

# Job Description



<b>Job Title:</b> Team - Baby Feeding Supporter	<b>Service Area:</b> Children's Health 0-19 Service	
<b>Directorate:</b> CYPS	<b>Post Number:</b>	<b>Evaluation Number:</b> 5619
<b>Grade:</b> Scale 5	<b>Date last updated:</b> February 2023	

## **People at the heart of everything we do**

We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

## **Equality and diversity**

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

## **Protecting our staff and services**

Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

## **Corporate parent**

We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

## **Overall Purpose of Job**

The Health Visiting Service contributes to the London Borough of Newham (LBN) key priorities set out in the corporate plan for children, young people and families and in accordance United Nations (UN) Convention on the Rights of the Child<sup>1</sup>.

The post holders will be members of the Health Visiting Service, working within the Newham Baby Feeding Service. They will contribute to the provision of infant feeding support as a part of delivery of the Healthy Child Programme (HCP) in the London Borough of Newham.

<sup>1</sup> United Nations Convention on the Rights of the Child (1990)

The Health Visiting Service has achieved Stage 2 Unicef Baby Friendly Initiative (BFI) accreditation and is working towards full accreditation, as such, you will be expected to incorporate the Baby Friendly standards in all aspects of your role.

The post holder will undertake duties as delegated by the Infant Feeding Coordinator and Integrated Team Manager, providing support and information to parents in Newham around infant feeding, to complement the core infant feeding support offered by the Health Visiting Service

The post holder will work as part of the LBN public health nursing team, liaising and working with statutory and voluntary agencies to promote the health and wellbeing of the local population as delegated.

The post holder will assist and support the children and young people's public health workforce (0-19) to improve initiation, exclusivity and positive experience of breastfeeding in Newham.

Using a client-centred, counselling skills approach, the post holder will support parents to find solutions to common infant feeding issues and concerns enabling more mothers to reach their breastfeeding goals; support parents who use formula to do so as safely as possible; to support parents to introduce healthy, family foods at around 6 months; support healthy weight for baby, mother and family, support maternal and infant mental health and well-being, including supporting, parents to develop reciprocal, close and loving relationships with their babies.

The post holders will be required to undertake the key functions of the role in a timely manner including liaison with Health Visiting and CHIS staff to share confidential, patient identifiable clinical data and information on a daily basis to facilitate clinical service delivery to local children and families living in Newham.

The post holder must follow LBN Safeguarding and Data Protection procedures.

The post holder will report to the Infant Feeding Coordinator.

The post holder must attend mandatory training as applicable to the role.

The post holder has no budget responsibility

The post holder will be required to adhere to this dress code of smart but casual.

## **Job Summary**

Sessional infant feeding support including; providing support via video calls, phone calls, text messages and emails, and face to face including at Newham Baby Feeding Cafes , supporting the Infant Feeding Co-ordinator with audit and administration as part of Unicef Baby Friendly Initiative accreditation.

Using a person-centred, non-judgemental approach, supporting all parents to feed their babies as safely as possible including breastfeeding, bottle feeding and introducing solid foods.

Drawing on in depth knowledge of lactation to support mothers to manage common early days problems; supporting increased initiation, prevalence and satisfaction of breastfeeding in Newham.

Supporting maternal and infant mental health and well-being, including referral and signposting as appropriate.

Recording of activity and data at end of each shift to support information sharing with health visiting colleagues.

Maintaining mandatory training and supervision.

