Job Description: Breastfeeding Peer Supporter

About the Breastfeeding Network

Background of post

The Breastfeeding Network (BfN) has been commissioned by Enfield Council Public Health to set up and develop a new breastfeeding peer support service. We are looking for passionate and motivated peer supporters to support Enfield families on the antenatal and postnatal wards at North Middlesex Hospital, community groups, phone support, home visits and online support. The project will aim to ensure those who choose to breastfeed have access to appropriate support regardless of age, ethnic origin, beliefs, sexual orientation, social status and employment status.

# Main duties and work tasks

•Provide breastfeeding support to families at a variety of locations to include hospital, home visits and community. Including group and 1-1 settings, working within your boundaries as a peer supporter.

•To provide phone and virtual support to ante natal or post-natal families

•Work closely with the Service Manager and team colleagues to plan and deliver activity

•Listen to parent’s concerns and answer questions about breastfeeding

•Promote the BfN service and local breastfeeding groups, distribute relevant leaflets and increase public awareness of support available

•Provide local mothers and breastfeeding parents with information about local breastfeeding support services and BfN national support (National Breastfeeding Helpline and BfN website).

•Signpost to other services, as needed (such as specialist infant feeding team and health visitors) and encourage parents to go to their local breastfeeding groups once they’ve left hospital

•Follow local service policy and processes at all times such as safe lone working practice

•Contribute to special events to promote breastfeeding awareness e.g. National Breastfeeding Week

•Be prepared to have newly qualifying peer supporters shadow you where necessary.

•Keep and provide accurate data records in order to enable evaluation of the service in accordance with BfN’s Information Governance Policy and local processes.

•Work within the BfN’s code of conduct and information governance procedures, seeking supervision from a BfN Supervisor when needed.

•Liaise with other project staff with regard to the updating of hospital processes and community support details

•Attend team meetings as required; giving feedback on highlights and challenges to strengthen the service and sharing ideas to support team well-being.

•Maintain up to date knowledge of BfN’s policies

•Undertake the training required for peer supporter to fulfil the requirements of this role and in order to remain BfN registered.

•Participate in regular 1 to 1 meetings (including annual performance reviews if relevant) with the Service Manager.

•Keep up to date with personal administration including timesheets, leave forms and shift forward planning schedules.

**Analysis and data management**

•Gather feedback from service users.

•Maintain up to date knowledge of BfN’s policies.

•Keep accurate and up to date records in line with BfN Information Governance policy and BfN Code of Conduct.

•Support the Service Manager to prepare reports by submitting data in a timely fashion.

•Assess the effectiveness of the service using a range of qualitative and quantitative data from a variety of sources.

**Equality and Diversity**

•Ensure compliance with BfN policies, including the BfN Equality & Diversity Policy.

•Work in a way that supports inclusion and values diversity. This responsibility includes actions in relation to service users, volunteers, work colleagues, people in other organisations and members of the public.

•Consider ways to remove barriers to accessing support, especially for families from diverse backgrounds and where English is not their first language

**Health & Safety**

•Follow standard Health and Safety guidelines.

•Undertake a proactive role in the management of risks in compliance with the Health and Safety at Work Act 1974 and subsequent legislation.

•Take care of your own personal safety and that of others.

**Personal**

•Maintain registration with BfN with regular supervision, mandatory training and continuing professional development

This is not an exhaustive job description and may be subject to change according to the needs and development of the role. It is expected that the post holder may undertake such other duties as may be reasonably be requested.

Person Specification:

What we are looking for

**The following criteria will be used to help us assess candidates for this role.**

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| **Essential** |
| * Be prepared to transfer into The Breastfeeding Network if not already a member but hold a qualification from another accredited breastfeeding organisation course.
* Willing/able to complete BfN advanced ‘Supporter’ training (training provided free of charge)
* Show evidence of continued professional development and ongoing learning
* 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 Infant Feeding culture in Enfield and the specific issues that affect local families
* Ability to work effectively with all colleagues, parents, members of the community and Health Professionals
* Excellent written and oral communication skills for a variety of audiences
* Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills
* Excellent organisational skills, including project management, prioritisation and time management skills
* IT skills (Word, Excel, Outlook, shared documents, video calling software – Zoom, Teams and Internet)
* Ability to research evidence-based information
* ‘Can-do’ attitude and evidence of delivering results
* Ability to travel frequently within the local area to community venues and family homes
* Excellent active listening skills

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| **Desirable** |
| * 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
* Experience of multi-agency partnership working
* Experience of supporting families face to face with breastfeeding – in person at groups and 1:1 as well as virtually/video
* Experience of working as a volunteer with BfN offering breastfeeding support in a variety of settings
* Experience of working with diverse ethnic and social groups
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