastfeeding, tobacco and nicotine cessation, substance use disorder treatment, maternal mental health services, infant safe sleep practices, contraceptive access, and healthcare access and equity. The Partnership has a commitment to equal opportunity and non-discriminatory employment practices and seeks candidates who are similarly sensitive to the needs of and possess an interest in working in a perinatal community that is diverse with regard to gender, race, ethnicity, religion, nationality, sexual orientation or identity, and disability status.

To learn more about the WV Perinatal Partnership please visit our website at [www.wvperinatal.org](http://www.wvperinatal.org).