Job Description: Virtual Breastfeeding Peer Supporter (Islington)

# Background of post

The Breastfeeding Network (BfN) is an established commissioned project in Islington providing a universal breastfeeding peer support service including at Whittington and UCLH hospitals, at drop-in groups across the borough, and via telephone support, virtual support and home visits.

Working closely with local stakeholders, peer supporters provide breastfeeding peer support to mums in a range of settings across Islington. As part of our commitment to families and accessibility we are extending our virtual offering. This role focuses on the virtual support offering- including telephone support, virtual groups, antenatal sessions, social media and video calls.

# Main duties

* provide mothers with information about local breastfeeding support services and BfN national support (National Breastfeeding Helpline and BfN website)
* increase public awareness of the breastfeeding support available and the importance of breastfeeding and relationship building for infant and maternal mental and physical health and infant brain development
* provide 1-1 peer support to mothers by telephone, video calls, social media and/or at virtual drop in support groups or in other settings as required
* Liaise with colleagues to ensure monitoring and follow up for mothers and babies experiencing ongoing breastfeeding difficulties or common medical issues associated with feeding (e.g. jaundice, mastitis)
* make referrals (or encourage self-referral) to tongue tie clinics, mental health services and other relevant public health and wellbeing information and support services as appropriate
* consult with Service Manager, Deputy Coordinator, Infant Feeding Coordinator and relevant health professionals as part of a multi-disciplinary approach to care where mothers and babies are experiencing significant breastfeeding difficulties, such as slow weight gain or associated mental/physical health issues in either mother or baby
* support pregnant families to prepare for feeding their babies through virtual antenatal workshops and other contacts, providing targeted information and support where pre-existing conditions or circumstances may affect breastfeeding initiation
* keep accurate and up to date records in line with 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
* work within the BfN’s code of conduct
* work within the Baby Friendly Initiative remit
* attend team meetings as required (virtually or in person, if preferred)
* assist with the organisation of special events to promote breastfeeding awareness e.g. National Breastfeeding Week
* seek supervision from a BfN Supervisor in accordance with BfN’s Code of Conduct and Guidance Documents
* maintain up to date knowledge of BfN’s policies
* undertake training as required to fulfil the requirements of this role
* participate in regular 1 to 1 meetings (including annual performance reviews if relevant) with the Service Manager

Person Specification: Virtual Breastfeeding Peer Supporter (Islington)

**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.**

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| **Qualifications** | **Essential** | **Desirable** |
| Accredited BfN ‘Helper’ with ongoing supervision/reflective sessions | ✓ |  |
| Breastfeeding ‘Supporter’ Registration with the BfN Willing to work towards Breastfeeding ‘Supporter’ Registration | ✓ | ✓ |
| Experience of working as a peer supporter offering breastfeeding support to mothers | ✓ |  |
| Evidence of continued professional development since qualification |  | ✓ |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of supporting mothers via telephone with breastfeedingExperience of working in a health or community setting in paid or volunteer capacityExperience of facilitating a breastfeeding drop in groupExperiencing of supporting families antenatallyExperience of working with diverse ethnic or 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 | ✓ |  |
| Experience of using or managing social media accountsExperience of using Eventbrite to create and maintain events |  | ✓✓ |
| Knowledge of Islington area |  | ✓ |

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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to speak and write fluently in EnglishAbility to speak additional language(s) | ✓ | ✓ |
| Prioritisation and time management skills | ✓ |  |
| Excellent IT skills (Word, Excel, email and internet) including use of MS office 365 | ✓ |  |
| Ability to establish and follow processes | ✓ |  |
| Ability to use Zoom or Teams to create and join meetingsReliable internet connection and an appropriate workspace (if working from home) | ✓ | ✓ |
| Ability to work effectively as part of a team and on own | ✓ |  |
| Ability to maintain records and write reports | ✓ |  |
| Ability to negotiate and work with people from different cultures and organisations sensitivelyAbility to keep the confidentiality of families | ✓✓ |  |