Job Description: Community Breastfeeding Peer Supporter

# Background of post

The Breastfeeding Network have been awarded funding in Glasgow City by the Glasgow Health & Social Care Partnership to deliver 1:1 support to new families and to train peer supporters. The project supports all families who opt in for support with a specific focus on targeting families where there may be additional barriers to accessing breastfeeding support and in reaching diverse communities in Glasgow City, with high levels of social deprivation and the lowest breastfeeding rates.

Support takes the form of weekly peer support groups and one-to-one telephone support. The project enables those women who choose to breastfeed to access appropriate support regardless of age, ethnic origin, beliefs, sexual orientation, social status and employment status.

# Main duties

The Community Peer Supporter (Glasgow City Groups) will report to the Glasgow Service Manager and liaise with other key roles in Glasgow, such as the Glasgow Volunteer Coordinator, as well as with colleagues based in Scotland and throughout the wider charity. There will be a need for collaboration and partnership working with NHS Greater Glasgow and Clyde, the local Health and Social Care Partnerships and other third sector organisations linked to delivery of infant feeding peer support in the area.

The Community Peer Supporter will attend weekly groups at various locations across North West and South Glasgow, offering face-to-face peer support with infant feeding and mental health and wellbeing support. They may also offer telephone, text and video call support to parents occasionally. They will ensure accurate records are kept and complete the required monitoring and evaluation. The groups will comprise a mixture of BfN-run venues where the Community Peer Supporter is the host, and groups where BfN provides breastfeeding support within a venue hosted by a partner organisation. For this project, there is a specific target to reach families from diverse communities so developing relationships and working with community organisations based in these communities will be vital. Groups 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.

The Community Peer Supporter will:

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* Work with the Service Manager, Volunteer Coordinator and partner organisations to set up new groups in North West and South Glasgow
* Offer support to families by running at least two groups a week (Priority is to set up new groups in South and North West Glasgow)
* Work with volunteers in Glasgow to encourage them to volunteer at the groups to support local parents, including working with the volunteer coordinator on volunteer rotas for each of the groups to ensure peer support is available each week
* Offer support to the existing peer support groups in North East Glasgow if needed
* Keep accurate documentation on support given to parents.
* Develop partnerships by engaging and communicating with other organisations and community members, some of whom may have barriers to understanding health messages.
* Share information with parents about local family support and Early years Centre activities
* Refer mums/babies with medical problems to the associated Midwife or Health Visitor
* If not yet qualified as a Breastfeeding Supporter, then refer complex breastfeeding problems to the Project Coordinator, a qualified Supporter or a Health Professional
* Undertake further training as required by the project manager, for example related to mental health, parenting skills, Bookbug, baby massage etc
* Attend local internal and external meetings as required
* Contribute to the monitoring and evaluation of the service as required
* Abide by all BfN policies and procedures
* Participate in annual individual Performance Reviews
* Work as an effective team member with other Community Peer Supporters - both paid and voluntary, and take part in team meetings
* Assist with the organisation of special events to promote breastfeeding awareness e.g. National Breastfeeding Awareness week
* Provide absence and holiday cover for other Glasgow Peer Supporters
* Assist with organisation of events and other community activities as identified e.g. Study days, stalls, conferences etc.
* Support with social media activity including advertising, private messaging and content development.

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.**

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| **Qualifications** | **Essential** | **Desirable** |
| One of the below –   * Registered as a Breastfeeding Helper or Supporter with The Breastfeeding Network (BfN) and have had at least minimum supervision required to retain registration from your named supervisor since qualification * Have completed/currently be completing BfN Helper training and awaiting registration with BfN * If not currently a registered BfN volunteer then willing to use appropriate training/experience to become a registered BfN volunteer before starting in the post (for example, has completed recognised peer support qualification with another organisation) |  |  |
| Completed recognised breastfeeding peer support training |  |  |
| Show evidence of continued professional development and ongoing learning |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of working with BfN (or other organisation) offering breastfeeding support in a variety of settings |  |  |
| Experience of working with diverse ethnic and social groups (ideally in the Glasgow City area) |  |  |
| 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 and inclusion |  |  |
| Knowledge of the Infant Feeding culture in Scotland and the specific issues that affect families |  |  |

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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to provide information and support to mothers in a non-judgemental fashion |  |  |
| Ability to provide an effective ‘hands off’ approach when helping mothers with positioning and attachment |  |  |
| Ability to organise and manage work independently |  |  |
| Ability to work effectively as part of a team |  |  |
| 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 |  |  |
| Ability to maintain records and write reports |  |  |
| Familiar with different social media platforms (Facebook, Instagram, Twitter) |  |  |
| A space to work at home with reliable, secure internet access |  |  |
| Access to a car and ability to travel to run 2 x weekly infant feeding support groups (South and North West Glasgow) and occasionally to other areas within Glasgow and sometimes further afield to support existing groups or to attend meetings, conferences and training |  |  |
| Additional language skill, particularly in any of the languages especially covered in the scope of the project (Punjabi, Urdu, Polish) |  |  |