

Job Description



Job Title: Senior Specialist Baby Feeding Supporter	Service Area: Children’s Health 0-19 Service / Family Hubs	
Directorate: CYPS	Post Number:	Evaluation Number: 7061
Grade: PO2	Date last updated: February 2024	
<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>		

Overall Purpose of Job

The London Borough of Newham (LBN) has been identified as one of the 75 local authorities chosen to trial a new-style family support centre – known as a “Family Hub”. They will be created in Newham through a £4 million Family Hubs & Start for Life grant fund successfully secured by the Council from Central Government. The “Family Hub” concept is an approach that ensures services and professionals work better together to provide families easier access to services in their local community. It will include, for example, health services (antenatal, maternity, health visitor, school nurses), early years and childcare, education, parenting support, safety and relationship support.

The Senior Specialist Baby Feeding Supporter (Family Hubs) will contribute to fulfilling the minimum requirements of the Family Hubs Programme. At its core, this includes providing support and guidance to parents in Newham to help improve breastfeeding initiation, exclusivity and support families with their wider infant feeding goals. The post holder is expected to incorporate UNICEF Baby Friendly standards in all aspects of their role.

The post holder will be a member, of the Health Visiting Service, working within the Newham Baby Feeding Service. They will contribute to the provision of infant feeding support to achieve the key outcomes of the Healthy Child Programme (HCP) 2023, NHS long Term Plan (2019, updated 2023), national Family Hubs priorities and LBN Public Health priorities (50 Steps).

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 Child¹.

The Health Visiting Service has achieved Stage 2 UNICEF Baby Friendly Initiative (BFI) accreditation and is working towards full Stage 3 accreditation in 23/24 financial year.

The post holder will be expected to incorporate the Baby Friendly standards in all aspects of his/her 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 have delegated operational management duties to support the Specialist Baby Feeding Supporter and sessional Baby Feeding team members as delegated by the Infant Feeding Coordinator in LBN.

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 holder will be the first point of call for any concerns identified by the team and will follow the appropriate process within the service to escalate to the Infant Feeding Coordinator for escalation to the service Risks and Issues Log.

The post holder 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

¹ United Nations Convention on the Rights of the Child (1990)

and families living in Newham. They will also be expected to collaborate with other parts of Newham's infant feeding system, such as with Maternity Services, commissioned services and voluntary organisations.

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 has delegated line management responsibilities within the team.

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

Job Summary

The Senior Specialist Baby Feeding Supporter will:

Deliver education, information and support within antenatal and postnatal workshops; in person at Newham Baby Feeding Cafes and other community events.

Provide support to clients using a range of communication methods including video calls, phone calls, text messages and emails;

Manage the practical day to day smooth running of the Baby Feeding Team roster and organize the messaging service for the Helpline.

Be responsible for the implementation, management and review of the Breastfeeding equipment loan scheme funded through the Family Hubs programme.

Be responsible for the equipment asset register in order to track availability, manage the stock control against costs and provide monthly reports for efficient stock control across the Family Hub Networks

Provide representation at internal and external events (Newham Infant Feeding Steering Group; Newham Infant Feeding Working Group) in the absence of Infant Feeding Coordinator or as delegated by the Integrated Team Manager.

Work with the Infant Feeding coordinator in efficiently managing the Baby Feeding Team rota including maintenance of the mobile message and call-forwarding to ensure efficient service cover 7 days/ week.

Completed / be willing to undertake UNICEF BFI Breastfeeding and Relationship Building course.

Undertake the UNICEF BFI Train the Trainer courses within the first year of commencing role in order to support delivery of training across the multi-disciplinary teams.

Promote breastfeeding to pregnant women, their families and the wider community in Newham and to provide information and support to enable women to breastfeed their babies for as long as they wish. Where exclusive breastfeeding is not possible, to support parents to make informed decisions around safe and responsive bottle feeding.

Support all parents to develop close and loving relationships with their babies.

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

Draw on in depth knowledge of lactation to support mothers with complex multi-factorial infant feeding challenges including physical, psychological and social barriers, enabling women to reach their own infant feeding goals; supporting increased initiation, prevalence and satisfaction of breastfeeding in Newham.

Work collaboratively with health visitors in the co-ordination of care-plans including where appropriate assessing and referring to GPs, tongue tie service, Speech and Language Therapies (SALT), dieticians and other specialist services.

Arrange loan of breastfeeding equipment when required as part of a feeding plan, teaching mothers how to use equipment safely.

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

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

Support the Infant Feeding Co-ordinator to deliver teaching sessions for health visiting, Children Centres, GPs and Voluntary Sector staff and other partners within Newham in line with the UNICEF-BFI standards.

