

# **Job Description:**

## **Breastfeeding Friendly Stirling Peer Supporter**

### **Background of post**

With this project, we aim to increase awareness of the benefits of breastmilk and breastfeeding to the wider Stirling community and support local mothers and parents regardless of how they choose to feed their infant. This includes supporting breastfeeding, how to prepare infant formula safely, responsive bottle feeding and how to prepare and introduce appropriate first infant foods. We will target our support to areas of high deprivation where we know breastfeeding initiation and maintenance is low.

Supporting more families in Stirling to see breastfeeding as an option for them and increasing access to support to enable them to reach their feeding goals will contribute to reducing health and wellbeing inequalities for babies and children.

### **Main duties**

- The Breastfeeding Friendly Stirling (BFS) Peer Supporter will support volunteers and build links with local communities, partner organisations and businesses to raise awareness about the value of breastfeeding and how everyone has a role to support breastfeeding throughout the Stirling council area. Part of their role will be to raise awareness of the Breastfeeding Friendly Scotland scheme in the area.
- Set up and run a new peer support group in a community based venue making sure it is accessible to as many parents as possible and targeted at the communities with high levels of social deprivation and the lowest breastfeeding rates. The group will also offer a place for mums to meet other local women to help reduce isolation and build supportive social networks and somewhere to get support with their own mental wellbeing.
- Planning informal information sessions in the group to cover topics such as income maximisation, Best Start Foods and other Social Security Scotland payments and grants for families, access to free vitamin D supplements for breastfeeding women and infants and young children, accident prevention, dental health etc.
- To offer support via social media, phone call and Near Me video call if mums are not able to travel to attend the group.
- Deliver First Milk Matters Breastfeeding Awareness sessions to local council staff, partner organisations in the community including third sector organisations or to staff in schools. These might be online or face to face depending on Covid guidance. and to.
- Work with local volunteers to encourage businesses and organisations in Stirling to sign up to the national Breastfeeding Friendly Scotland scheme. The BFS Peer Supporter and volunteers will talk to businesses and community organisations about the scheme explaining how signing up can help to support local business as well as local mums by removing barriers to breastfeeding. The aim is to sign up 30 businesses between Feb-Aug 2022.
- Use social media to promote the Breastfeeding Friendly Scotland scheme and the support available in the local area. Including scheduling social media posts and responding to enquiries from businesses wanting to sign up to the scheme or parents looking for support
- Organise five 'Pop-up' breastfeeding group events in a variety of community venues or businesses that have signed up to the Breastfeeding Friendly Scotland scheme e.g. a local

café, community centre or soft play. These events might be online if face to face events are not possible due to Covid.

# Person Specification: Breastfeeding Friendly Stirling Peer Supporter

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
Current Breastfeeding Helper or Supporter Registration with BfN or other recognised organisation	✓	
Be educated to Higher level or equivalent		✓

Experience and Knowledge	Essential	Desirable
Experience of supporting mothers face to face with breastfeeding	✓	
Experience of working in a health or community setting in paid or volunteer capacity	✓	
Understanding of the importance of community development and engagement	✓	
Experience of working with diverse ethnic and social groups		✓
Knowledge of BfN, its ethos, policies and procedures		✓
Knowledge of how breastfeeding can help address inequalities	✓	
An awareness and understanding of supporting equality and valuing diversity within the role	✓	
Knowledge of the cultural and social barriers to breastfeeding	✓	
An understanding of why the Breastfeeding Friendly Scotland scheme is important	✓	
Experience organising and hosting events both virtually or face to face		✓
Knowledge of Stirling and surrounding area		✓

Skills and Abilities	Essential	Desirable
Excellent organisational skills including prioritisation and time management skills	✓	
Ability to work effectively as part of a team	✓	
Ability to motivate and support volunteers as part of a team	✓	
Experience of multi-agency partnership working		✓
Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills	✓	
Ability to maintain records and write reports	✓	

Skills and Abilities	Essential	Desirable
Ability to build and maintain an accurate database	✓	
Experience of multi-agency partnership working		✓
IT skills (Word, Excel, email, office 365 and internet)	✓	
Experience managing social media accounts such as Facebook, Instagram and Twitter	✓	
Experience creating engaging social media content	✓	
A space to work at home with reliable, secure internet access	✓	
'Can-do' attitude and evidence of delivering results	✓	
Ability to travel frequently within the local area and sometimes further afield to attend seminars, conferences and training	✓	