### **Key Tasks and Accountabilities:**

- Modelling London Borough of Newham's HEART values.
- Working collaboratively with other members of Newham Baby Feeding Service to cover the Baby Feeding Helpline and Cafes across the week (7 days)
- Responding in a timely manner to parents' phone calls, voicemails, text messages and emails, offering return video or phone call, platform as preferred by the client, (i.e. What's App, Zoom, Skype)
- Supporting parents with baby feeding questions and concerns; providing support and evidence based information.
- Signposting parents to appropriate partner services and follow up where necessary.
- Maintaining excellent listening and communication skills using a strengths based approach, supporting parent's own learning and self-efficacy.
- Providing follow up with reliable, evidence based resources (i.e. LBN website; NHS; Unicef; Institute of Health Visiting (iHV); National Childbirth Trust (NCT), La Leche League (LLL)
- Liaising with Infant Feeding Coordinator and Health Visiting Service where there are concerns outside of remit of Helpline. Communicating effectively and professionally with all members of the multidisciplinary team and with outside agencies involved in provision or planning of care.
- Documenting support provided and on electronic healthcare records (RiO).
- Demonstrating awareness of the needs of clients/families from diverse ethnic/family groups.
- Maintain knowledge and understanding of trust guidelines and policies appropriate to the role and demonstrate evidence-based practiced based on these and Baby Friendly standards.
- Attend and take an active part in team meetings.
- Participate in individual performance reviews.
- Identify and pursue own educational and professional development including mandatory training.
- Following all LBN Safeguarding and Data Protection policies and procedures.
- Attending monthly 1:1/ supervision with Infant Feeding Co-ordinator

# Personal Specification



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<b>Directorate:</b> CYPS	<b>Post Number:</b>	<b>Evaluation Number:</b> 5619
<b>Grade:</b> Scale 5	<b>Date last updated:</b> February 2023	

## IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

## EQUALITY AND DIVERSITY

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

## PROTECTING OUR STAFF AND SERVICES

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

CRITERIA- Essential	Desirable	METHOD OF ASSESSMENT
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<p><b>KNOWLEDGE:</b></p> <p>In depth knowledge of lactation, the value of breastfeeding, and common issues including awareness of how to support mothers to establish and maintain breastfeeding</p> <p>When exclusive breastfeeding isn't possible, knowing how to support parents to use formula milks safely, and bottle feed responsively.</p> <p>Understanding of how to support parents to introduce solid foods appropriately to protect healthy weight.</p> <p>Ability to recognise issues with maternal mental health, and respond appropriately: provide listening support / signpost / refer appropriately</p>	<p>How to identify tongue tie and refer as appropriate</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p><b>EDUCATION/QUALIFICATIONS</b></p> <p>Breastfeeding Counselor or equivalent trained by either ABM, BfN, LLL or NCT with supervision or reflective support up to date</p> <p>Computer skills – Excel; Outlook; Zoom; What's App video</p> <p>Perinatal Mental Health Peer Supporter</p>	<p>Teaching experience</p>	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p><b>SKILLS AND ABILITIES:</b></p> <p>Excellent communication skills, professional, emotionally intelligent and able to communicate effectively in diverse situations.</p> <p>Client centred, able to signpost and encourage clients to develop own support network i.e. sharing details of children's centres and VCS</p>	<p>Experience supporting via phone / virtual and in person</p> <p>Baby Friendly Initiative mothers' audit</p>	<p>Application and Interview</p> <p>Application and interview</p>

<p>Accurate reporting skills: timely, accurate records and data submission to CHIS for RiO healthcare records after each shift.</p> <p>Positive, enthusiastic and collaborative team work approach to improve the Service.</p> <p><b>EXPERIENCE:</b></p> <p>Lived experience breastfeeding own child.</p> <p>Minimum 1 years' experience supporting infant feeding.</p>		<p>Application and interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p><b>PERSONAL STYLE AND BEHAVIOUR:</b></p> <p>Warm, compassionate and non-judgemental.</p> <p>Efficient and friendly team player</p> <p>Well – presented.</p> <p>Self – motivated and able to work autonomously.</p>		<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
<p><b>OTHER SPECIAL REQUIREMENTS:</b></p> <p>On call, flexible shifts Monday – Sunday 9am – 5.00pm</p> <p>This post is subject to an enhanced DBS check.</p>		<p>Application Form/Interview</p> <p>Satisfactory clearance at conditional offer stage</p>

- LBN Heart values:

