

Job Code: ____

Job Description: Community Breastfeeding Peer Supporter (IIFT)

Background of post

NHS Ayrshire and Arran (NHSA&A) in partnership with the Breastfeeding Network (BfN) work together forming the Integrated Infant Feeding Team (IIFT) combining the skills and experience of maternity, community and third sector services.

A key component of the pilot is the establishment and delivery of a breastfeeding peer support service. The aim of the peer support service is to give children in Ayrshire the best start in life by supporting families who choose to breastfeed to initiate breastfeeding and to support them to continue breastfeeding.

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.

Main duties

The Peer Supporter will be responsible for providing 1:1 support to first time mums who wish to breastfeed, the peer supporter will work as part of the Integrated Infant Feeding Team as well as working with other NHSA&A colleagues, partners and community organisations to promote breastfeeding and the Breastfeeding Network.

The main aims of the peer support service are to:

- Deliver proactive 1:1 peer support on an opt-out basis for parents in specific groups as defined by the project plan, for example first time Mums who wish to breastfeed.
- Liaise with IIFT colleagues, Midwives, Health Visitors and family support staff to identify mothers who would benefit from breastfeeding support.
- Provide home visits and phone, text and NearMe video call support to offer encouragement, information and support.
- Provide information to pregnant women about the breastfeeding support available including attendance at antenatal classes across Ayrshire.
- Provide information and support for parents on neonatal and paediatric wards.
- Provide support to and work in conjunction with other organisations and existing BfN Helpers/Supporters.
- Provide additional community breastfeeding support through BfN peer support groups.

Compliance with Policies and Procedures

- Maintaining own BfN registration with regular supervision, mandatory training and continuing professional development.
- Work in line with the BfN staff handbook and report to the Peer Support Co-ordinator.

- Ensure compliance with BfN policies, including the BfN Equality & Diversity Policy, Health and Safety, Safeguarding and BfN Code of Conduct, and other local policies.
- Work with the integrated team to ensure understanding and compliance with relevant NHS policies that impact on BfN staff.
- Keep accurate and up to date records in line with local NHS and BfN Information Governance policy and BfN Code of Conduct.
- Provide the required data in order to enable evaluation of the service in accordance with BfN's IG Policy and local processes.
- Attend team meetings as required.
- Participate in regular 1:1 meetings (including annual performance reviews if relevant) with the Peer Support Co-ordinator.
- Liaise with other project staff with regard to the updating of local processes and community support details.
- Work within the Baby Friendly Initiative remit and support accreditation where requested.
- Maintain up to date knowledge of BfN's policies.
- If necessary, undertake the BfN Supporter training to fulfil the requirements of this role.

Person Specification:

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 BfN or equivalent qualification, and willingness to undertake (or already enrolled on) Supporter training	✓	
Active Breastfeeding Supporter registration with the BfN or equivalent qualification		✓
Experience of working as a peer supporter offering breastfeeding support to mothers		✓
Show evidence of continued professional development since qualification		✓

Experience and Knowledge	Essential	Desirable
Experience of supporting mothers 1-1 with breastfeeding	✓	
Experience of working in a health or community setting in paid or volunteer capacity	✓	
Experience of working with diverse ethnic and social groups		✓
Knowledge of importance and application of the BfN Code of Conduct	✓	
Knowledge of the BfN Equality and Diversity Policy	✓	

Skills and Abilities	Essential	Desirable
Ability to provide information and support to mothers in a non-judgemental way	✓	
Ability to provide an effective 'hands off' approach when helping mothers with positioning and attachment	✓	
Ability to organise and manage work independently	✓	
Ability to develop and maintain good working relationships with members of the Integrated Infant Feeding Team, other health professionals, local authority colleagues and third sector partners.	✓	
Excellent interpersonal and communication skills	✓	
Ability to keep the confidentiality of the mothers and their families	✓	
IT skills including Word, Excel, email and internet use	✓	

Maintain accurate and up-to-date records of contacts with mothers through NHS recording systems.	✓	
Awareness and commitment to equal opportunities	✓	
A space to work at home with reliable, secure internet access	✓	
Access to a car and the ability to travel extensively to various areas throughout Ayrshire including travel to the Ayrshire Maternity Unit.	✓	