

All correspondence to:

The Breastfeeding Network
PO Box 11126, Paisley PA2 8YB
Admin Tel: 0844 412 0995
e-mail: admin@breastfeedingnetwork.org.uk
www.breastfeedingnetwork.org.uk

Guidelines for existing Registered Helpers and Supporters receiving direct payments from parents for work related to breastfeeding

Introduction

New applicants for BfN training will not be eligible for Registration with BfN if they work with families and are paid directly by that family for work related to breastfeeding. Please refer to the accompanying document: [Guidelines for those receiving direct payments from parents.](#)

This document provides guidance for existing Registered Helpers and Supporters working in roles related to breastfeeding for which they receive payments directly from families, or indirectly via another organisation which charges parents. It applies to Doulas and others working in similar roles, including, but not limited to, midwives or health visitors in private practice. This document replaces the Doula Guidelines (2007).

Guiding Principles

1. It is fundamentally important that parents and others with whom you come into contact are entirely clear about which role you are acting in at any time. This includes colleagues within BfN and those you may work with in other organisations, including for example the NHS.
2. You must not work in your paid role(s) with individual families to whom you have previously provided breastfeeding support on behalf of BfN.
3. Likewise, you must not offer support as a BfN Supporter or Helper to any family that you have previously charged for work in your other role(s).
4. This need for clear separation of your roles should be borne in mind when considering how and where you work; as a BfN Helper or Supporter and in your other role(s). Remember, it is more important to avoid the possibility of parents or colleagues confusing which role you might be acting in than just separating the hats in your own mind.
5. Where possible, one way of helping to achieve clarity is to restrict BfN activity to a separate geographical area to the area in which you undertake your other role. This helps to minimise the possibility of encountering the same clients.

To find your nearest Breastfeeding Supporter call the **Supporterline 0300 100 0210**

Calls provided by BT will be charged at 5 pence per minute. A call set-up fee of 3 pence per call applies to calls from BT residential lines. Mobile and other providers' charges may vary.

The Breastfeeding Network is a Company Limited by Guarantee Registered in Scotland Company No. 330639
Registered office Alexander Sloan, Chartered Accountants, 38 Cadogan Street, Glasgow, G2 7HF
The Breastfeeding Network is a Registered Scottish Charity No SC027007

Please discuss any current or potential situations with your Supervisor and refer to the Code of Conduct and Guidance Document. This will help you decide if your job is, or is not, directly related to promotion of products or services described in the accompanying guidelines.

Putting this into practice – some examples:

- If you are contacted by a woman on whose behalf you have received or are receiving payment, you may not provide breastfeeding support in the name of the BfN. In this situation, you should refer the mother to Supporterline, or if that would mean she would reach you, ask if you could give her details to another Supporter who would agree to ring the mother.
- Supporters who are active in another role locally should consider taking default calls on the helplines or asking to cover a different geographical area to the area in which they undertake their other paid role(s).
- If, during a Supporterline call, it becomes apparent that the woman you are supporting is a mother from whom or on whose behalf you have received payment, you should terminate the call sensitively, explaining the situation and either suggest that the mother rings again or that you can arrange as above for another Supporter to ring her.
- Supporters and Helpers who work in another related role in a hospital, for example as a doula or attending MSLC meetings in another private role, should not offer support or representation in the name of BfN at that same hospital. The same principle should be applied to other settings, for example, individual Children's Centres. Keeping the roles separate in this way avoids confusion amongst staff and colleagues concerning which role a BfN Supporter or Helper might be acting in at any given time.
- If your contact with a mother is through BfN (i.e. local leaflet, Supporterline, BfN Breastfeeding Centre, antenatal classes, working as a BfN Breastfeeding Supporter etc.) you must not agree to work with her in a paid capacity.

You should help to clarify your role by:

- Wearing your BfN badge at all times when supporting mothers face-to-face when representing BfN.
- NOT wearing your BfN badge or BfN clothing when in your other role. It is important that your client is clear that the service they are paying for directly is not being offered by BfN.

Advertising

When advertising your paid role you should keep the two roles separate:

- Your BfN Registration should not be used in the promotion of any commercial products or services.

- BfN qualifications should not be used in your advertising material or on any websites relating to your paid role.
- Avoid advertising or talking about your other goods or services in any BfN newsletter, or other BfN related materials, or when working in your BfN role or at any BfN event or Breastfeeding Centre/ Drop-In.
- Avoid using your business email address or signature line in an email or voicemail on a phone used for BfN activities.

Insurance

- Please seek clarity about which role you are acting in at any time and who is insuring you for that role. You are responsible for arranging insurance for any work you do with mothers for which you are paid directly.
- If you expect BfN to be responsible for insurance, you must ensure that your registration requirements are up to date and remember your badge, and abide by the Code of Conduct, the Guidance document, and these guidelines.

Supervision

It is important that all supervision and on-going study requirements are fulfilled for on-going registration with the Breastfeeding Network.

- You should take any issues arising from these dual roles to your BfN supervisor.
- You are responsible for arranging supervision outside BfN for your other work.
- Issues arising from your work in another role should not be brought to BfN supervision

May 2012
Date for review: May 2014