**Job Description: Breastfeeding Peer Supporter (Sandwell Community)**

# **Background of post**

BfN is commissioned by Sandwell & West Birmingham Hospitals NHS Trust and Sandwell Council’s Start4Life to help 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.

A blended approach to supporting is offered; initial contact via phone/video call, followed by in-person support at home visits as appropriate. Peer supporters host drop-in breastfeeding groups and antenatal workshops virtually (via Zoom) and in person at venues across Sandwell.

The service works closely in close conjunction with the Birmingham City Hospital, Sandwell General Hospital and Sandwell Family Hubs.

# **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.

* 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 alongside another Peer Supporter.
* Promote the breastfeeding groups and distribute relevant leaflets.
* Work closely with the Service Manager and Peer Support team to provide cover for the referral hotline.
* Host virtual breastfeeding groups using Zoom.
* Provide face-to-face breastfeeding support alongside the Health Visiting team at baby clinic venues across Sandwell borough.
* Following appropriate training, deliver face-to-face antenatal workshops at City Hospital and venues across Sandwell borough.
* Following appropriate training, 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 Family Hub staff, Hospital staff, Outreach workers, Infant Feeding team, Midwives, and Health Visitors.
* Share information with parents about local Family Hub 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.
* 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; staff and volunteers.
* Take part in team meetings.

In addition, you may be required to

* Work with the Sandwell BfN social media team to promote the peer support service to potential service users and engage current users on various social media platforms.
* Attend Public Health and Family Hub 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 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.**

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| **Qualifications** | **Essential** | **Desirable** |
| Breastfeeding Network registration at Helper level or equivalent accredited breastfeeding qualification (and be willing to transfer into BfN) |  |  |
| 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 |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of supporting families with breastfeeding  |  |  |
| Experience of working in a virtual drop-in group setting e.g. Teams/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 |  |  |

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| **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 |  |   |