Assist with Family Hubs reporting requirements, with the support of Newham's Public Health team and Family Hubs team.

Work in partnership with health visitors and voluntary sector partners to deliver outreach and stakeholder public health events.

Maintain mandatory training and supervision.

Key Tasks and Accountabilities:

- Model London Borough of Newham's HEART values.
- Work collaboratively with other members of Newham Baby Feeding Service under the direction of the Infant Feeding Co-ordinator (IFC) to co-ordinate cover for the rota for the Baby Feeding Helpline, workshops and other events across the week (7 days)
- Efficient administration to facilitate the Baby Feeding Helpline call forwarding and messaging service to ensure efficient, timely response to clients.
- Maintain excellent data collection, recording and processing for service reporting including for Family Hubs and DfE requirements.
- Under direction of IFC, co-ordinate client feedback process, analysis and reflection for service improvement
- Co-ordinate the breastfeeding equipment loan scheme ensuring efficient storage, hiring, allocation and return of equipment.

- Provide monthly data on distribution and usage to evidence the Breastfeeding data against the set Family Hub targets and reporting requirements.
- Undertake audits as delegated by the Infant Feeding Coordinator or integrated Team Manager to achieve the service UNICEF baby friendly accreditation and quality outcomes targets
- Deliver culturally sensitive, co-produced group sessions to enhance complementary feeding practices in diverse local populations.
- Respond 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)
- Support parents with baby feeding questions and concerns; providing support and evidence based information.
- Signpost parents to appropriate partner services and follow up where necessary.
- Maintain excellent listening and communication skills using a strengths based approach, supporting parent's own learning and self-efficacy.
- Provide follow up with reliable, evidence based resources.
- Liaise with SBF, IFC and Health Visiting teams where there are concerns outside of remit of the role. Communicate effectively and professionally with all members of the multidisciplinary team and with outside agencies involved in provision or planning of care.
- Demonstrate 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 practice based on these and UNICEF Baby Friendly Initiative 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.
- Follow all LBN Safeguarding and Data Protection policies and procedures.
- Attend monthly 1:1/ supervision with Infant Feeding Co-ordinator

Personal Specification



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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
KNOWLEDGE: In depth knowledge of lactation, the value of breastfeeding, and common issues including awareness of how to support mothers to establish and maintain breastfeeding	Knowledge of culturally sensitive approaches to supporting optimal infant feeding.	Application and Interview

<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>Experience recording extensive data for analysis</p> <p>Skills supporting team dynamics to maintain efficient service cover</p> <p>Ability to co-ordinate messaging system and call-forwarding for a flexibly changing rota</p>		<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p>EDUCATION/QUALIFICATIONS</p> <p>International Board Certified Lactation Consultant (IBCLC), Breastfeeding Counsellor or equivalent with supervision or reflective support up to date.</p> <p>Computer skills – Word; PowerPoint; Excel; Teams; Outlook; Zoom; What's App video</p>	<p>UNICEF BFI Breastfeeding and Relationship Building</p> <p>Perinatal Mental Health Peer Supporter</p>	<p>Application and Interview</p> <p>Application and Interview</p>

<p>SKILLS AND ABILITIES:</p> <p>Excellent communication skills, both written and verbal, 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>Teaching skills delivering adult education</p> <p>Experience of mobile messaging system and call-forwarding co-ordination</p> <p>Excellent analytical skills to support analysis of data for reporting i.e. demographics to measure reach and service efficiency</p> <p>Good computer literacy and ability to use software packages: (Microsoft word/ excel, PowerPoint)</p> <p>Accurate reporting skills: timely, accurate recording of activity on electronic healthcare records.</p> <p>Positive, enthusiastic and collaborative team work approach to improve the Service.</p> <p>EXPERIENCE:</p> <p>Lived experience breastfeeding own child.</p> <p>Minimum 2 years' experience supporting infant feeding including in person, virtually, facilitating groups and delivering parent education.</p>	<p>Experience supporting via phone / virtual and in person</p> <p>Baby Friendly Initiative mothers' audit</p> <p>Knowledge of culturally sensitive approaches to supporting optimal infant feeding</p> <p>Experience of project implementation and delivery.</p>	<p>Application and Interview</p> <p>Application and interview</p> <p>Application and interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
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<p>Experience of working with a diverse population across Health/ Local Government or Vol. Sector.</p> <p>Experience working collaboratively with multi-disciplinary team.</p> <p>Experience in having difficult conversations</p>		<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p>PERSONAL STYLE AND BEHAVIOUR:</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>OTHER SPECIAL REQUIREMENTS</p> <p>Monday – Sunday 9am – 8.00pm</p> <p>36 hours per week, shifts across the week including some weekend and evening work</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>