

# Job Description: Breastfeeding Peer Supporter (Sandwell Community)

## Background of post

BfN is commissioned by Sandwell & West Birmingham Hospitals NHS Trust to help them achieve higher breastfeeding initiation rates and higher breastfeeding prevalence at 6/8 weeks.

The aim of the BfN service in Sandwell is to help all new mothers to be able to consider breastfeeding as a realistic option and have skilled help from Peer Supporters in pregnancy, through birth, and into the postnatal period. In addition, BfN will be working to improve other local targets for improving the health of mothers and babies.

Referrals to the service are received from families directly or from HCPs via a referral Hotline Mondays to Fridays, email referral or via BadgerNet. Proactive 1:1 support is offered to families, beginning with phone contact within 48 hours of referral.

Peer supporters deliver antenatal breastfeeding workshops - delivered online, in hospital and in community and children's centres. Peer supporters host drop-in breastfeeding groups and support baby clinics across Sandwell.

The service works closely in close conjunction with the Birmingham City Hospital, Sandwell General Hospital and Sandwell Children's Centres.

## Main duties

The Breastfeeding Peer Supporter will be working for the Breastfeeding Network (BfN) to deliver an integrated peer support programme that offers breastfeeding support to all breastfeeding women living in Sandwell.

- Work closely with the Service Coordinator and Peer Support team to provide cover for the referral hotline.
- Proactively contact mothers and provide appropriate breastfeeding support via phone or video call as appropriate.
- Offer and carry out appropriate face-to-face breastfeeding support at home visits across Sandwell.
- Host face-to-face breastfeeding groups at venues across Sandwell (pre-bookable sessions only).
- Provide face-to-face breastfeeding support alongside the Health Visiting team at baby clinic venues across Sandwell borough (pre-booked appointments only).
- Deliver antenatal workshops at City Hospital and venues across Sandwell borough (pre-bookable sessions only).
- Promote the breastfeeding groups and distribute relevant leaflets.
- Host virtual breastfeeding groups using Zoom.
- Deliver virtual antenatal workshops using Zoom.

- Keep accurate documentation of all support offered and provided.
- Ensure that all required performance management data is collected accurately, stored securely and forwarded promptly to the relevant party.
- Liaise and have good working relationships with Children's Centre staff, Hospital staff, Outreach workers, Infant Feeding team, Midwives, and Health Visitors.
- Share information with parents about local Children's Centre activities.
- Refer mums with medical problems to the appropriate HCP.
- If not yet qualified as a Breastfeeding Supporter, then refer complex breastfeeding problems to a qualified Supporter or a Health Professional.
- To work with the Sandwell social media team to promote the peer support service to potential service users and engage current users on various social media platforms.
- Attend Children's Centre meetings as and when required.
- Continue to attend supervision sessions or seek telephone supervision when required from your BfN supervisor.
- Identify possible BfN volunteers and talk to them about training to be a BfN Helper.
- Undertake further training as required.
- Abide by all BfN policies.
- Participate in annual individual Performance Reviews.
- Work as an effective team member with other colleagues – both staff and volunteers, and take part in team meetings.
- Provide support to local voluntary Peer Supporters by way of mentoring.
- Assist with the organisation of special events to promote breastfeeding awareness e.g. National Breastfeeding Awareness week.

# 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
Breastfeeding Network registration at Helper level	✓	
Breastfeeding Network registration at Supporter level		✓
Willing to participate on the next available BfN Supporters course (BfN Helpers only)	✓	
Evidence of continued professional development since qualification	✓	
Evidence of continued Supervision attendance since qualification	✓	

Experience and Knowledge	Essential	Desirable
Experience of supporting families virtually with breastfeeding	✓	
Experience of working in a virtual drop-in group setting e.g. Teams or Zoom	✓	
Experience of supporting families via phone call with breastfeeding		✓
Experience of supporting families via video call with breastfeeding		✓
Experience of liaising with Health Professionals		✓
Experience of supporting families face-to-face in a community setting		✓
Experience of supporting families face-to-face in a home visit		✓
Experience of supporting families face-to-face in a clinic setting		✓
Experience of supporting families face-to-face in a drop-in group setting		✓
Experience of delivering antenatal support in a group setting (virtual or face-to-face)		✓
Experience of working with diverse ethnic and social groups	✓	
Knowledge of and commitment to the importance and application of the BfN Code of Conduct	✓	
Knowledge of BfN Policies	✓	

Skills and Abilities	Essential	Desirable
Ability to prioritise workload according to need	✓	
Ability to keep accurate documentation and accurately collect, store and report performance management data in a timely manner	✓	
IT skills including email and internet		✓
Ability to work as an effective team member with both paid and voluntary colleagues	✓	
Ability to work remotely and on own initiative	✓	