

Job Description:

Western Isles Peer Support Co-ordinator

Background of post

NHS Western Isles in partnership with the Breastfeeding Network (BfN) has been awarded Programme for Government funding to pilot a Peer Support Programme to support women in their own local environment. The aim is to establish and deliver a breastfeeding peer support service, working in partnership with the NHS Infant Feeding Support Nurse. The aim of the peer support service is to support families who choose to breastfeed to initiate breastfeeding and to support them to continue breastfeeding. The service will be provided mostly by 1:1 support through phone, text and face to face support. Support will be offered from around 37 weeks of pregnancy, through delivery and for around 6 weeks after delivery.

The service will enable those women who choose to breastfeed access to appropriate support services regardless of age, ethnic origin, religious beliefs, sexual orientation, social status and employment status.

- Offer 1:1 peer support on an opt-out basis for all pregnant women and postnatal breastfeeding mums
- Liaise with the Infant Feeding Team, Midwives and Health to identify women who would benefit from 1:1 breastfeeding peer support
- Provide information and support for parents before the arrival of their baby
- Provide ongoing support to enable women to continue breastfeeding for as long as they choose to
- Work within the Baby Friendly Initiative remit
- Provide support to and work in conjunction with other organisations and existing BfN Helpers/Supporters

Main duties

Personal

- Maintaining own BfN registration with regular supervision, mandatory training and continuing professional development.

Leadership

- Lead, support and motivate a team of volunteer Peer Supporters
- Coordinate delivery of the service i.e. allocating mums to the most appropriate peer supporter, future capacity planning
- Participate effectively in meetings with health professionals and local stakeholders as agreed with Project Manager
- Deliver key performance indicators to timescales as outlined in the funding contract
- Develop partnerships by engaging and communicating with other organisations e.g. NHS, Local Authorities and voluntary/community organisations
- Communicate key practical breastfeeding messages in a clear, persuasive and empathetic manner

- Work closely with the PfG Project Manager to deliver effective breastfeeding support in the Western Isles.

Service Management

- Receive personal details of new mums from the Infant Feeding Team and Midwives as appropriate
- Organise the work of Peer Supporters in consultation with NHS colleagues to meet the needs of the local area and ensure consistent levels of cover
- Looking at capacity of the volunteers in advance and on a daily basis according to availability changes, including keeping track of home visits booked
- Communicating scheduling changes with volunteer team and partner organisations
- Ensuring health professionals and other partner organisations are kept up to date with any changes to the service or volunteer capacity
- Work with the BfN Supervisor and NHS Volunteer Coordinator to support ongoing registration of volunteers and to enable access to BfN ongoing training and local NHS training as appropriate
- Ensuring resources (leaflets, books, dolls, contact forms, books etc.) are available as required
- Occasionally deputise for the PfG Project Manager

Data management, reporting and evaluation

- Keep an accurate database of contact details, training and activities of all Peer Supporters in line with BfN and local practices
- Retrieving statistics forms from Peer Supporters in line with GDPR regulations and BfN IG policy
- Keeping an accurate database and log of leads/contacts/conversations to report on BfN Peer Supporter activity
- Developing and evaluating feedback from service users
- Presenting reports to local stakeholders and attending meetings

Supervision and Training

- Sending supervision schedules to Peer Supporters
- Assisting staff and volunteers to meet ongoing BfN and NHS training requirements and to identify other development needs

Breastfeeding support

- Communicate key practical breastfeeding messages in a clear, persuasive and empathetic manner
- Offering support to families and health care professionals on the postnatal ward or via 1:1 support as needed

Community engagement

- Develop strong partnerships with NHS Western Isles staff, other organisations and community members, some of whom may have barriers to understanding health messages or accessing support
- Seek and take advantage of opportunities to promote the service to local communities, including planning events and/or exhibiting at external events

Compliance with Policies and Procedures

- Keep accurate and up to date records in line with BfN Information Governance policy, BfN Code of Conduct and relevant NHS WI policies
- Ensure compliance with BfN policies, including the BfN Equality & Diversity Policy, Health and Safety, Safeguarding and BfN Code of Conduct, Lone Working Policy and relevant NHS WI policies
- Work with the integrated team to ensure understanding and compliance with relevant NHS policies that impact on BfN staff
- Ensure that the volunteer team and service work in a way that supports equality and values diversity, which includes actions in relation to service users, volunteers, work colleagues, people in other organisations and members of the public
- Follow standard Health and Safety guidelines
- Ensure relevant risk assessments are maintained and undertake a proactive role in the management of risks in compliance with the Health and Safety at Work Act 1974 and subsequent legislation
- Support progression of Occupational Health requirements for staff and volunteers are met
- Take care of own personal safety and that of others

Person Specification: Western Isles Peer Support Co-ordinator

Please refer to this document carefully when completing your application form and preparing for your interview. You must demonstrate how you meet the criteria on your application form.

Qualifications	Essential	Desirable
Active Helper registration with the Breastfeeding Network, or equivalent qualification and willingness to undertake (or already enrolled on) BfN Supporter training	✓	
Active Breastfeeding Supporter registration with the Breastfeeding Network, or equivalent qualification		✓
Educated to a minimum of Higher Grade standard or equivalent		✓
Holds full driving licence and has access to a car		✓

Experience and Knowledge	Essential	Desirable
Experience of supporting mothers face to face with breastfeeding	✓	
Experience of working in a health or community setting in a paid or volunteer capacity		✓
Experience of home visiting and telephone support		✓
Knowledge of BfN and its policies and procedures and a commitment to its Code of Conduct, principles and approach	✓	
An awareness and understanding of supporting equality and valuing diversity within the role		✓
Experience of staff or volunteer management		✓
Knowledge of the local area and the specific issues that affect local residents	✓	
Understanding of how breastfeeding can help address inequalities	✓	

Understanding of issues of confidentiality when working with the public and volunteers	✓	
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Skills and Abilities	Essential	Desirable
Excellent leadership skills including the ability to motivate and manage a team	✓	
Ability to work effectively with colleagues, mothers and health professionals from diverse backgrounds and organisational cultures	✓	
Ability to represent the BfN in a positive and professional manner	✓	
Excellent written and oral communication skills for a variety of audiences	✓	
Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills	✓	
Excellent organisational skills, including prioritisation, time management skills and ability to work under pressure	✓	
Positive attitude and evidence of delivering results	✓	
Good numeracy skills with ability to process basic financial data (e.g. expenses, invoices)	✓	
IT skills (Word, Excel, email and internet)	✓	
Ability to produce and evaluate statistical data and make effective use of it in reports		✓
Ability to travel frequently within the local area and occasionally further afield to attend meetings/conferences/training	✓	
Ability to work flexibly including occasional evening and weekend work	✓	